



WIN YOUR  
SHARE OF INDIA'S  
MULTIBILLION DOLLAR  
BEAUTY & COSMETICS  
INDUSTRY, GROWING  
TO 15 BILLION US\$  
BY 2015

# BEAUTY VISION INDIA

28-30th MARCH 2013 BOMBAY CONVENTION AND EXHIBITION CENTRE (BCEC-GOREGAON) MUMBAI, INDIA.

INDIA'S COMPREHENSIVE INTERNATIONAL TRADE SHOW FOR  
COSMETICS, FRAGRANCES, HAIR, NATURAL HEALTH, NAIL CARE, WELLNESS & SPAS, PACKAGING, PROFESSIONAL BEAUTY  
PRODUCTS & EQUIPMENT

[www.beautyvisionindia.com](http://www.beautyvisionindia.com)



BEAUTY AND  
COSMETICS  
SECTORS ARE  
THE FASTEST  
GROWING  
INDUSTRIES IN  
INDIA.

**The Market:**

Indian beauty and cosmetics industry has witnessed strong growth during the past few years and has emerged as one of the key industries, holding immense future growth potential. The cosmetics industry registered impressive sales worth US\$ 5.8 Billion in 2010. The increasing spending power of the growing middle class population has made the cosmetic industry one of the rapidly growing industries in India, providing significant market opportunities as Indian consumers are moving away from the merely functional products to more advanced and specialized beauty and cosmetic items.

**Analysis:**

According to this new research report "Indian Cosmetic Sector Analysis (2009-2012)", Indian cosmetics sector is expected to witness noteworthy growth rate in near future, owing to the rising beauty concerns of both men and women. The industry holds promising growth prospects for both existing and new players and purchasing power of consumers. There is a tremendous increase in the consumers. This is due to increasing number of women becoming the earning members of the family due to the increased level of literacy and the influx of leading international fashion, cosmetic magazines and publications in India.



# BEAUTY VISION INDIA

is essentially a fusion of unique showcases, integrated into a single all-encompassing event:

## Exhibitor product category:

- Perfumes
- Make Up
- Accessories
- Natural Cosmetics
- Hair Care
- Hair Products
- Skin Care/Spa Equipment
- Spa Designers & Architects
- Organic Beauty Products
- Fitness Equipment
- Nail Care
- Neutraceuticals
- Ingredients
- Packaging Equipment & Technology
- Point of Sale
- Marketing & Consultancy
- Advanced Anti-ageing Products
- Supplements





## MUMBAI A STRATEGIC LOCATION GEOGRAPHICAL GATEWAY

The commercial capital of India and the economic hub, Mumbai is the pulse of the 2nd largest emerging economy globally. Mumbai contributes to hosting most of India's corporate giants which form India's share of Fortune Global 500 companies. It is amongst the world's top 10 centres in terms of global financial flow generating over 5% of India's GDP, 25% of industrial output, 70% of maritime trade and 70% of capital transactions to India's economy. With a population of over 20.5 million, Mumbai is today one of the most populous urban regions in the world.

## CAPTIVE MARKET WHERE BEAUTY CARE IS CULTURAL

The emergence of a young urban and very fashion and health conscious population, the latest trends has increased the demand for lifestyle - oriented and luxury beauty and cosmetics.

- The Indian cosmetic industry is forecasted to record impressive sales worth US\$ 10 billion by end 2012 and is said to grow upto US\$ 15 -18 billion by 2015.
- Around 600 shopping malls that include major and middle level hyper markets, c-stores, MGR (Mass Grocery Retail) stores are coming up in metros and large cities.
- The Cosmetics industry's propulsion into one of India's largest industry sectors is contributed by the growing purchasing power, demand for the latest products and innovations.
- Spa Industry boom - The Indian Spa

industry, with over 2,300 spas, generates revenues around US\$ 400 million annually. Over 700 Spas are predicted to open in the next 5 years leading to further growth in the Indian Spa Market.

- The overall forecasted growth track for the Indian cosmetics industry is very positive and is expected to grow at a CAGR (compounded annual growth rate) of around 17-20% between 2010 and 2013.
- The Indian middle class population is expected to swell up to 267 million people in the next five years, up 67 per cent from the current levels.
- The Indian middle class is set to be a country of over 53.3 million households translating into 267 – 300 million people.



