



# NEWSLETTER

April - June 2021 / Issue 05

**Abhishek Gupta**

Recipient of Young Entrepreneur Award

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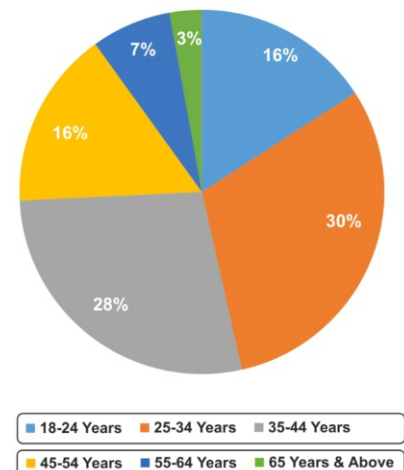
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# From the Desk of MANAGING DIRECTOR

**A**T Altos we are entering an absorbing & engaging phase in our Direct Selling journey so far. As we set our foot in the new F.Y 2021-22, I would like to reflect back on the progress which we have made in our incredible 21 years of business expedition.

It has been a kaleidoscopic journey for Altos in the Indian Market place, we have experienced our share of ecstasy & anguish while building a nationwide presence. In our resilient market foray across geographies in India, I would like to give credit to our field force i.e. Direct Sellers. Their unwavering commitment and enthusiasm has created a storyboard on which annals of progress made by Altos can be written.

***‘In Prosperity And  
Economic Well  
being Of Our Nation  
Lies Our Progress’***

As we enter F.Y 2021-22, we at Altos are laying the groundwork for our future business strategies, which is in sync with the current market situation. We, at Altos have prepared permutations and combinations which will propel our growth engine in the continuously evolving Indian Economy.

Indian Economy in recent years has been going through a lean patch which has been exacerbated by the Covid-19, Pandemic. Second Wave of Covid-19 pandemic which is raging across the country has crippled the fragile Healthcare Infrastructure of our country. During these dire times for our country, I urge fellow Altosians to participate in the community initiatives and support the society to bounce back to its feet again.

At Altos we draw our inspiration from the cultural ethos and heritage of our country. We are proud of the fact that we are self-dependent in manufacturing of consumer products which is sold through our Direct Selling Distribution Channel.

Ever since Altos was incorporated, we have been focused on

**Endless**  
POSSIBILITIES



**Abhishek Gupta**

promoting Health & Wellness products in the market. Despite having a diversified product range, Health & Wellness products form the nucleus of our revenue growth. In fact we have a Tag Line **“Health is Life”** which reflects the healthy lifestyles and habits which we want to promote in the Indian Marketplace. In the current pandemic situation, we have brought all our immunity boosting products in the forefront.

I would also like to appreciate the tenacity and courage of our Direct Sellers, they have adopted themselves to new technologies to reach out to the customers and deserve a round of applause from each & everybody from the Altos family.

I am confident that our economy will bounce back strongly from the current economic morass and we all will have **‘Ache-din’**, because structural foundations of our country are very strong.

We would like Altos to emerge as India's most preferred Direct Selling Company which respects the sensitivity of the consumers and understands its tastes, preferences and aspirations.

# From the desk of the EDITOR



Jobin C Joseph

*“Altos is being run by a Young Management Team that is well versed with the changes shaping the Nation's Economy.”*

We at Altos have entered F.Y. 2021-22 with renewed optimism. I appreciate our Direct Sellers' grit, resolve, and adroitness during the F.Y. 2020-21.

Due to our leadership team's farsighted policy perspective and insights, we have transitioned Altos into a nimble-footed organization. The recent upsurge of Pandemic has galvanized our Management Team to come out with strategies that converge with the marketplace's demands.

The second wave of Pandemic has affected each & every family; it has in its trail caused irreparable damage to the nation's economic productivity as well. By prioritizing our health as our fundamental concern, we must get vaccinated as soon as possible and take all the necessary precautions to propagate each citizen's safety.

We at Altos are in continuous transition, and the ongoing changes in the business environment have transformed our business practices. Considering uncertainty caused by Covid-19, Pandemic, Altos has adopted the Management principles enshrined in the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world, which has prepared us to face uncertain market situations.

Our focus is on generating awareness among consumers on the importance of immunity-boosting. Give a read to the informational note on why the second dose of the vaccination is essential & the Medicinal benefits of Tulsi.

The Altos Newsletter showcases the products we have launched in the recent past. Further, the various geographical locations of the Altos State Zones have been shared for the ease of getting information for everyone. We closely observe the trends in the market and accordingly prepare near-term and long-term growth strategies. We endeavour to mould Altos into a future-ready Generation Next Indian Direct Selling Company.

Our Managing Direct, Mr. Abhishek Gupta, was felicitated

by Shri Bhagwat Seva Pariwar with the trend title of 'Young Entrepreneur of the Year 2021'.

