

COSME[®] DREAM

A globally accepted & admired House of
Brands in FMCG market



Innovations
Transforming
FMCG Market



Man behind the Game!

MR. PARIKSHIT SETHI

Founder, PS Brands

Mr. Sethi brings 40 years of expertise in the industry, having built brands from the ground up and owning a factory where he oversees the development and manufacturing of a diverse range of products. He holds numerous product patents, along with over 80 trademarks and intellectual properties across more than 40 countries. Leveraging this wealth of experience, Mr. Sethi has established Cosme Dream as a registered startup, and is now focused on scaling the brands within India.



www.cosmedream.com



Our Parent Company

PS Brands makes brands visible.

Cosme Dream finds International buyers for our brands through attending International fairs and networking.

Leveraging the strength and experience of Mr. Sethi, we are positioned to offer unparalleled value and expertise.

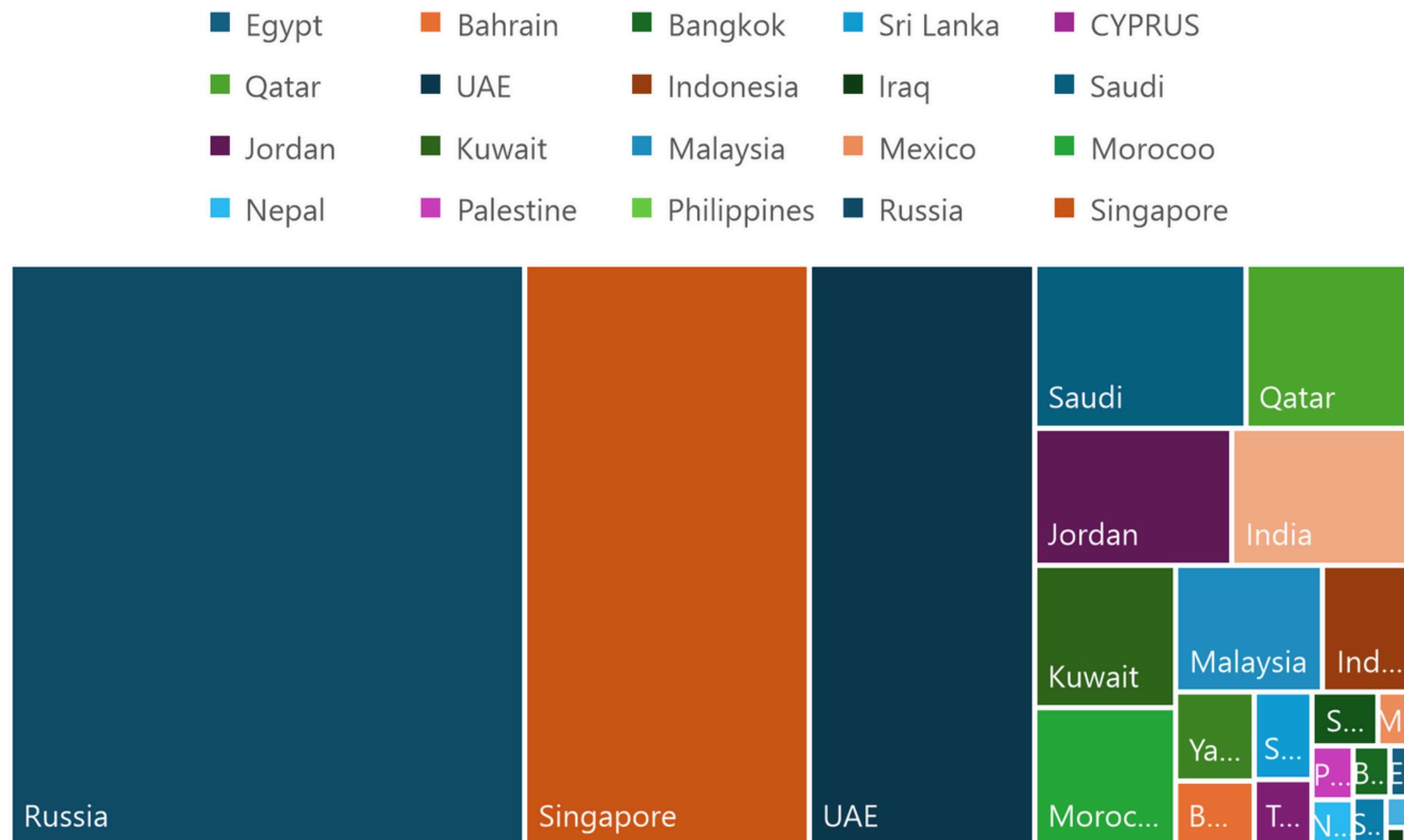


COSME DREAM BRAND'S



Traction from PS Brands

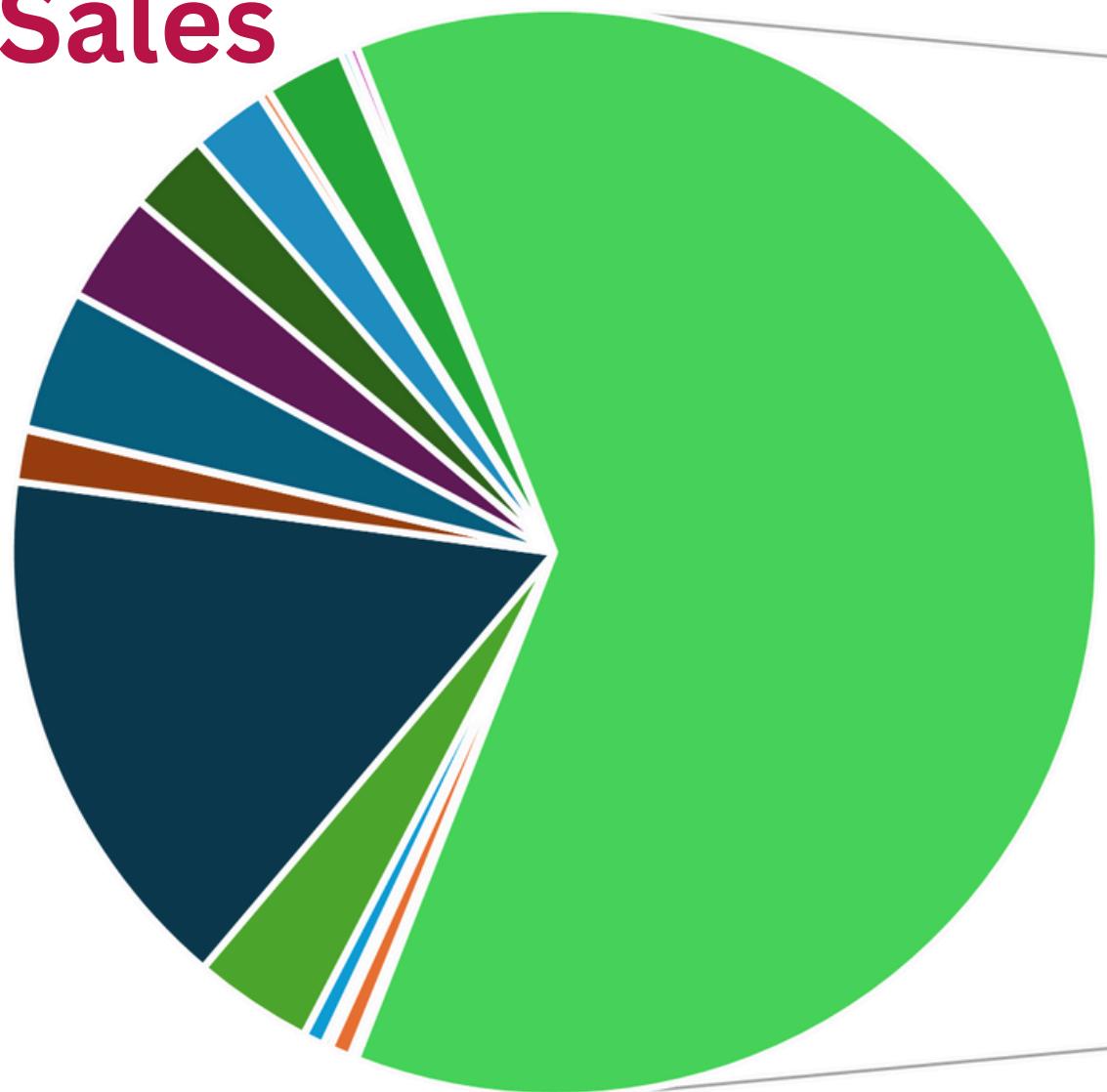
Our Sales



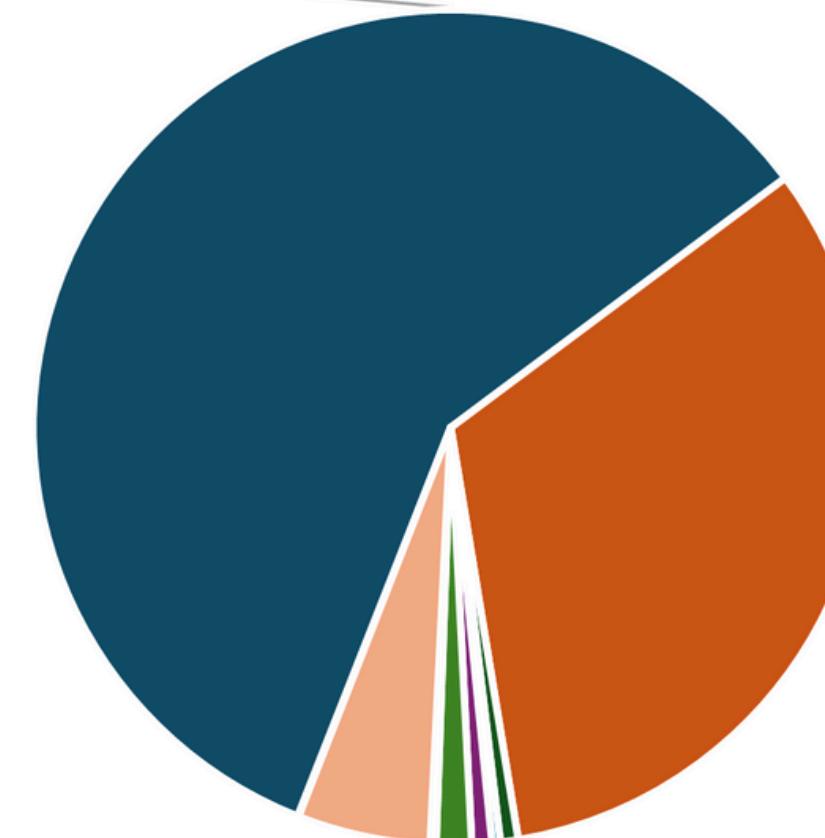
Traction from PS Brands

Our

Sales



Country Partners' Sales



- Egypt ■ Bahrain ■ Bangkok ■ Sri Lanka ■ CYPRUS ■ Qatar ■ UAE
- Indonesia ■ Iraq ■ Saudi ■ Jordan ■ Kuwait ■ Malaysia ■ Mexico
- Morocco ■ Nepal ■ Palestine ■ Philippines ■ Russia ■ Singapore ■ Sudan
- Switzerland ■ Taiwan ■ Yangon ■ Yemen ■ India

We're Building Cosmedream

WE ARE A HOUSE OF BRANDS OFFERING ALL RANGE OF COSMETICS

www.cosmedream.com





Our Brands



MNL
my nails love

FRAGARTE
Art of Fragrances

PINK ENERGY

Futmint



Alpen Glanz

**SWANTI
IO8**

**BLU
SPIRIT**
SPIRIT OF FREEDOM

CMYK

RAZAN
HERBAL HAIR COLOURS

aasha

**koochi
poochi**
HERBAL BABY CARE

SPEC'D

ARTESAŌ
LUXE

ŠE7EN
MEN

TVIST

**ZUZU &
CURLS**

**Chef
PS**



Beauty Care

market is behind the curve

There's still a lot to be captured!

