



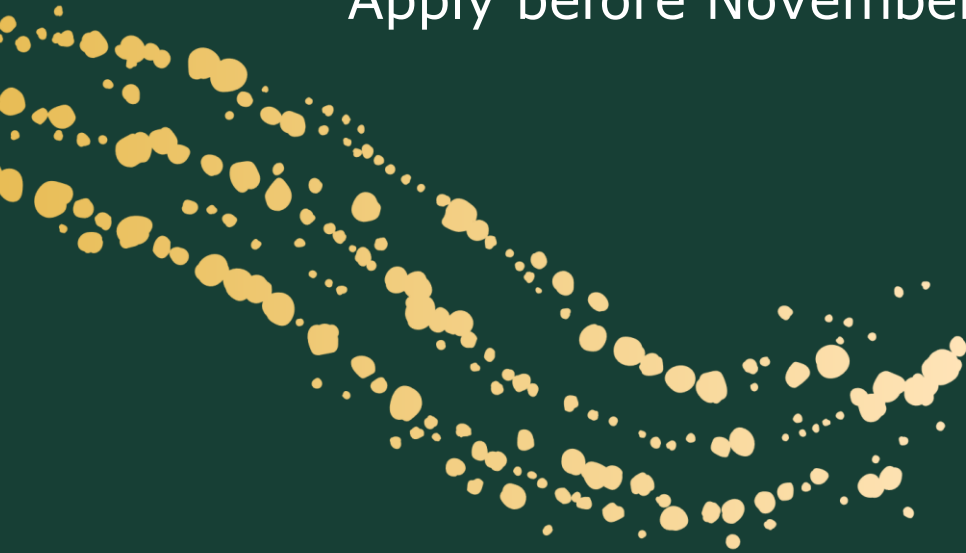
Australian Government
Australian Trade and Investment Commission

Cosmoprof Mumbai 2025

*India's Biggest Trade Show for the Beauty & Personal
Care Industry*

4 – 6 December 2025

Apply before November 15, 2025



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Are you ready to capture India's booming beauty and personal care market?

Cosmoprof India Mumbai offers Australia's beauty and personal care exporters a powerful opportunity to diversify and expand into one of the fastest-growing global markets. It also allows you to capitalize on the first-mover advantage of tariff reductions anticipated under AI-ECTA or the upcoming CECA.

The Australia-India Economic Cooperation and Trade Agreement (AI-ECTA), in force since 29 December 2022, has already lowered tariffs across multiple sectors, with further reductions scheduled over the next seven years. Free Trade Agreement (FTA) tariffs and services market access outcomes under Australia's various FTAs, including the Australia-India Economic and Trade Agreement (AI-ECTA), can be searched through the [Free Trade Agreement Portal](#). Tariffs and additional information can be searched by service, product or HS code.

Information on how to use the portal can be found [here](#).

Check Annexure 1 below for quick reference on tariff elimination for HS codes 3304 & 3305.

About Cosmoprof India

Cosmoprof Mumbai — the biggest B2B trade show for India's beauty industry — is part of the world's leading Cosmoprof network (Bologna, Las Vegas, Hong Kong, Bangkok, Miami). The 2025 edition will be its fifth and largest, doubling exhibition space from last year. In 2024, it hosted:

- 20,252 sqm exhibition area
- 345 exhibitors representing 700+ brands (57% international)
- 9 country & group pavilions
- 11,124+ high-quality B2B visitors

The 2025 show at the Jio World Convention Centre, Mumbai will showcase the entire cosmetics and beauty supply chain. International pavilions from South Korea, Italy, France, and Brazil are expected.

Why Australian Brands Should Participate

- India is the 4th largest beauty market globally, projected to grow 40% by 2026. By 2027, it will rank 3rd worldwide, with consumer spending set to hit USD 296 billion.
- The cosmetics market alone is forecast to grow from USD 1.35 billion (2023) to USD 2.27 billion by 2028 (CAGR 10.9%).
- Indian consumers increasingly trust Brand Australia, making this the ideal platform to introduce your products.

- Mumbai, India's financial and entertainment hub (including Bollywood), drives trends in beauty and fashion.
- Austrade and state governments provide extensive support: pre-departure briefings, in-market expertise, networking events, business matching, retail and e-commerce visits, and digital marketing for the Australia Pavilion.
- Relationships in the Indian market can take time to develop and there is no substitute for simply 'being there' – and what better way than as Team Australia.

Program Highlights

- Fully equipped plug-and-play booth at the Australia Pavilion
- Market briefing by experts on India's regulatory and retail landscape
- Retail and e-commerce market visits
- Targeted outreach to leading importers, distributors, e-commerce platforms, modern retail, salons, and contract manufacturers
- Dedicated marketing support – on-ground, media, and digital – to boost visibility
- Post-event follow-up and business matching to support market entry

Who Should Apply

Brands, and ingredients manufacturers in the BPC sector, who are interested in entering or expanding their presence in India.