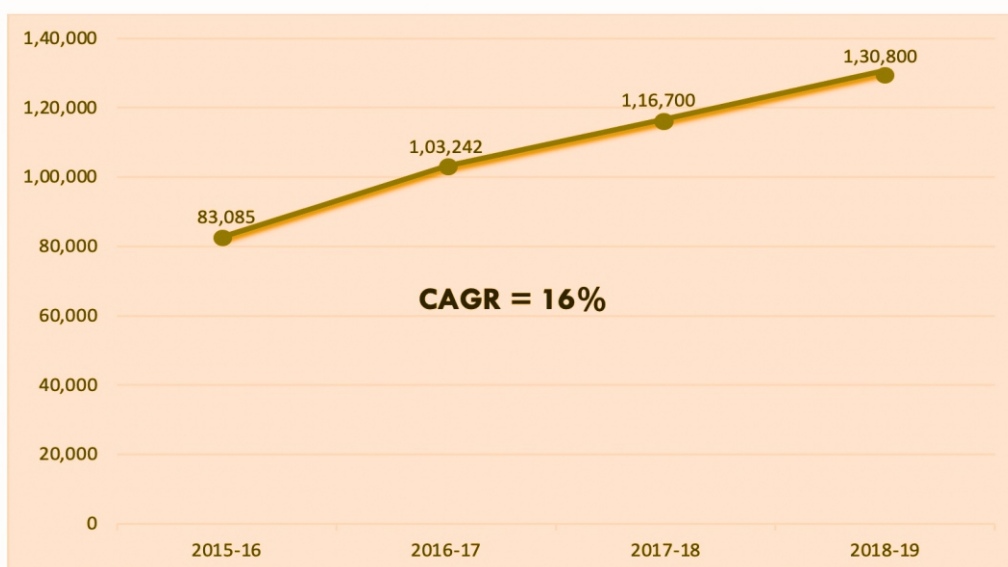
We strive to create a knowledgeable Direct Selling Entity that wants to be identified as the trends setter for the Indian Direct Selling Industry regarding product quality and innovation. To carry that trend forward through this Newsletter, we have delved into the Growth of the Direct Selling Industry by sharing authentic Statistics and Research.



# Direct Selling India Statistics



## Growth of Direct Selling Industry in India

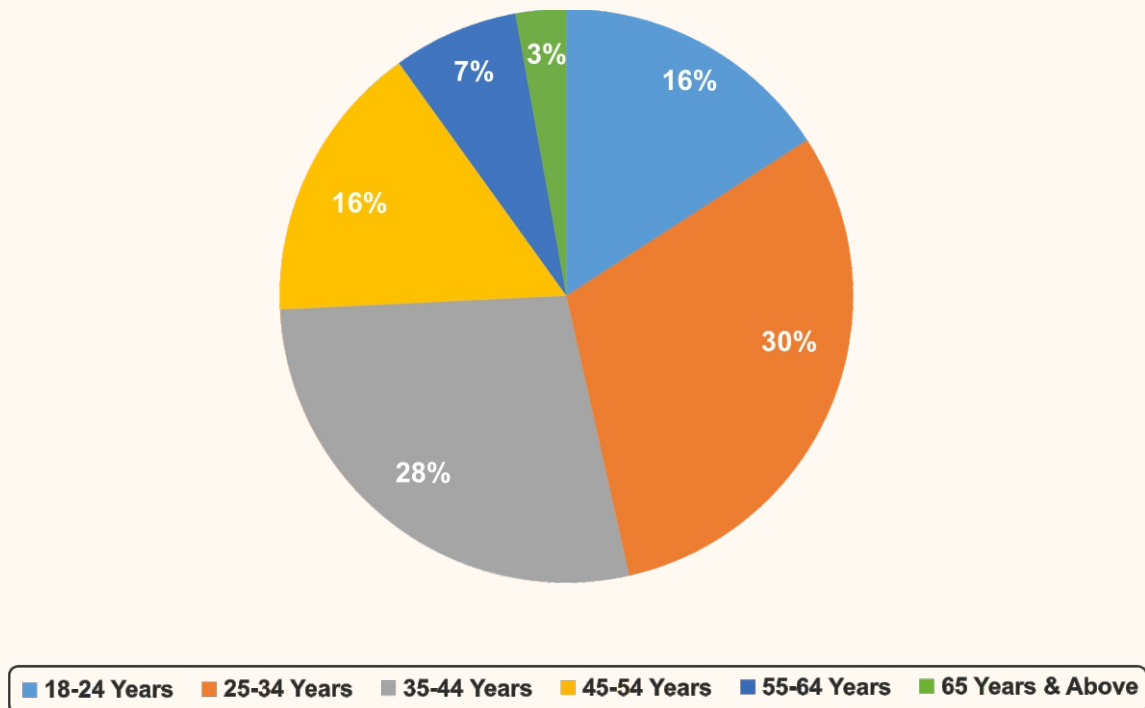


The total sales of Direct Selling Industry in India grew to INR 1,30,800 million (INR 13,080 crores) in 2018-19 from INR 1,16,700 million (INR 11,670 crores) in 2017-18 registering a 13% year on year growth in the sales. The Direct Selling Industry showed a CAGR of 16% from 2015-16 to 2018-19.

