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“With huge exports potential, Indian herbal cosmetics are the best in the world” Says Shahnaz Husain

'KOSMETIKA 2014 COMMENCES AT PRAGATI MAIDAN

“Indian ayurvedic beauty products are considered the best and even have greater potential for growth” said Ms. Shahnaz Husain inaugurating of Kosmetika- a six-day exclusive event of the India Trade Promotion Organisation(ITPO) in Hall 12 at Pragati Maidan, New Delhi, today. She stressed upon the need to use herbal cosmetics instead of chemical based beauty products. She said that even in the west, Indian beauty products are getting tremendous acceptance. Ms. Rita Menon, Chairperson and Managing Director, ITPO presided over the inaugural function. Present on the occasion were Mrs. Meenakshi Singh, Officer on Special Duty,ITPO, beauty icons, cosmetologists, senior officials and media persons. Complimenting the ITPO for holding an exclusive fair for promotion of the beauty and wellness sectors, Ms. Shahnaz Husain said that ‘Kosmetika’ set to become India’s most influential business platform for both international and domestic companies.

In her keynote address, Smt. Rita Menon ,CMD ,ITPO informed that the



beauty product market stands at . Rs30,000 crore approximately and the Indian cosmetic market is growing briskly and attracting more and more players. While indicating the growth pattern of the Indian herbal based cosmetic industry, she hoped that the next edition in 2015

would attract a large participation response from India and overseas .

In her welcome address, Ms. Meenakshi Singh,OSD,ITPO highlighted the salient features of the fair. She remarked that ITPO is striving to provide

an international platform to beauty and wellness sector not only through Kosmetika but also holding India's country level participations in prominent exhibitions such as Beauty World, Dubai, India Shows in Moscow, Australia , Chile, Malaysia and other multi-product exhibitions.

She said that all possible support from ITPO is extended to SME companies to creating international niche for their products. Mrs. Meenakshi Singh complimented Shahnaz Husain for selecting 'Kosmetika' platform to launch the most advanced breakthroughs in anti aging herbal beauty product – the black diamond range of products.



The inaugural function was followed by an exclusive fashion show organised by the Pearl Academy.

The products profile covers products & services for hair, equipment & accessories, decorative items for spas, beauty parlours & wellness centres, flavours & fragrances, aromatherapy, fashion accessories, organic food, wedding accessories, anti-aging products & treatments, facial care, fitness products, body & mind exercisers including body shapers & fitness accessories, naturopathy and yogic centres.

The visitor profile covers Cosmetologists, beauty icons, health & wellness experts, trainers, Spa Developers, doctors & nutritionists, fitness experts, manufactures, exporters & importers, distributors, wholesalers, retailers, representatives from training academies and trade associations and franchisers and general public. The fair is open from 1.00am to 7.00pm, daily.

For further co-ordination and details, please contact :

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