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From the Desk of the Managing Director  
**Abhishek Gupta**

Although many aspire Perfection; but for a few it has become a habit

I want to set the ball rolling for the new issue of Altos Newsletter, which is designed to curate core values and holistic information about Altos Enterprises. Over the years, Altos, on account of its resilience and perseverance, has established for itself strong brand credentials and credibility in the market. Through this, I would like to salute the Direct Sellers who are associated with us.

The Calendar Year 2020 has been a challenging year for the Indian and Global Economy on account of market uncertainties caused by the COVID-19 pandemic. We at Altos are working tirelessly towards reorientation of our business

processes which will generate a growth momentum.

I now take this opportunity to articulate six months vision-mission plan for Altos Enterprises; which will provide a sneakpeek into our commitments that we have identified for society and our stakeholders at large:

- Strengthen Customer Service Department, which will ensure an efficient and robust Customer Redressal system
- Consolidation of various Business Processes
- Re-alignment of Supply Chain which will ensure availability of Altos products to maximum consumers during COVID-19

At Altos we have created a feedback mechanism which enables us to understand the needs and requirements of the consumers of our products. We have our own R & D setup and are committed to customer delight by offering high quality products.

We have firm belief that our economy will script a turnaround and will eventually become a 5 Trillion Dollar economy. Altos appreciates the economic goal post defined by the Government and believes in the vision of '**Great Indian Dream**' which will encourage self-reliance to our Youth & Women through entrepreneurship & self employment.

From the Desk of Editor  
**Jobin Joseph**



Wishing all of you a propitious year ahead & wishes to Stay Healthy

'I am delighted to pen down the editorial of the second issue of the Altos Newsletter. For us a Newsletter is a Brand articulation platform which showcases initiatives taken by Altos Family.

In spite of economic hardships, which we all have faced on account of pandemic, Our Direct Sellers, Employees, Vendors and Management, have been resilient to the core & infact this Newsletter is an outcome of our tenacity and perseverance which we all are maintaining during these uncertain times. Every day I have personally received inspirational stories from the field about our Direct Sellers

involvement with community service. They have been true LEADERS for Altos and I salute them for their selfless service to society.

During the Nationwide Lockdown we all have upgraded our technology skills and have learned from each other to stay connected and have continued to maintain our Sales Momentum through WhatsApp & Zoom Meetings. Infact once the lockdown was lifted we were ready with the business rejuvenation strategies.

Altos is a true Product based Home Grown Indian Direct Selling Company. We are

committed to product innovation and are self-reliant in manufacturing health products which are sold through our distribution channel. In the current quarter, we have introduced Altos Stevia Drops, which is a non-nutritive sweetener.

In this issue, Our Sales Manager, Mr. Manmohan Bhatt has shared his thoughts along with a message to the sales field force. Stories from our achievers will inspire the readers. Readers can also get information on the Latest figures about Indian Direct Selling Industry.



From the Desk of the Sales Manager  
**Manmohan Bhatt**

**ALTOS**  
Health is Life

“You were born to win, but to be a winner you must plan to win”

'At the Outset, I would like to give a high five and salute all the Direct Sellers who are associated with us. Their commitment and belief in the system & business processes has enabled all of us in envisaging a big picture for Altos in the Indian Direct Selling space.

Even during the lock down period when businesses were disrupted due to Covid19, positive attitude was displayed by our Direct Sellers.

I would like to share my thoughts with all the competent Altos Direct Sellers. Each one of you has the power to script your future with your zeal which

sends a delightful message to your customer. I appreciate your endeavors of simplifying solutions for the customers in their day to day life.

We at Altos are fine-tuning our field Standard Operating Procedures (SOP's) which will enable us to emerge as a Vibrant and strong Direct Selling Entity in the forthcoming term.

It has been during these adverse circumstances that our Direct Sellers in the field have displayed their determination to succeed even in an unfavorable business climate. In spite of restrictions on conducting face to face meetings, our Direct Sellers were busy finding ways to

connect with their prospects and had continued to build their businesses.

I would now like to dedicate this column to our Direct Seller whose perseverance and dedication has improved the business sentiments at Altos.

Teamwork, cooperation and collaboration in the field has enabled Altos to chalk out strategies which will create synergies and support in creating a positive momentum.

