



INSIDE THIS ISSUE:

Simply SUCCESSFUL.

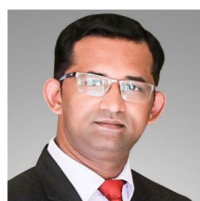
A journey of the Altos family & successful Direct Sellers.

India's one of the most trusted Direct Selling Entity.
www.altosindia.net



From the Desk of Managing Director

"Without passion, one starts nothing, and without work, we finish nothing. The prize is never earned by you, you need to win it." & more expression of Abhishek Gupta.



From the Editor's Desk

Human beings are, in essence, social entities. A significant part of thriving in society is self-expression, as it is vital to our visceral instinct to communicate.... By Jobin C Joseph



Top 5 Products

- Aloe vera Oregel.
- Ashwagandha Capsule.
- CURCUM Plus Capsule.
- Ayush Kwath
- Tulsi Power

◆ WFDSA Statistics

World Federation of Direct Selling Associations reported that worldwide retail sales showed a year-over-year increase of 1.4% with all regions around the globe showing increases in sales versus 2018.

Here are some statistics:

- ◆ Global Direct Selling – 2019 Retail Sales.
- ◆ Global Retail Sales.
- ◆ Independent Representatives/Direct Sellers.
- ◆ People in Direct Selling Globally.

◆ CSR Activities

Altos always participates in social activities to help and encourage society.

Inside here, you'll come to know about .

- ◆ Plant Trees to make India Pollution Free.
- ◆ Let's fight COVID – 19.

◆ Achiever's Stories

- ◆ Mr. Rajat Kar (Brand Ambassador).
- ◆ Mr. Sumit Vishwakarma (Altos Samrat).
- ◆ Mr. Ghanshyam Sahu (Altos Samrat).
- ◆ Mr. Komal Sahu.
- ◆ Mr. Arvind Sharma.
- ◆ Mr. Chunuram Sahu.

FROM MY DESK TO GET YOU STARTED.



ABHISHEK GUPTA
MANAGING DIRECTOR

"Without passion, one starts nothing, and without work, we finish nothing. The prize is never earned by you, you need to win it." ALTOS ENTERPRISES – is among the oldest Home-Grown Direct Selling Companies in India. Our Entrepreneurial Odyssey over the last twenty years has been nourishing & exciting, full of events, tasks and interactions. It gives me immense pleasure to set the ball rolling with complimentary views and vibes about Altos Enterprises.

Always remember that we have to manoeuvre our skills while we dream and plan to transcend the distance to live our dream life. For us as Altos India, it has been quite invigorating and absorbing journey full of gratitude to our Direct Selling Sales Force in helping us to launch products along with their feedback.

We are a self – reliant Direct Selling Entity, and have an indigenous Research & Development facility which plays a very important role in transforming our ideas into innovative products.

"HARD WORK BETRAYS NONE."

Always remember that we have to manoeuvre our skills while we dream and plan to transcend the distance to live our dream life.

We are facing an unprecedented situation due to COVID – 19, Altos as a responsible corporate citizen; through its various CSR activities has brought relief measures to various sections of society. Our approach during these reprehensive times has been proactive and we are re-prioritizing our business processes and will surely emerge as a vibrant business entity. The stories which I hear from the field that we as Altos are cooperating , understanding, eachothers need during these uncertain times & giving relentless support is not just commendable but i am thankful to each one of you for following the ethos of Altos that is being humane and empathetic.

Finally, I want to express my gratitude to our Founder – Dr. Ashwani Kumar Gupta whose entrepreneurial farsightedness & pondering thoughts have created a strong foundation for our company.

"Our Quest Is to Provide an Empowering Opportunity To Youth of Our Country."





JOBIN C JOSEPH
EDITOR

EDITOR'S NOTE ----- WHAT BRINGS OUT THE BEST.

