



SUCCESS BLUEPRINT

VISTA NEPAL PVT. LTD.

Empowering Dreams
through Direct Sellings

Corporate Office :
Kamaladi, KMC-28
Kathmandu, Nepal



01- 5320183



<http://vistanp.com/>



vista.nepal77@gmail.com

COMPANY OVERVIEW



Company Name:

Vista Nepal Pvt. Ltd.



Nature of Business:

Direct Selling/ Multi Level Marketing (MLM)



Corporate Office:

Shanta Marg, Kamaladi-28, Kathamandu



Legal Status:

Private Limited Company registered under the Company Act of Nepal, 2063 BS (2006).

Vista Nepal Pvt. Ltd. was founded with a vision to empower individuals across Nepal through an ethical and transparent direct selling system. We aim to bridge the gap between quality products and entrepreneurial opportunities, enabling our members to build sustainable incomes while enjoying products they can trust.

The company operates under a compliance-driven model, strictly adhering to Nepal's Direct Selling Guidelines and all regulations of the **Ministry of Industry, Commerce, and Supplies (Banijya Bivag)**.

Our mission is to create a strong, reliable, and sustainable system of distributors that promotes both economic empowerment and personal growth.



VISION & MISSION

VISION

To become Nepal's most trusted and innovative direct selling enterprise, creating sustainable income opportunities for thousands of Nepalese households while delivering premium-quality products that improve lives.

MISSION

- To establish a transparent and ethical direct selling platform that prioritizes member growth and product excellence.
 - To nurture entrepreneurship across Nepal by empowering individuals with business opportunities, training, and support.
 - To ensure every product under the Vista Nepal brand stands for quality, innovation, and value
-

CORE VALUES



The Foundation of
our Success.



The Pinnacle of
our Success



Pioneering the Future of
Global Business.



Building a greener more
resilient future.



Ignite your capacity for
Success.

CHAIRMAN'S MESSAGE



My vision is to empower every individual to unlock their true potential and create a healthier, wealthier, and happier future for themselves, their families, and our nation.



MR. JUSH SHRESTHA
Chairman, Vista Nepal Pvt. Ltd.

Vista Nepal Pvt. Ltd. was founded with a clear purpose: to transform the way Nepali people view entrepreneurship and to provide a trusted pathway toward financial independence and personal growth.

As Chairman, I strongly believe that direct selling has the power to create meaningful and lasting change in our society. My vision is to build a supportive and inclusive community where every distributor feels valued, empowered, and motivated to achieve success. Guided by the principles of transparency, fairness, and innovation, Vista Nepal is committed to offering high-quality products, creating sustainable income opportunities, and contributing to Nepal's economic development through entrepreneurship and employment generation.

Vista Nepal is not merely a business venture; it is the realization of a larger dream. Inspired by my father, Jit Bahadur Shrestha, whose contributions played an important role in the development of Nepal's financial and energy sectors, I am dedicated to building a modern enterprise that elevates Nepali talent, products, and innovation to international standards.

Jush Shrestha
JUSH SHRESTHA

Our ambition extends beyond being a direct selling company. We aspire to positively impact millions of lives across Asia through trusted products, innovative business opportunities, and services that enhance everyday living. Vista Nepal offers a range of natural juices, nutritional supplements, and herbal cosmetic products inspired by nature, Ayurveda, and traditional wellness practices.

We believe that hard work, teamwork, dedication, and commitment are the foundations of success. By embracing natural solutions and promoting healthier lifestyles, we aim to help individuals achieve greater well-being, prosperity, and personal growth.

At Vista Nepal, our focus goes beyond business expansion. We are committed to encouraging healthier habits, strengthening overall wellness, and empowering people to make informed lifestyle choices that support long-term health and happiness.

We envision a future where every Nepali has the opportunity to achieve financial independence through sustainable entrepreneurship and access to quality products. Our goal is to help individuals and families become healthier, more prosperous, and happier, because we believe happiness is a fundamental human right.

Nepal is blessed with rich natural resources, medicinal herbs, cultural heritage, and a strong sense of community. We believe these strengths can drive sustainable economic growth and self-reliance through responsible entrepreneurship and innovation.

Vista Nepal is dedicated to helping people recognize their true potential and contribute to a stronger, healthier, and more prosperous nation. Inspired by the spiritual heritage of Nepal, we promote positivity, self-belief, and personal transformation, believing that the right mindset can turn aspirations into achievements.

We are equally committed to creating a progressive workplace culture that values flexibility, creativity, collaboration, and employee well-being. By fostering a positive and supportive environment, we aim to create lasting value for all stakeholders.

Vista Nepal stands for transformation, opportunity, and hope. Together, we aspire to build healthier communities, stronger economies, and a brighter future for generations to come.

I invite you to join hands with us, not only as partners in business but as collaborators in building a better future for our people and our country.

Jush Shrestha
JUSH SHRESTHA

CHAIRMAN'S PROFILE & ACHIEVEMENTS

Name:

MR. JUSH SHRESTHA

Designation:

Chairman – Vista Nepal Pvt. Ltd.

