

NEWS LETTER

ALTOS
Health is Life

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21st
ANNIVERSARY

Celebrating
21 successful Years of
ALTOS

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Inside THE ISSUE

- From the Desk of the Managing Director
- From the Desk of the Editor
- Asia Pacific - Direct Selling Statistics
- Achiever's Stories
- World Consumer Day
- Walking & Its Benefits
- History of Indian Spices
- How Haldi (Turmeric) and Kesar (Saffron) Build Immunity



Achiever's Stories:

- Mrs. Anita Sethi & Jnanranjan Sethi
- Mr. Kamal Narayan Sinha
- Mr. Sunil Soni
- Mr. Majim Sheikh

World Consumer Rights Day

To raise global awareness about consumer rights and needs, across the globe March 15 is celebrated as World Consumer Rights Day. World Consumers Rights Day aims to protect consumers across the globe against market abuses. It demands equality for the consumers, all consumers rights are important and should be respected and protected. More



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From the desk of MANAGING DIRECTOR

ABHISHEK GUPTA



We have entered 2021 with optimism and look forward to building synergies which will herald changes in Altos. At Altos we have been reenergizing the core processes, which are in line with the best business practices followed by Direct Selling Companies.

Recently we have redesigned and revamped our Website & have made it more consumer friendly. Organizational thrust of Altos is on incorporating business practices which will facilitate turnaround and faster growth in revenues.

Altos has aligned its business strategies in line with the flagship policy of '**Atmanirbhar Bharat Abhiyan**'. Altos has been pursuing self-reliance in manufacturing Health products at its own manufacturing plants based in Ludhiana & Baddi (Himachal Pradesh).

We at Altos believe change is the only constant and have initiated total organizational revamp at all levels. Altos has forged a relationship of trust and grassroots bonding with stakeholders and Direct Selling Fraternity over the last 20 years. Through new initiatives we would like to unveil innovative ethos of vibrant Altos which is one step ahead of its peers in introducing new products in the market.

2020 was a year of introspection for us in Altos, due to unprecedented situation caused by the Pandemic. We did our groundwork on permutations and combinations which will facilitate Brand Equity building for Altos in 2021's.

At Altos we have a Pan India Network of Branches and our Brand positioning strategies in coming days will envisage new outlook for Brand Altos among our stakeholders.

It has been a privilege to share the glimpse of future about Altos with our readers. We are in mission ready mode and are putting in place business functional structure which will enable us to tap emerging Indian markets.

It has been forecasted that India will be world's 3rd largest Economy by 2030 and Altos is embracing the future by envisaging transformation of its business processes.

From the Desk of EDITOR

JOBIN C JOSEPH



Altos is one of the reputable Direct Selling Companies in India which has developed strong people bonds across all regions of India. It is an equal opportunity employer, which provides opportunity for growth to all its employees irrespective of their gender, race and age.

We have developed organizational culture which encourages harmonious growth & progression of all our employees and partners. At Altos, we have a branch presence in almost all states and union territories of India which enables us in covering almost all markets of India.

At Altos we always update our business processes and keep ourselves abreast with policies and regulations which are impacting the Direct Selling Industry. We make our business strategies after careful analysis of trends which are shaping the Global & Indian Direct Selling Industry.

Over the years we have invested in building our own manufacturing facilities in which our products are manufactured. Our market outreach strategies are prepared keeping in mind the tastes and preferences of the consumers. We collate extensive market feedback from our Direct Sellers & consumers, when we introduce and launch Altos products.

