

HPIC India 2017



International Exhibition on Ingredients for Home, Personal & Institutional Care



Co-located with



India's leading International Exhibition on Fine & Speciality Chemicals

April 25-26, 2017 • Hall 1 • Bombay Exhibition Centre (NSE, Goregaon, Mumbai)

Home & Personal Care in India

The business opportunity

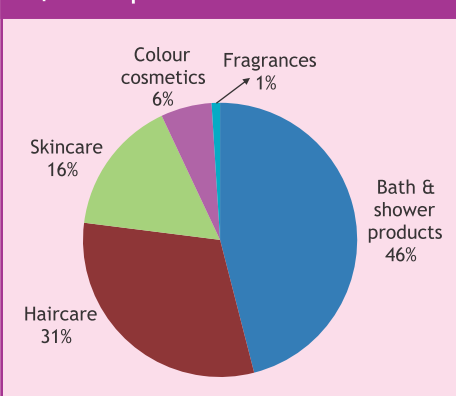
The home and personal care industries are reaping the benefits of India's demographic dividend. The number of people in the middle class, with considerable disposable incomes, already affords significant opportunities and is expected to increase dramatically.

Increasing urbanization will further drive markets, as will the untapped potential of rural markets. This will be aided by the slow, but steady, entry of modern retail formats. At the same time, new market opportunities - such as products for men - are emerging

Technology trends

Sustainability, cost reduction and differentiation are priorities for companies operating in this space, impacting the value chain from product design to processing and packaging. Regulatory trends and customer preferences are adding a new dimension to the many challenges, compelling companies to reformulate and ensure use of safe and 'green' ingredients.

US\$4.5-bn personal care market in India



Source: Morgan Stanley Report

Organised by



India's leading news magazine for the HPIC Industries



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West Zone

CONNECT AT HPIC India 2017



- **NETWORK:** With Global Ingredient & Raw Material Suppliers
- **EXPLORE:** New Opportunities in the Home, Personal & Institutional Care Industry
- **LEARN:** At Onsite Seminars & Workshops

Personal care ingredients in India

The Indian personal care ingredients market is currently estimated at US\$350-mn.

The industry typically uses specialty chemicals such as surfactants, fragrance compounds, polymeric compounds and UV filters as active ingredients. Growing demand is leading to development of high end specialty active ingredients with a stronger emphasis on organic (natural) ingredients.

Driven by increasing consumer preference for products with better functional benefits, the personal care ingredients market is expected to surpass the growth of the personal care products market.

The time is ripe to review one's strategy and come up with innovative approaches to help realise the full potential of the Indian personal care sector, where the ingredients market is likely to double in the next four years.

Exhibitor Profile

- Aroma chemicals
- Biocides
- Bleaches
- Emollients, Waxes & Oils
- Enzymes
- Essential oils
- Fillers
- Fragrances
- Herbal extracts
- Laboratory, Research & Testing Equipment
- Pigments, Dyes, Glitters
- Raw Materials & Ingredients
- Specialty Ingredients such as Anti-ageing, Anti-dandruff, Rheology Modifiers, Thickeners & Vitamins etc.
- Surfactants & their Raw Materials
- UV filters
- and many more



Visitor Profile

Home Care: Air Care, Dish Care, Laundry Care, Hard Surface & Floor Care.

Personal Care: Colour Cosmetics, Deodorants, Hair Care, Oral Care, Skin Care, Sun Care

Industrial & Institutional Care: Cleaners & Disinfectants

Onsite Conferences

Visitors to **HPIC India** can benefit from several Seminars & Workshops, including:

2nd Indian Home & Personal Care Conference

Market, Technology and Regulatory Trends

25 April 2017 (from 10.30 am to 5.00 pm)

Hall 1: Bombay Exhibition Centre (Goregaon, Mumbai)

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3rd Indian Surfactants Conference: Business Outlook & Challenges

26 April 2017 (from 10.30 am to 5.00 pm)

Hall 1: Bombay Exhibition Centre (Goregaon, Mumbai)

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Sponsorship options

Benefits	Platinum	Gold	Silver
Free Booth at HPIC India exhibition	36 sq.m.	18 sq.m	12 sq.m
Discount on delegate fees [For additional delegates]	20%	15%	10%
Banner ad on HPIC India home page [up to one month after conference]	✓		
Logo on Conference brochure and publicity material	✓	✓	✓
Logo on backdrop [At Conference]	✓	✓	✓
Speaker slot at conference	Yes	No	No
Costs	Rs. 450,000 + Service Tax	Rs. 250,000 + Service Tax	Rs. 150,000 + Service Tax

Note: Speaker slots subject to availability and acceptance of paper by organizing committee

Exhibition Rates and Packages

Shell scheme

Rs. 13,000 per m² / £234 per m²

Space only (minimum stand size 18 m²)

Rs.12,000 per m² / £205 per m²

Shell scheme price includes:

Fascia, Carpet, Lighting,
Side and Rear Panels in White Melamine,
Editorial in Show Catalogue & Website Entries,
Stand Cleaning.

Stands of 9 m² will include:

1 Counter Table, 3 Chairs and
1 Waste Paper Basket



To exhibit please contact:

**Book
your
stand**

India

Mr. Rohit Pande

Mob: +91-98202-24550

Email: rohit@chemicalweekly.com

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