

23 - 24 May 2024

Radisson Blu Mumbai
International Airport



4th Annual
BEAUTY & PERSONAL CARE
INNOVATIONS INDIA SUMMIT
— 2024 —

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THOUGHT LEADERS



Amritha Gaddam,
Founder & CEO,
The Tribe
Concepts



Dr. Kaustav Guha,
VP – R&D,
NAT HABIT



Dr. Kriti Soni,
Director &
Head- R&D,
Kapiva
Ayurveda



Dr. Shilpa Vora,
Chief R&D
Officer,
Marico Ltd.



Dr. Shuchi Arora,
Head – NPD
and Quality,
Traya Health



Kousik Saha,
Head-
Packaging
Development,
Emerging
Market; Hub
India -R&D,
Nivea India
(Beiersdorf AG)



Minu Srivastava,
Lead - Consumer
Insights &
Product
Development,
Pilgrim India



Mridula Kini,
Head Product
Development –
Premium
Personal Care,
Marico Ltd.



Natasha Tuli,
CEO and Chief
Formulator,
Soufflower
India Pvt. Ltd.



Pravesh Saha,
General
Manager (South
Asia),
Wella Company



Ruchi Mittal,
Head – R&D,
Kaya Ltd.



Sridhar J.,
Head -
Packaging
Development,
Pureplay Skin
Sciences



Subhra S. Nandi,
Packaging Head,
Naturali -
Personal Care
(The FMCG
venture of RPSG
group)



Tanu Agrawal,
Head - Product
Development,
Bajaj Consumer
Care Ltd.



Vikas Pawaskar,
General
Manager –
Personal Care,
RP-SG FMCG
(Guilfree
Industries Ltd.)

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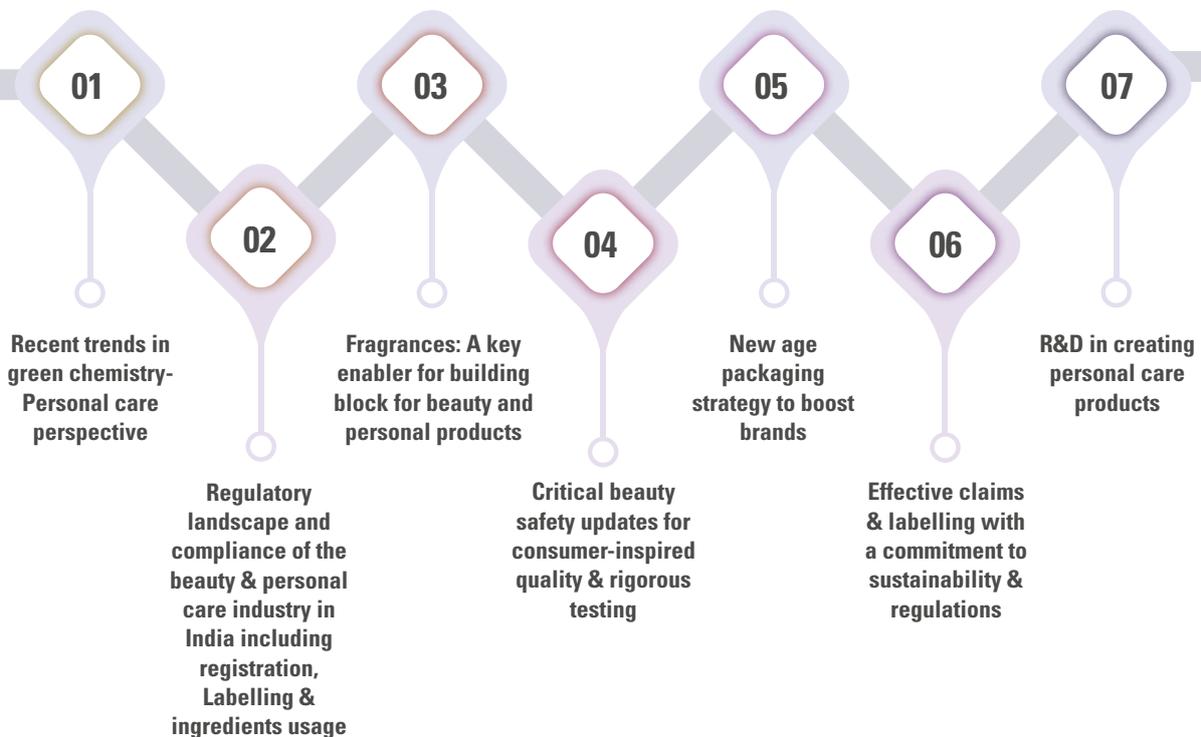
OVERVIEW