I would now like to quote a message from ZigZigler , which will lift the spirits and create positivity among our Direct Sellers during these challenging times.

**ALTOS**  
Health is Life

Product Launch

## Altos Stevia Drops (Sugar Free)

Altos introduces Stevia drops which is derived from an intensely sweet-tasting plant which is originally native to Paraguay and Brazil. It is a non-nutritive sweetener which contains little or no calories and has shown potential health benefits as a sugar alternative for people with diabetes.

### Health Benefits of Stevia Drops:

- **Extremely beneficial to those with diabetes**
- **Supports weight loss**
- **Reduces Cholesterol Levels**
- **Lowers Blood Pressure**

### Key Features:

- **Zero Calories**
- **Zero Glycemic**
- **No Aspartame**
- **No Added Sugar**
- **Safe for Daily Use 2 Drops are Equivalent to 1 Tablespoon of Sugar**

ALTOS Ayurveda

Stock Available

STEVIA DROPS  
Sugar Free

**0** ZERO CALORIES  
ZERO SWEETNER

ZERO GLYCEMIC CONTENT  
NO ASPARTAME  
NO ADDED SUGAR  
SAFE FOR DAILY USE

www.altosindia.net



**“Be the Awesome Person you are meant to be”**

I am a firm believer in visualizing and writing my goals. Association with Altos has given me an opportunity to develop my leadership potential and aim for higher goals. Initially I was attracted to the health products of Altos as I had received positive word of mouth recommendations from my friends and mentors. The quality of the products and the encouragement given to me by Mr. Ghanshyam Sahu and Mr. Komal Sahu prompted me to introduce the benefits of these products among my friends and relatives.

After receiving a favorable response I started pitching Altos products benefits through cold calls to new prospects. With persistent efforts, I was able to get response which enabled me to build my sales network. I still vividly remember my first achievement with Altos when I achieved the 'Chief Executive' level with Rs. 21,000. This inspired me to aim high and not get discouraged by disappointments.

I feel very excited when I hear a positive feedback about Altos products from the consumers. I think there is no age for learning. Every day is a new opportunity to learn. **Success is the sum of small efforts, repeated day-in & day-out.**

Through industrious efforts I have now achieved the level of '**Crown Ambassador**'. I advise people who would like to get associated with Altos to have Patience & follow the system which has been time tested and put in place by Altos.

*Be a knight to your purpose and a warrior of your dreams.*

My magical formula in the field is **D<sup>3</sup> = Dedication + Discipline + Diligence = Dynamic growth with Altos .**



**“Opportunities don't happen, you create them”**

I am fortunate to be associated with Altos Enterprises. The training systems put in place by Altos has enabled me to fulfil my potential. I was introduced to Altos by one of my close friends in November 2013 . In the beginning when I started using Altos Products I discovered that they are of very high quality and are very effective.

On getting benefitted by using Altos products I started vouching for its wonderful benefits to my friends & relatives. Response from them was also positive. A Positive consumer feedback of Altos Products motivated me to get associated with Altos on a full time basis.

I am thankful to Altos Management and my Upline for their wholehearted support to all of us in the field through consistent encouragement and inspiration. Regular meetings & sessions organized by the Altos Management inspired me to stay positive.

At Altos we have a very effective training system, which trains us to achieve our full potential at work. The support system created by Altos has encouraged me to build a steady sales network in the region.

**Patience, commitment and dedication are the binding ingredients for building a Direct Selling Career.**

My formula for achievement at Altos:

**F<sup>3</sup> = Fun + Focus + Faith = Fantastic career at Altos**



I have found new meanings for my aspirations by getting associated with Altos. Business Opportunity at Altos has transformed and equipped me with entrepreneurial skills. I joined Altos in February 2012 on recommendation of Mr. Rajat Kumar Kar. Initially, he recommended me to use Aroplex product to treat the Ulcer in my body. After experiencing the magical improvement in my ulcers by using Altos products, I had no choice but to start pitching the amazing benefits of these products to my friends & family circle. As I also wanted them to improve their immunity which I personally experienced.

My association with Altos has benefitted me on multiple fronts. It has shown me to look at the positive side of everything throughout my life. I want to thank all those who rejected my sales pitch in my early days as that helped me to create a new walk the talk and to add the product as a solution which lead to a wide sales network under me. I have indeed become financially sound. Consequently, I think the key to happiness is progress, growth & consistently working on oneself.

