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Festivals are an expressive way to celebrate glorious heritage, culture and traditions of India...

### From the Desk of Editor



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Physical fitness is a state of health and wellbeing and more specifically the ability to perform sports, physical occupations and daily activities.....more.

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Give something back to the community

## From the Desk of Managing Director



***“Wishing everyone a Spectacular and Healthy New Year 2021”***

**Abhishek Gupta**

Festivals are an expressive way to celebrate glorious heritage, culture and traditions of India. It symbolizes optimism and heralds a new beginning for Trade and Commerce activities.

At Altos, every stakeholder - our Employees, Direct Sellers and Vendors are like one big family. They played an essential role in the pursuit of scaling up our business at the next level each day during the uncertain times.

As I pen down my thoughts, it has been a roller coaster year for all of us at Altos. 2020 will be remembered as a year in which Pandemic Covid-19, dominated the public discourse.

Consumer demand has had an adverse impact which has led to the global economic downturn. For us, it has been a year of Unlearning, Learning & Relearning. We have retrofitted our business and have geared our processes with a strategy which will ensure synergy in a rapidly changing market scenario. With the onset of sparkling festive season, the growth momentum of the industry was revived, and there was an uptick in demand. Despite Covid-19 Pandemic, Team Altos has launched a range of products such as Papita Giloy and Haldi Kesar Drops along with other immunity-boosting products. High demand for immunity products has not amazed us, however has helped to recover from the lockdown effect overall. I would also like to salute the common man's courage and grit whose perseverance during these uncertain times is bringing our economy back on track. I also appreciate Medical Fraternity for their selfless service during these uncertain times. Proactive response and dedication towards research by Vaccine Companies also needs to be praised. I am really inspired by Albert Bourla, CEO- Pfizer as they have launched vaccines that will cure the humanity of the Pandemic. I have also shared my views on the same at LinkedIn.

<https://www.linkedin.com/pulse/leadership-thoughts-abhishek-gupta/>

We at Altos are committed to offering Health Products that are beneficial for a common man's health.

Altos Sutra's for 2021 Employees... Innovation...Direct Sellers.... Customers....Leading to profitable growth for everyone



***“May the year 2021  
bring a fresh start, new  
aspirations and  
inspiring successes***

***Walk with grace and  
achieve greater  
heights”***

**Jobin Joseph**



As I write the editorial for the last issue of the calendar year 2020 I feel a sigh of relief that finally the Year is coming to an end. Year 2020 has taught us the importance of good health which is the biggest asset for every individual on the planet.

Months of October – December are crucial for businesses which enables us to consolidate our gains and chalk out strategies for the upcoming year with vigor and enthusiasm. During this festive months starting from October Altos has introduced a slew of new consumer products on which extensive research has been done by our R & D Team. Our focus is on introducing Health Products which boosts immunity, we have also introduced spices “Masalas” under the brand name of Enrich.

For the upcoming Year 2021, we have prepared a Blue Print, which will enable us to communicate our Mission which is embellished in our Tag Line “Health is Life”

- Miles of Smiles on the faces of our consumers on using our products
- Spreading Health consciousness among consumers through our products
- Providing opportunities for growth & skill enhancement among Direct Sellers
- Delivering best in class customer satisfaction experience

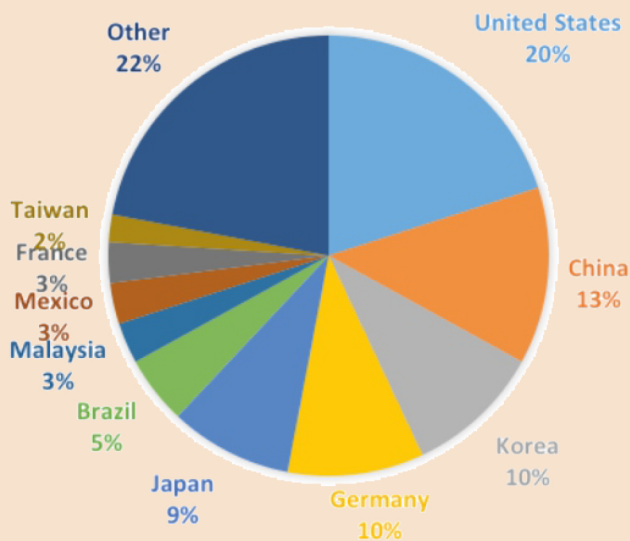
We are expecting robust business growth during the upcoming Year 2021 and will focus on product innovation and up gradation of our business functions which will ensure an uptick in the demand of our Health Products.

