



GLIMPSES
OF
PAST
EDITIONS

THE INDIAN BEAUTY AND SALON INDUSTRY IN INDIA

THE INDIAN BEAUTY AND SALON MARKET HAS EMERGED AS A VIBRANT AND LUCRATIVE SECTOR, DRIVEN BY A RAPIDLY GROWING ECONOMY AND CHANGING CONSUMER PREFERENCES. THE MARKET IS EXPECTED TO REACH \$120 BILLION BY 2025.



FACTORS SUCH AS INCREASING DISPOSABLE INCOME, RISING BEAUTY CONSCIOUSNESS, AND THE INFLUENCE OF SOCIAL MEDIA CONTRIBUTE TO ITS REMARKABLE EXPANSION. WITH A POPULATION OF OVER 1.3 BILLION PEOPLE, INDIA PRESENTS A VAST CONSUMER BASE WITH DIVERSE BEAUTY AND WELLNESS NEEDS.

THIS IMMENSE MARKET POTENTIAL OFFERS BUSINESSES IN THE BEAUTY AND WELLNESS INDUSTRY A TREMENDOUS OPPORTUNITY TO TAP INTO A CONSTANTLY EXPANDING MARKET AND ESTABLISH A STRONG PRESENCE IN ONE OF THE FASTEST-GROWING SECTORS IN INDIA.

WITH A GROWING MIDDLE CLASS AND INCREASING URBANIZATION, THE INDIAN BEAUTY AND WELLNESS MARKET IS WITNESSING A SIGNIFICANT EXPANSION OF ITS CUSTOMER BASE.

THE MARKET EXTENDS BEYOND METROPOLITAN CITIES, REACHING TIER 2 AND TIER 3 CITIES AS WELL. THIS VAST REACH PRESENTS IMMENSE OPPORTUNITIES FOR BUSINESSES TO TAP INTO NEW MARKETS AND ESTABLISH A STRONG PRESENCE NATIONWIDE.

IMPORTANCE OF THE SALON AND BEAUTY INDUSTRY IN INDIA

ECONOMIC IMPACT: THE SALON & BEAUTY INDUSTRY CONTRIBUTES SIGNIFICANTLY TO INDIA'S ECONOMY, GENERATING EMPLOYMENT OPPORTUNITIES AND ATTRACTING INVESTMENTS.

CULTURAL SIGNIFICANCE: BEAUTY AND GROOMING PRACTICES HAVE DEEP CULTURAL ROOTS IN INDIA, MAKING THE INDUSTRY AN INTEGRAL PART OF THE COUNTRY'S HERITAGE & TRADITIONS.

THE EXPO IS THE PERFECT OPPORTUNITY TO:

- SHOWCASE YOUR BRAND
- NETWORK WITH INDUSTRY LEADERS
- DISCOVER NEW PRODUCTS AND SERVICES
- LEARN ABOUT THE LATEST TRENDS AND INNOVATIONS
- ENGAGE IN KNOWLEDGE SESSIONS
- FOSTER BUSINESS WITH POTENTIAL AND EXISTING PARTNERS

VISITORS PROFILE

- DEALERS
- QUALITY ANALYST



- INVESTORS
- FRANCHISERS
- DERMATOLOGISTS
- DIPLOMATS



- IMPORTERS/EXPORTERS
- HOTEL & SPA DEVELOPERS
- TRAINING ACADEMIES
- PRODUCT DEVELOPMENT

- PLANT MANAGER
- NUTRITIONISTS
- CONSULTANTS
- COSMETOLOGISTS
- PURCHASE MANAGERS



- TRADE ASSOCIATIONS
- TRADERS & DISTRIBUTORS
- SALON & SPA OWNERS



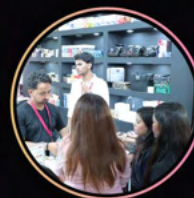
- QUALITY ASSURANCE MANAGER
- SALONS & FITNESS PROFESSIONAL
- PROCUREMENT & SOURCING MANAGER

- RESEARCH & DEVELOPMENT



WHY YOU SHOULD VISIT

- PERSONALIZED SOLUTIONS
- NETWORKING
- BUSINESS GROWTH OPPORTUNITIES
- TEST & EXPERIENCE PRODUCTS



- STAY AHEAD OF THE CURVE
- DISCOVER NEW PRODUCTS AND SERVICES
- EDUCATION AND KNOWLEDGE SHARING
- DIRECT INTERACTION WITH BRANDS

EXHIBITORS PROFILE

- FACIAL CARE
- NAIL & ACCESSORIES
- WHITENING PRODUCTS
- SKIN CARE
 - COLOUR COSMETICS
- ANTI-AGING PRODUCTS



- BEAUTY PRODUCTS/BRANDS
- BEAUTY ENHANCEMENT PRODUCTS
- PRODUCTS & SERVICES FOR HAIR, SKIN, BODY & EYE CARE INCLUDING BEAUTY AIDS & COSMETICS