Beauty and personal care are the fastest-growing consumer products sectors in India. The market's largest segment is the personal care segment. It is estimated that India's beauty and personal care market is expected to grow at a CAGR of 9%, from USD 14-15 billion in 2017 to USD 22-23 billion in 2022 expected to become 30\$ billion by 2025.

The main reason for this strong growth is the generational shift with young consumers entering the market. At the same time, this change is reinforced by social media, internationality, and eCommerce, which have a lasting effect on buying behavior when it comes to beauty products, makeup, and skincare are viewed as vital lifestyle components.

The **Beauty & Personal Care Innovations India Summit 2024** is the largest dedicated B2B conference that provides a common platform for the industry and other stakeholders to come together to discuss the evolution of existing trends and highlighting rising trends, key challenges, learn from the best practices to ensure excellence adopted with a focus on regulatory updates, quality, and disruptive innovations.

KEY TOPICS



WHO SHOULD ATTEND?

Functional Heads of:

Research & Development

New Product Development

Product Category

Supply Chain & Packaging

Regulatory Affairs, Government Affairs

Sustainability

Quality Control & Quality Assurance

Strategy, Marketing & Business Development

Sourcing & Procurement

Consumer insights

EXHIBITION, MEETING AND PROMOTION OPPORTUNITIES

Sponsoring or exhibiting at the **4th Annual Beauty and Personal Care Innovations India Summit 2024** is an excellent way to promote your business to a highly targeted group of key decision makers involved in beauty and personal care domain.

WHAT CAN SPONSORSHIP DO FOR YOU?

01

ENTER NEW MARKETS:

Exhibiting is one of the most cost-effective and time-efficient ways of opening up a window to a wide section of buyers.

02

UNVEIL NEW PRODUCTS OR SERVICES:

Draw attention to your products and brand by using this conference as a launch pad for new products or services

03

POSITION YOUR COMPANY'S BRAND:

Showcasing your company at leading industry events establishes your company, in the eyes of your prospect or existing client.

04

NEW SALES LEADS:

Only the most senior-level decision makers attend our conferences, connect with them in a pressure free, collaborative environment by showcasing your services either by exhibiting or taking part in the programme

05

BUILD CUSTOMER LOYALTY:

Face-to-face contact at conferences shows continued support of a market and helps you to develop client loyalty as well as cementing your position as a market leader.

06

BROKERING NEW BUSINESS PARTNERSHIPS:

Target your best prospects in a positive, collaborative environment where they are open to new ideas. Attendees are always looking for exciting new partnering opportunities. Our conferences offer you an ideal opportunity to make contact and future business.

WHY CHOOSE OUR EVENTS?

As conference experts, we know how best to utilize events to promote, develop and generate business for our clients. To find out more about how you can make the most of your participation at this event,

Contact: Karan Tandon, Senior Sales Director - Asia Pacific, **Phone:** +91 22 5002 3215 / +91 97696 48855,

Email: karan.tandon@inventicon.in

08:00 **Registration and coffee**

09:00 **Welcome note by Inventicon Business Intelligence**

09:05 **Opening remarks by the chairperson**

Mridula Kini, Head Product Development – Premium Personal Care, **Marico Ltd.**

09:15 **Keynote Address: Beauty & wellness 2030: Challenges & opportunities**

Dr. Shilpa Vora, Chief R&D Officer, **Marico Ltd.**

09:45 **Developing and promoting sustainability in cosmetic industry**

- Bringing cosmetic innovation from design to development to post use phase throughout the lifecycle of the products is a key to support sustainability
- How sustainability is a source of opportunities for innovations
- Parameters of sustainability, pitfalls to avoid – its associated issues and challenges

10:15 **Regulatory updates: Regulatory landscape and compliance of the beauty & personal care industry in India including registration, Labelling & ingredients usage**