At Altos we all are working towards integrated approach of all our business processes which will ensure symbiotic approach in our implementation strategies. Contribution of the Direct Sellers to our Pan India growth momentum is immense and it is due to their efforts that Altos is able to carve out a special niche for itself in the marketplace.

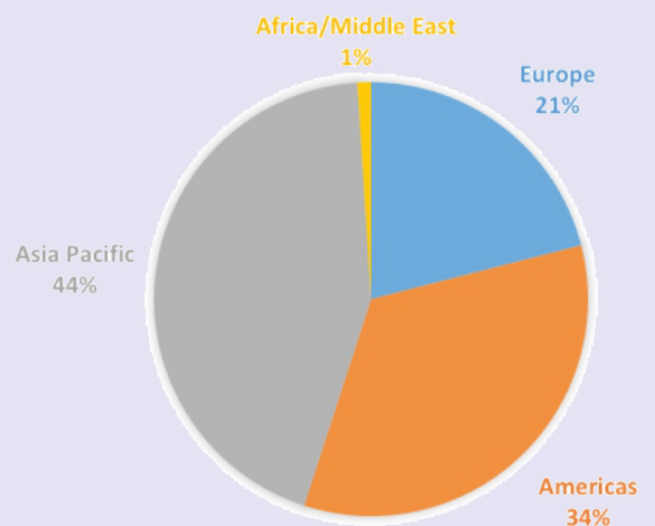
Festive season spreads happiness, cheer & optimism among each & every stakeholder and we expect the same level of cheerful buoyancy throughout the upcoming year 2021.



### TOP 10 GLOBAL MARKETS



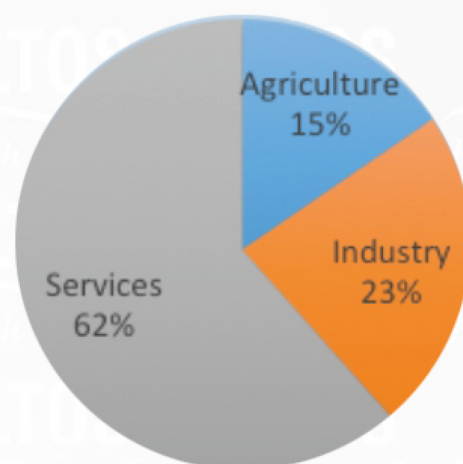
### GLOBAL REGIONAL SALES





<b>Population</b>	<b>1,380,004,385 (2020 EST.)</b>
<b>GDP</b>	<b>\$2.6 trillion (nominal; FY2020-21) \$8.7 trillion (PPP; FY2020-21)</b>
<b>GDP rank</b>	<b>6th (nominal; 2020) 3rd (PPP; 2020)</b>
<b>GDP growth</b>	<b>6.1% (18/19) 4.2% (19/20) -9.6% (20/21e) 5.4% (21/22f) (SA fall 2020, WB)</b>
<b>GDP per capita</b>	<b>\$1,877 (nominal; 2020-21) \$6,284 (PPP; FY 2020-21)</b>
<b>GDP per capita rank</b>	<b>142nd (nominal; FY2020-21) 134th (PPP; FY 2020-21)</b>

