



Founded in 1966, **The Indo-Italian Chamber of Commerce and Industry (IICCI)** is an association of Italian and Indian enterprises, firms, intermediate bodies and individuals. Our mission is to **support the establishment and development of industrial and commercial ventures** between **India and Italy**.

**IICCI** with its vast network of Italian and Indian companies in both countries, serves as a fruitful platform for Italian producers or exporters and Indian importers or distributors in relevant regions to connect and create opportunities for harmony amongst Italian and Indian companies in the beauty and cosmetics industry.



## **BUSINESS ASSISTANCE SERVICES**



## **CONTACT US**

### **Email**

[p.singh@indiaitaly.com](mailto:p.singh@indiaitaly.com)

### **Website**

[www.indiaitaly.com](http://www.indiaitaly.com)

### **Address**

11th Floor, Urmi Estate, 95,  
Ganpatrao Kadam Marg,  
Opp. Peninsula Business Park,  
Lower Parel West,  
Mumbai - 400013,



Developing  
**Awareness**  
and **Market**  
**Penetration**  
for **Italian**  
**Cosmetics**  
**Brands** and  
**Products** in  
India.



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India's imports amounted to US\$ 1.7 billion in 2023 for its cosmetics sector.

Italy exported an estimated US\$ 14 million in cosmetics products to India in 2023.

India's cosmetics market was valued around US\$13 billion in 2023, with a CAGR of 8.33%.

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## THE NEED

There is a great potential for Italian cosmetics companies and their products in the Indian market. The perception of Italian cosmetics in India is that of luxury and prestige, and that Italian cosmetics are manufactured with high-quality raw materials and in state-of-the-art facilities. With social media and the accessibility that e-retail platforms provide, Indian consumers are exploring diverse range of cosmetic products, and seek out niche brands and brands that can provide high quality products. In recent times, they are proactively seeking international brand that can satiate their want for niche and high-quality products.

## OUR PROPOSAL

- Learn the business landscape of your sector through **Market Intelligence**
- Get directly in touch with genuine **Italian Exporters / Producers** and **Indian Importers / Distributors**
- Visits to both **Italian and Indian companies** on request
- Support for participating in any relevant **fairs** and **exhibitions**

## BENEFITS OF IICCI MEMBERSHIP

- Become Part of the dynamic **Indo-Italian Business Community**.
- Access to the **Indo-Indian Market**.
- **B2B Meetings** with relevant Exporters, Producers, Importers, Distributors and Retailers in the Indo-Italian Market.
- **Full Consultancy Support** from IICCI at the time of Exporting Products or Engaging In Company Incorporation India.
- **Visibility** on our **Website** and **Digital Promotions** through our **Newsletters** and **Social Media Platforms**.

## OUR SERVICES

### Market Info & Entry Strategy

- Sector or Product-specific Research
- Market Entry Strategy
- Preparation of Financial Reports
- Profiling of both Indian and Italian Companies

### Business Scouting

- Partners Search & Matchmaking
- B2B and Company Visits

### Start-Up & Operations

- Company Incorporation, location scouting, HR scouting
- Product or Brand Registration and Homologation
- Co-working Space and Desk in Mumbai
- Assistance for Registration of various Indian Certification, Regulatory Frameworks for Specific Products, and Sectors.

### Promotions & Branding

- Digital Campaigns
- Product Launch, Exhibit & Demos
- Events showcasing Italian Brands.

