

QI Group's Global Impact

The QI Group, founded in 1998 by Vijay Eswaran and Joseph Bismark, has grown from a humble e-commerce startup into a global powerhouse. Despite its inception during the challenging Asian financial crisis, the company has expanded its reach and diversified its business ventures while maintaining a solid commitment to social responsibility and sustainability.



Eswaran and Bismark founded the initial business, which would later become the QI Group, with a shared vision of leveraging e-commerce and direct selling to empower individuals and foster economic growth. “My journey as an entrepreneur began out of necessity rather than from a background in business. My partners and I found ourselves at a crossroads in the direct selling business we were involved with, and the livelihoods of nearly 2,000 people depended on us,” [Eswaran said](#). “We decided to take on the challenge and start a business to support the people who had placed their faith in us.”

With their spiritual and entrepreneurial backgrounds, Eswaran

and Bismark laid a strong foundation for the company's unique philosophy and business model. This philosophy, encapsulated in the company's mission of RYTHM emphasizes self-empowerment and social responsibility, guiding the company's diverse operations and initiatives. It advocates for sustainability across its business operations, plant-based diets and operates as a single-use-plastic-free company. Additionally, the QI Group also invests in environmentally sustainable projects.

This philosophy also provided the ethos for the company's social impact initiative, the RYTHM Foundation which focuses on education, empowerment, and environmental sustainability, aligning with the United Nations' Sustainable Development Goals.

The multinational conglomerate has made a significant global impact since its inception. Its registered headquarters are in Hong Kong. However, its regional operations are housed within the eco-friendly, 15-level [QI Tower](#) in the Malaysian city of Petaling Jaya, Selangor. This organization's influence extends across more than 30 nations, with a global workforce exceeding 2,000 individuals.

Its business interests span various sectors, including wellness and lifestyle-focused direct selling, travel and leisure, retail, luxury goods, real estate, and education. This extensive reach enhances its ability to generate revenue from diverse markets, mitigating risks associated with regional economic fluctuations.

What Is the QI Group Net Worth?

Determining what is the QI Group net worth involves understanding the extensive scope of its diverse business operations and investments worldwide. The private conglomerate has established itself as a significant player across sectors, each contributing to its financial strength and market position. This diversification is crucial in understanding the

company's financial health.

The firm's direct selling arm is a significant revenue generator, with millions of customers and thousands of distributors in over 100 countries. Its e-commerce platform facilitates the sale of wellness, home and living, health, personal care, beauty, and technology products. This broad customer base and extensive distribution network contribute significantly to the QI Group's revenue.

Quest International University, located in Ipoh, Perak, Malaysia, is a significant educational initiative by the QI Group that emphasizes quality and affordability. The student body at QIU is a diverse international community comprising approximately 7,000 learners from close to 50 different nations worldwide.

The university is committed to fostering an environment that nurtures curiosity and promotes industry relevance, ensuring its graduates are well-prepared for the dynamic global marketplace. Additionally, QIU strongly emphasizes environmental consciousness, integrating sustainability into its curriculum and campus practices. This holistic approach to education is forward-thinking since it imparts knowledge to develop responsible and innovative leaders equipped to tackle future challenges.

The QI Group's portfolio also includes two Swiss watch brands, Cimier, which celebrates its 100th anniversary in 2024, and Bernhard H. Mayer, a renowned luxury brand since 1871, that now offers fine jewelry to complement its women's timepieces. Using sustainably sourced materials from Responsible Jewellery Council members, skilled artisans create exquisite pieces that embody wearable luxury. Through a partnership with the QI Group's direct selling business, Bernhard H. Mayer products are distributed in [nearly 100 countries](#).

Cimier, a watch brand renowned for its heritage and

craftsmanship, creates watches admired for precision and quality to appeal to discerning customers who appreciate tradition and innovation. Under the ownership of the QI Group, Cimier continues to uphold its 100-year legacy while evolving to meet the sophisticated tastes of today's luxury watch enthusiasts, making it another profitable venture for the company.

Eco-Conscious Approach

The company's commitment to sustainability is exemplified by its ownership of Down To Earth, a health food retail chain based in Hawaii. Down To Earth promotes organic and all-natural products, offering its customers a wide range of organic, vegetarian, and all-natural options. This retail chain aligns perfectly with the group's dedication to sustainable and eco-friendly practices. By providing access to organic and natural products, Down To Earth supports the well-being of its customers and contributes to environmental sustainability. The QI Group's investment in Down To Earth reflects its broader mission to integrate sustainability into its business operations and promote a more sustainable lifestyle.

The QI Group's ventures in the travel and leisure sector include Prana Resorts and Spa in Thailand, along with several other properties across Asia and Europe. These establishments are designed to offer guests luxurious and eco-friendly vacation experiences, setting a high standard for sustainable hospitality. Prana Resorts and Spa, in particular, is acclaimed for its serene environment and commitment to environmental stewardship, providing guests with a unique blend of comfort and ecological consciousness. It's the ideal escape for guests who want to enjoy their vacations while minimizing their environmental footprint.

By 2025, the organization will have established a rigorous protocol for sourcing all corporate gifts and branded

merchandise. It will exclusively collaborate with vetted suppliers, prioritizing social consciousness, ethical practices, and responsible business conduct. The company's product selection will be meticulously curated to ensure each item offers concrete societal or environmental advantages.

The firm has also set stringent standards for packaging. All gift wrappings and product containers will be required to meet specific eco-friendly criteria, utilizing either post-consumer recycled materials, biodegradable components, or other sustainable alternatives.

The conglomerate's diverse revenue streams, strategic investments, and global presence indicate a strong financial position. The company's continuous expansion and innovation suggest a robust and growing economic influence, reinforcing its status as a significant player in the global marketplace.