### GDP by Sector



■ Agriculture ■ Industry ■ Services ■

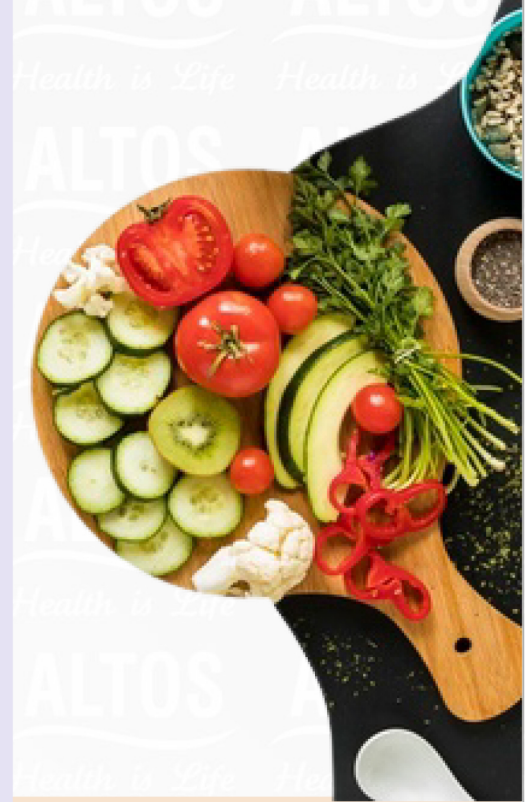
<b>GDP by Component</b>	
<b>Household consumption</b>	<b>59.1%</b>
<b>Government consumption</b>	<b>11.5%</b>
<b>Investment in fixed capital</b>	<b>28.5%</b>
<b>Investment in inventories</b>	<b>3.9%</b>
<b>Exports of goods and services</b>	<b>19.1%</b>
<b>Imports of goods and services</b>	<b>-22%</b>

## Nutrition

Nutrition is the science that interprets the nutrients and other substances in food in relation to maintenance, growth, reproduction, health and disease of an organism. It includes ingestion, absorption, assimilation, biosynthesis, catabolism and excretion.

The diet of an organism is what it eats, which is largely determined by the availability and palatability of foods. For humans, a healthy diet includes preparation of food and storage methods that preserve nutrients from oxidation, heat or leaching and that includes risk of foodborne illnesses. The seven major classes of human nutrients are carbohydrates, fats, fiber, minerals, proteins, vitamins and water. Nutrients can be grouped as either macronutrients or micronutrients (needed in small quantities).

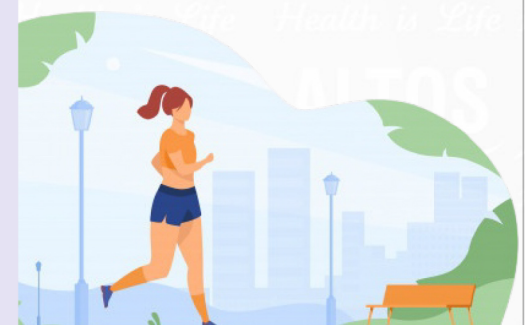
In humans an unhealthy diet can cause deficiency such as blindness, anemia, scurvy, preterm birth, stillbirth and cretinism, or nutrient excess health-threatening conditions such as obesity and metabolic syndrome and such common chronic systematic diseases as cardiovascular diseases, diabetes and osteoporosis. Under nutrition can lead to wasting in acute cases, and stunting due to marasmus in chronic cases of malnutrition.



## Physical Fitness

Physical fitness is a state of health and well-being and more specifically the ability to perform sports, physical occupations and daily activities. Physical fitness is generally achieved through proper nutrition, moderate-vigorous physical exercises and sufficient rest.

Before the industrial revolution, fitness was primarily seen stamina to carry out the day's activities without undue fatigue. However, with automation and changes in lifestyles; physical fitness is now considered a measure of the body's ability to function efficiently and effectively in work and leisure activities, to be healthy, to resist hypokinetic diseases, and to meet emergency situations





## Papita Giloy Tablet

Altos Launches Papita Giloy Tablet which is loaded Fibre, Protein, Vitamin C, Vitamin A, Folate, Carbohydrates, Potassium, Calcium, Magnesium, Vitamin B1, B3, B5, Vitamin E & Vitamin K.