**Total Cosmetics
Market Globally**

\$ 378.18 B

**Total Cosmetics
Market in India**

\$ 8.1 B

Total Genz Globally

\$ 2.56 B

Total Genz in India

\$ 0.42 B



COSMEDREAM

more than just a cosmetics brand

Innovative

Regime Based

Enamel safe nail care products

Herbal range with Apapa

IFRA approved fragrances

Scientifically made baby care
range of products

Our Credibility



Who will dominate this market?

Our Brands

APAPA

FRAGARTE

MNL

KOOCHI POOCHI

Competitors in market

MAMA EARTH

Pacifica
AMAZON.COM

OPI

MAMA EARTH

NYKAA

BATH AND BODY
WORKS

KAY BEAUTY

AVEENO

PLUM

FOREST
ESSENTIALS

SWISS BEAUTY

PIGEON

NAT HABIT

KAMA AYURVEDA

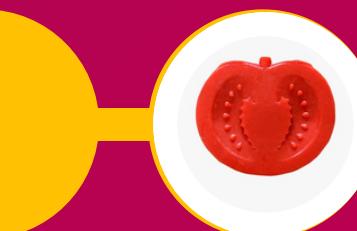
INSIGHT
COSMETICS

JOHNSON &
JOHNSON

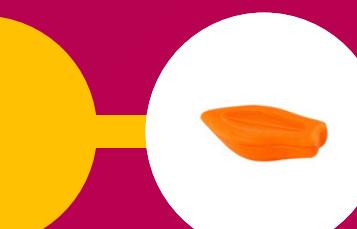
Our Category Innovation

PATENT SOAP DESIGN

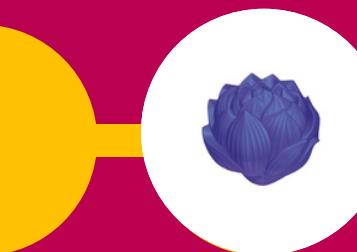
TOMATO



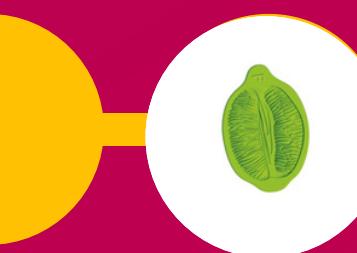
PAPAYA



LOTUS



LEMON



www.cosmedream.com

	Cosmedream	Other Brands
Formulation	Innovative & Science backed	Generic
Gender specific Range	Yes	No
Regimen Based	Yes	No
Safe Ingredients	Yes	No
Dermatologically Tested	Yes	No
Patents/ Trademarks	Yes	No



Our Vision of an Ideal and Global Skin Care Brand

Our Vision is to create more south Korean and European brands which are also marketed in India by us.

PERFUMES
with French Fragrances



High quality
BODY MIST
sourced from France



Gulab Jal



80+ variety of
SOAPs



A wide range of
HAIR COLORS



6 types of
FACE WASH



Alcohol free
TONER



POWDERS
with herbs



MNL
(MY NAILS LOVE)



TATTOO HENNA



100% Pure oils



ESSENTIAL OILS



Target Segment



Age

18-60

Beauty & Health Conscious

Looking to improve their appearance

Interests

Personal care, Perfumes and fragrances, Natural Skin care enthusiasts, Nail fashion industry, Color Cosmetic Industry, Make up artists, Spa's, Salons,etc





Business Model

ENGAGE

We engage our customers through captivating content in online as well as offline mode

DELIVER

We sell our products on our website and other marketplaces.

RETAIN

We retain our customers by providing them amazing products.