I develop my down line with hand-holding the joinees and ensuring that they create a vision which is clear and achievable in the next five years. This five year program which is instilled in my downline is my real power and it is because of this plan that we have achieved exponential sales within my network. I recommend everyone to always meet new people and share the Altos Business Plan with them and focus on the vision plan and the benefits of achieving the '**Royal Crown**' level.

**“Let your business growth speak for itself”**

My Mantra for Field Sales Success is  
**A<sup>3</sup> = Aim + Aspire + Action = Achievement**



Nothing happens without envisioning a dream. Dreams of an individual can come true if one dares to pursue them.

I was introduced to Altos Business Opportunity by Mr. Kamal Roy in 2009. I was inspired to use Altos products because of its health benefits. It was because of experiencing these health benefits, that my reflex action was to immediately share it with my friends and relatives to ease their life and also stimulate their immune system.

I am thankful to the Altos Management for their support in building my business and sales network. Training programs and seminars organized by Altos have instilled automatic confidence in me. In my opinion, one should have curiosity to learn new things in the field. I get excited when I see young people joining and building their entrepreneurial career at Altos. It gives me immense pleasure to guide, mentor them and to be a part of their successes. It is a very thrilling experience for me personally.

To achieve success with Altos, one has to work with patience and follow the system laid down by the Company for building ones sales network.

My 11 years of association with Altos has enhanced my planning & interpersonal skills with the upline & downline. I am optimistic that conducive environment and encouragement of Altos Management, will enable people in my network to earn more than Rs 25,000/- per month.

My message to people who want to join the Direct Selling industry is

**“Not to get discouraged by what other people say. Live your life on your terms, Decide your path and walk on it consistently.”**

In the field I follow the C<sup>3</sup> principle which has worked for me i.e.

**Consistency + Confidence + Commitment = Convergence of Sales**



**“Dream big, stay positive, work hard and enjoy the journey”**

Prior to joining Altos, I was running a Departmental Store. It was in my departmental store that I met Mr. Rajat Kar who introduced me to Altos Enterprises & its business opportunities. In the initial stage of my association with Altos, in 2014

I started using Altos Health products for treating my health problems like Allergy & Sinus. After encountering the advantages of Altos products I started recommending them in my social circle. A positive feedback from the users encouraged me even more to expand my sales network.

Altos Management and my upline Mr. Rajat Kar has always stirred my confidence and motivated me to give my best in everything. I have now achieved the level of '**Double Royal Crown**' which has instilled positivity in me. Now I aspire to achieve the level of '**Universal Crown Ambassador**' by 2021. I evolve my downline by ensuring that they succeed and achieve great heights of success in sales as their accomplishment is a big win for me as well.

I believe that “**Success is no accident. It is hardwork , perseverance , learning , studying, sacrifice and most of all, love for what you are doing or learning to do.**” I would now like to share my Success Mantra:

- Always follow upline and stay committed to Altos Management and their education system
- Make prior plans
- Stay Self Motivated
- Never be afraid of ups and downs in life

My Sales Mantra is

**E<sup>4</sup> = Enthusiasm + Efficiency + Effectiveness + Engagement = Extraordinary Career at Altos.**





I came to know about Altos from one of my senior colleagues at office and thereafter I visited the company Website and got acquainted with the company, its management & its product portfolio. I have been associated with Altos for the last eight years.

Initially, I was attracted to Altos health products and extensively researched about its health benefits. After exploring the benefits of these products I was prompted to recommend them in my social circle. I started attending Altos Meetings, Conferences, Training sessions and events regularly and got to know more about the system created by Altos to empower Direct Sellers in the field.

I am thankful & grateful to my upline for their guidance, cooperation and mentorship as I achieved the 'Diamond Level' within 11 months of joining. Management at Altos has been very supportive of the efforts made by the Direct Sellers in the field. I enjoy mentoring people who aspire to join Altos to pursue their entrepreneurial careers. I have a message for them as well:

- They need to have a long range plan for their careers, and cultivate patience as it takes perseverance and lot of hard work to achieve success in the field and they cannot become successful, overnight.
- Direct Selling requires commitment and they need to showcase the business opportunity plans to more and more people to build a favourable law of averages for themselves in Direct Selling Business.