- AROMATHERAPY
- COSMETOLOGIST
- DERMATOLOGIST
- AEROSOLS/DISPENSERS



- DETOX & SLIMMING
- AESTHETIC MEDICINE
- MEDICAL BEAUTY TREATMENTS
- SHAPERS & FITNESS ACCESSORIES

- EAR PIERCING
- COMBS & BRUSHES
- WIGS & HAIR PIECES



- LIFESTYLE PRODUCTS
- FASHION ACCESSORIES
- WEDDING ACCESSORIES

- YOGA
- SAUNA
- SPAS
- BATHS
- INCENSE STICKS



- AYURVEDA & HERBAL
- WELLNESS CENTRES
- FLAVOURS & FRAGRANCES
- ESSENTIAL OIL & PERFUMES

- FITNESS PRODUCTS
- BODY & MIND EXERCISES



- NATUROPATHY AND YOGIC CENTRES
- SERVICES RELATING TO HEALTH, MEDITATION AND BODY CARE

- PACKAGING & LABELLING MACHINERY
- PACKAGING & WRAPPING MATERIAL



- DECORATIVE ITEM FOR SPAS, BEAUTY PARLOURS & WELLNESS CENTRES

WHY YOU SHOULD EXHIBIT

- MAXIMUM VISIBILITY
- NETWORKING OPPORTUNITIES
- BRAND RECOGNITION AND AWARENESS
- LAUNCH NEW PRODUCTS AND SERVICES
- GENERATE LEADS AND DRIVE SALES

- INDUSTRY INSIGHTS & MARKET RESEARCH
- SUPPORT INDUSTRY INITIATIVES
- ACCESS TO DECISION MAKERS
- THOUGHT LEADERSHIP
- MEDIA COVERAGE AND PR OPPORTUNITIES

FASHION SHOWS



INSPIRING RUNWAY SHOWCASING
BEAUTY AND STYLE

SEMINARS/CONFERENCES



ENGAGING INDUSTRY
TALKS BY EXPERTS

LIVE DEMONSTRATION



WITNESS LATEST TECHNIQUES
AND INNOVATIONS

PRODUCT LAUNCH



DISCOVER INNOVATIVE
OFFERINGS FROM TOP BRANDS

MAJOR ATTRACTIONS

MEET THE CELEBRITIES



SPOT CELEBRITIES &
INFLUENCERS IN ACTION

AWARD SHOWS



RECOGNIZING EXCELLENCE IN
BEAUTY & WELLNESS

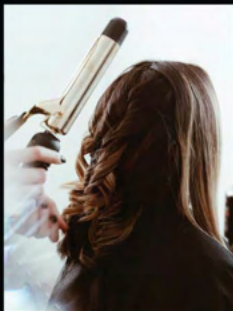
GET READY TO SHOWCASE YOUR TALENT

MAKEUP



TRADITIONAL
BRIDAL MAKEUP
WESTERN LOOK
FANTASTIC
MAKEUP

HAIR STYLE



**OPEN HAIR
STYLE**

- LIVE MODEL
- MANNEQUIN

**BRIDAL HAIR
STYLE**

- LIVE MODEL
- MANNEQUIN

LIVE MODELS



MALE

- COMMERCIAL
CUT
- BEARD SETTING
- HAIR TATTOO
- MUSTACHE
SETTING

HAIR DRESSING



- SHORT HAIR
- LONG HAIR

NAILS



- NAIL BOX
- NAIL ART ON
EXTENSIONS

BRIDAL



- SAREE
DRAPING
- MEHNDI



GLIMPSES OF **PAST** EDITIONS



75
Azadi Ka
Amrit Mahotsav



As an integral part of India's premier event '75 आज़ादी का अमृत महोत्सव' and India's G20 Presidency - "Vasudhaiva Kutumbakam" ("One Earth • One Family • One Future"), the India International Beauty & Wellness Fair is being organised by M/s Brandsun Promotion with active support of ASEAN Events, FIFHI, GTTCI, Center/State ministries, apex trade bodies including Chamber of Commerce, Councils, MSMEs, Academies and Corporate.

ABOUT ORGANISER

BRANDSUN PROMOTION IS ONE OF THE PREMIER INDIAN EXHIBITION COMPANY WHICH HAS SUCCESSFULLY ORGANIZED NUMBER OF EXHIBITIONS & TRADE SHOWS IN THE B2B & B2C SEGMENT WITH THE PORTFOLIO COMPRISING OF BEAUTY, HEALTH, FASHION & LIFESTYLE RELATED EVENTS IN INDIA & ABROAD SINCE 2008. FEW OF OUR ACHIEVEMENTS ARE NATIONAL BUSINESS ACHIEVER AWARDS, KOSMETICA, GRAND FASHION, MELODIES OF FASHION, INTERNATIONAL CONFERENCE ON ANTI-AGEING, ACHIEVER AWARDS, ART FAIR & MANY MORE.

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RAW SPACE/BOOTH: (MINIMUM BOOKING SIZE IS 18M ²)	Rs 10500 per m²	\$300 per m²
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NOTE: 18% GST EXTRA APPLICABLE

ASK US FOR MORE INFORMATION!

30-31 | **MUMBAI**
AUGUST 2024 | BOMBAY EXHIBITION CENTRE,
NESCO, GOREGAON

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Mr. Mustufa A Khan
+91- 981 038 9097 , info@indiabeautyfair.in



Mr. Sameer Chaudhary
+91- 981 066 9907 , info@indiabeautyfair.in

www.indiabeautyfair.in

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