Human beings are, in essence, social entities. A significant part of thriving in society is self-expression, as it is vital to our visceral instinct to communicate. I am proud to express that it has been an incredible, prodigious, fascinating journey. We went through lots of ups and downs. In April 2000, we started our business operations with a small dream of offering just 7 products and now we offer around 250 products to our consumers which showers smiles of satisfaction among our consumers. Altos now has a Pan India presence with Branches in almost all states in India.

We have a commitment to our consumers to offer them with best experience when they reach out to us through any mode of communication i.e. calling us through customer care, emailing us for a query, joining the company through Altos Direct Sellers and reaching us through any Social Media Platform. We ensure a delightful experience from beginning to end.

The majority of our products are manufactured in our own manufacturing facility which is GMP Certified. This leaflet helps us to present with a chance to articulate the Altos Brand rejuvenation story to our valuable stakeholders and audiences.

It is delineation in the form of a Newsletter, which will curate information about ALTOS ENTERPRISES. It will present the details of the latest product launches, opportunities, achievements, and success mantras of Altos Achievers – an inspiration for our readers to become a part of the Altos family.

ALTOS ENTERPRISES is a socially, recruitable, responsible Corporate Entity committed to the well-being of the society through various societal initiatives. Altos is a very supportive platform that looks into others' welfare through kindness, and we also understand our responsibilities with enthusiasm. Other's care is our first prospective.

ALTOS SUPPORT BASKET: -

- Environmental Development.
- Govind Godham (Treatment & Vaccination of Cows).
- Seva Bharati (Upliftment of economically weaker sections of Indian society with particular focus on socio-economically marginalized, tribal and indigenous communities).
- Rural Development.
- Education.
- Blood Donation.

Through these we want to envisage a template that becomes a fusion of innovative ideas that supports creating a vibrant brand – ALTOS. This chronicle is kaleidoscope of our opportunity, healthy enhancement of our readers who look at our company for inspiration, and a path to follow up with success.

I would appreciate our readers to share their feedback and give us an their suggestions on info@altosindia.net

Products Which You Deserve For A Healthy Living.



ALTOS OREGEL ALOEVERTA

Oregel Aloeverta is high in Antioxidants, boosts metabolism, improves digestion, helps in detoxification, heals burns, improves skins and boosts immune system.

BENEFITS OF OREGEL ALOEVERTA:

It contains healthful plant compounds

It has antioxidant and antibacterial properties

It accelerates wound healing

It reduces constipation

It improves skin and prevents wrinkles

Treats Acne

ALTOS ASHWAGANDHA CAPSULE

It is one of the central herbs in Ayurveda. It has been used for more than 2000 years.

Scientifically, it is known as *Withania somnifera*.

In ayurvedic medicine, it is known as powerful rejuvenating herb, which is added to increase longer life span.

BENEFITS OF ASHWAGANDHA CAPSULE:

Help to reduce blood sugar levels.

Helps in reducing swelling (inflammation).

Helps to increase hemoglobin level.

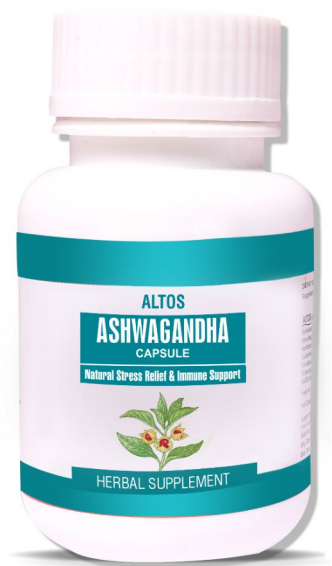
Helps to lower down the level of cholesterol & triglycerides.

Stimulates Thyroid gland to maintain its level.

Helps to keep lungs strong.

Helps reduce uric acid level.

Helps to boost testosterone and increase fertility in men.



BENEFITS OF AYUSH KWATH POWDER:



Helps in reducing cholesterol level.

Help to Treatment for bone, muscle and nerves.

Helps in improving digestion.

Help to Disintegrates urine stones.

Help to Prevents fever and common infection.

Help to Relieves dysuria, anuria and kidney diseases.

It helps in promoting nervous system.

