

Amway to invest Rs 150 crore on 'digital transformation'

Synopsis

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Amway chief executive Anshu Budhraja

NEW DELHI: Direct selling company Amway on Tuesday announced an investment of Rs 150 crore for digitally transforming its business, which it said was aimed at stepping up manufacturing automation, home delivery and strengthening its digital capabilities.

"The multi-year growth strategy includes pushing entrepreneurship through social

commerce - a trend that will reshape the future of commerce," the maker of Nutrilite supplements and Satinique shampoo said in a statement.

Amway chief executive Anshu Budhraja said: "The ongoing global pandemic has proved to be a catalyst for smooth transition of our business from hi-touch to hi-tech. It has also given rise to new behaviour and consumption habits like online shopping, social campaigns and engagement through social communities."

The direct selling company, which operates in India as a wholly-owned subsidiary of the \$ 8.4 billion Amway, said it had begun integrating online-to-online sales, earlier this year to drive targeted results, including through virtual sessions and online consultations. It said it is working towards partnerships with other online platforms.

The company said it has conducted over 6,000 online training programmes across regions over the last few months, reaching over nine lakh direct sellers and consumers.