

Touchwood Entertainment Ltd Brings to you Make Me Up Festival, India's Largest Beauty Festival

- Touchwood Entertainment Ltd., India's only NSE listed event company, announces its 1st Edition of Make Me Up Festival, 2019
- One-stop platform for everything beauty and make-up, India's first platform catering to both Professionals & Consumers
- The event comprises of sessions from the experts, a makeup ramp show and interactive sessions for visitors with over 30 exhibitors.
- India's extravagant beauty festival to be held on 21-22 December'19 at A-Dot, Gurugram will have masterclasses & expert sessions by makeup industry's doyen ShaanMu, Gunnet Viridi, Ojas Rajani, Chandni Singh, Gomit Chopra to name a few

INDUSTRY OVERVIEW:

- ✚ US \$20 Billion is the expected value of the Indian Beauty Market by 2025, which was valued at US \$6.5 billion in 2017 according to CII - more than a 3 fold jump.
- ✚ In last five years, the growth figures have shot upto 60% for Cosmetic Products & 35% for Salons.
- ✚ Specialized categories are set to outpace the growth of generic categories and will hold 40-45% of the overall market by 2022.
- ✚ Cosmetics have emerged as a star category within the Beauty vertical, reflecting 15% CAGR (YTD).

DAY 1 SCHEDULE:

12:30 PM	Key Note	Blossom Kochhar
1 PM	Bridal Master Class	Gunnet Viridi
4 PM	Skincare Expert Session	Ojas Rajani
5 PM	Expert Session (Nexgen Hair)	Abhishek Malik
6 PM	Social Media Masterclass	Gomit Chopra
7 PM	Beauty & Fashion Showcase	JD Institute, Mansi Lakhwani & Abhishek Malik

DAY 2 SCHEDULE:

12 PM	Key Note	Mr. Sameer Modi, Colorbar
12:30 PM	Insights from Beauty Influencers	
1 PM	Celebrity Master Class	ShaanMu
3:30 PM	Body Paint Showcase	Sneha Chowdhary
4 PM	Permanent Makeup Insights	Dr. Renuka Krishna
5 PM	Contemporary Makeup Masterclass	Chandni Singh
6:30 PM	Experimental Hair	Rikhil Asrani
7:30 PM	Beauty & Fashion Showcase	JD Institue, Niti Luthra & Rikhil Asrani
9:30 PM	Grand Finale Fashion Showcase + Networking Dinner	Rina Dhaka, Charu Parashar & Samant Chauhan

Commenting on the performance, Mr. Manjit Singh, Chairman and Managing Director, said:

I am pleased to report that Touchwood has delivered a robust performance in the first half of the fiscal year. This is in line with our strategy, as we are focused on organizing niche, large scale events which has resulted in enhanced margins and improved overall profitability.

The management team is fully committed in developing Intellectual Properties, which will set company on an elevated growth path in the coming years. We will continue to focus on our core strength of organizing successful events globally and looking forward to starting our journey as NSE mainboard listed entity.

Kanika Bablani, Associate Director, Touchwood Group & brainchild behind Make Me Up Festival, “An experiential space wherein everyone associated with beauty, gets to have a fling with newer opportunities each day; grateful to all designers & super MUAs like Gomit Chopra, Ratika Vaish, Mansi Lakhwani, Niti Luthra honouring the day. I am overwhelmed to see such a magnificent response today”

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Touchwood at a Glance:

Headquartered in Delhi, Touchwood is listed on the SME platform of NSE (TOUCHWOOD) and on completion of 2 years of SME listing in December 2019, will be eligible for the mainboard listing. The Company is the only listed Event Management Company and specializes in a variety of event facilities, ranging from event planning & marketing to production and legal services for the events.

Touchwood is known for its larger than life, awe-inspiring setups and formats and completely personalized service to clients. It provides end-to-end solutions for all kinds of events – be it corporate, social or political. Touchwood team is comprised of 42 professionals with a fully developed and functional in-house production facility. It has a panel of skilled craftsmen and band of highly qualified designers add the extra edge to its deliverables.

For more information please contact:

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Safe Harbour:

This release contains statements that are “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Touchwood’ future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Touchwood undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.