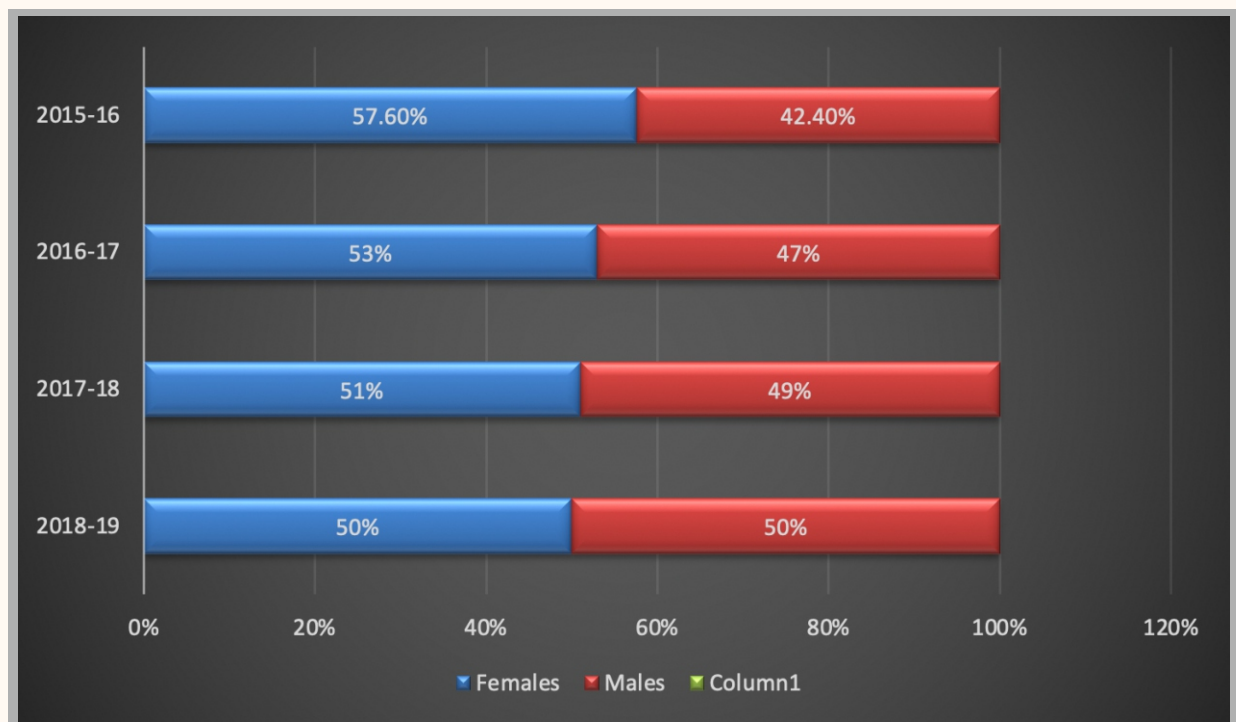


# Indian Direct Selling

## Age-wise split of Direct Sellers in India



## Gender-wise split of Direct Sellers in India



The industry comprised of almost equal number of male and female Direct Sellers in 2018-19. The trend in the last few years has witnessed share of female Direct Sellers dropping down, from 57% in 2015-16 to around 50% in 2018-19. The increasing proportion of male Direct Sellers in the Industry indicate that Direct Selling has been continuously attracting males who have taken up Direct Selling as full time opportunity