Protects the body from bacteria & viruses.

Helps in preventing cold & cough.

Helps in curing fever naturally.

Helps in promoting metabolism.

Helps in reducing blood pressure.

Altos Ayush Kwath Powder has been prepared from the mixture of 4 herbs; Tulsi, Dalchini, Sunathi and Krishna Marich.

ALTOS CURCUM PLUS CAPSULE

Curcum plus is made with curcumin extract (95%) & black pepper (5%). Curcumin is the main biologically active compound of Tumeric.

BENEFITS OF CURCUM PLUS

- Helps to Inhibits the activation of carcinogens to keep the heart active.
- Helps to boost functioning of the brain.
- Helps to Keeps digestive system healthy.
- Helps in calming skin conditions; Eczema & Rosacea, acne etc.
- Helps to Increases anti-oxidant in the body and also activates body's own anti-oxidant.
- Blocks NF-kB, a molecule which turns on the genes related to inflammation.
- Helps to Curcumin inhibits the production of lipoxygenase & cyclooxygenase-2 (COX-2), two enzymes which are involved in promoting inflammation in the body which also acts as the most powerful anti-inflammatory agent.
- Helps to suppresses many molecules which play a major role in inflammation.
- Helps in killing cancerous cells and helps in preventing metastasis which spreads cancer in the body.



It is an anti-oxidant, anti-bacterial, antiseptic, anti-flu, anti-biotic & anti-diseases.

ALTOS TULSI POWER

BENEFITS OF TULSI POWER



Helps to Boosts Cardiovascular Health

Helps to Treats Respiratory Illness

Helps to Lowers Cortisol Levels

Helps to Controls Blood Glucose Levels

Helps to Improves Liver Function

Helps to Improves Immunity

Helps in Anti Aging

Helps to Reduces Inflammation

Helps to Removes Plaque

Give Natural Mouth Freshener

Helps to Improves Eye Health

Helps to reduce Headaches

Helps to Improves Gut Health

Helps to Gets rid of Acne

CSR Projects of Altos Enterprises Ltd.

Plant Trees to make India Pollution Free.

Altos initiated a vigorous campaign "A step towards Nature" in Baddowal village in Ludhiana. Around 500 trees were planted with an aim to reduce Air & Noise Pollution & Soil Erosion.

Altos is also planning to promote this project in other states of India with an aim to make India pollution free.



Let's fight COVID – 19

Altos distributed around 2000 Liquid Hand Wash & Sanitizers in villages i.e. Jassain, Birmi & Jhamat in Ludhiana, Punjab with an aim to make people aware about the COVID-19 precautions which needs to be followed by people.

Glucose is must.

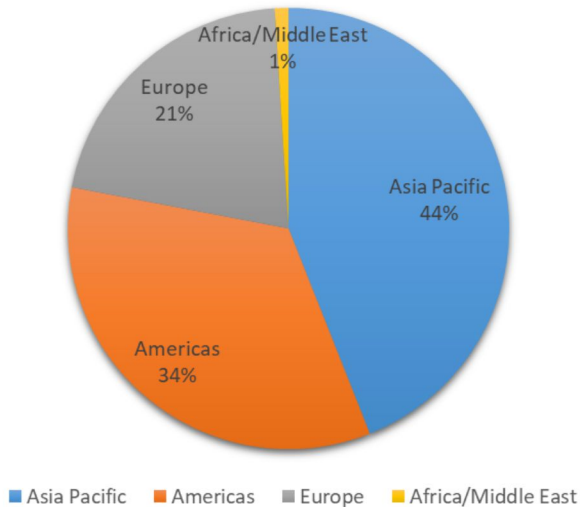
Altos distributed Gluster Drink to 2000 labourers & workers who work in hot weather conditions in order to boost immunity and energy in their bodies.