Eligibility Criteria:

Beauty & personal care brands or ingredient manufacturers with:

- Export license, exporter ID, and ABN
- Experience in 2–3 export markets (preferred)
- Strong brand story and unique USP
- Clear, resourced export development strategy for India

Apply by 15 November 2025!

Spaces are limited to ensure the highest level of service for delegates. Apply online at [Cosmoprof India Mumbai 2025 Registrations](#). Successful applicants will receive an acceptance letter, invoice for deposit, and an event participation kit.

Packages for Brands

Options	Total Cost	Direct Costs	Austrade Service Fee
Cosmoprof Basic	A\$ 6000	A\$ 6000 includes: - Rental of exhibition space (approx. 9m² per exhibitor) including design and fabrication of booth under Australia nation branding - Internal transport in mission locations (e.g., buses) - Catering and logistics costs for briefing and networking function. - Costs of transport of an Austrade local specialist accompanying you	A\$ 6000 also includes: A\$600 (2 hours A\$300 per hour) includes: - Project management of events (including booking of local transport, organising liaison with stakeholders and assistance with logistics) - Coordination of samples logistics into India - Industry briefing in-market - Organising the networking functions - On site assistance with business matching including basic interpretation services. - Coordination of marketing campaign pre, during and post-show
Cosmoprof Plus	A\$7500	A\$ 7500 includes: Rental of exhibition space (approx. 12m² per exhibitor) including design and fabrication of booth under Australia nation branding. All other features mentioned in Basic package above.	Same as mentioned in the Basic Package

Options	Total Cost	Direct Costs	Austrade Service Fee
Cosmoprof Virtual Booth (For upcoming brands – Travel not required)	A\$2000	Rental of exhibition Booth Space (approx. 2m² per exhibitor) including design and fabrication of booth under Australia nation branding.	- No Travel of Company executives required. - You send the samples with marketing collaterals. A dedicated Austrade representative act as your on-ground salesman and showcase your product to visitors as well collects leads and passes onto you for further follow ups.

* GST not applicable

- NOTE: All three packages are highly subsidised by Austrade. We are bearing a significant part of the overall cost for the event.
- EXCLUDED FROM THE PACKAGE: Airfare, accommodation in India, meals, and non-program related logistics; Any sample consolidation and transportation costs (including relevant duties, if required).
- PAYMENT: Austrade requires payment upfront for all international events. The payment term is 30 days from the invoice date and your place is not fully secured until the entire fee is paid.
- State Governments may be able to provide support to eligible participants at their discretion.
- Australian exporters may be eligible to claim some of their travel, marketing and promotion costs associated with this mission via the Export Market Development Grants (EMDG) scheme (administered by Austrade).

For more information, refer to the EMDG website: www.austrade.gov.au/grants or call 13 28 78.

Please refer to the event Terms & Conditions for further detail. Non-payment by the applied deadline will result in the forfeit of your reserved place on the event.

SKUs and Samples

The amount of product shipped to Cosmoprof Mumbai is at the discretion of the exhibitor. Please note, on-stand storage is limited based on the final design of the stall, and the removal of leftover stock is the responsibility of the exhibitor.

Exhibitors are encouraged to showcase their best SKUs across price points. We will advise on consumer preferences and current market trends to inform selection.

Sending samples to India is challenging compared to other events around the globe due to tariffs, taxes, and other regulatory procedures. India does not normally provide duty exemptions for commercial samples. As such each SKU will be subject to the relevant tariff (accessible [here](#)).

However, for the purposes of Cosmoprof India 2025, **exhibitors are allowed to carry the samples in person with them while travelling to India** and display proof of participation as an exhibitor in the trade show. Relevant additional baggage charges by the airlines would apply. The samples would have to be marked as "Samples only and not for sale". Do note that this option is always at the discretion and subject to the officer on duty on the relevant day of your arrival at the relevant airport.

Based on demand, logistics partner (GEL Events / RE Rogers) can be engaged as the sole agency for transport of beauty brands not currently in the Indian market and to be exhibited at Cosmoprof Mumbai 2025. Exhibitors will be responsible for all transportation costs including shipping, duty and customs clearance costs where applicable.

Tentative Daily Itinerary

Dates	Program
September 10 th , 2025 October 29 th , 2025	Client Registrations open. Confirm Batch 1 participants. Note: The last date for booking the official delegate hotel at rates negotiated by Austrade is 30 th October 2025.

