

COMMERCE

# Advancing in India, Coty inks new distributor agreement

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*An executive appointment and the establishment of a new office in Mumbai underline the group's announcement. Image credit: Coty/Kristina Strunz*

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By LUXURY DAILY NEWS SERVICE

U.S. beauty group Coty is expanding its prestige business in Southeast Asia.

Joining the ranks of high-end brands looking to service heightened demand from consumers in India, the company has inked a new deal with regional distribution and marketing firm House of Beauty as of December 2023. Coty has also announced the appointment of veteran luxury executive Rizwan Mulla, who has been named business development director in India, now overseeing the market.

"Over the past five years, we have witnessed the meteoric rise of Prestige Beauty in India and today it represents one of the key long-term growth opportunities in Asia for Coty," said Kristina Strunz, managing director at Coty Southeast Asia and India, in a statement.

"The strategic investment in Coty's operations in India underlines the company's ambition to solidify our already strong presence in the sizeable Indian beauty market," Ms. Strunz said. "We are excited to welcome Rizwan and the team as we gear up to accelerate growth across the luxury and everyday beauty segments in this dynamic and exciting market."

## **Southeast expansion**

A new office property in Mumbai signals the group's commitment to the region.

Executives joined together to inaugurate the space and show support for the agreement, signed in late November 2023 and made public by the end of the year.



*The company has inked a new deal with regional distribution and marketing firm House of Beauty. Image credit: Coty/Kristina Strunz*

“Led by Sanjali Giri (VP International Brand Distribution), House of Beauty has proven successful in building and scaling premium global beauty brands through strong brand storytelling, superior distribution, robust partnerships and extensive omni-channel expertise,” said Shriti Malhotra, group CEO of Quest Retail House of Beauty, in a statement.

“There is growing demand across India for quality make-up, best-in-class innovation and immersive marketing activations from international beauty lifestyle brands.”

Of note, consumer beauty is also on the table -- through the partnership, Coty will launch American socialite Kylie Jenner’s cosmetics brand, Kylie Cosmetics, in India.

Comprehensive regional earnings in the market, exhibiting rapid expansion, could help push earnings even further as last year, Coty saw much success with luxury players that comprise its portfolio.

Credited with driving sales forward, prestige products made up 59 percent of total FY23 revenues at the company ([see story](#)). The company went on to increase its half and full-year forecasts for 2024 as prestige beauty performed better than expected ([see story](#)).

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