### Benefits:

- Helps to boost immune system
- Helps to reduce High fever & Body Pain
- Helps to provide Antioxidants naturally
- Helps to lower down Blood Pressure level
- Helps in purifying blood
- Helps to increase platelet count
- Improves digestion
- Helps in removing toxins from the body
- Helps in treating Flu & Viruses
- Has anti-ageing properties that help reduce wrinkles, dark spots and acne

## Almond Hair Oil

Altos Ayurveda launches Almond Hair Oil which is rich in vitamin B-7 that keeps hair healthy, strong and protects it from sun damage.

It has hydrating and nourishing properties which makes hair healthy and they become shining and lusturous.

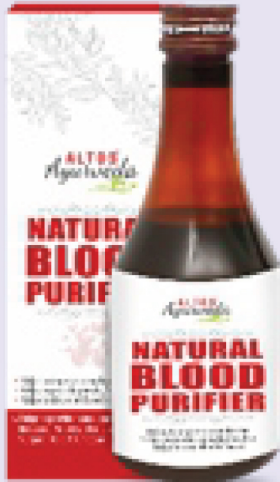
### Benefits:

- Helps in strengthening, repairing & Nourishing hair
- Helps in softening and conditioning the hair
- Helps in preventing hair fall
- Helps in treating dandruff and hair damage
- Helps in Treating hair loss and split ends
- Helps in checking scalp infection and inflammation



## Natural Blood Purifier

Altos launches Blood Purifier which is enriched with the goodness of herbs and includes Neem, Khus, Chirata, Gulab, Unab, Mundi, Heena, Kasni, Sandal Safed, Sandal Surkh, Nilofar, Sarpunkha, Simsapa & kharbuza.



### Benefits:

- Helps in improving skin complexion
- Helps in removing impurities from the blood and keeps a skin pimple and acne free
- Helps in preventing recurrence of pimples
- Helps in eliminating & relieving Toxins
- Helps in preventing and curing boils and skin eruptions

## Breen Syrup

Altos Breen syrup contains Malkangni, Shankhpushpi, Brahmi, Mulethi, Ashwagandha, Jatamansi, Dhaniya, Vidang, Saunf, Sarpagandha, and Vach.

### Benefits:

- Helps to sharpen memory
- Helps in Increasing brain function
- Helps in improving concentration
- Helps in improving learning ability
- Helps in improving the functioning of nervous system
- Helps in relieving mental fatigue & stress





## Haldi with Kesar Drops

Altos Ayurveda launches Haldi with Kesar Drops which is derived from turmeric and is a major part of Indian traditional customs. It is also called “Indian Saffron” because of its deep yellow colour.



### Benefits:

- Helps in boosting Immunity
- Has Anti-inflammatory, Anti-Oxidant Antimicrobial, Antibacterial & Antifungal properties
- Helps in supporting respiratory health
- Helps fighting Chronic Inflammation
- Helps in giving relief from Cold & Cough
- Helps in promoting Digestion & Health
- Healthy for joints
- Good for Healthy Heart as it helps to lower down lipid level
- Good for Liver Health
- Good for Skin Conditions

## Immune Syrup

Altos Immune Syrup is a nutritional supplement which boosts energy, provides overall growth of body and helps with other nutritional deficiencies.

### Benefits:

- Helps in treatment of nutritional deficiencies
- Helps in providing strength to the bones
- Helps in strengthening the immune system
- Helps in boosting energy levels in the body



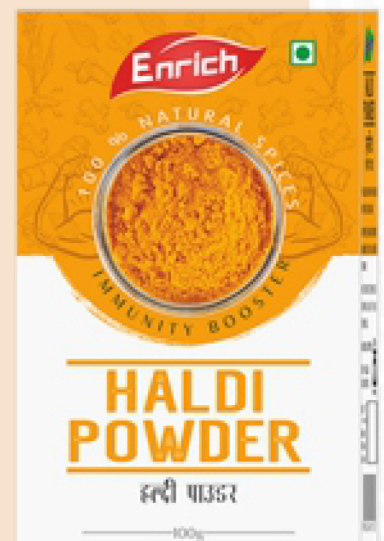
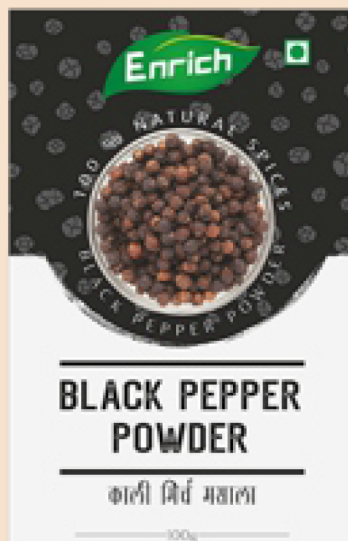
## Spices from Altos