I would like to quote JF Kennedy, Former President of the United States in inspiring and motivating youngsters who wish to make a career in Direct Selling:

**“Leadership and learning are indispensable to each other”** Further I would like to share my Success Chant:

**I<sup>3</sup> = Inspiration + Imagination + Intention = Incredible career at Altos.**

**Indian Direct Selling Industry records USD 2.47 billion sales in 2019, ranks 15th globally**

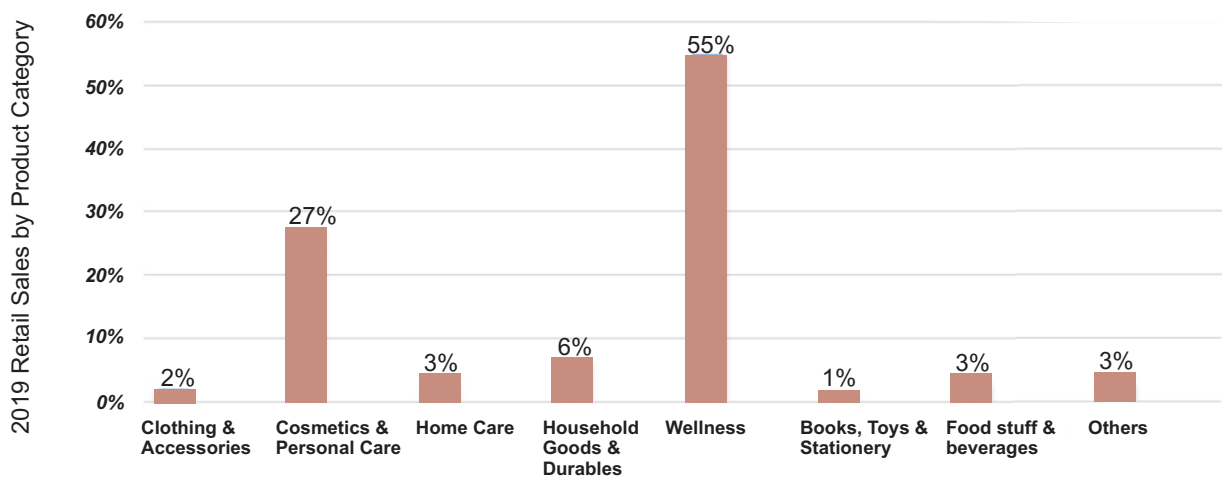
The Indian Direct Selling Industry has recorded sales of USD 2.47 billion in 2019 and reported a growth of 12.1%.

India has improved its global ranking to the 15th largest from the earlier 19th position before.

In terms of number of Direct Sellers, India has been ranked at sixth position with 57.50 Lakh Number of Direct Sellers

India has recorded the highest year on year growth of 12.1 per cent and the highest CAGR of 16.3% over the period of last three years, amongst the top 20 Direct Selling Markets across the globe.

The Indian Direct Selling Industry's contribution to exchequer stood at around Rs. 2,500 crore.



**FOSTERING GOOD HEALTH:  
Nutrition and Heart**

Nutrition has very significant impact on our health. The nutritional food we eat can make us either strong or weak. A healthy-heart diet takes a positive approach to food that one should eat every day. Chia seeds, flax seeds and hemp seeds are all great sources of nutrients for a healthy-heart, including fiber and omega-3 fatty acids. Numerous studies have found that adding these types of seeds to your diet can reduce many risk factors including inflammation, blood pressure and

cholesterol. The heart must be kept as healthy as possible. A healthy body weight reduces excess strain on the heart. For a healthy heart, people should exercise for no less than 30 minutes a day. Exercise should be moderately intense and performed as frequently as possible. Quitting smoking is also a smart move when it comes to protecting one's heart. Smoking causes heart rate and blood pressure to increase. Hence, it is important that people take care of this vital

organ. Adopting healthy routines such as changes to diet and regular exercise is absolutely necessary. When it comes to your heart health, you're in the driver's seat. So, get a good sleep, listen to music, reduce stress, meditate, and if you feel like you are still struggling, talk to your family doctors as they can help tailor-made suggestions for you that are most suitable according to your body mass index. So keep yourself safe by changing the factors you can control.