## MAXIMUM MEETINGS NETWORKING MADE EASY

BEAUTY VISION INDIA - assists exhibitor - visitor networking.

## BEAUTY VISION INDIA HOST

Exhibition Hosted Buyers Program - Take advantage of the shows hosted buyers program providing exhibitors the opportunity to nominate key industry buyers in the region who are then personally invited to attend the exhibition.





## BOOSTING BUSINESS COVERING ALL BASES

### BEAUTY VISION INDIA

unites decision makers across the entire industry in India, nearby potential markets like Sri Lanka, Bangladesh, Pakistan, the GCC region and nearby catchment areas.

The event will be India's Annual Beauty Industry meeting point-bringing together:

- Buyers
- Agents
- Traders
- Distributors
- Importers
- Exporters
- Retailers
- Wholesalers

Supplying to:

- Beauty salons (women)
- Grooming salons (men)
- Nail bars
- Hairdressers and barber shops
- Healthcare clinics
- Wellness centres
- Spas
- Hotel salons & resorts
- Duty free & travel retail outlets
- Department stores
- Pharmacies
- Hospitals

## WHY PARTICIPATE?

The Indian Beauty & Cosmetics Industry sales has grown exponentially with figures estimated to be above 15 – 20 billion dollars by early 2015. Increased high disposable income, the penetration of the world's 2nd largest consumer market by world leaders in Beauty and Cosmetics, has made the Beauty and Cosmetic Industry one of the largest and fastest growing business sectors.

Exhibiting at Beauty Vision India will enable you to..

- Launch, demonstrate, introduce new products, beauty innovations, technology, new trends to a huge market place hungry for the latest ideas, products and concepts.
- Meeting with existing business partners, increase networking with a professional and knowledgeable visitor audience, optimise new contact opportunities.
- Finalize appointment of new distributors and agents.
- Opportunity to test market products developed specifically for the Indian market conditions.
- Meet and observe competitors, by exhibiting at the show gain a foothold over competition.
- Use the show's hosted buyers program to meet key buyers from the entire country, witness home grown market trends and developments.
- Advantage of the show venue – Mumbai, India's commercial and fashion capital and the tremendous commercial opportunity this city has to offer.



## MARKETING REACH PRO-ACTIVE

### PRE-SHOW PROMOTION

Beauty Vision India is organized by Channels Exhibitions, with an international reputation, with an international reputation in the Middle East Exhibition Industry for organizing innovative international trade shows that have become well known globally within their product domains. This includes the launch of the Middle East's first ever international trade show for Beauty and Cosmetics. Channels Exhibitions impressive trade show portfolio include shows that cover the Beauty and cosmetics, gifts and giftware, digital imaging, furniture & interiors, duty free and travel retail, commercial security, fire and safety, lighting, kitchen and home sectors.

Beauty Vision – India 2013 will carry out extensive marketing and promotional activities that include

international industry publications, web portals, social network sites, show marketing at major international beauty shows worldwide – culminating with a comprehensive visitor promotion campaign nationwide using a variety of mediums leading to the show opening dates.

BEAUTY VISION carries out an extensive marketing and promotional campaign in the run up to the show.

Advertising in region-wide international and regional newspapers, magazines and radio programmes. Extensive editorial previews, supplements, radio, outdoor media, regular direct e-campaign and VIP invitations and direct mail program of visitor invitations.





## STAND RENTAL

**Space only:** €220/m<sup>2</sup> (minimum 18m<sup>2</sup>).

**Shell scheme:** €250/m<sup>2</sup> (minimum 9m<sup>2</sup>).

Above stand rental options exclude 12.36% service tax. (service tax subject to change, and applicable as per prevailing rates).

**Shell scheme Includes:** • Stand construction

- 1 table, 3 chairs • 1 lockable information counter
- Waste basket • 1 unit shelf • Fascia name board
- Daily stand cleaning • Power point with Spotlights (3nos for 9-12 m<sup>2</sup>) • Editorial entry in show catalogue.

**Sponsorship opportunities** – Maximize the impact of your presence at BEAUTY VISION INDIA, take advantage of the tailor-made sponsorship packages. Please contact the organisers for further details.

### International sales & agent details contact

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Organized by



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EXHIBITIONS

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