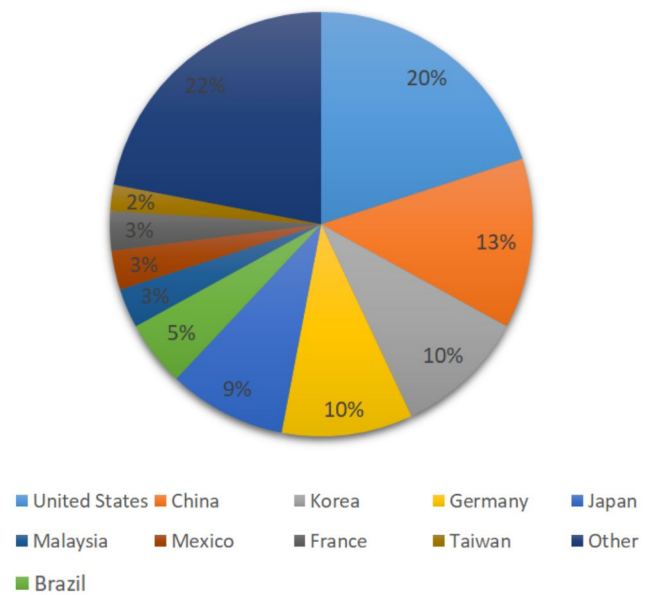
WFDSA Statistics

Global Direct Selling – 2019 Retail Sales

Regional Sales



Top 10 Global Markets



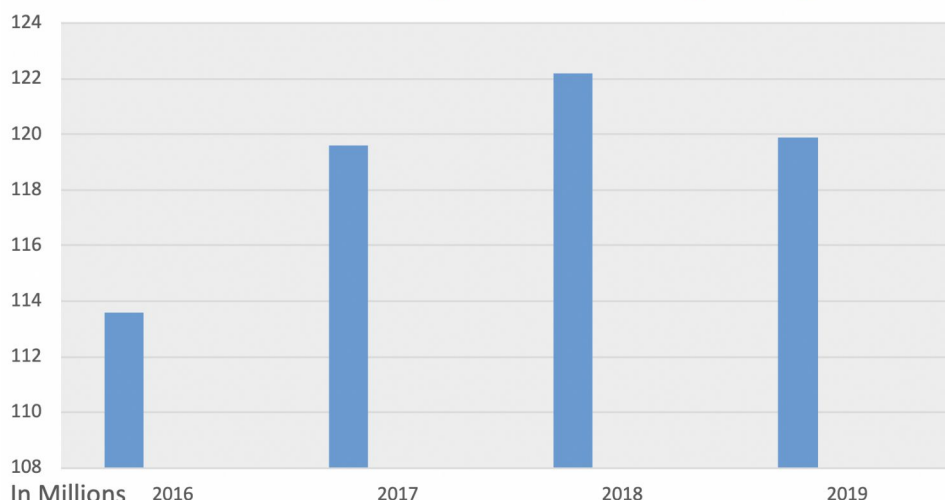
Global Retail Sales

Global	179,759 (mn.)
Asia Pacific	78,900 USD (mn.)
Africa/Middle East	1,193 USD (mn.)
North America	37,690 US (mn.)
South & Central America	24,068 USD (mn.)
European Union	33,847 USD (mn.)
Rest of Europe	4,061 USD (mn.)

Independent Representatives/Direct Sellers

Global	119,923,434
Asia/Pacific	68,429,768
Africa/Middle East	6,452,475
North America	17,515,000
South & Central America	13,391,804
European Union	6,986,965
Rest of the Europe	7,147,422

119.9 MILLION People in Direct Selling Globally



Of these 119.9 MILLION.

- ◆ 15.2 million are full time, devoting 30+ hours weekly to building their Direct Selling Business.
- ◆ 44.2 million are part-time, devoting up to 30 hours weekly to build their businesses.
- ◆ 60.5 million others including those who have recently joined; many join because they love the product and want to purchase at a discount: and others who join but just never become active.

Achiever's Story...

The One You'll Learn From.



"The best way to get something done is to begin"

I am Rajat Kar, today I will share experiences of my life with you as I stated in the beginning the best way to get something done is to begin.