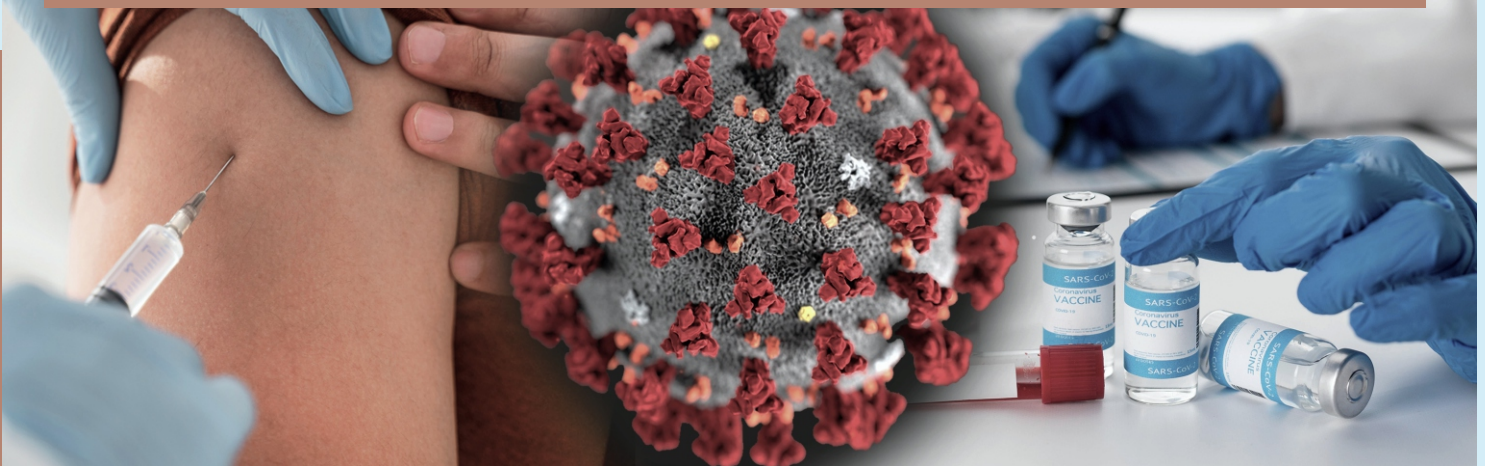
# Boost your Immunity against



**A**midst the time of pandemic it is very important for us to maintain our immune system before we delve into the importance of immunity we should know what Immunity is exactly? Immunity is a person's ability to fight & prevent the invasion of Pathogens. Our immune system fights off in various ways, one of the most common ways is to create proteins i.e. Antibodies. The Antibodies stick to virus and damages the virus before it enters your other cells. Another way is to activate the T-Cells which kill any cells infected by the invaded virus.

In the chemical composition of the Covid-19 Virus we see that SAR CoV2 is the main virus of causing harm to the human body.

## Why do we need the COVID-19 Vaccination?



**E**ffective COVID-19 vaccines have been produced and are being administered to the general public, the vaccine has its own benefit of reducing the risk of severe complications for someone who contracts the virus, as well as the public health implications of the continuing pandemic. COVID-19 vaccines have been tested in clinical trials which demonstrate that the vaccine substantially decreases the risk of contracting the virus making the vaccine widely acceptable.

The vaccine invigorates the immune system of the body thereby producing antibodies. After getting vaccinated the injected vaccine develops immunity to fight against the disease. Even if one contracts the virus, the vaccine can help avoid becoming seriously ill. It can also protect those in your surroundings, particularly those who are at higher risk of serious COVID-19 illness.

Stopping a pandemic requires the use of all available options like wearing masks

and practising social distancing which help in minimising the risk of contracting the virus or spreading it to others, but these precautions are insufficient. Hence the vaccine plays an important role in working with the immune system to ensure that if one is exposed to the virus they will be prepared to combat it. Although the COVID-19 virus affects everyone differently. Being vaccinated causes an antibody reaction, which protects one from contracting the disease without having to go through it.

The vaccine will help achieve two main goals first, it will reduce mortality, and second, it will reduce the number of cases. Eighty-four percent of COVID deaths occur in people over the age of 50 who experience serious illness as a result of other comorbidities including diabetes, renal failure, and chronic respiratory diseases. If a large number of people are vaccinated, this, combined with people who have acquired immunity naturally as a result of having the disease, will aid in the

development of herd immunity. This will assist us in resuming a more normal existence.

It is important to remember that the vaccination may result in mild side-effects like fever, headache, fatigue, rashes, nausea and swelling, however they are common local side effects of the dose which demonstrates that the vaccine elicited an immune response in the human body.

**COVAXIN** has been approved for individuals above 18 years of age and older.

### **COVAXIN** covers:

- ▶ Protects the human body against Covid -19 at least for 6 months
- ▶ It produces a protein layer in the immune system to fight against SARS-CoV-2
- ▶ Generates Immunity and is given in the span of 2 doses given in 4 weeks apart

# Lessons Learnt From PAST PANDEMICS

Pandemics have been adversely impacting the Human race since time immemorial. It has had an untoward economic impact and infectious outbreaks effect the psyche of humanity. Pandemics and epidemics tend to propagate fear, anxiety, erratic behaviour and even long after; they remain within the global psyche. Scientists and researchers over the years have differed around the exact definition of a pandemic over the year but exact definition given by WHO is “A pandemic is the worldwide spread of a new disease.” An Outbreak is when an illness happens in unexpected numbers. It may stay in one area or extend more widely. And outbreaks of these diseases across International borders, are properly defined as pandemic.

Here are some of the pandemic which have an impacted the human kind



## Antonine Plague 165 AD

Also known as the **Plague of Galen**, the Antonine Plague was an ancient pandemic that affected Asia Minor, Egypt, Greece, and Italy and is thought to have been either Smallpox or Measles, though the true cause is still unknown.

## Plague of Justinian 541-42 AD

The Plague of Justinian was an outbreak of the bubonic plague that afflicted the Byzantine Empire and Mediterranean port cities, killing up to 25 million people in its year long reign of terror.



## The Black Death 1346-53

This Plague ravaged Europe, Africa, and Asia, with an estimated death toll between 75 to 200 million people. Thought to have originated in Asia, the Plague most likely jumped continents via the fleas living on the rats that so frequently lived aboard merchant ships.

## The Third Cholera Pandemic 1852-60

Generally considered the most deadly of the seven cholera pandemics, the third major outbreak of Cholera in the 19th century lasted from 1852 to 1860. Like the first and second pandemics, the Third Cholera Pandemic originated in India, spreading from the Ganges River Delta before tearing through Asia, Europe, North America and Africa and affecting the lives of over a million people.







## Flu Pandemic 1889-90

Originally also called "Russian flu", or "asian flu". The first cases were observed in May 1889 in three separate and distant locations, Bukhara in Central Asia (Turkestan), Athabasca in northwestern Canada, and Greenland.

