



AYUSH Export Promotion Council

Date: 14th Aug, 2026

Ayushexcil Participation in Cosmobeauté Malaysia

Date: 29 Sept - 01 October, 2026

Venue: Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

1. About the event:

Cosmobeauté Malaysia 2026 is one of Southeast Asia's leading beauty, wellness, cosmetics, and personal care trade exhibitions, organized annually in Kuala Lumpur. The event attracts international buyers, distributors, importers, retailers, salons, wellness professionals, and beauty industry stakeholders from across Asia and global markets.

The 2025 edition hosted over 11,500 trade attendees from more than 70 countries and regions, along with exhibitors from 15 countries, making it an important international platform for business networking, export promotion, product showcasing, and market expansion in the beauty and wellness sector.

2. Schedule:

- **Dates:** 29 Sept - 01 October, 2026
- **Venue:** Kuala Lumpur Convention Centre, Kuala Lumpur.

Focus Sectors:

- Natural & Organic Beauty Products
- Wellness & Spa

- Cosmetics & Personal Care
- OEM / ODM Manufacturing
- Herbal Beauty Products
- Health & Lifestyle Solutions

Target Audience:

Manufacturers, wholesalers, importers, distributors, retailers, wellness professionals, salon operators, hospital decision-makers, procurement agencies, and healthcare professionals.

3. Key Highlights:

- One of Southeast Asia's leading beauty and wellness trade exhibitions.
- Gateway to ASEAN markets and emerging business opportunities.
- Participation from international exhibitors and buyers from multiple countries.
- Dedicated focus on natural, organic, herbal, wellness, and personal care sectors.
- Opportunity to showcase Indian AYUSH, herbal, wellness, nutraceutical, and cosmetic products to global buyers.
- Strong B2B networking, distributor identification, and export development opportunities.

4. Why you should exhibit:

i. Malaysia has emerged as an attractive and promising market for Indian AYUSH, herbal, wellness, and natural product exporters owing to the growing demand for natural healthcare, wellness, and beauty products in the ASEAN region.

ii. India's exports of AYUSH and herbal products to Malaysia stood at USD 5,166,972 during 2024–25 and USD 4,899,078 during 2025–26, reflecting the sustained market potential and continued acceptance of Indian AYUSH and herbal products in the Malaysian market.

iii. Participation in Cosmobeauté Malaysia 2026 will provide Indian companies with a strategic platform to access ASEAN and other international markets and strengthen their global business presence.

iv. The exhibition offers opportunities to engage directly with importers, distributors, healthcare professionals, institutional buyers, and regulatory stakeholders from the region.

v. The event will enable participating companies to showcase their products, explore business collaborations, identify new distribution channels, and assess market trends and consumer preferences in the rapidly growing beauty, wellness, and healthcare sectors.

vi. The exhibition also provides an effective platform for enhancing brand visibility, expanding market reach, and promoting Indian AYUSH, herbal, nutraceutical, cosmetics, and wellness products in emerging international markets.

5. Participation Charges for exhibitors:

Particular	Participation Charges
Cost per booth (size : 9 sqm.)	Rs. 4,20,000/-
Cost per booth (size : 6 sqm.)	Rs.2,90,000/-

Reimbursement:

The event has been approved under the **EPM–MAS Scheme**. Participating companies holding a valid **RCMC issued by AYUSHXCIL** will be eligible for reimbursement of **₹1,60,000**.

The reimbursement will be provided to the participating companies **subject to the amount of grant actually received from the Department of Commerce, Government of India** and in accordance with the applicable scheme guidelines and approved terms.

Participation Charges are as mentioned below:

- The participation charges are limited to booth space and related exhibition arrangements only.
- The participation charges do not include **airfare, visa fees, accommodation, local transportation, shipment/logistics expenses, transportation of display materials, insurance, or any other personal or incidental expenses**. All such expenses shall be borne by the participating exhibitor.
- The benefit of **MAI/MAS assistance** shall be available only to a limited number of booths and eligible participating companies, subject to the applicable scheme guidelines.
- The reimbursement amount indicated by AYUSHXCIL is **indicative and subject to the actual amount of grant sanctioned and released by the Department of Commerce**. In the event that the grant released is lower than the anticipated reimbursement, the reimbursement payable to the participating

company shall be restricted to the **proportionate or actual eligible amount received by AYUSHEXCIL** under the scheme.

v. **AYUSHEXCIL shall not be liable for any shortfall, delay, withholding, reduction, rejection or non-release of the MAI/MAS grant by the Department of Commerce** and the participating company shall not claim such amount from AYUSHEXCIL unless and until the corresponding grant is actually received and is admissible for reimbursement under the applicable scheme guidelines.

vi. Allocation of booths shall be strictly on a First-Come-First-Served (FCFS) basis, subject to receipt of complete application, payment, and availability of space.

7. Bank Details for Making Payment:

Bank Details of Beneficiary for RTGS Transfer	
Name of The Account	Ayush Export Promotion Council (AYUSHEXCIL)
Bank	Punjab National Bank
Branch	Tansen Marg, New Delhi 110001
Account No.	0359200100000769 (Type of Account: Current Account)
IFS Code No.	PUNB0035920

8.Booth Packages: The following booth facilities shall be provided to the participating exhibitors in India pavilion:

- 9 sq.mtr. Stall with octonorm structure
- One locable cabinet and 3 chairs
- One Round Table
- Name Fascia
- Carpet
- 2 Fluorescents lights
- 2 Water bottles per day during the event
- Dustbin
- Laptop charging point

Note: Additional displays, advertising, branding, modified fascia, hangers, additional electrical installation and other services can be provided at additional cost and purchased from show official vendor on direct payment.

9. Withdrawal / Cancellation Terms & Conditions :

The participation amount is **non-transferable and non-refundable** upon withdrawal or cancellation by the participating company.

The amount paid by one company **cannot be transferred, adjusted, or utilised for another company or event.**

Application form:

Interested members may also apply using following link :

<https://forms.gle/Je8FAiXnsm4KiXDA7>

11. Post-Show Obligations of the Participant:

- i. All participating exporters/exhibitors shall be required to submit the duly filled Feedback Form to the representative of the Ayush Export Promotion Council at the exhibition venue on the last day of the fair.
- ii. Submission of the Feedback Form shall be treated as a mandatory post-event compliance requirement for participation in the exhibition and for processing of any applicable assistance/support under the relevant scheme(s).
- iii. Participants are also expected to provide relevant business feedback, trade enquiries, orders generated, and other information as may be required by the Ayush Export Promotion Council for reporting and evaluation purposes.

We look forward to your successful participation in Cosmobeaute Malaysia and wish you a productive and rewarding business engagement.