

Touchwood Entertainment Limited

Empowering through Expert Education – MakeMeUp; School of Makeup

New Delhi, India, December 02, 2021 – Touchwood Entertainment Ltd. (NSE: TOUCHWOOD), India's top event management company, is pleased to announce a new initiative called MakeMeUp – School of Makeup, an extension to their existing IP MakeMeUp- India's leading beauty platform. The educational & training sessions for the same will begin in January, 2022.

Overview:

SCHOOL OF MAKEUP - an initiative cultivated by MakeMeUp, a platform for all things beauty aimed to act as a catalyst to nurture talent and to provide maximum exposure to the beauty industry through professional courses.

At School of MakeMeUp, students will get to experience an unparalleled educational & practical journey that is intellectually, socially and personally transformative. Our curriculum is crafted and taught by the experts from the beauty trade, to shape up a future which shall enhance the bubble of skills.

OUR JOURNEY:

MakeMeUp was established in the year 2019, with a vision to bring together the world of beauty. The expanse & the growth of this industry is inevitable. Our platform aims at giving recognition to established makeup artists & also aspiring artists who are waiting to join the industry. It started with an annual celebration called the 'MakeMeUp Festival' and was followed by several virtual masterclasses during the lockdown. These virtual masterclasses enabled us in understanding the kind of problems that people face during their educational journey in the beauty industry.

With sufficient research and development, we decided to provide a solution to all the problems one faces in makeup academy's & hence are now ready to launch our school, with expert trainers & the latest infrastructure we give budding artists an opportunity to develop & deliver the best of their skills.

School of Makeup offers courses that allow aspirants to interact with top beauty industry experts, learn and adopt best practices to service the dynamic need of the clients. Furthermore, we believe that such initiatives are the need of the hour as the beauty industry is becoming more formal, organized and is growing at a rapid pace.

School of Makeup is now going to be operational at Vasant Kunj & Noida respectively to increase accessibility & deliver best learning experiences.

Commenting on the new launch, Mrs. Kanika Arora Bablani, Founder MakeMeUp, said:

I am extremely optimistic about our latest venture, providing the right kind of learning experience and enabling students to practise & recognise their best of talents is what we aim at. Heartiest congratulations to the entire team of MakeMeUp and I wish them the very best for all our future endeavours.

Commenting on the school Ms. Shivani Chadha – Franchise Head ‘MakeMeUp- School of Makeup’, said:

School of Makeup is a great initiative by MakeMeUp, I’m elated to be associated with the brand & hope for a bright future of our school. The beauty industry is extremely fast paced, educating & empowering students to meet all challenges is our ultimate goal.

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Touchwood at a Glance:

Headquartered in Delhi, Touchwood Entertainment Limited, established in 1997, specializes in a variety of event facilities, ranging from event planning & marketing to production 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.