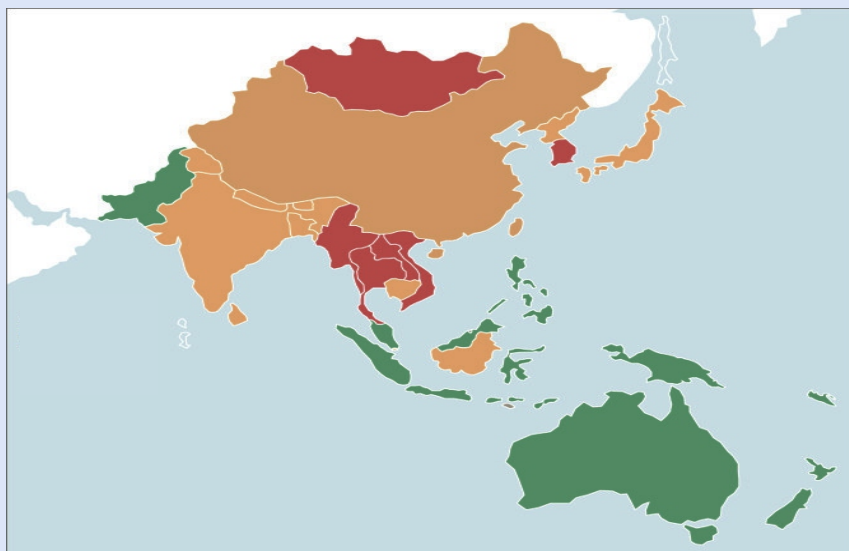
Altos has ensured open, response based and exploratory environment for its Direct Sellers. We ensure that our Direct Sellers are well versed with Sales Incentive Plans and Products offered by the company before they start their prospecting activities. We organize town hall meetings and orientation sessions for Direct Sellers on a regular basis to develop the potential of our Direct Sellers.

It is because of the efforts of Direct Sellers that Altos has carved for itself a Pan India presence. I would like to dedicate the current issue of the Altos Newsletter to our Direct Sellers.

Ever since our incorporation, Altos made it obligatory on its part to participate in societal issues. Our efforts to serve the underprivileged in society has been appreciated by the civil society. Altos as a leading Indian Direct Selling Company has provided an exciting platform for its Direct Sellers, which will empower them to perform to the best of their ability.

Asia Pacific - 2019 Retail Sales

Country	USD (Million)	Independent Representatives
Australia	1,182	452,873
China	23,954	4,129,000
Hong Kong	381	257,680
India	2,477	5,750,000
Indonesia	1,600	17,820,000
Japan	15,624	2,869,338
Kazakhstan	356	1,030,730
Korea	17,683	9,399,431
Malaysia	6,116	4,250,000
New Zealand	139	107,725
Philippines	1,468	5,965,138
Singapore	371	428,127
Taiwan	3,650	3,040,000
Thailand	3,010	11,187,022
Vietnam	623	872,000
Other Asia/Pacific	268	870,704



To raise global awareness about consumer rights and needs, across the globe March 15 is celebrated as **World Consumer Rights Day**. World Consumer Rights Day aims to protect consumers across the globe against market abuses. It demands equality for the consumers, all consumers rights are important and should be respected and protected.



The original four consumer rights are:

- **The right to safety**
- **The right to be informed**
- **The right to choose**
- **The right to be heard**

The theme for World Consumer Rights Day 2021 is '**Tackling Plastic Pollution**'. The campaign will raise awareness and engage consumers globally to adopt and promote more sustainable practices. Building on last year's theme of 'The Sustainable Consumer', the campaign will also focus on the central role that consumer advocates, governments and businesses can play tackling the global plastic pollution crisis.

About the Theme

Plastic is a highly useful material in our everyday lives, but our consumption and production of plastics, especially single-use plastic, have become unsustainable. This is impacting our ecosystems, causing negative environmental consequences, including pollution of the local and international environment and threatening human health.

The Pew Charitable Trusts & SYSTEMIQ report, 'Breaking the Plastic Wave', released in August 2020, calculates a tripling of the flow of plastic materials into the ocean by 2040 if major policy changes, innovations, interventions and changes in behaviour do not occur.

Tackling plastic pollution is a global challenge which requires coordinated, international solutions. As a global consumer movement, we can play a critical role in tackling this issue and promoting the sustainable consumption and production of plastics.

- By 2050, it is estimated that there will be more plastics in the oceans than fish
- 100,000 marine mammals and turtles and 1 million sea birds are killed by marine plastic pollution annually
- An estimated 8 million tons of plastic enters our ocean every year
- Single use plastics account for 50 percent of the plastic produced every year
- Half of the plastics ever manufactured have been made in the last 15 years
- 40 percent of plastic produced is in packaging and discarded after one use

Consumers are increasingly concerned about plastic pollution and already taking action. A global study in 2019 found that there is a strong consumer response to plastic waste (with 82% of respondents using reusable cleaning utensils instead of single-use plastic during the pandemic, 55% of consumers globally have now become more concerned about the environment as a result of COVID-19 and nearly 74% of consumers (in Europe, the US and South America) are willing to spend on sustainable packaging.