After my schooling, I left home and came to Rourkela with just over Rs 90 in my pocket. I had joined college and started a part time job as a Home Tutor. At that time I lived in a small rented home which had no doors. I used to make door with disposable cartons.

What has sustained me in the business of Altos is the learnings which I got from my Grand Father, who was a freedom fighter and participated in India's freedom struggle. His speeches in political gatherings ingrained leadership qualities in me.

I found about Altos business opportunity on the internet, I was inspired by the values and ethos of the company. There was no looking back when I joined Altos, from morning 7:00 AM till 10:00 PM in the night I would show people Altos Business Opportunity plan and its products.

To become a top leader at Altos, one should focus on goal setting, master product information. Gain full understanding of Business Opportunity Plan and explain the prospects how much sales incentive will they actually get. Lastly always attend training sessions organized by Altos and follow its education system.

I feel it is burning desire and unshakable belief towards an objective, which makes people successful in Altos Business Opportunity.

I have a mantra for success 3 I's i.e.

Inspiration - Ideas - Imagination = Sapne Sach Hote Hain

Mr. Rajat Kar (Brand Ambassador)



Achiever's Story...

The Meaning of Life to be small.

"Any Dream Doesn't Become Reality By Magic; It Takes Sweat, Determination, and Hard Work."

I hail from Rourkela city in Odisha, where I started my career as an Electrician in the year 1999.

I have been associated with Altos, which is one of the oldest Home Grown Direct Selling Company of India. I was introduced to Altos business opportunity by Mr. Rajat Kumar Kar.

I joined Altos because I was looking for a side income which would help me in supplementing the income which I was earning as an electrician, At times I would be short of funds to take care of large expenses like hospitalization and healthcare of my elderly parents.

My sales journey started with using Aroplex + in May, 2012. While using the Altos products I immediately started selling it in my social circle under the guidance of Mr. Rajat. The most memorable day, even today, is my very first pay cheque of rupees 600, which I received in my very first month. The motivation which I received from that Rs 600 cheque keeps me going on and I have been able to guide many people who joined me in my sales network under the aegis of Altos, to become financially sound.

After joining Altos, I got exposed to their education system and trainings, which in turn I imparted to the people who joined under me in my down line, which has made me a more confident person and I have been able to develop leadership qualities.

I am passionate about representing Altos, and I want it to become a World Class Direct Selling Company and I want to be recognized as internationally acclaimed Direct Selling professional.

I have a message for people who aspire to build career's in Direct Selling. They should have patience and perseverance to reach for their aims.

I have a straight forward plan for the sales network under me, to take them to the level of 'Crown Ambassador' and develop more leaders.

My one liner of success is 3A's Aim clearly – Attain Consistency in every day planning & learning – Actualize your potential.

"Your belief in yourself is a ladder to continuous success."



Mr. & Mrs. SUMIT KUMAR VISHVAKARMA



Mr. Sumit Vishwakarma (Altos Samrat)

Achiever's Story...

About Building Better Lives.

"Choose a career which you love, and you will never have to work a day in your life"

I believe any dream does not become reality through magic; it takes sweat, determination and hard work. I started my career in sales, way back in 1986 while I was still studying.

I was introduced to Altos Enterprises by Mr. Rajat Kumar Kar in November 2014. Education system and training seminars of Altos equipped me to gain insights about the Business Opportunity .

I first started using Aloevera Oregel and Tulsi Power; then I introduced these products within my social circle, where I got a steady response.