Go To Market Strategy

Brand Positioning- Awareness- Retargeting- Customer Support- Decision to Buy



Our Presence



Currently, We've established our presence in
Twenty countries

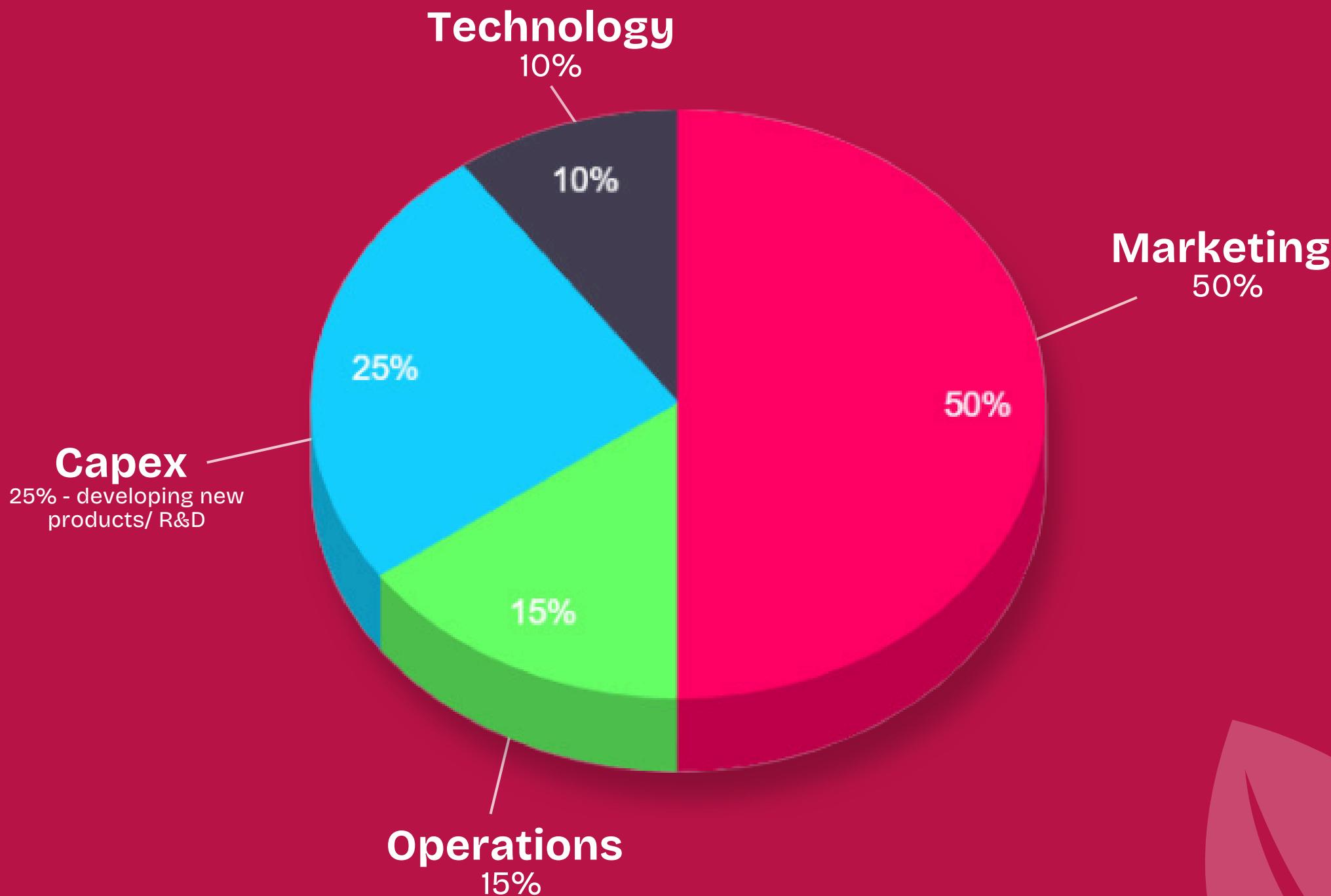
PS Brands
will support
COSMEDREAM to
market the brands in
these countries:



Our Ask



www.cosmedream.com



Future Roadmap

with Cosmedream



Phase 1: Performance Marketing Launch

- Initiate Interactive Campaigns:** Leverage Meta ads to showcase Cosme Dream's products with engaging, interactive content
- Retarget Interested Consumers:** Utilize retargeting strategies to reconnect with users who have shown interest in our products.
- Collaborate with Key Market Players:** Partner with industry leaders like Nykaa, TIRA, and Amazon for targeted market campaigns to enhance brand visibility and drive sales.