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Dates	Program
November 15 th , 2025	Extended due date for applications
November 17 th , 2025	Distribution of travel and logistics information kit
November 18 th , 2025 (tentative)	Pre-departure briefing Webinar
November (tentative & based on demand/requirement)	Consolidation of samples in Australia and shipping (further information to be provided)
End November 2025	Arrival and clearance of samples sent via logistics partners in India to be completed and ready for collection by client on arrival at Mumbai.
December 2 nd , 2025 (Tuesday)	Late evening: Arrival of delegates in Mumbai and check in at hotel.
December 3 rd , 2025 (Wednesday)	Post Breakfast - Meet and greet with Austrade team Austrade organised site/market visits & workshop by industry experts on regulatory & compliance environment, Indian market etc. (exact schedule to be finalised) (Visits to & presentations by Nykaa, Reliance beauty, SS Beauty (Shoppers Stop) Sephora) Pre – event late evening visit to Australian Pavilion at Cosmoprof India 2025 Networking dinner event – Austrade + Global Vic delegations.
December 4 th , 2025 (Thursday)	Trade Show – Cosmoprof India, Mumbai 2025 – Day 1 Time – 10 am to 6 pm 8 am onwards – Setting up the booth by Delegates. 10.30 am: Inauguration of the Australian Pavilion Evening (Post 6 pm): Cosmoprof Networking dinner/Free

Dates	Program
	for own meetings
December 5 th , 2025 (Friday)	Trade Show – Cosmoprof India, Mumbai 2025 – Day 2 Evening (post trade show): Visit to Crawford market / Sephora /Nykaa stores
December 6 th , 2025 (Saturday)	Trade Show – Cosmoprof India, Mumbai 2025 – Day 3 (Can start winding up by 4 pm) De-brief–Hi-Tea/Dinner (Exact time depending on any early departure schedules of delegates.)
December 7 th , 2025 (Sunday)	Own meetings / Return to Australia

Interested? Apply before 15 November 2025!

Apply online at [Cosmoprof India Mumbai 2025 Registrations](#)

Important information

If you are considering this tradeshow, Austrade recommends you consult 'Smartraveller', the

Australian Government's travel advisory service, which is available at www.smartraveller.gov.au.

Please note Austrade works on best endeavor basis. We cannot guarantee the number of Indian companies that will be interested in your product. However, we will seek to facilitate as many opportunities as possible. In participating you are committing to advising Austrade on the sales you generate because of your participation in helping us meet our reporting targets.

Please note Austrade will only work with clients that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Further information can be found at www.austrade.gov.au/Exporters/About-exporting/Legal-issues/.

Key Austrade contacts

If you would like to discuss participating in this trade show, please contact:

Australia	India
Jack Lu Global Engagement Manager, Sydney T: +61 (2) 939 22406 Jack.Lu@austrade.gov.au	Pramodh Lakshminarayan Trade and Investment Director, Bengaluru T: +91 93113 74572 Pramodh.Lakshminarayan@austrade.gov.au

State Government Support

Please note you may be able to utilize grants through Austrade's Export Market Development Grants program or packages available through Export Finance Australia to fund some costs of participation. State Governments may also be able to provide support to eligible participants. For further information, please contact the relevant state government trade agency.

Annexure 1

AI ECTA - Effect on Beauty & Personal Care Products

HS Code		Description by Book	Pre -ECTA Customs Effective Rates	AIDC	# of years For Duty Eliminatio n/Reducti on	Duty eliminatio n (E), Reduction (R), TRQ (T), Other condition (C), Exclusion List (EL)	Condition for liberalisat ion-Duty reduction, other conditions
3304		Preparations for Beauty/Make Up for Care of Skin (Excepting Medicaments) Including Sunscreen or Suntan, Pedicure/Manicure					
330410		Lip Make Up Preparations					
	33041000	Lip Make Up Preparations	20		EIF	E	
330410		Eye Make Up Preparations					
	33042000	Eye make-up preparations	20		EIF	E	
330430		Manicure Or Pedicure Preparations					
	33043000	Manicure or pedicure preparations (Other)	20		EIF	E	

330491		Powders Whether or Not Compressed					
	33049110	Face powders	20		EIF	E	
	33049120	Talcum powders	20		EIF	E	
	33049190	Other	20		EIF	E	
330499		Other Beauty/Make Up Preparations					
	33049910	Face creams	20		EIF	E	
	33049920	Nail polish/lacquers	20		EIF	E	
	33049930	Moisturising lotion	20		EIF	E	
	33049940	Sindur, Bindi, Kumkum	20		EIF	E	
	33049950	Turmeric preparations all type	20		EIF	E	
	33049990	Other	20		EIF	E	
3305		Preparations For Use on the Hair					
330510		Shampoos					
	33051010	Containing spirit	20		EIF	E	
	33051090	Other	20		EIF	E	
330520		Preparations for permanent waving or straightening					

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	33052000	Preparations for permanent waving or straightening	20		EIF	E	
330530		Hair Lacquers					
	33053000	Hair lacquers	20		EIF	E	
330590		Other: Hair Oil					
	33059011	Perfumed	20		EIF	E	
	33059019	Other	20		EIF	E	
	33059020	Brilliantines (spirituous)	20		EIF	E	
	33059030	Hair cream	20		EIF	E	
	33059040	Hair dyes (natural, herbal or synthetic)	20		EIF	E	
	33059050	Hair fixers	20		EIF	E	
	33059090	Other	20		EIF	E	

EIF (Entry into Force) denotes that the change in tariff regime has gone live.

E: Denotes Duty Elimination from 20% tariff Pre AI-ECTA, to current Zero Tariffs.

Apply online at [Cosmoprof India Mumbai 2025 Registrations](#)

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