Achiever's Story

Mrs. Anita Sethi & Jnanranjan Sethi



I am very proud and excited to be associated with Altos Enterprises, which is one of the leading Home Grown Direct Selling Companies in India. I was introduced to the business of Altos by Mr. Rajat Kar and his support, guidance and hand holding has enabled me to build a robust Sales Network in the region.

Initially when I got associated with Altos, I took opportunity to explore the Health & Personal Care products offered by the company. First Altos products used by me was Home Shine facial bar, which was recommended to me by Mr. Rajat Kar. After using Altos products, I experienced its qualitative benefits and started suggesting it to my friends, relatives and acquaintances & received positive feedback from them.

In building up my Sales Network, I have received invaluable field support from Altos Management Team and from my up-line in the region. I would now like to suggest that every Direct Seller who joins Altos should inculcate a habit of attending Training programs and orientation sessions organized by Altos.

Training programs and orientation sessions are useful because it gives an opportunity to interact with Senior Leaders of Altos & subject matter experts who share information on products and Sales Incentive Plans.

I would like to advise prospective Direct Sellers who join Altos to follow the system put in place by it. Further, I would suggest Direct Sellers to write their daily activity reports which will give them a clear picture of their prospects, plans and goals.

Further, I would like to state that in Direct Selling there is no substitute for hard work and to build a successful business, because of which Direct Selling business is "Highest paid hard work & lowest paid easy work".

My association with Altos has expanded my horizons and has equipped me to nurture, groom and build successful Direct Selling Teams.

I have developed my business formula, which I would like to share with my readers:

A³ = Aim + Ability + Attitude

Achiever's Story

Mr. Kamal Narayan Sinha

I started my career as a Wood Cutter in Pithora, Chattisgarh. It was during one of my wood cutting assignments that I happened to meet Mr. Ghanshyam Sahu, who is one of the senior leaders of Altos in Chhattisgarh. He gave me the overview and insight about Altos Business Opportunity.

Coming from a humble background, I was advised by Mr. Ghanshyam Sahu to invest my time in reading motivational books and in watching motivational videos. This gave me the opportunity to expand my view point & opinion.

For me Altos is like a family & in my starting days with Altos, I received wholehearted support from my up-line and Altos Senior Management Team. I still vividly remember the field support given to me by my up-line during sales calls.

I have an advice for people who want to build their Direct Selling Career with Altos. They should work with patience and invest their time in learning the system, sales incentive plans and products of Altos Enterprises.

Further I want to inform my readers that it takes time, effort and lots of hard work to build Sales Network, which is contrary to the myth propagated in the Media about achieving overnight success in Direct Selling Business.

My first cheque with Altos was for Rs 1,150/-, which gave me an encouragement to work industriously in the field and achieve my sales incentives. I believe in writing my daily goals which gives me a clear view of the goals I want to achieve.

I have always followed the advice and suggestions of my up-line and have never shied away from putting extra efforts to achieve my objectives. In fact my leaders have guided me so well that I have achieved levels in Altos and have been able to shape a career for myself in Direct Selling.

I have developed my own Success formula, which I would like to share with my readers:

C³ = Courage + Confidence + Conviction



Achiever's Story

Mr. Sunil Soni

Altos enterprises has provided me with an opportunity to nurture and explore my potential. It has been the practical advice of leaders which has supported me in developing a strong sales network in the field.

When I look back at how my journey started with Altos, I still remember a park in Chhindwara, Madhya Pradesh where I met Mr. Dinesh Patel, one of the leading leaders of Altos in the region.

He introduced me to Altos and explained me about its sales incentive plan. I was also briefed about the FMCG products which were sold by Altos through its distribution channel.

On hearing about the Altos product portfolio, I was curious to learn more about its products. I did thorough research about Altos products and started using *AroplexPlus Capsule*, *Noni Capsule*, *Tulsi Power* and *Flax Oil Capsule*. I started recommending Altos products to my friends, relatives and acquaintances and received positive feedback from them, which gave me confidence and inspiration to develop my sales network in the region.