The history and culture of spices is as old as India's civilization. Indian spices are well known all over the world for their tastes and strong aromatic flavour. Spices have been used by Indians for thousands of years for both culinary and health purposes. Spices are indigenous to India and were cultivated as early as the 8th century.

Altos introduces spices under the brand name of Enrich which adds zest to food, enhances their taste and delights the gourmet.



- Dhania Powder
- Jeera Powder
- Black Pepper Powder
- Lal Mirch Powder
- Haldi Powder





**Mr. Jayram Gupta**

“  
***Never stop  
learning,  
because life  
never stops  
teaching***  
”

I started my career as an entrepreneur who was running a Wheat Flour Mill in Bhadohi Town in Uttar Pradesh. It was in my flour mill that I met Avdhesh Kumar Maurya who sold me the products of Altos.

After using Altos products, I was enthused by its positive impact on my health and I started recommending it to my friends and acquaintances who would come to the flour mill.

On experiencing the positive feedback of Altos products, I decided to learn more about the business opportunity offered by Altos and its product ranges. In my Sales Network development I was supported and guided by Mr. Manmohan Bhatt who is the National Sales Manager at Altos Enterprises. Mr. Bhatt mentored me in the field and proactively answered to all my queries which were related to nuances of Business Opportunity Plan and product advantages. I also appreciate the system put in place by Altos which has ensured my advancement through the ranks. I approached my life through the prism of continuous learning:

I can vividly remember the first cheque of Rs. 260/- I received from Altos, which was a token of appreciation for my endeavors. Today I have achieved the rank of Double Royal Crown & I am also acknowledged as a Subject Matter Expert for Altos Oregon 80.

I would like to advice youngsters who would like to pursue Direct Selling career with Altos Enterprises to follow its system and regularly attend orientation sessions which are organized by the company.

I want to build a strong sales network for Altos in my region, where we can create strong Brand Equity for Altos Health products among consumers.

Management principles followed by me can be summed up in three words i.e.

***AIM = Aspiration + Inspiration + Motivation***

**Mrs. Kumari Sahu & Mr. Chhabi Ram Sahu**



“  
***Success usually  
comes to those  
who are too  
busy to be  
looking for it.***  
”

I started my career as an agriculturist in my village while I was studying. I came to Mahasmund Town in Chhattisgarh for my higher education and worked at a General Store.

It was in 2015, I was introduced to Altos products by Mr. CR Sahu who would come to the General Store, where I was working. First Altos product I got acquainted was Tulsi Power. I personally used it and found it beneficial. Thereafter I recommended it to my friends, acquaintances & relatives. I got positive feedback from the people to whom I sold Altos products and they wanted more of it. System put in place by Altos and support from the mentors along with favorable response for Altos products from the users enabled me in building a sales network in the region.

I consider Malaysia Trip as my biggest achievement with Altos which broadened my horizons and encouraged me to understand the products & philosophy of its tag line “Health is Life”. Today I am a Royal Crown and have had multiple foreign tours which have changed my entire personality and outlook towards life.

Since I have joined Altos, I have made my goal to achieve 10,000 B.V (Bonus Volume) every month. I also organize a regular get together of the Sales Network Team which I have developed. This gives me an opportunity to build close working relationship with Team Members.

I have also been organizing Rourkela CD book meeting every month. This gives me an opportunity interact with both Downline & the Up line. I want to empower members of my Downline to become achievers.