- Beauty/cosmetics regulations in India vs globally
- Challenges in harmonization with variation in regulatory demands and constantly changing framework
- Recent trends and developments in terms of how new evolution of skincare be regulated, what claims can be made by the brands, and how companies can get compliant

10:45 **Coffee break and networking**

11:15 **Panel Discussion: New ingredient approach & rising trends to address needs of today's consumers**



- Trends in new beauty acids and how to use them efficiently in beauty industry
- Focusing plant derived ingredients – like Salicylic acid, AHA, silica, vit E etc.
- Availability of multiple ingredients in the market and challenges in selecting right ones to develop right products
- Alignment with expectation of today's consumer

Panelists:

Dr. Kriti Soni, Director & Head - R&D, **Kapiva Ayurveda**

Dr. Shuchi Arora, Head – NPD and Quality, **Traya Health**

Minu Srivastava, Lead - Consumer Insights & Product Development, **Pilgrim India**

12:00 **Partner Session: New technological innovations in formulations and actives for the future of personal care**

12:30 **R&D in creating personal care products**

- Emerging trends on skin compatibility, biodegradability, reduced allergic potential
- Sustainability and renewability of raw materials
- Maximising use of natural and organic formula to deliver sensory experiences

13:00 **Lunch break**

14:00 **Panel Discussion: Decoding next level NPD across categories**



- New formats in across product categories that is shaping the future of the consumer experiences
- Optimized NPD processes to better-fit market evolution using new available technologies
- R&D in creating formulation
- Quality and compliance
- Reviving packaging with new product development progress
- Product validation

14:45 **Recent trends in green chemistry - Personal care perspective**

- Green chemistry evolution for a responsible personal care industry
- Innovations that can have holistic impact
- Challenges in the way of transition

15:15 **Coffee break and networking**

15:45 **Fireside Chat: Fragrances: A key enabler for building block for beauty and personal products**



- Designing clean fragrances with technology
- Latest product format where fragrance can be a differentiator focusing ingredients benefits
- Infusing ingredients benefits with perfumes to deliver sensorial experiences
- Approach in developments of fragrance oriented beauty and personal care products

16:15 **Redefining hair colour category: Approaches to address key consumer cohorts**

- Hair colour trends that is shaping the preference of today's consumers
- Disrupting hair colour category with innovation
- Challenges involved in transforming science of ingredients and formulations in new age hair colour format

Pravesh Saha, General Manager (South Asia), **Wella Company**

16:45 **Group photograph and end of day one**



08:15 **Registration and coffee**

09:10 **Opening remarks by the chairperson**

Mridula Kini, Head Product Development – Premium Personal Care, **Marico Ltd.**

09:15 **Redefining ayurveda for millennials**

- The evolution of the category: local to global
- Innovation in traditional formulations and ingredients
- Personalisation basis body constitution
- Is customization driving the growth of India's ayurveda industry

Mridula Kini, Head Product Development – Premium Personal Care, **Marico Ltd.**

09:45 **Customization to personalization: Integration of trending ingredients, technology & data to create personalized beauty experiences for customized skincare, haircare, colour cosmetics**

- How smart technologies making beauty personalized
- Customization to personalization in beauty
- Imbibing trending ingredients utilizing consumer's need and preferences
- Advantages and disadvantages of personalization

10:15 **How new-age brands evolving oral care category**

- Current issues in oral care and new trends
- Whitening concepts through clean and toxin-free ingredients
- Challenges in formulating new age oral care products
- R&D application in current trends

10:45 **Coffee break and networking**

11:15 **Panel Discussion: Boost in D2C category: New age beauty brands scaling up and going globally**



- D2C brands disrupting innovations and scaling to go global
- Contribution of D2C brands in bringing new approach in beauty & personal care
- R&D approach of D2C brands in offering best quality to consumer's
- Packaging for D2C brands while scaling for global market

12:00 **Critical beauty safety updates for consumer-inspired quality & rigorous testing**

- Building transparency and ingredient safety into the DNA of the cosmetic product
- Ingredients analysis for testing of cosmetics substances and their safety evaluation
- Critical role of maintaining rigorous quality standards and driving innovation
- Discover essential quality control practices for cosmetic manufacturers to ensure product safety and ensure excellence