## Sixth Cholera Pandemic 1910-11

Like its five previous incarnations, the Sixth Cholera Pandemic originated in India where it killed over 800,000, before spreading to the Middle East, North Africa, Eastern Europe and Russia. The Sixth Cholera Pandemic was also the source of the last American outbreak of Cholera (1910-1911).

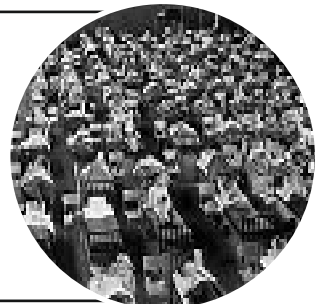


## The Flu pandemic 1918-20

A deadly outbreak of influenza tore across the globe. It infected one third of the world's population; ending the lives of 20 – 50 million people. Of the 500 million people infected in the 1918 pandemic, the mortality rate was estimated at 10% to 20%, with up to 25 million deaths.

## The Asian flu 1956-58

This originated from china, WHO places a tally of approximately 2 million deaths 69,800 in USA alone.

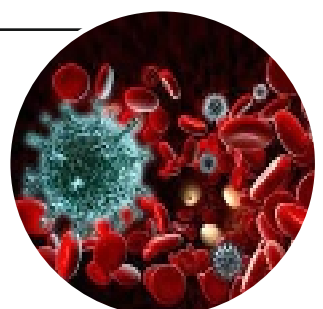


## The Flu pandemic 1968

The flu pandemic of 1968 is often referred as the Hong Kong flu from the first reported case in July 13, 1968 in Hong Kong, it took only 17 days before outbreaks of the virus were reported in Singapore and Vietnam, and within three months had spread to The Philippines, India, Australia, Europe, and the United States.

## HIV/AIDS Pandemic 2005-2012

First identified in Democratic Republic of Congo in 1976, HIV/AIDS has truly proven as a pandemic killing more than 36 million people since 1981. There are about 31 to 36 million of population living with HIV and vast majority is in Sub-Saharan Africa, where 5% of the population is infected, roughly 21 million people. As awareness has spread treatments are developing to make HIV more manageable. Between 2005 and 2012 the annual global deaths from HIV/AIDS dropped from 2.2 million to 1.6 million.



# COVID-19

As we all know that the Covid-19 is an infectious virus which has affected millions of human lives. It contains the SARS CoV-2 virus which targets the immune system of the human body enabling immense discomfort & disrupt. Recently we have experienced & witnessed the second wave of the pandemic which has led to physical & mental deterioration. With the coming of various vaccinations it is very important for us to vaccinate ourselves as soon as possible, there are various vaccinations approved by the Central government however presently only Covishield & Covaxin are available the other vaccinations like Sputnik-V, ZyCoV-D and Moderna E are yet to be circulated in the market.

## Why do we need the second dose of the Vaccination?

The second dose of the vaccine is important as the first shot is rather weak and mild In order for the vaccine to protect from the SARS CoV-2 virus we need to take the second dose of vaccination.

## WHAT DO WE LEARN FROM HISTORY OF PANDEMIC?

Here are five important things we have learned from the pandemics

### 1. Become fearless and *bindass* but don't forget the mask

Fear is the most common response of humans when faced with threats. However, remember worrying, taking stress and anxiety will not finish the pandemic, all we can do at this time is protect ourselves and observe social distancing with Covid appropriate behaviour.

### 2. Controllability

We are the only ones who can eradicate the spread of these pandemics by following the necessary instructions and carrying out the important protocol.

### 3. Impact

The impact of the pandemic can be devastating and catastrophic for entire mankind. The flu pandemic (1918) affected more than 50 million. And HIV/AIDS have claimed to affect more than 39 million people since 1981. Pandemics can disrupt the stability of society economically.

### 4. Imbalance

The imbalance it causes in societies is destructive. All the pandemics cause widespread poverty in a country. Poverty increases the risk of malnutrition, crowded living conditions, lack of healthcare services and creates a lot of instability in the equilibrium.

### 5. Unpredictability

Pandemic can cause a high level of uncertainty to the human race. There is inevitable level of ambiguity in the transmission of virus and the seriousness in the early stages.



## Product Launches



### ALTOGRO

Altos Grow is made up of the following elements –

- ▶ **Nutrients** (micronutrients)
- ▶ **Enzymes** (bioactive proteins)
- ▶ **Plants extracts** – To overcome the dangers posed by the use of pesticides, we are now paying more attention to the development of alternative methods that are safe for the environment.

### ALTOCARE

Altocare is an effective insecticide / miticide / Fungicide & is deterrent against 200 species such as:

- ▶ **Aphids**
- ▶ **Mites**
- ▶ **Scale**
- ▶ **Leaf hoppers**
- ▶ **White Flies**
- ▶ **Caterpillars**

Altocare can be used to prevent Mildew & Fungal diseases such as Black spot, Scab, Rust, Leaf Spot, Anthracnose & Tip Blight on plants to kill Fungi spray Altocare on plants once a week until Fungi clears up & then spray every two weeks to keep it from coming back.





# AYURHEAL KADHA

Ayur Heal Kadha is an herbal formulation to boost immunity and treat respiratory tract infection.

