



GOVERNMENT OF KERALA

No. 21417/B3/12/ID

Industries (B) Department
Thiruvananthapuram
Dated : 13/07/12.

From

The Special Secretary to Government

To

The Director,
Artlife Wellness Products Private Limited,
Hemkunt House C-161,
Gautam Nagar,
New Delhi-110049.

Sir,

Sub : Industries Department -Direction to follow the guidelines for
Direct Marketing-reg.

Ref :- 1. Government letter No. 33639/B3/11/ID dated 29/12/11.
2. Your letter dated 21/03/12.

I am to invite your attention to the reference cited and to inform you
that you are free to work in full conformity with the guidelines for direct
marketing issued by Government.

Yours faithfully,
RAJTHILAKAN. M. G.
UNDER SECRETARY
for Special Secretary to Govt.

Approved for issue,

Section Officer.