12:30 **Growing preference for anti-aging skincare products**

- Addressing shifting consumer preferences with advancements in technology
- Highlighting aspects of anti-aging ingredients and actives
- Future and trends in producing anti wrinkle products

Dr. Shuchi Arora, Head – NPD and Quality, **Traya Health**

13:00 **Lunch break**

14:00 **Panel Discussion: New age packaging strategy to boost brands**



- Sustainable packaging which has recycled materials with successful use of PCR plastics in packaging
- Is paper packaging the right choice for replacing plastics? What more can be done?
- Trends in digital printing and reshaping packaging content management
- Personalization of packaging using examples of cross industries

Panelist:

Subhra S. Nandi, Packaging Head, **Naturali - Personal Care (The FMCG venture of RPSG group)**

14:45 **Leveraging innovation while constructing male grooming products**

- Consumer trends in men's shaving as largest category of men's grooming
- Innovation in brand, formulation, ingredient, and packaging in the category
- Identifying more space for male consumer needs for innovation and solving the need
- Challenges and opportunities for innovation

15:15 **Coffee break and networking**

15:45 **Fireside Chat: Evolving trends in colour cosmetics market**



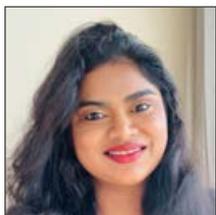
- Cosmetics brands leveraging ingredients list to democratise personalized offerings through mass customized products
- Demand for natural and ayurvedic cosmetics is on the rise with skincare approach
- Claims and clean label approach
- Challenges in R&D of colour cosmetics

16:15 **Effective claims & labelling with a commitment to sustainability & regulations**

- Demystifying personal care certifications and claims
- Driving sustainability goals and initiatives through brands with effective claims
- Beauty claims - Myths, facts & innovation

16:45 **End of conference**

SPEAKER PROFILES



Amritha Gaddam, Founder & CEO,
The Tribe Concepts

A Visionary entrepreneur with the fastest growing sustainable skincare brand – The Tribe Concepts. Today, after three years, Amritha stands at the pinnacle of transforming India's first plant-based skincare brand that houses the country's best-selling daily use products. Vegan and 100% natural skin and hair care products have emerged as winners offering top to toe solutions. Leading a team that has 94% women, the brand spearheads the 'women in business' notion and ensures female representation in all stakeholder positions, across levels. From sourcing, quality control, product ideation, manufacturing, distribution, and sales, women are a quintessential part of The Tribe Concepts' journey. The brand has also been recognized by Economic Times as one of the most promising brands of 2021 and Amritha also went on to win Young Entrepreneur 2021 by Business World.



Dr. Kaustav Guha, VP – R&D,
NAT HABIT

Dr. Kaustav has 10+ years of experience in major international cosmetic brands. He has led R&D for IncNut's flagship personal care brands SkinKraft & Vedix. He has also led skincare for the South Asia market, end-to-end new product development, and global technology innovations. He started his career with the Indian Institute of Science and moved up the corporate ladder working for MNC's like Marcio & L'Oreal. An M.Sc in chemistry from IIT, Kharagpur, and Ph.D. in chemistry from Durham University.



Dr. Kriti Soni, Director & Head - R&D,
Kapiva Ayurveda

Dr. Soni is currently heading R&D at Kapiva Ayurveda, formerly served as head formulation Development, Dabur Research Foundation, Sahibabad. She has vast experience in developing novel drug delivery systems which can be used for topical or oral applications. Dr.Soni has developed several patented technologies for enhancement of topical permeation and enhancement of oral bioavailability of drugs, herbs and phytochemicals. She has developed and delivered more than 300 products ranging from nutraceuticals, pharmaceuticals, ayurvedic and cosmeceuticals. Spearheading the intellectual property filing for many of the products which includes national patent applications, PCT, trademarks etc.as well as product approvals as per FSSAI, drug and cosmetic AYUSH etc.are also her responsibility. She is recognized by FSSAI as food safety supervisor and trainer for nutraceuticals. She is also the lead auditor for FSMS ISO 22000 and takes care of the food safety requirements related to products being developed and manufactured. Her work and expertise have led her to deliver lectures and talks at various national and international platforms. Apart from this, she has several national and international publications to her credit because of her research

work in the field of nanomedicine, nanotechnology, pharmaceuticals and phytomedicine.



