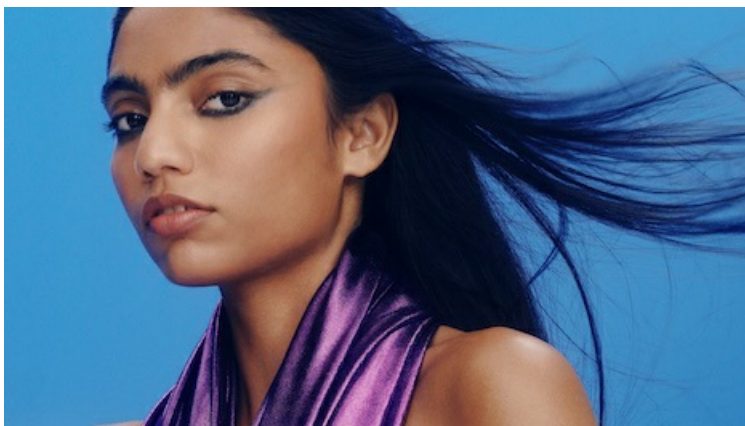


FRAGRANCE AND PERSONAL CARE

# Este Lauder Cos. calls for ‘Beauty&You India’ applications

July 18, 2024



*Applications for the third edition of Beauty&You India are open through Aug. 29, 2024, at 11:59 p.m. IST. Image credit: Este Lauder Companies*

---

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

U.S. beauty group Este Lauder Companies is continuing to support next-gen businesses.

Launched in partnership with Mumbai-based beauty and lifestyle retailer **Nykaa** in the interest of helping Indian skincare, makeup, hair care, home scent and personal fragrance brands scale, applications for the third edition of Beauty&You India are now open through Aug. 29, 2024, at 11:59 p.m. IST. Winners of the program will be announced in the fall.

"India represents one of the most exciting global economies for beauty today," said Shana Randhava, senior vice president of New Incubation Ventures at **Este Lauder Companies**, in a statement.

"A growing consumer base, an exciting retail landscape, and one of the most powerful entertainment markets in the world continue to fuel unprecedented growth," Ms. Randhava said. "The market is poised to continue to drive both national and global trends.

"We are excited to support the founders and creators in their journey,"

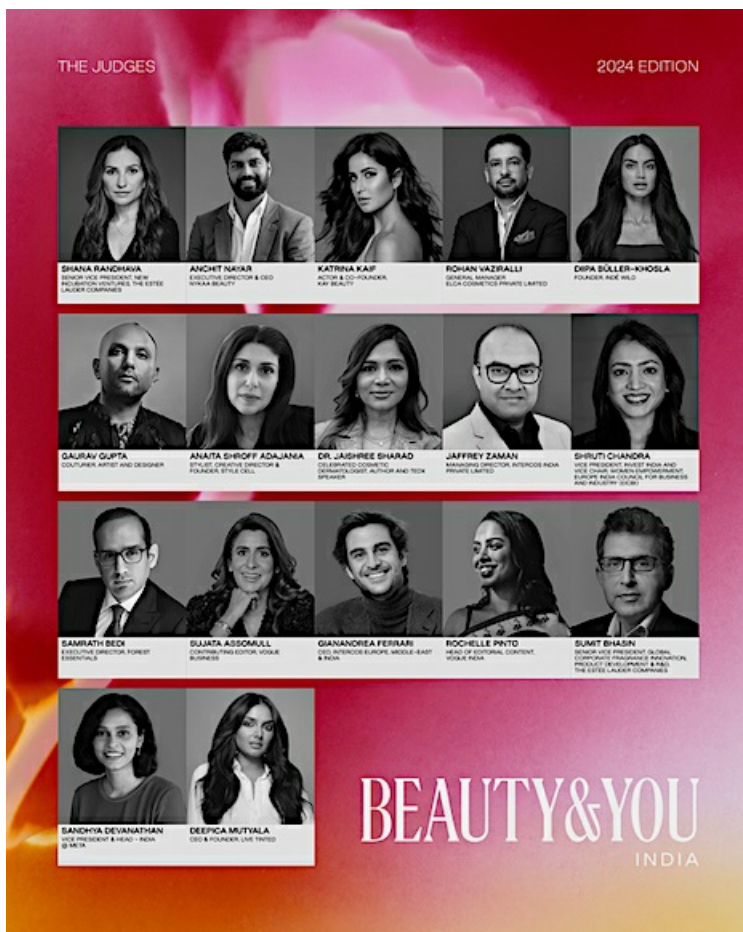
## Beauty boost

The annual competition's latest theme, "Supercharged Futures," involves three categories: "Imagine," "Grow" and "Create." The first two are aimed at prelaunch and in-market beauty concepts.

Photographers, filmmakers and other such innovators are encouraged to submit work for consideration under the third category. The program's website and application portal officially launched on July 16, 2024.

Run in collaboration with Nykaa by Este Lauder Companies' strategic early-stage investment arm, New Incubation Ventures, Beauty&You India awardees will be officially revealed at a live event in Goa, India, on Nov. 16, 2024.

Those who come out on top this year will get to participate in a new introduction: the Beauty&You India Bootcamp, which involves personal mentorship sessions with Falguni Nayar, founder and CEO of Nykaa; Sabyasachi Mukherjee, founder of Indian fashion brand Sabyasachi; and Rohan Vaziralli, general manager at Este Lauder Companies' ELCA Cosmetics Private Limited.



The 17 judges set to choose winners include designers, fashion editors, business executives and other leaders. Image credit: Este Lauder Companies

The three industry leaders are serving as judges alongside Ms. Shana and other members of the Este Lauder Company family. The panel also includes Anchit Nayar, executive director and CEO of Nykaa; Katrina Kaif, actress and cofounder of New York-based skincare and cosmetics brand Kay Beauty; Samrath Bedi, executive director at luxury Ayurvedic beauty label Forest Essentials; Sandhya Devanathan, vice president and head of India at social media company Meta; Rochelle Pinto, head of editorial content at *Vogue India* and Sujata Assomull, contributing editor at *Vogue Business*, among others.

The winners will enjoy financial support via a prize pool valued at up to \$500,000, as well as access to distribution channels, research resources and innovation tools. Interested parties can apply to the program by visiting [www.beautyandyouawards.com](http://www.beautyandyouawards.com).

"The global recognition of India's potential as both a powerful consumer market and entrepreneurial hub is more evident now than ever before," said Mr. Nayar, in a statement.

"Nykaa is proud to be a part of nurturing this ecosystem," he said. "In its third edition, Beauty&You India is more than just a platform it's a gateway for Indian entrepreneurs to showcase their creativity and rigor on a global stage and we are excited to be part of their future."

The country is experiencing a wellness (see story) and beauty (see story) boom, and international entities are increasingly investing.