## Benefits

- ▶ Enhances Immunity
- ▶ Protects from Recurring Respiratory Infections
- ▶ Fights Respiratory Tract Ailments
- ▶ Improves Digestion



# HAND SANITIZER

Packaging Size	200 ml
Packaging Type	Bottle
Alcohol Content	70% - 80%
Kills	99.9% of Germs & Leaves Hands Feeling Soft



## Benefits

- ▶ Acts quickly to kill Micro-Organisms on hands
- ▶ Reduces bacterial counts on hands
- ▶ Even improves condition of the skin
- ▶ Less irritating to skin than soap and water
- ▶ Kills 99.9% of harmful bacteria, stopping Germs in their tracks & leaves Hands Feeling Soft

# ACHIEVER'S Success Story

## Pinku Barman



I have always been inspired by the nation building role played by entrepreneurs in developing the economic system of a country. It is the desire to be one among them that motivated me to set up my own business venture at a very young age.

I first heard about Altos from one of my business partner, who was associated with it. He would often appraised me about the benefits of entrepreneurial career opportunities which were with Altos and would share its business opportunity plans. Further he would also bring Altos products like Aroplex Plus to the office to try.

My curiosity to know more about the Altos Business Opportunity and its product portfolio grew further when I heard about its positive testimonials from other Altos Direct Sellers who were known to my business partner.

I was convinced that Direct Selling Business Model put in place by Altos would steady my innings as an entrepreneur and would equip me with the flexibility to build my network among the business contacts I already had in the region.

However to succeed in the business of Direct Selling one needs fire in the belly and a winning mentality. To me Direct Selling Business teaches us basic fundamentals of entrepreneurship which is needed for making a robust supply and demand mechanism in the country LEADING TO ECONOMIC GROWTH.

For us in the Direct Selling business effective communication which is a two way process and is the biggest asset for a Direct Seller in the field. Effective communication does not cover only the verbal aspect which we use in our demonstrations, but also nonverbal skills, such as our body language and the way we present facts and information to our prospects.

As business of Direct Selling is integrating technology

and social commerce in its repertoire, writing sharp and articulated messages via WhatsApp & email and Zoom Meetings have become the central pivots of the Direct Selling Business.

In Altos we have camaraderie in the field and our uplines are always there to share their experience and guide us in achieving our sales objectives. I also appreciate the orientation programs and meetings organized by Altos on regular basis. These meetings help Direct Sellers from across regions to clarify their doubts with their uplines and get updated on the new processes introduced by Altos.

Direct Selling is a human to human connectivity business, it has huge potential to transform the lives of youngsters in our country through entrepreneurial skill training. In fact Direct Selling gives wings to the economic aspirations of our middle class.

Whenever I get downcast during my sales calls, I hum below these lines to get motivated:

उड़ान तो भरनी है,  
चाहे कई बार गिरना पड़े।  
सपनों को पूरा करना है,  
चाहे खुद से भी लड़ना पड़े।

# ACHIEVER'S Success Story



Vijay Singh

I am thankful to Altos for giving me an opportunity in sharing my transformational journey from a milkman to a leading Direct Seller in Rourkela in this issue of the newsletter.

My journey with Direct Selling business started in an unexpected manner, I had gone for home delivery of milk and met Mr. Rajat Kar, Altos Brand Ambassador in his house. He explained to me about Altos business opportunity and its product ranges. Opportunity to earn extra income which, enables me to earn more spare income during my spare time got me interested in joining Altos. I started doing the ground work by contacting all my customers, relatives and friends by sharing with them the benefits of Altos products and its business opportunity.

Credit for my initial success in the field goes to my customers to whom I would do milk deliveries, with whom I had a long standing relationship. They became the nucleus of my Sales Network.

I am thankful to my uplines in the region for handholding me and providing me with the requisite field support in the initial phase of my Direct Selling career with Altos.

I would now like to share with all of you, what I have learnt from my upline which will help you in building your Direct Selling Career with Altos. I have divided my Altos learnings in three कदम which will inspire youth to explore Direct Selling as a career opportunity.

## कदम 1

In Direct Selling, the most important thing is that we need to work on our contact list and meet lots of people through regular home meetings. Minimum four or five meetings a week is necessary so that we start building our sales network.

## कदम 2

### Downlines are Lifelines

It is essential for us to guide, help and train our downlines. We should inspire them to attend company trainings and seminars. They should be groomed in the technique of teaching this business to their downlines. In the beginning advise the downlines to do activities within their locality first and then slowly spread across to other areas once they have acquired experience in the field.

## कदम 3

### Dealing with criticism/ rejection

During these trying times we need to focus on aim and goals and ignore any such negative talks. I always hum below lines whenever I face rejections during my sales calls:

रख हौसला वो मंजर भी आयेगा; प्यासे के पास चल के समुन्दर भी आयेगा!

थक कर न बैठ ऐ मंजिल के मुसाफिर;  
मंजिल भी मिलेगी और मिलने का मजा भी आयेगा!



# ACHIEVER'S Success Story

I am thankful to Altos Enterprises Ltd. for providing me with an opportunity to articulate my experience and opinions in its Quarterly Newsletter. Through this piece of article, I would like to share the glimpses of my life story with all of you.