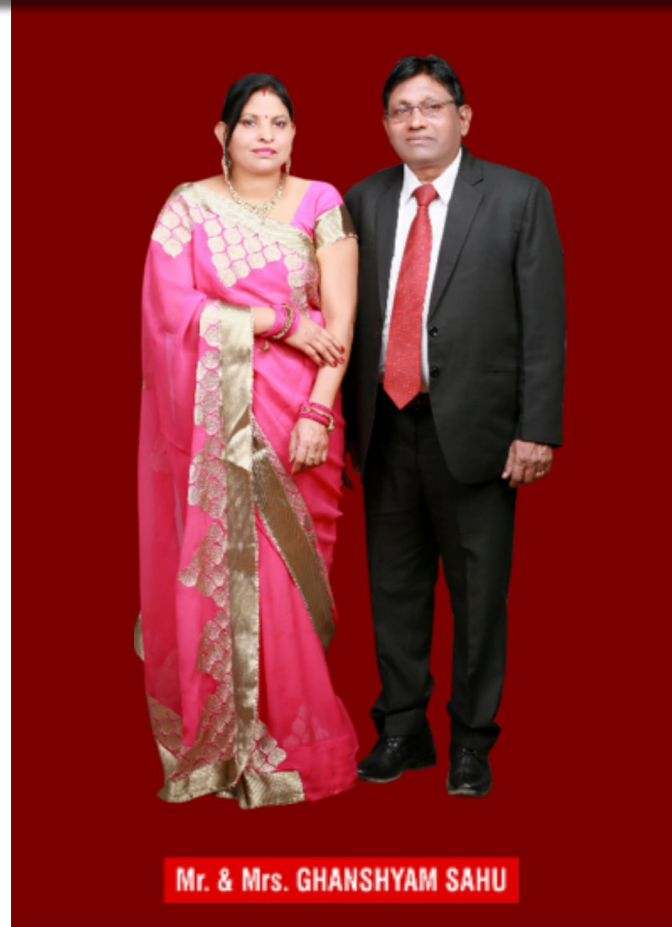
I was eager and keen to learn more about the business opportunity offered by Altos. Mr Rajat Kar helped & supported my learning endeavor & explained the plan to me many times and it is the combination of support from Altos, Management, Education System & Training Programs which have ensured success to me in the field of Direct Selling.

I still vividly remember the first cheque, which I received from Altos, which was for Rs 14,000/-. This gave me immense confidence to build and expand my sales network.

I am very passionate about my sales network and want it to reach next level in terms of sales performance. I want to empower each and every member of my sales network to achieve Crown Ambassador Level, which will enable them to give quality education to their children, afford a luxury car of their dreams and should be able to travel to their dream holidays.

My Success Mantra - 3C's Clarity - Consistency – Confidence

Mr. Ghanshyam Sahu (Altos Samrat)



Achiever's Story...

The spirit of doing something great.

"A dream does not become a reality through magic; it takes sweat, determination, and hard work."

I will talk to you about my life today. It is filled with a lot of exciting & challenging stories & circumstances. I am from an agricultural household and, as a child, supported my father in farming. While I was still studying in school, I lost my father, and family responsibility fell on my shoulders. Suddenly I realized that it was not me alone; I was now responsible for 15 members of my family.

I worked industriously on my farm, but I realized soon that income from the farm was not enough for me to discharge family responsibilities. I moved to Raipur, the capital city of our state, Chhattisgarh, and started working as a salesperson in a cloth shop where I was paid a monthly salary of Rs 5000, which was also not enough for fulfilling my responsibilities.

"Great things never come from Comfort Zones."

While working in the cloth shop, I met Mr. Ghanshyam Shahu and Mr. Rajat Kar, who introduced me to the Altos Business Opportunity; initially, I ignored it and was content with what I was doing.

Later after many meetings with Mr. Rajat and Mr. Ghanshyam, I was convinced of Altos' business opportunity. I started using some products & at every delivery of the products in my casual conversation, left a few points about Altos plan uniqueness.

In the early days, I would start from my home at 6:00 AM in the morning and work until 10:00 PM. At first, I started presenting Altos Business Plans within my warm circle i.e., my friends, relatives, and family members. I got no response from them, and they all rebuffed me.

I was not disheartened; I started moving on my cycle and would present Altos Business Plan through cold calls to unknown people.

There were many instances that people refused to listen to my presentations completely. However, I did not give up and persisted in my efforts. Seeing my determination to succeed, people who had earlier ignored my business presentation were now ready to give me a chance to talk about what I had to offer. So my business kick-started, and I talked about the Altos business opportunity every day for 5 – 7 hours with different people. This is how my sales network started growing.

