



hpci
INDIA

HOME AND PERSONAL CARE INGREDIENTS
EXHIBITION AND CONFERENCE INDIA

15 - 16 February, 2027

Jio World Convention Centre, Mumbai



INNOVATION ZONE

ORGANISER



EVENT PARTNERS



www.hpci-india.com

INNOVATION ZONE

Innovation in Home and Personal Care: Why the Innovation Zone

Innovation continues to shape the Home and Personal Care industry, influencing how products are developed, differentiated, and brought to market. As consumer expectations become more performance-driven, the role of raw materials has evolved from functional components to key enablers of product innovation.

Today, ingredients are expected to deliver efficacy, formulation flexibility, safety, and compliance, while aligning with trends such as sustainability, transparency, and enhanced sensory experience. This shift has placed ingredient innovation at the core of formulation science.

The HPCI India Innovation Zone recognises and showcases these advancements, offering a focused platform for new ingredient developments that contribute meaningfully to cosmetic and personal care formulations. It highlights innovations that combine scientific strength with real-world application and relevance.

The Innovation Zone at HPCI India

The Innovation Zone at HPCI India is a dedicated platform showcasing recent advancements in cosmetic and personal care ingredients. It focuses on newly developed raw materials that enhance formulation performance, functionality, and application potential.

The zone is structured around three key elements:

- ◆ **Trends** – Key developments shaping ingredient innovation
- ◆ **Launches** – Newly introduced ingredients entering the market
- ◆ **Formulation Ideas** – Concept-driven applications demonstrating ingredient use

Together, these elements provide a clear and focused view of current innovation and its relevance to formulation development.



INNOVATION ZONE

Innovation Zone Best Ingredient Awards

To honor excellence in ingredient innovation, the Innovation Zone Best Ingredient Awards will recognize three standout entries:

- 🏆 Gold
- 🥈 Silver
- 🥉 Bronze

These awards celebrate ingredients that combine scientific innovation with functional impact, offering substantial benefits over existing solutions.

Award Categories

HPCI India invites submissions showcasing innovation across the following categories:

- ◆ **Active Ingredients** – Targeted efficacy and performance
- ◆ **Functional Ingredients** – Performance, stability, and sensory enhancement
- ◆ **Fragrance Ingredients** – Scent innovation and application versatility
- ◆ **Colorants** – Colour performance and formulation compatibility

Evaluation Framework

All submissions will be evaluated by an independent jury based on the following criteria:

A. Innovation

- ◆ Novelty and originality
- ◆ Clear advancement over existing solutions
- ◆ Relevance to current industry and consumer needs

B. Technical Performance

- ◆ Efficacy and functional performance
- ◆ Stability and formulation compatibility
- ◆ Sensory attributes, where applicable

C. Application & Market Relevance

- ◆ Versatility across applications
- ◆ Scalability and commercial potential

D. Implementation Feasibility

- ◆ Ease of integration into formulations
- ◆ Risk associated with adoption

E. Compliance & Safety

- ◆ Alignment with regulatory standards
- ◆ Safety and documentation

Category-specific parameters may be applied where relevant.



INNOVATION ZONE

Why Participate

Participating in the Innovation Zone Best Ingredient Awards offers a strong platform to position your innovation within the industry.

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|----------------------------|---|
| Industry Visibility | – Showcase your ingredient to formulators, manufacturers, and key decision-makers |
| Credibility | – Gain recognition for scientific and technical excellence |
| Market Positioning | – Strengthen your presence within the Indian home and personal care market |
| Direct Engagement | – Present your innovation to industry stakeholders and experts |

The awards provide an opportunity to benchmark your innovation against industry standards while gaining visibility among a focused and relevant audience.

Eligibility & Submission Guidelines

- ◆ Open to all exhibitors at HPCI India 2027
- ◆ Distributors may represent a maximum of two companies
- ◆ Submissions must be concise, limited to three A4 pages (PDF, PPT, or Word format)
- ◆ Multiple entries allowed, but to maintain fairness:
 - ❖ Only one award will be granted per company
 - ❖ If a distributor represents multiple brands, only one award will be presented to the distributor
- ⊘ Previously awarded ingredients at shows like in-cosmetics or HPCI Worldwide are not eligible.

 Participation is free of charge.

Next Steps

- ◆ The closing date for submitting applications is December 15, 2026.
- ◆ Innovation Zone participants will be invited for a physical interview on February 14, 2027 and the venue will be confirmed closer to the show dates.
- ◆ Submission of flyer for the display in the innovation zone area – size for the flyer will be shared by November 2026.
- ◆ Final schedule will be shared by February 2, 2027
- ◆ Kindly ensure that your nominated products are displayed in the Innovation Zone by 9 a.m. on February 15, 2027.
- ◆ The awards will be presented on the second day of the HPCI India 2027 event, i.e. on February 16, 2027.
- ◆ The winners' consent to the release of their name and picture on the HPCI India website.



INNOVATION ZONE

The Jury

- Submissions will be evaluated by an independent jury of industry experts
- All evaluations will be conducted confidentially to ensure fairness and objectivity
- Jury members are not eligible to participate in the awards
- Companies employing jury members remain eligible to submit entries

Key Dates & Timeline

Submission Deadline	- December 15, 2026
Shortlisting & Confirmation	- February 02, 2027
Jury Interaction (Physical Evaluation)	- February 14, 2027 (venue to be confirmed)
Innovation Zone Display Setup	- February 15, 2027 by 9:00 a.m.
Awards Ceremony	- February 16, 2027

Additional Requirements:

Submission of a display flyer for the Innovation Zone
(specifications to be shared by November 2026)



INNOVATION ZONE

HPCI India 2027 INNOVATION ZONE AWARDS FORM

Please fill out the form to submit your application.

- ◆ Name _____
- ◆ Company Name _____
- ◆ Email _____
- ◆ Tel/ Mobile _____
- ◆ Country _____

Company Activity *(Please tick one of the option below)*

- ☐ Manufacturer of finished products
- ☐ Ingredient supplier
- ☐ Distributor
- ☐ Contract Manufacturer
- ☐ Other

Please enclose the applications with a maximum length of three A4 pages ((PDF, PPT, or Word format) along with this form and send this form along with the application to:

Ms. Kashika Chatbar
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Participation in the contest does not automatically entitle the participants to a prize. The decision about the awards rests solely with the jury. The decisions of the jury are final and binding without right of appeal.