I started my career as a Counter Seller in a cosmetic shop with a monthly income of Rs. 1000 only in Chandan Nagar, Hooghly, West Bengal. It was in the cosmetic shop that I had a chance meeting with Mr. Dipankar Chakraborty, a leading Altos upline in the region from I got to know about Altos and its business opportunity.

Mr. Dipankar Chakraborty was a regular customer to the cosmetic shop where I worked and he would often inform me about the latest product launches done by Altos along with their benefits. Product information provided to me by Mr. Chakraborty made me curious to know more about Altos product ranges.

Even before joining Altos, I started using Aroplex Plus, Oregel Aloe vera & Noni which proved effective in curing Gynae & gastric problem which I had. Initially I joined Altos on a part time basis, and would devote 4 hours of my spare time in building Altos business and started sharing the benefits of Altos products with my friends and relatives.

My first incentive with Altos was for Rs 225/- only. However motivation, guidance and support from Mr. Chakraborty gave me the required confidence and encouragement to expand my circle of influence in the field.

I also appreciate the regular meetings and orientation program organized by Altos. This gave me the opportunity to learn more about the processes and systems put in place by Altos and were also helpful in increasing field productivity. Furthermore we were also counseled by our upline and Senior Management on the issues of morale and motivation and how not to take field rejections personally.

I recommend every aspiring Direct Seller who wishes to build Direct Selling Career with Altos to first understand its Business Opportunity Plans and have thorough knowledge about its product ranges. If any query is there they should clarify their doubts with their uplines and mentors.



## Tumpa Adhikary

I would further advise the Direct Sellers to always walk the extra mile in the field and never get satisfied by the performance which was made in the previous month and always make a plan which will enable them to elevate their performance to the next level.

Always have written goals which will make one charged up in the field to do more sales.

Every night when I sleep I always reaffirm below lines, which keeps me motivated all through the day:

एक ऐसा लक्ष्य  
निर्धारित करें जो आपको  
सुबह बिस्तर से उठने पर  
मजबूर कर दें...

# ACHIEVER'S

## Success Story



**Dhanendra Kumar Sahu**

I owe my success in life to my supportive parents. Despite their limited financial means, they encouraged me to study and pursue higher education. It was due to their motivation that I gave topmost priority to my studies and completed my Bachelor of Ayurvedic Medicine and Surgery (BAMS) from a reputed Medical College in Chhattisgarh.

In order to pursue my education and to buy books and stationary, I would work during my summer vacation and do part time jobs.

After completing my degree in Bachelor of Ayurvedic Medicine and Surgery (BAMS), I started working as a General Physician. It was during the course of my medical practice that I got acquainted with Mr. Raj Kumar Sahu, who is a leading Altos Direct Seller in the region.

Mr. Sahu apprised me about the business opportunity plan of Altos and introduced me to its various products. Initially I started using Altos Tulsi Power & Heal Cough Syrup, which I found effective and started recommending these products to my patients.

In the beginning I was associated with Altos on a part time basis. I had a feeling of invigoration and upliftment when I started receiving positive feedback from my patients about the Altos products. This encouraged me to explore business opportunities with Altos on a full time basis.

Within first month of my association with Altos, I received Rs 1500 as my first incentive, which encouraged me to focus on promoting Altos products to the target Audience.

I want to give special thanks to the Altos Management and the uplines for their active support to me in the field. Without their support, my journey with Altos would have been incomplete. I am also proud to inform that I have qualified for the Altos Sponsored foreign tours many times.

Direct Selling to me is the highest paid hard work & lowest paid easy work. Direct Sellers wanting to pursue career with Altos need to work industriously with passion and integrity to achieve their financial goals. I would now like to share my favorite quote which will motivate all of you.

"बेहतर से बेहतर की तलाश करो,  
मिल जाए नदी तो समंदर की तलाश  
करो।  
टूट जाता है शीशा पत्थर की चोट से,  
टूट जाए पत्थर ऐसा शीशा तलाश  
करो॥"

# ACHIEVER'S

## Success Story



**Meghraj Nehra**

I was always curious to join Direct Selling Business, as I had read a lot about it in the business journals and newspapers. In fact, I had studied in detail about the Direct Selling Distribution Model in detail on the internet.

It was during one of my chance meeting with one of Altos Direct Seller during one of my morning walks that I came to know about Altos and its Business opportunity. Thereafter I did secondary research about Altos on the Internet and browsed through the Videos which showcased Altos product ranges and its business opportunity.

My first actual touch and feel moment with Altos products came in December 2017, when I used Tulsi Power. Thereafter I started using Altos products such as Flax Oil Capsules, Hair Grow and Papaya Face Wash which was liked by my family.

My initial venture of introducing Altos products to friends and relatives was fun and a lot of learning, and in the process I learnt tactfulness. There were instances when I would mumble while giving demo's to even my own relatives and friends. To overcome my hesitation, I would practice by sales pitch by seeing the videos of my uplines. I also saw YouTube Videos of Shahrukh Khan and Amitabh Bachchan and copied their diction, gaze and style of presentation.

As we say practice makes a man perfect, my sales pitch also started getting better with time. It has also given me the confidence to pitch Altos Business Opportunities even to the strangers.

