

ENTER THE GLITTERING WORLD OF
BEAUTY INNOVATION & SALON EXPERTISE

THE DESIROUS
BUSINESS TO BUSINESS
COSMETIC & SALON EXPO



sutraa
Indian Fashion Exhibition

X

beautech[®]
COSMETIC & SALON EXPO

Sutraa exhibition is a benchmark in luxury fashion and lifestyle exhibitions all over India.

It was launched in June 2009 with its first edition in Kolkata by two of most creative and passionate Entrepreneurs “Monika Menghani & Umesh Madhyan”. They made their dreams true and helped us to meet up with new trend of fashion. They proved us that no dreams can be impossible if it in right path and they walked a long way with 15 years in the industry.



Beautech Expo is a recently established enterprise, founded in the year 2023. It launched its initial publication in Kolkata and has since set out on a mission to grow across all of Eastern India before eventually going national. The dynamic cosmetic and salon industry segment is the focus of Beautech Expo, which highlights the most recent developments, innovations, and products in this dynamic industry.





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Moments from LAST EXPO.





ABOUT US

At Beautech : Cosmetic & Salon Expo, we offer an engaging forum for networking, highlighting the recent trends, and encouraging inventiveness. We hope to foster growth in the beauty industry as a whole. Our mission is to uplift, inform, and unite the beauty industry. The objective of our initiative is to allow small and medium-sized enterprises an avenue to showcase their expertise in the cosmetics sector.



LOCAL TO GLOBAL



LOCAL TO
GLOBAL

VISION

Beautech Cosmetic & salon Expo started its journey from Kolkata in the year 2023, and after doing its exhibition in Hyderabad with great success, it's coming to Guwahati for the third exhibition on **1st & 2nd April 2024 at Maniram Dewan Trade Centre**. We continue to grow in our ability to open up new markets and opportunities to our exhibitors and visitors, which will make a lasting impression not only on the hearts and minds of the show's participants, but also on the bottom line of the brands and companies they represent.

Our focus at Beautech has always been to bring the cosmetic and hair industry together to learn about the latest technology, innovations, products, business, and technical education.

We have focused on Major as well as Smaller cities for organizing our exhibitions by connecting businesses of these cities on Pan India basis providing quality infrastructure, quality visitors and exhibitors. It gives an exposure to local industries particularly MSME to build confidence, develop and compete with the market leaders.

Be a part of Beatech to strengthen your current business relationships creating brand awareness and networking, introduce new products, and share your knowledge. Our goal is to help you make more meaningful relationships with the people who matter the most to your business.



INSIGHTS

GLOBAL BEAUTY INDUSTRY MARKET GROWTH

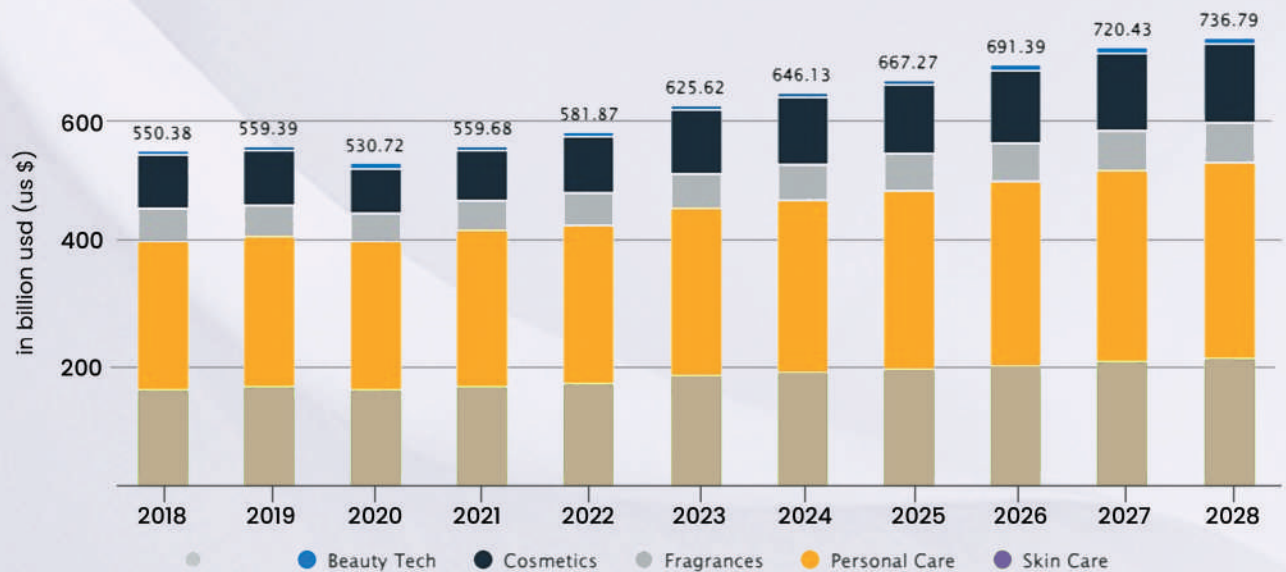
According to the global market report, in favor of the Beauty industry, in 2023 It is expected to be worth USD 579 Billion. Increased by 7.8% from 2022.



