

Rental

Particulars	Shell Scheme (per sq.mtr.)	Bare Space (per sq.mtr.)
National participants	₹ 5000/-	₹ 4000/-
Overseas participants	US\$ 100	USD 70

Note: 12.36% Service charge is also payable.

Facilities

Minimum bookable area is 9 sqm. Additional space shall be available in multiples of 9sqm. A booth of 9sqm will include wall panels, fascia, floor covering, 5 spot lights, one power point, one table, two chairs, 3 shelves and one waste paper basket. Additional display aid and furniture on payment basis.

Space allocation will be done by ITPO on first come first serve basis on receipt of complete application form along with requisite payment by Demand Draft in favour of India Trade Promotion Organisation, New Delhi.



Organiser
INDIA TRADE PROMOTION ORGANISATION
Pragati Bhawan, Pragati Maidan,
New Delhi - 110001 (INDIA)

The Cosmetic Industry – Global Scenario

The global cosmetic industry has been captivated by India in a fascinating manner—the world's second most populous country has seen an enormous growth of the cosmetics industry. Currently, the market size of the cosmetics industry in India is estimated to be worth US\$1.5 billion, and is projected to double in coming years. The Indian cosmetic industry has witnessed phenomenal growth in the past decade and has been ranked 5th largest in Asia. This industry is forecast to reach USD 200 billion mark by 2020. The Indian cosmetics industry has witnessed rapid growth over the last couple of decades. With every passing year, the range of cosmetic and beauty products in India has widened tremendously. Beauty product manufacturers in India have mostly been catering to the great demand for cosmetics and toiletries that fall into the low- or medium-priced categories as the greatest demand in India always revolve around economically priced products.

The cosmetic market caters to all sections of the masses. People have embraced the importance of quality of products. Specialized products and targeted grooming material are today forming a part of overall habit of living. This change in outlook towards quality of products and self image can be witnessed most in rural India where men and women have become conscious about their looks and dressing. The changing mindset of the Indian cosmetic industry has encouraged lavish approach to expenditure on cosmetics. The biggest grooming evolution in India's recent past, however, is not restricted to women. Men have taken to healthier skin routine, away from the gym. The rise in men's salons is a testament to the fact that men want more beauty for themselves. The makeover of the Indian cosmeti



Kosmetika कास्मेटिका a khoobsurat Show

March 25-30, 2014

Hall 12
Pragati Maidan, Delhi

- Cosmetics, Skin & Hair care
- Spa
- Fitness
- Wellness
- Medical Aesthetics
- Natural Ayurvedic & Herbal Products
- Fashion Accessories
- Health & Nutrition products
- Packaging & Printing solution for Beauty products

www.kosmetichashow.com



B2B & B2C Event

Visitor Profile

General Public, Dealers, Importers &

Exporters, Health & Wellness

Administrators, Salons & Slimming

Centres, Nutritionists, Health & Fitness

Professional, Traders & Distributors,

Training Academies, Franchisers,

Investors, Cosmetologists, Consultants,

Trainers, Hotel and Spa Developers,

Trade Associations.

Product Range

- Products & Services for Hair, Skin, Body & Eye Care including Beauty Aids & Cosmetics
- Wellness Centres, Pool, Spas, Sauna Baths
- Equipment & Accessories, Decorative items for Spas, Beauty Parlours & Wellness Centres
- Essential Oil & Perfumes including Incense Sticks
- Flavours & Fragrances
- Aromatherapy
- Health Resorts
- Fashion Accessories
- Organic Food
- Wedding Accessories
- Beauty Enhancement Products
- Anti-aging products & Treatments
- Whitening Products
- Facial Care
- Beauty Products for Men
- Dental Care
- Lifestyle Products
- Ear Piercing
- Fitness Products
- Wrapping / Packing Material
- Ribbons

- Aerosols / Dispensers
- Wigs & Hair Pieces
- Combs & Brushes
- Detox & Slimming
- Medical Beauty Treatment
- Aesthetic Medicine
- Soap & Detergents in all forms
- Electronics Items / Gifts items on Body, Mind & Soul including Books & Cds
- Album / Photography
- Services relating to Health, Meditation & Body care
- Spiritual Centre, Trainers & Facilitators
- Body & Mind Exercisers including Body Shapers & Fitness Accessories
- Naturopathy and Yogic Centres

Why Exhibit?

- Expand - In an industry which is still considered niche, one has to improvise, customise and expand to survive and be successful. Trend is to enter the trade with one product and then amplify the range of their services according to the market needs.
- Exhibit to showcase new products and to protect your market share.
- Opportunity to meet clients and new prospects face to face.
- Increase brand awareness.
- It is a cost-effective way of drawing your target market to you in one place at one time.
- It combines all the elements of the promotional mix – advertising, public relations, sales promotion and selling
- It provides access to the media, who also use an exhibition to gather information on new directions within an industry.
- An exhibition provides contact with your existing clients in a relaxed atmosphere and is a far more cost-effective way of reaching a new audience than cold-calls.



Why Attend?

Kosmetica is not just a major showcase of beauty products but also the showcase for Beauty & wellness trends, Beauty services. Get recharged with latest products, trends & techniques, Place to locate alternate sources for product supplies and technology, Knowledge sharing Forum, Visitors get an opportunity to meet experts of spa & salon sector.



Dates

March 25-30, 2014

Venue

Hall -12, Pragati Maidan