I have a mantra which I follow in the field which is:

Vishwas + Spashttata + Rachnatmakta , which can be translated in English i.e.  
 $C^3 = \text{Confidence} + \text{Clarity} + \text{Creativity}$



**Mrs. Priyanka Maurya &  
Mr. Avdhesh Kumar Maurya**



“  
***Great Leaders  
don't set out to be  
a leader... they  
set out to make a  
difference. Its  
never about the  
role. Always  
about the Goal.***  
”

I started my career as a Direct Seller with Altos in 2008 in Lucknow, Uttar Pradesh. I was introduced to Altos by a close friend of mine, who took me to one of the orientation meetings organized by Altos. The spirit of togetherness, excitement, energy and positive atmosphere motivated me to regularly go for these meetings and that's how I started my journey with Altos. So, my one all time suggestion to all the people who are joining Altos in pursue of being financial independent must attend meetings again, again and again.

Attending these meetings regularly supports in understanding the benefits of the product which we are selling and also how to build our sales network as it is in these meetings we interact with leaders, management and our horizons are widened.

Dreaming with open eyes, that yes we can achieve it comes automatically by the enthusiasm and seeing the success of veteran Direct Sellers.

Rs.524/- was my first cheque earned by selling Altos Products, it is a souvenir for me. I take this opportunity while sharing my story to appreciate and thank my wife Priyanka for her wholehearted support in building my Direct Selling enthusiasm with Altos.

I always encourage my team to have written goals which will motivate them in achieving it. I love reading inspirational books about great leaders and would like to share a leadership quote which will motivate us all:

My Mantra in the field:

***Lakshya + Akansha + Mahatvakansha***

***A<sup>3</sup> = Aim + Aspiration + Ambition***

**Mrs. Priyanka Kumar Sinha & Mr. Ajay Kumar**

“  
***A positive  
attitude will  
lead to positive  
outcomes***

”

I was introduced to Altos Enterprises by a close friend of mine in 2013. My initial exposure to Altos was through its Orientation programs in which its National leaders participated. It was in the Orientation programs that I was introduced to the entire product range of Altos Health products and its Business Opportunity Plan.

In building my sales network, I was given guidance, advice and support by my upline in the region. My mentors especially Mr. Rajat Kar ensured that I was trained thoroughly in pitching the benefits of Altos Health products to the prospective customers. I attribute my achievement of the level of Double Royal within a short time to the system put in place by Altos which ensures progression of Direct Sellers through the ranks.

I feel proud to be associated with Altos , it is among the oldest Home Grown Direct Selling Company in India which offers quality Health products which appeal to the tastes and preferences of the Indian consumers.

I have a dream of organizing a big seminar in Gandhi Maidan Patna city in which 1 Lakh Altos prospective Consultants will participate and it will be a platform which will honor first 100 Altos Achievers with a Luxury Car each as an award.

This Mega seminar will encourage youngsters in our region to explore career opportunity offered by Altos Enterprises, an Indian iconic company in the field of Direct Selling.



**Mrs. Uttara Sahu & Mr. Rajesh Kumar Sahu**

“  
*Leadership is the  
vision to translate  
planned outcomes  
into reality*  
”

I started my career as a Marketing Executive in 2010 in Raipur, Chhattisgarh. My exposure in Sales & Marketing field gave me a sound knowledge about prospecting clients in the field and in closing sales.

It was in 2015, I was introduced to Altos by Mr. Ghanshyam Sahu, who got me acquainted with its Business Opportunity Plan and Health products.

On Mr. Sahu's recommendation, I started using Altos Tulsi Power & Aroplex Plus which I realized were high quality health products. I still remember the day when I received my first cheque from Altos, it was for Rs 1450.