Academic Background:

- Master's in Marketing – EADA Business School, Spain
- MBA – Asian Institute of Technology, Thailand
- BBA – Kathmandu University, Nepal

**Professional Experiences:**

- **Director**, J.A Group of Companies
- **Promoter Shareholder**, various A-level banks including Nabil Bank & Kumari Bank.
- **Family Legacy**, Son of Jit Bahadur Shrestha, pioneer of Nepal Bangladesh Bank Ltd. and National Hydropower Project.
- **Leadership** in multiple companies under J.A Group:
 1. Himalayan Bodhi Spices
 2. Commercial International Trading Pvt. Ltd.
 3. Himalayan Bodhi International Trade Pvt. Ltd.
- **Joint Venture Projects**: Partnered with Uchit Jaivik Udhayog for the production of organic fertilizer.
- **International Experience**: Served as Senior Sales Representative at Mobile Viewpoint, an international company.
- **Entrepreneur** with a vision to expand the family business empire through innovation and diversification.

DIRECTOR'S MESSAGE

“

Success is not measured by what we achieve alone, but by how many lives we empower along the way.

”



MR. JAYANT THAKUR

Director, GM- Vista Nepal Pvt. Ltd.

It has been my privilege to contribute to organizations that have empowered thousands of individuals to achieve financial independence and personal growth. Throughout my professional journey, I have learned that lasting success is built on trust, innovation, and the ability to create meaningful opportunities for others.

Vista Nepal represents a new vision for sustainable entrepreneurship and wellness. We are committed to delivering quality products, rewarding dedication, and creating a platform where individuals can grow, succeed, and transform their lives.

Together, we are building more than a business. We are building a community driven by opportunity, empowerment, and a shared commitment to a healthier and more prosperous future.

Together, we are not just building a company we are building a community of achievers.

Jayant Thakur
JAYANT THAKUR

DIRECTOR'S PROFILE & ACHIEVEMENTS

Name:

MR. JAYANT THAKUR

Designation:

Director & GM – Vista Nepal Pvt. Ltd.

Academic Background:

- Bsc. Phy (Hons)
- Business Administration and Quality Management (AICOMAS)
- ADSE (Software Engg) – APTEC

**Professional Experience:**

- Over 20 years of leadership experience in administration, operations, business development, and strategic management across Nepal and international markets.
- Served in executive administrative roles across various industries in India since 2005.
- Gained international experience in Thailand and Malaysia in Product Design and CAD/CAM technologies.
- Played a key role in establishing and strengthening the direct selling industry in Nepal through leadership and operational expertise.
- Leads Vista Nepal's overall operations, business strategy, and market expansion initiatives.
- Oversees supply chain, logistics, customer service, financial planning, and organizational performance.
- Ensures regulatory compliance, operational excellence, and alignment with the company's vision and growth objectives.
- Dedicated to driving sustainable growth, innovation, and entrepreneurship while fostering a high-performance organizational culture.

DIRECTOR'S MESSAGE



MR. MANISH SHRESTHA

Director, CMO-Vista Nepal Pvt. Ltd.

“

**A strong brand is built on trust,
sustained by quality, and measured by
the positive impact it creates in people's
lives.**

”

My journey in the agro-based and consumer products industry has taught me that successful brands are built on trust, quality, and meaningful relationships. During my experience as Marketing Head of Himalayan Bodhi, I gained valuable insights into consumer behavior, brand development, and the importance of delivering products that genuinely improve people's lives.

At Vista Nepal, our mission is to create a brand that represents wellness, opportunity, and credibility. We are committed to promoting high-quality products while empowering our distributors and customers through innovative marketing, effective communication, and a strong focus on value creation.

Our vision is to make Vista Nepal one of Nepal's most trusted direct selling companies, recognized for its quality, integrity, and positive impact on society. Together, we are building a brand that inspires confidence, creates opportunities, and contributes to a healthier and more prosperous future for all.

Manish Shrestha
MANISH SHRESTHA

DIRECTOR'S PROFILE & ACHIEVEMENTS

Name:

Mr. Manish Shrestha

Designation:

Director & CMO – Vista Nepal Pvt. Ltd.



Professional Experiences:

- Extensive experience in agro-based product research and development, focusing on Nepal's diverse climatic conditions and agricultural potential.
- Worked with various agro-industries, gaining expertise in sustainable agriculture and product development.
- Contributed to the promotion of organic farming through Uchit Jaibik Industry.
- Served at Himalayan Bodhi Spices, gaining experience in manufacturing, quality control, and product management.
- Develops and executes strategic marketing plans to drive brand growth and market expansion.
- Conducts market research to understand customer needs, preferences, and purchasing behavior.
- Designs and implements effective marketing campaigns to increase brand awareness and customer engagement.
- Collaborates closely with sales teams to generate leads and accelerate revenue growth.
- Strengthens distribution networks and market presence across diverse regions.
- Committed to innovation, customer satisfaction, and sustainable business growth.

DIRECTOR'S MESSAGE



Strong businesses are built on strong foundations and in my view, that foundation is financial integrity. In direct selling, transparency in financial systems is not just a legal requirement, it is a moral commitment to every distributor and stakeholder.