I have followed the system put in place by Altos and it has given me results in the field. Within few months of my joining Altos, I was able to achieve *Diamond Level* in the company & subsequently I achieved the level of *Royal Crown*. I believe in upgrading my knowledge and always attend Seminars and Meetings organized by Altos.

I also take time to interact with up-lines and senior leaders & in every interaction with them I learn new things about Altos business. I am always in touch with Senior Management of Altos.

I would like to share my mantra for success in the field i.e. discussing and showing sales incentive plans to more and more people, which supports in developing a strong pipeline.

I have developed my success formulae which I would like to share with my readers:

D³ = Dedication, Diligence, Dynamism



Achiever's Story

Mr. Majim Sheikh



I am very proud to be a part of Altos family. I was introduced to Altos Business opportunity by a friend on 10th April 2013.

Altos has given wings to entrepreneurial aspirations. Prior to joining Altos, I had no knowledge about Direct Selling Business and on Entrepreneurship. I was very fortunate to have been trained and guided by a competent up-line, who even gave me field support during my initial days with Altos.

I was briefed by my up-line about prospecting, lead generation and sales closing in the field about which I had no knowledge. With active support from my up-line and Senior Management Team at Altos, I started performing and have built a strong and robust sales network in the region where I work.

I always make it a point to attend seminars and meetings organized by Altos. This gives me an opportunity to interact with leaders and listen to their business experiences, which they have learnt through their trial and errors in the field.

Only business mantra I have learnt from my leaders is about hard work, initiative and patience. System put in place by Altos has inculcated a 'can do' spirit in me.

I always believe in writing my goals, plans for the day as it gives me a perspective on the objectives I want to achieve in the field.

I have developed my own 'funda' i.e. "Plan with patience and implement with impatience".

I have taken Altos Business as a full time profession and would like to advise people who get associated with Altos to consider it's business opportunity as a serious career opportunity.

At Altos we have a lively environment and entrepreneurial spirits which was inculcated in us from day one. I consider myself fortunate in getting associated with Altos because of the entrepreneurial skills & mindset which I have developed in the field.

My formulae for success in the field:

E³ = Encouragement + Energetic + Effective = Empathic achievement with Altos



Walking and It's Benefits

Physical activity doesn't need to be complicated. Something as simple as a daily brisk walk can help you live a healthier life. Any amount of activity is better than none at all. Even small amounts of physical activity are helpful, and accumulated activity throughout the day adds up to provide health benefit. Walking is a great way to improve or maintain your overall health.

Health benefits of Walking:

- **Maintain a healthy weight**
- **Prevent or manage various conditions, including heart disease, high blood pressure and type 2 diabetes**
- **Strengthen your bones and muscles**
- **Improve your mood**
- **Slow down Mental decline**
- **Lower Alzheimer's risk**
- **Improve your balance and co-ordination**
- **Increased cardiovascular and pulmonary (heart and lung) fitness**
- **Reduced risk of heart disease and stroke**
- **Improved management of conditions such as hypertension (high blood pressure), high cholesterol, joint and muscular pain or stiffness, and diabetes**
- **Stronger bones and improved balance**

The faster, farther and more frequently you walk, the greater the benefits. Starting a walking program takes initiative. Once you take that first step, you're on the way to an important destination — better health. Simple and natural, it doesn't require any instruction or skill. A daily walk can reduce the risk of stroke in both men and women, reduce the days spent in a hospital each year and can even lower your risk of death by upto 39% (when compared with no leisure-time physical activity).

“walking opens up the free flow of ideas, and it is a simple and robust solution to the goals of increasing creativity and increasing physical activity.”



History of Indian Spices

The secret of the delicious flavour of Indian food is its rich spices that are used for thousands of years and spreading all over the world. Indian and Egyptian spices are known as world's best spices in taste, their appealing aroma adds tang to foodstuff. The real amalgamation of spices was done in beginning of 14th century by Mughals; they made delicious food with perfect blend of different spices.

Spices and herbs have been used by Indians for both culinary and health purposes. Recently, fresh turmeric has gained acclaim for its antibiotic, antiseptic, anti-inflammatory effects. All spices in India are closely connected to the culture, traditions and preservation since early Human History. By the beginning of the agricultural periods, plants were collected from the wild and grown near dwellings for food, flavour, medicine, fuel, decoration, dyes, poison, and weapons and to alter early humans' sense of reality.