In last four years since I have joined Altos, I have achieved the position of Royal Crown and I look forward to grow further in my Direct Selling Career with Altos. I would like to attribute my success in the field to the wholehearted support given by its My Altos Upline and its Senior Management Team.

In the business of Direct Selling, law of averages plays an important role in building the sales network in the field. Prior to the lockdown induced by Covid-19, pandemic, I would make sure that I call up or personally meet 30 prospects in a day. I realized that out of 30 calls/presentations, I would get 5 demonstrations and out of it there would be 1 sale or conversion.

Last one and a half year has been a time of learning and up gradation of my skills due to Covid-19, Pandemic. As a Direct Seller I had to get used to Zoom Meetings & Webinars. Now I find that on daily basis I am able to attend four-five meetings and it has also increased my business coverage.

I am excited than ever before in being associated with one of the oldest Home Grown Direct Selling Companies in India. It has trained me to think and conduct myself like an entrepreneur.

Altos has given me the reason to smile, when I go through tough times in sales I hum below lines often:

**"आंखों, में नींद बहुत है  
पर सोना नहीं है,  
यही समय है कुछ करने  
का इसे खोना नहीं है।"**



# Tulsi: A Medicinal Herb



Tulsi is an ayurvedic herb also called holy basil. It is also considered as 'QUEEN OF HERBS'. It's originated from the northern- central region of India.

In India, tulsi is used medically and has numerous benefits to cure, skin problems, insect bites, respiratory problems, etc.

Tulsi has a significant amount of vitamin C and zinc, which is required for growth and development in our body. Therefore, it has been used for years for its various healing properties.

People widely use tulsi because it acts as a natural immunity booster on account of its anti-bacterial, anti-viral properties minerals like calcium, magnesium, iron, potassium which works as a shield against infections and other viruses.

## Here are some benefits of consuming TULSI

### It cures fever

Tulsi or holy basil, being 'queen of herbs', has many vitamins that keep the human body healthy. However, fever happens due to viruses that enter our body and affect us in many ways. To cure fever, tulsi is the best remedy.

### Enhances Immunity.

The composition of the Vitamin C and zinc have a vast anti-viral and anti-bacterial properties in it, which keep the other viruses and infections at a distance. It allows the body to recover from many health problems.

### Regulates Blood Pressure.

Tulsi herb benefits people facing problems of high blood pressure and cholesterol levels. Tulsi provides relief in anxiety, sleeping disorders, stress and hypertension.

### Positive effects on memory cognitive function

Tulsi has many cognitive boosting properties in it, which positively affects our memory and helps to calm our mind. It has anti-stress properties, which enable us to stay restful.

### Cures respiratory problems

Tulsi has camphene, cineole, and eugenol, which reduces cold and cough in the chest and provides healthy breathing to your body. A cup of tea with tulsi leaves or warm water with tulsi is the go to for curing such issues.

### Comforts your stomach

Tulsi herbs help Indigestion and cure the problem of loss of appetite. It decreases stomach acid, which calms your stomach. Many people use tulsi to get rid of bloating as well.

### Good for heart

Due to its antioxidant properties, it cures cardiovascular diseases and protects you from any heart problems. It also purifies your blood and throws out the toxins present in your body.

### Treat your wounds

Antioxidants are found in tulsi herbs, which helps to reduce the scars and blemishes of the skin. It also helps to nourish our scalp, which makes hair strong from the roots, and with its anti-fungal properties, reduces dandruff.

Tulsi is used in many ways; medically, it is used for the betterment of your body internally and externally.



# ALTOS State Zones



## HERBAL INDIA

Plot No-176/2175/2757, Kv -21 & Krishna Vihar, Near Hdfc Bank Patrapada, Bhubneshwar, Khorda -751019

## SHAW ENTERPRISES

Chakundi Under Star Battery,  
Dankuni,  
Hooghly-712310



## AB HERBAL

Devendra Nagar ,Sec-5, Qtr No-  
C-54, Near Narayana Hospital,  
Raipur-492001



## OM HERBAL PLANET

Ward No 14 .Kalika Nagar Tifra, Infront Of  
Shivam Motors, Bilaspur-495001



## TIRUPATI AYURVED

427/623/416 Ward 1x Siliguri Municipal  
Corporation, Station Feeder Road Millanpaly  
Siliguri, New Jalpaiguri-734005

## AROGYAVARDHINI ENTERPRISES

13/123 Indira Nagar,  
Lucknow-226016





## AAYUSHI ENTERPRISES

Plot No 159, City Nagpur, Opp  
Siddharth Library, Near Teka Naka  
Durga Mata Mandir Kamptee Road,  
Nagpur, Maharashtra-440017



## KANAK ENTERPRISES

A-5, Novelty Tower, Near Axis Bank,  
JK Road, Bhopal-462022

## A.R. ENTERPRISES

Boothnath Road, Near By Pass Road,  
B.H.Colony, Nandlal Chhapra, Patna,  
Bihar-800026



## BARASHA ENTERPRISES

Khasia Ram Boro Path, Garchuk,  
Guwahati, Kamrup Metropolitan,  
Assam-781035