

## ***Cosmoprof India returns after two-year hiatus to host a grand beauty showcase***

**December 2021, Mumbai:** Worldwide network for the beauty community, Cosmoprof has announced the next edition of its coveted showcase for the beauty market in India after its two-year hiatus. The 2<sup>nd</sup> edition of Cosmoprof India will be held in Mumbai over 2 days - 16th and 17th December at the Hotel Sahara Star. Geo-adapted from the global Cosmoprof brand, Cosmoprof India has its own unique scale and entity, organized by BolognaFiere Group and Informa Markets India Pvt Ltd.

Launched in 2018 as a special preview, Cosmoprof India continues to offer networking and business opportunities to players across beauty and cosmetics in the business-to-business sphere. In fact, the exhibition offers attendees exposure to various beauty sectors, brands, live demos, and a knowledge forum, all under one roof. *This year Cosmoprof India welcomes brands like Amazon, Myntra, Purpille, Marico, Hindustan Unilever, Lakme Lever, Kama Ayurveda, mCaffeine, Mamaearth and many more.*

"For the first time after the pandemic, Cosmoprof India brings together brands, buyers, retailers and wholesalers, to guide them to discover how the domestic industry is reacting to the most innovative digital tools, current distribution channels and new consumers habits", said **Mr. Gianpiero Calzolari, President of Bologna Fiere**. "We are ready to recover normal commercial relations and relaunch the sector, respecting safety regulations."

**Mr. Yogesh Mudras, Managing Director, Informa Markets in India, said,** "We are thrilled to host the 2021 edition in the in-person format after a gap of 2.5 years. This year we expect participation from over 100 companies and over 4,000 people attending from the beauty and cosmetics sector. Cosmoprof India serves as a launchpad for new products and state-of-the-art solutions. Through our expo, we help exhibitors present their major breakthroughs and success stories. As organizers, we have been implementing a series of measures to ensure that our exhibitors and attendees can enjoy the show without any worries, and we will continue to monitor the developing situation in order to guarantee a safe and high-level business experience."

The Indian beauty and personal care industry has been valued at INR 1080 billion as of 2020 with a 6.8% year-on-year growth trend. The attendees at this ideal event for the fast-growing market, can look forward to market insights and latest innovations from speakers and dignitaries, such as *Mr Pushkaraj Shenai - CEO & Executive Director, Lakme Lever; Ms Sukirti Patnaik - Founder & MD, Indulge The Salon; Mr Blessing A Manikandan - CEO, TONI & GUY, South Asia; Mr Samir Srivastava - CEO - Jean Claude Biguine Salon & Spa; Mr Sachin Kamat - Director - Enrich Beauty; Mr Samay Dutta - Owner - Looks Salon, Ms. Rekha Chaudari, GLOBAL WELLNESS AMBASSADOR INDI; Ms. Spoorthi Shetty; CEO, B Blunt; Mr Aniket Gandhi, Director, R&D, Personal Care (Skin Care, Colour Cosmetics), UNILEVER; Ms Soumi Dey Sarkar, Head R&D, Kama Ayurveda; Mr Puneet Dudeja, Director of New Business (South Asia), WGSN; Ms Diipa Büller-Khosla, Influencer & Founder of indē wild; among many others. Attendees include Masaba Gupta, renowned designer and Founder Masaba by Nykaa; Namrata Soni and Ojas Rajani, Celebrity Makeup artists and Hair stylists.*



They will be seen participating in curated sessions, at the CosmoTalks, designed to keep updated with new trends and post-crisis strategies. On the other hand, Cosmo Onstage will host live shows and product presentations bringing inventive beauty and new technologies to life from both local distributors and international players. Cosmoprof India will also host an online international matchmaking Buyer Program.

Demographic growth, ever-improving living conditions, and the development of the manufacturing and digital sectors have given a boost to the Indian economy over the last few years. While the outbreak of COVID-19 and its consequences deeply impacted the nation, the revenue growth in the beauty sector in 2022 is anticipated to increase by +2.8%. The exhibition aims to lend itself to this steady recovery and enable an outstanding business experience. Cosmoprof India represents the fourth destination of the Cosmoprof network with shows in Bologna, Las Vegas, Hong Kong and Bangkok which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world.

Cosmoprof India is amply supported by its AllSecure & Travel Safety Guidelines – a safety standard initiative by Informa for its exhibitors, attendees, visitors, speakers or sponsors, and customers who will be visiting the event. This has been introduced to conduct physical trade exhibitions amidst the new normal and has a detailed set of enhanced measures. AllSecure provides attendees the reassurance and confidence that they are participating in a safe and controlled environment. These international protocols are based on the broader principles of Physical Distancing, Protect & Detect, Cleaning & Hygiene and detailed Communications on these principles.

#### **About Informa Markets India**

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organizer in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and training across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai.

For further details, please visit – [www.informamarkets.com/en/regions/asia/india.html](http://www.informamarkets.com/en/regions/asia/india.html)

#### **About BolognaFiere Cosmoprof (www.cosmoprof.com)**

BolognaFiere Cosmoprof is the group organizing Cosmoprof Worldwide Bologna, as part of BolognaFiere Group. Cosmoprof Worldwide Bologna is the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia). Recently the fifth exhibition of the network has been announced: Cosmoprof CBE ASEAN, in Thailand, will focus on the cosmetic



industry in South-East Asia. The Cosmoprof platform will reinforce its influence in Europe, thanks to the acquisition of the German group Health and Beauty, in South America, thanks to the collaboration with Beauty Fair -Feira Internacional De Beleza Profissional, and in Asia.

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

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