This is the fastest annual growth rate recorded in approx 11 years.

And it is expected to grow by 3.32% annually from 2023 – 2028. Personal Care is the largest segment in the market.

The global cosmetics market is expected to reach \$104 billion in 2023, which is an 11.8% year-over-year increase.



Source : Seekingalpha.com



Connect with **Industry Leaders**
to Expand your Success



INDIAN BEAUTY INDUSTRY MARKET GROWTH

In 2022, the Indian beauty and personal care market was worth USD26.3 billion. The Personal Care segment took the market volume of USD13.81 billion in 2023, It is likely to reach USD17.4 billion by 2025. The Indian Beauty and Personal Care market is projected to grow at a CAGR of 10% and is expected to reach USD 38 billion by 2028.

India is ranked fourth globally for generating the highest revenue from the beauty and personal care market in 2022.

This Growth is driven by:

1. Increasing consumer spending power.
2. Rising disposable income levels.
3. Changing retail landscape.
4. Cosmetics trial ups consumption.
5. Globalization impacting lifestyles.

BUSINESS & NETWORKING

The Buyer Programme is designed to give the exhibitors and high-profile buyers the chance to meet, developing concrete business opportunities. Beatech supports this consolidated project by pre-scheduling tailor-made **B2B** meetings during the show.





EXHIBITOR PROFILE

- COSMETICS
- MAKEUP EQUIPMENT AND PRODUCTS
- NAILS AND NAIL CARE
- BEAUTY AND FACIAL TREATMENTS
- SKIN CARE PRODUCTS
- SPA EQUIPMENT
- MANUFACTURING EQUIPMENT
- SALON FURNITURE, SALON EQUIPMENT & TOOLS
- AROMA THERAPY
- FRAGRANCE MANUFACTURER & BRANDS

VISITORS & BUYERS PROFILE

- IMPORTERS & EXPORTERS
- AGENTS, TRADERS, RETAILERS,
DISTRIBUTORS & WHOLESALERS
- ACADEMY OWNERS
- MAKEUP ARTIST & HAIR DRESSERS
- BEAUTY & COSMETICS PRODUCT
- MANUFACTURERS
- WHITE LABEL & PRIVATE LABEL BUYERS
- FRANCHISE / FRANCHISE OWNERS
- COSMETOLOGIST & DERMATOLOGIST
SPA & SALON CHAIN OWNERS



1ST MILESTONE (KOLKATA – 21ST & 22ND AUG 2023)

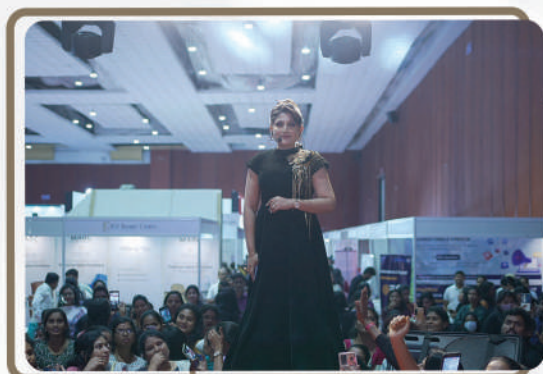
The cultural heartbeat of India, Kolkata, where our inaugural exhibition on the 21st and 22nd of August 2023 garnered a staggering footfall of over 12,000+ attendees in a mere two days. Notably, the expo wasn't just a local sensation. Visitors flocked from across the major Eastern regions of India and even from neighboring country, Bangladesh, reflecting the vast appeal and potential of our platform.



2ND MILESTONE (HYDERABAD – 23RD & 24TH JAN 2024)

We successfully hosted our inaugural grand expo at the prestigious Hitex Exhibition Center in Hyderabad on April 23rd and 24th, 2024. With an impressive footfall of over 9000+ visitors across two days, and featuring more than 50+ exhibitors, the event garnered widespread acclaim. Attendees hailed from various regions, including South India, Maharashtra, and selected areas of North India. The expo showcased a diverse range of offerings and generated significant anticipation for its future editions. Both exhibitors and visitors eagerly await the next installment, building on the success of this remarkable debut.

Brand Activation - We are delighted to announce the successful introduction of the renowned Thai brand, **V-Wake Up Organic**, into the dynamic Kolkata market. we have not only brought this esteemed brand to the city but also established a strong partnership with a trusted distributor to ensure its seamless presence in the region.



OUR VALUABLE EXHIBITORS



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www.beautechexpo.com

UPCOMING EXHIBITION DATES 2024



1ST-2ND
APRIL
GUWAHATI
MANIRAM DEWAN TRADE CENTRE

17TH-18TH
JUNE
MUMBAI
BOMBAY EXHIBITION CENTRE
(NESCO)

23RD-24TH
JULY
HYDERABAD
HITEX EXHIBITION CENTER

DATE TO BE ANNOUNCED
AUGUST
RAIPUR
BALBIR SINGH JUNEJA
INDOOR STADIUM

2ND-3RD
SEPTEMBER
KOLKATA
BISWA BANGLA MELA PRANGAN

OCTOBER
BENGALURU



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