The history of spices in India has some dramatic stories. The Europeans took their ships on long expeditions in their quest for the exact origin of the spices that gave life to their food. As much as these were in demand, spices were tremendously challenging to procure, which made them even more valuable than gold in that period. Today procuring spices is hardly as tricky or dangerous as it used to be, but their allure remains intact. The most popular explanation for the love of spices in the Middle Ages is that they were used to preserve meat from spoiling, or to cover up the taste of meat that had already gone off. In many ways, it can be said that; "Spices were vital in shaping the course of global history."

11 Essential Spices for Indian Cooking

Cardamom	Clove	Cassia bark	Black pepper	Cumin	Coriander
Mustard Seeds	Fenugreek	Turmeric	Saffron	Nutmeg and mace	

How Haldi (Turmeric) and Kesar (Saffron) Build Immunity!

A Healthy Diet, adequate sleep and exercise are all factors that strengthen your immune system but there is something else you can do to prevent your immunity dropping below the recommended levels and giving it a boost. Immunity is your body's natural defence against disease causing bacteria and virus. It can considerably reduce the odds of you getting sick. Turmeric and Saffron has been touted as one of the healthiest medicinal spices of India. Haldi and Kesar adorns comfortably in every households spice cabinet. Eating turmeric and saffron in its raw form is good. Also, consuming turmeric through food is one of the most natural ways to build immunity of the body. It reduces free radicals in the body and also stimulates the body's enzymes to build immunity and lead to overall well-being. It's the holy grail of health- It can fight cold, cough, and chest congestion, and also helps keep you away from bigger, more serious disease ailments.

Saffron (Kesar) has antioxidants that boosts immunity and has anti-inflammatory anti-fungal properties. The spice is rich in carotenoids, which is believed to improve immunity and have immunomodulatory effects, without showing any side effects. Adding kesar (Saffron) in diet can have magical benefits on your health if taken in moderation.

It is a super-food as it boosts immunity power and strength, which is essential to sustain virus attacks and other ailments. Saffron is also effective in treating infertility. It increases the libido in men and women alike. With the pandemic of Coronavirus the world is facing today, we can't say that Haldi and Kesar is a treatment or a 100% protection against COVID-19, but keeping your immunity up definitely protects you better against the onslaught of infections. Also, immunity is build up over time, not in one day, so by including good habits and adopting healthy lifestyle and eating well, we can easily face challenges in life.

Turmeric -Haldi

Turmeric , ' *Haldi*' is the spice that gives curry its yellow color.

It has been used in India for thousands of years as a spice and medicinal herb.

Recently, science has started to back up what Indians have known for a long time — it really does contain compounds with medicinal properties

These compounds are called curcuminoids, the most important of which is curcumin.

Curcumin is the main active ingredient in turmeric. It has powerful anti-inflammatory effects and is a very strong antioxidant.

Saffron

Saffron is a spice that comes from the flowers of *crocus sativus* Linné. The crocus grows in the Middle East and parts of Europe. It's most commonly cultivated in Iran, India, and Greece.

It only flowers for about three to four weeks during October and November. The flower produces dark red stigmas, also called threads, which are removed carefully by hand and dried. These are considered to be the saffron spice.

Saffron has also been used for culinary purposes to add color and flavor to foods, as a fabric dye, and a perfume ingredient. Like many other herbs and spices, saffron can be prepared as a tea. Today, saffron still holds a high value as both a spice used for cooking and an alternative treatment for various health conditions. Some studies have shown the spice to be effective for a variety of uses. Read on to learn more about its health benefits and how to make saffron tea.

What is the history of saffron?

The crocus saffron grows to 20 to 30 centimeters (cm). It takes three years from the time they're planted as seeds for the crocus to produce flowers. Each plant makes about three to four flowers, and each flower has about three stigmas.

Saffron is one of the most expensive spices in the world because it must be harvested by hand. It also takes a large quantity of blossoms and dried stigmas to make 1 kilogram (kg) of the spice.

The spice has a long history. It's believed that humans used saffron as early as 3,500 years ago. Historically, people used it to treat a long list of health conditions, including:

- **Trouble urinating**
- **Menstrual issues**
- **Eye disorders**
- **Ulcers**
- **Stomach issues**
- **Tumors**
- **Mental disorders**