MR. PRABIN SAH
Director, CFO- Vista Nepal Pvt. Ltd.

As CFO of Vista Nepal, my role is to ensure that every transaction, every payout, and every investment is executed with precision, transparency, and accountability. My professional journey has taken me across diverse industries from import and export to hydropower and in each role, I have seen how financial discipline determines long-term success.

With a strong background in finance, auditing, corporate administration, and business management, I have built my career around creating efficient financial systems and supporting sustainable business growth. My experience across diverse industries has strengthened my expertise in compliance, risk management, strategic planning, and operational excellence.

At Vista Nepal, my focus is to establish a transparent, accountable, and financially sound organization that creates long term value for every stakeholder. By combining professional financial practices with ethical leadership, we aim to set new benchmarks for trust, stability, and growth in Nepal's direct selling industry.

Prabin Sah
PRABIN SAH

DIRECTOR'S PROFILE & ACHIEVEMENTS

**NAME:**

MR. PRABIN SAH

Designation:

Director & CFO – Vista Nepal Pvt. Ltd.

Academic Background:

- Bachelor's Degree – Glocal University, India
 - Master's Degree – Tribhuvan University, Nepal
- Chartered Accountant (CA)**

Professional Experiences:

- CFO – J.A Group of Companies (Overseeing finance, audit, and administration across multiple sectors)
- Finance & Audit Head – Ajima Mai International (Import/Export business)
- Finance & Compliance Contributor – Makari Gad Hydropower Project

Expertise:

- Financial planning and control
- Risk assessment and mitigation
- Budgeting and cash flow management
- Regulatory compliance in direct selling and other sectors

Core Belief:

- Financial systems must be designed to empower not burden the people they serve.

VISTA NEPAL ORGANIZATIONAL STRUCTURE



Jush Shrestha
Chairman



Jayant Thakur
General Manager



Manish Shrestha
Chief Marketing Officer



Prabin Sah
Chief Finance Officer



Avik Ratna Shakya
Admin Executive



Smit Ranjan Shah
Communication & Event
Executive



Yadav Gyawali
Account's Head



Sneha Shrestha
Customer Relation
Manager

DIRECT SELLING MODEL OF VISTA NEPAL

Vista Nepal's direct selling model is designed with three priorities: **Transparency, Fairness, and Growth.**

How It Works:

1. Distributor Enrollment:

Individuals can join as registered distributors after completing the official registration process and receiving training.

2. Product Purchase:

Distributors purchase products directly from Vista Nepal at distributor prices.

3. Retail & Team Building

Distributors earn retail profit by selling products and additional income by building a team/network.

4. Compensation Plan:

Earn through both retail sales and team development, with rewards based on actual sales volume.

5. Training & Support:

We provide continuous skill-building workshops, leadership programs, and business development guidance.

PRODUCT & SERVICES



Health & Wellness Products

Nutritional supplements, herbal products, organic health solutions.



Food & Beverage

Organic spices, tea, and packaged food items under ethical and hygienic production standards.



Contact Us :

<http://vistanp.com/> vista.nepal77@gmail.com

PRODUCT & SERVICES



Home Care Products

Eco-friendly detergents, cleaning agents, and household solutions.



Personal Care

Skincare, haircare, and hygiene products made with safe ingredients.



Contact Us :

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MARKET OPPORTUNITY

Direct Selling Growth in Nepal:

- The industry is rapidly expanding, with increased awareness of entrepreneurship and home-based income opportunities.
- Rising demand for quality, locally available products.
- Increasing acceptance of direct selling as a legitimate business model, supported by government regulation.



Vista Nepal's Competitive Edge:

- Leadership team with decades of combined direct selling experience.
- Strong supplier and manufacturing network under J.A Group of Companies.
- Product mix catering to recurring household needs (ensuring consistent demand).
- Commitment to ethical and legal operations.

Target Market:



Urban and semi-urban households.



Young entrepreneurs and students seeking side income



Women-led entrepreneurial networks

ROADMAP & GOALS

Short-Term Goals (1–3 years)



• Launch flagship product line across 7 provinces

• Build a network of 100,000+ active distributors

• Establish regional offices in major cities

Kathmandu
Chitwan
Dhangadhi

Mid-Term Goals (3–5 years)



- Diversify into more product categories, especially organic and eco-friendly goods
- Expand to over 300,000 active distributors nationwide
- Develop an e-commerce platform for members and customers

Long-Term Goals (5+ years)



- Position Vista Nepal among the top 3 direct selling companies in Nepal
- Explore international expansion in Dubai, Bangladesh, Thailand, African Continents.





CONNECT WITH VISTA NEPAL

SUCCESS BEGINS WITH YOU
Let's Grow Together

Thank you for exploring Vista Nepal.

We are committed to creating opportunities, delivering quality products, and empowering individuals through ethical direct selling across Nepal.



CORPORATE OFFICE DETAILS



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**BUILDING
OPPORTUNITIES.
CREATING
SUCCESS.
TRANSFORMING
LIVES.**

**JOIN THE
VISTA NEPAL JOURNEY**