I had lots of dreams & ambitions for my family, especially since I come from a village background; I was inspired to expand my network outside of my state. I started going out of my native state Chhattisgarh to other states in the country; this helped me build a large sales team.

I am fortunate that I was mentored by Mr. Rajat Kar, who has always motivated and inspired me in my efforts. His leadership qualities have made a big difference to the efforts undertaken by me.

Now it's time to share my success mantras:

- **Never shy away from hard work; it is the only financial security we all have in the field.**
- **Always attend Business Seminars and meetings organized by Altos; it keeps you updated on the Business Opportunity Plans.**
- **Have 100% faith in your upline and do the business wholeheartedly.**

I still have an ocean of opportunities ahead of me; with the support of Altos India, I will achieve all my dreams.



MR. & MRS. KOMAL SAHU

Achiever's Story...

I'd Walk A Mile For Success.

"If You desire to Achieve Success Stop Asking for Permissions."

If opportunity doesn't knock, then build a door. I began my career as a Mechanical Engineer in 1994 & was doing all types of work which was related to my line of work-Engineering. However I was unsatisfied with my income.

Then in 2014 Mr. Ghanshyam Sahu met me in our social circle & explained to me the business opportunity plan of Altos & about its products. However, I personally started using Altos products in 2015. After using Altos products, I started selling Altos products within my social circle and got positive response. This encouraged me and I became 'DIAMOND' Direct Seller in the very first month & 'DOUBLE DIAMOND' in the second month.

I have focussed on creating a strong & supportive sales network and the product which I recommend is Tulsi Power, which is derived from an Indian herb which is a part of our tradition and has ayurvedic cures. Even if one or two Tulsi leaves are consumed everyday it is beneficial to health, and if we take 5 drops of Tulsi power, it is equivalent to consuming multiple Tulsi leaves. I always suggest Tulsi Power to my sales network because of its intrinsic appeal to the consumers.

I have a dream for people working under my Sales Network, they all should be able to afford a personal car, their own house and a sales incentive which makes them financially stable. I am a firm believer in continuous learning, gaining knowledge and hard-work which leads to success.

I prefer to work at the ground level and would like my team to work hard and achieve their desired goals.

I have a mantra which is called 5D's

Diligence – Devotion – Dedication – Decision Making – Dare to Dream = "Go positively into the direction of your dreams! Live the life you've believed".



Mr. & Mrs. ARVIND SHARMA

Mr Arvind Sharma

ALTOS



Achiever's Story...

Life is always looking forward.



Mr. & Mrs. CHUNURAM SAHU

"Setting Goals is the First Step in Turning Invisible into Visible."

Let me share my story with all of you from the beginning. I belong to an agricultural family and I started my career as a farmer in 1992. It was only in 2015 that I got introduced to the business opportunity offered by Altos by Mr Komal Singh Sahu.

On account of the guidance provided to me by Mr. Komal . I was able to reach Diamond Level with Altos in my first month itself. When I received my first cheque of Rs 27,000/- , I was very emotional and elated., This sowed the seeds of nurturing my sales network every day, just like I used to take care of my crops as a farmer. This has led to a productive sales network who have deleted the word "stop" from their dictionary and continue to meet people and showcase products.

The reason to meet people is very simple - what can I resolve for you today and Ayurveda products have been a big hit within my sales network. My personal favorite product is Curcum Plus.

In fact I always say every customer and every end user is a potential Altos Direct Seller , so don't give up and ask people how are they and how are their families, to help improve their lives through opportunities in Altos.

I believe in systematic planning and approach and always support my network in preparing plans. Planning & its implementation are foundation stones for success in Direct Selling.

My goal for the team working under me is that every one of them should be able to buy and afford a luxury car for themselves.

I am thankful to the Management of Altos for their guidance, training and education system.

My message:

"SET YOUR CAREER GOALS HIGH, AND DON'T STOP TILL YOU GET THERE."

Mr. Chunuram Sahu



Achieving Better Health, Next Step... ALTOS

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