

Amway India Accelerates Next Phase of Growth with Expansion of Physical Presence

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Global President & CEO, Michael Nelson, inaugurates new store in Gurugram to mark the expansion of Amway India's physical store footprint



To accelerate its market presence and multi-year growth strategy in India, Amway India, one of the leading companies supporting health and wellbeing, announced an expansion of its physical presence across key markets. Marking this next phase of expansion, Amway's President & CEO, Michael Nelson, inaugurated Amway's new store in Gurugram during his official visit to the city. The expansion builds on the Rs 100 crore investment Michael announced last year for multiple initiatives, including expanding the company's physical presence. As part of this, Amway India has opened a new store in Gurugram, bringing its portfolio and brand experiences closer to consumers while creating a dedicated platform for its distributors to engage with customers and build local communities.

Speaking on the occasion, Michael Nelson, President and CEO of Amway, said, "India is at the heart of Amway's global growth journey, and what makes the opportunity particularly exciting is the rapid evolution of the Indian consumer. Consumers today are increasingly seeking trusted, science-backed health and wellbeing solutions, more personalized experiences, and greater convenience in how they engage with brands. Our vision has been to create modern, experiential spaces that help our distributors better serve those evolving needs. These centers bring together product discovery, meaningful conversations, and community, enabling distributors to build deeper customer relationships and deliver greater value. The inauguration of the Experience Center in Gurugram marks an important milestone in Amway's growth journey in India, reflecting the company's long-term confidence in the market and commitment to providing distributors with the platforms, tools, and experiences needed to build and grow their businesses. As demand for health and wellbeing solutions continues to rise, Amway remains dedicated to supporting entrepreneurship, enhancing the consumer experience, and helping more people live better lives."

Rajneesh Chopra, Managing Director, Amway India, said, "Physical presence is an important part of how we are enhancing our consumer and distributor experience in India. These are not conventional stores; they are engagement hubs designed to give consumers a more direct way to experience Amway while giving our distributors a stronger platform to engage with their customers and build communities. Over the last year, we have strengthened our physical presence across locations through a combination of new stores and the upgrading of existing stores into these engagement hubs, and we plan to further expand our footprint across the country over the coming years. This is also an important part of our long-term commitment to India and our contribution to the vision of Viksit Bharat, supporting healthier communities, enabling economic empowerment, and enabling greater access to world-class products."