Dr. Shuchi Arora, Head – NPD and Quality,
Traya Health

With over 13+ years of experience in the field of Innovation to Product Development (R&D) and a PhD in Microbiology, Dr. Shuchi Arora brings to the table expertise in product design and development, vendor identification and management, commercial negotiations, and various aspects of bringing the product to the shelf, with a knack to catch new insights be it consumer or novel ingredients. She has worked with market giants like Colorbar, Modicare and Vestige and is currently heading the New Product Development / NPD at Traya. Right from her formative years, she has been intrigued with the desire to create not just effective but rather efficacious and affordable products that don't focus only on trends-setters in the market, but rather, ones that can solve the concern of the masses. Apart from professional credentials, in her free time, Dr. Shuchi loves Mandala painting, reading, and cooking.



Kousik Saha, Head-Packaging Development
Emerging Market Hub India -R&D,
Nivea India Pvt Ltd.

He has 22+ years of outstanding track record of delivering innovative programs from concept to market- an established serial innovator. Won several innovations and received international rewards & recognitions. He is a global packaging expert with hands on experience in different industries in multifunctional areas & worked with multicultural team across the globe at different levels with global technology, upstream packaging innovations, consumer research, and supply chain (Innovation Commercialization). Technology expert in injection moulding, extrusion blow moulding, ISBM PET Bottles, glass, flexible packaging, paper & paperboard packaging. Mastery in design innovation, landscape assessment, Global supplier selection, packaging machinery selection for new projects (includes sterile operations for Injectables/Biologicals, aseptic filling line for Beverages, etc) & qualification. He led the ground-up installation of a new packaging department for the organization partnering with key QA and Engg teams in the process. Led small & large size teams with up to ten scientists. Broad international experience in R&D and expertise in the emerging market industry (China, Southeast Asia, India, middle east & Africa), market trends, consumer behaviors, business models, R&D funding strategies with experience in managing globally dispersed organizations having diverse skill sets and backgrounds.

SPEAKER PROFILES



Mridula Kini, Head Product Development - Premium Personal Care, **Marico Ltd.**

Mridula has over 25 years of experience spanning across Pharma & Personal Care categories. She currently heads Premium Personal Care Product development at Marico which involves designing & deploying Skin & Hair innovations across Global markets as well as digital channels. Prior to this, Mridula has over 2 decades of Skincare product development experience at Unilever. She holds a master's in pharmacy degree with a specialization in Pharmaceuticals from the Institute of Chemical Technology (formerly known as the University Department of Chemical technology)



Natasha Tuli, CEO and Chief Formulator, **Soulflower India Pvt. Ltd.**

Natasha Tuli is the co-founder of Soulflower, India's 1st preservative free ESG Certified Skin and Hair Care Brand as per GRI Standards and Guidelines, providing cruelty-free skin & haircare solutions for over a decade. A formally trained architect and lover of nature & animals, Natasha is passionate about spreading awareness about clean beauty. Her current focus is on building a sustainable Farm to Face model through Soulflower & on providing the women that the brand employs with clean happy working environments, enabling them to achieve greater economic independence. A marathon runner, reader and a people person, Natasha is all about energy and passion.



Ruchi Mittal, Head – R&D, **Kaya Ltd.**

Ruchi with her 20+ years of diverse experience, is a well-known name in the Indian personal care industry. During this period, she has been pivotal in leading innovations at industry giants like Godrej, Johnson & Johnson, and BASF. She has held variety of roles viz. product design, development, sales, business development with Indian and Multinational organizations. In her current role, she is leading skin and haircare innovations at KAYA Ltd for India and Middle East. Extremely passionate about customer centric product design, Ruchi has developed a deep understanding of consumer preferences. She leads with a heart and connects easily with people at all levels. Ruchi has been instrumental in building high performing teams in her career.