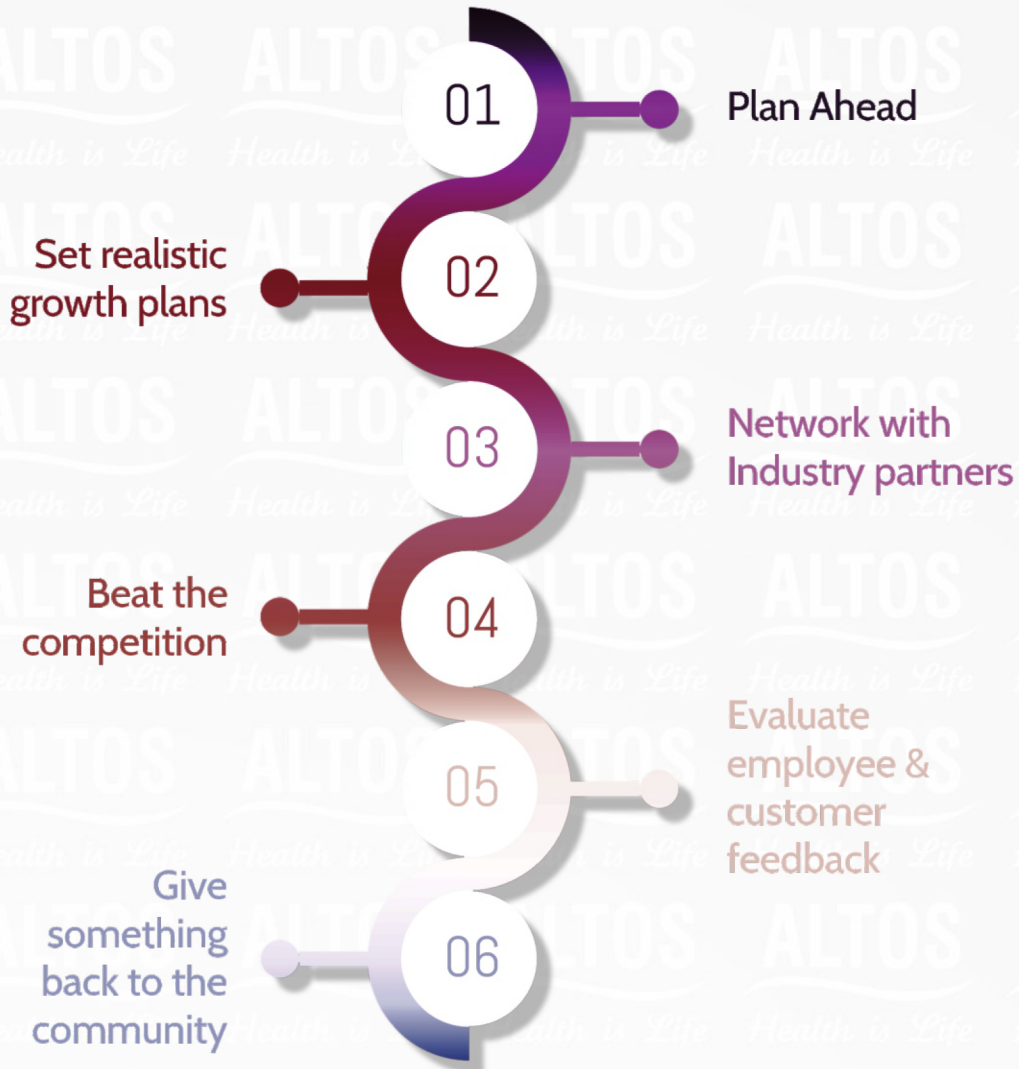
I have developed and created a fundamental strong sales network in my region only in a very short span because of my prior experience in sales and mentoring from my upline when ever I got stucked.

I always make it a point to update myself with latest products which are launched by Altos. I see myself more as an advisor who is able to provide correct and accurate information about Altos products.

It always helps if we keep our sales commitments and through our product offerings, we are able to create a difference or provide a solution addressing needs of our customers.

I am thankful to our leadership team for their encouragement and motivation. Sessions organized by Altos give us an opportunity to share our feedback and it is the collaborative business model of Altos which has made it among the most trusted Direct Selling Companies in India.

## Sutra for 2021



# G R O W

**Employees : Innovation : Customers : Profitability**

As we look forward to the New Year, we also reflect on our valued partnership. We wish all our stakeholders continued prosperity

Thank you for your association with Altos and we look forward to serving you.

**Happy New Year  
2021**

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