Sridhar J., Head- Packaging, **Pureplay Skin Sciences**

Sridhar is an alumnus of Central Institute of Plastics Engineering and Technology & Indian Institute of Packaging with Credits from Michigan State University on Plastics and Glass. He has industry experience of more than 32yrs in FMCG

and has expertise in Packaging Consumer Trends, Materials & Technology. Working from an international location by spearheading the Ponds Masstige and Premium range has helped him interact with cross-cultural teams enabling him to develop expertise in understanding the global consumers too. He has about a dozen patents filed and granted which are on the market. He is also a recipient of more than 100 domestic awards, including Directors Award, Compass awards from Unilever, Du Pont Sustainability award for HUL for first time and Chairman's Award YOY in Marico. His career in Lakme, Unilever and Marico spanned heading the Global and Regional roles in Packaging for Skin Care, Skin Cleansing, Deodorants, Color cosmetics and Foods business. Currently he is in Pureplay Skin Sciences and heading the Premium end Packaging for Skin Care, Hair Care, Body Care, Men's Range and Color cosmetics under the umbrella of brands like Plum (Skin, Hair & Colors), Body Lovin (Perfumes & Body Products) and Phy (Mens Range).



Subhra S. Nandi, Packaging Head, **Naturali - Personal Care (The FMCG venture of RPSG group)**

Subhra comes with 15 plus years of experience in packaging commercialization in various industries. A few of them are Moser Baer, Avery Dennison, Radico Khaitan and presently heading packaging for RP-Sanjeev Goenka Group for one of the fastest-growing natural personal care brand called Naturali. In the start-up FMCG division of RP-GS Group, every packaging element is developed from scratch, starting from artwork finalization till the product reaches the market.



Tanu Agrawal, Head - Product Development, **Bajaj Consumer Care Ltd.**

Tanu has over 14 years of experience in Product Design and deploys in homegrown companies like BCCCL and global MNCs like L'Oreal and Hindustan Unilever Ltd. Currently Tanu is leading Product Development in Bajaj Consumer Care Ltd. She has a B. Tech. in Cosmetic Technology and is based out of Mumbai.



Vikas Pawaskar, General Manager – Personal Care, **RP-SG FMCG (Guiltfree Industries Limited)**

He has 20+ years of experience in novel product design and launches in haircare & personal care and makeup in all categories with consumer/competition understanding and claims / clinical trials support for South Asia – India and ASEAN countries. Expertise in technology transfer to plant, South Asean vendor strategy and project management. Worked with key FMCG players – Unilever, L'Oreal with a track record of successful launches.

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Shriram Veritech, a leader for 30 years in advanced solutions to combat counterfeiting, optimize packaging and labelling, and ensure supply chain security, is a part of DCM Shriram Group, a \$3 billion conglomerate. Veritech offers bespoke products such as holograms, transfer foils, security labels, tamper seals, VeriOVDs utilizing nano-optics, shrink sleeves, aluminium foil packaging, and Intelligent Labels with 20+ security features. Digital solutions under the umbrella of Veritech+ secures every link in the supply chain like product authentication, track-and-trace, customer engagement, and warehouse management needs. Technologically advanced and certified, Veritech serves more than 3500 global brands in over 50 countries. Witness the power of collaboration as Shriram Veritech proudly takes centre stage as the Silver Sponsor for this event, offering unparalleled support and expertise.

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Inventicon stands for Industries + Events + Ideas + Concepts. Inventicon Business Intelligence is the end result of a decade long effort by the founders in the space of business information. We develop sector focused informational conferences and training workshops. Our conferences revolve around current scenarios and opportunities in the global market place and provide timely opportunities for solution providers to meet their target market and for end users to take back key learning and experiences. Our events act as a point of convergence for senior industry professionals who strive for innovation, strategy and commercial drive. Delegates can expect to hear from industry's best practitioners, get in direct contact with regulators and stimulate high level discussions with peers. The training portfolio is dedicated to developing skill sets around complex workplace and functional issues as they need constant honing. Our in-house training offerings are particularly useful for companies who prefer a customized agenda.

The bespoke events portfolio aims at crisp round table discussions involving a targeted group of end users in a multi-city format. In true sense, we aspire to disseminate critical business intelligence to the rapidly growing corporate and institutional world in the country and not limited to a specific sector.

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