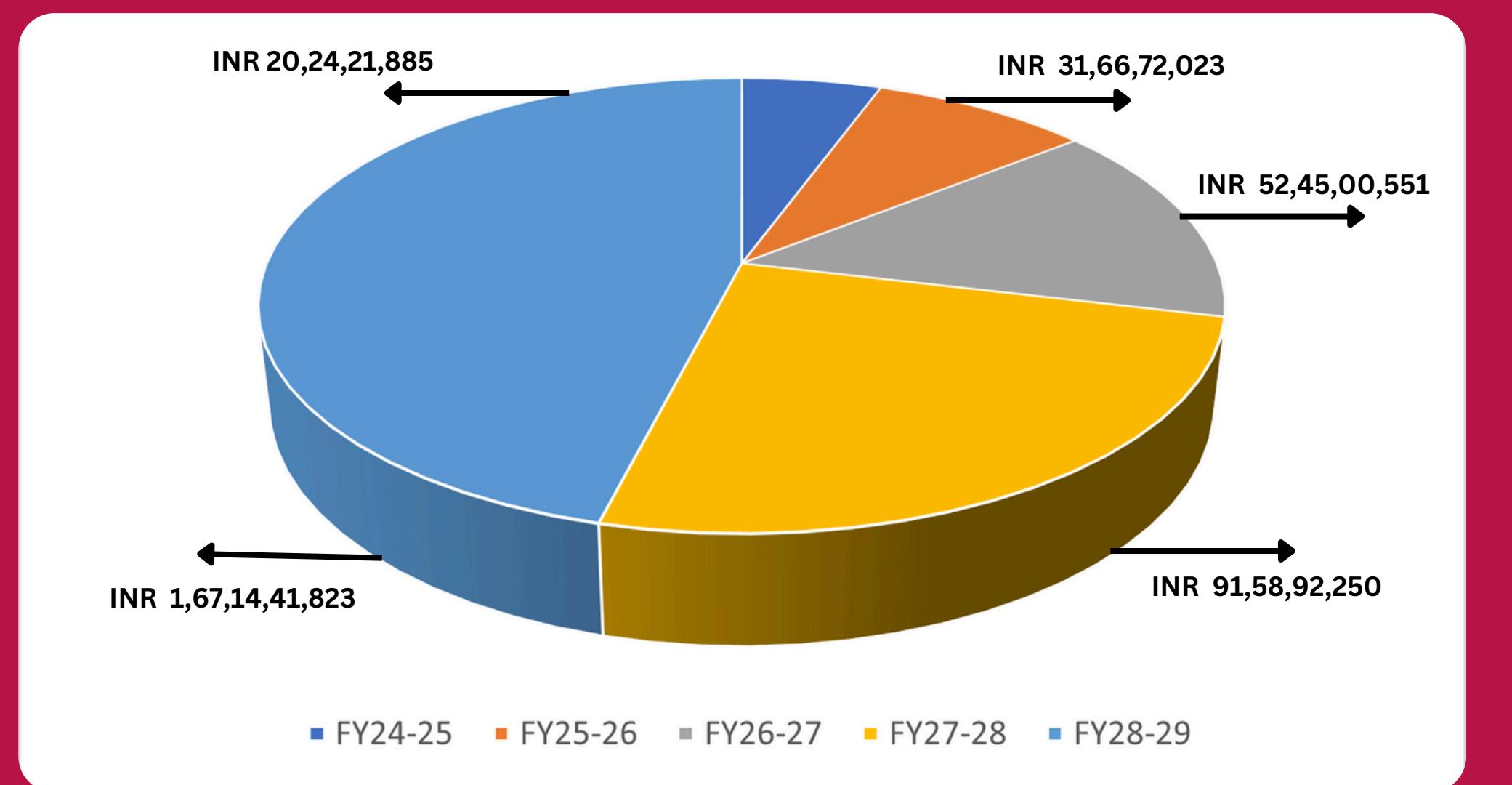


Phase 2: Omni-Channel Expansion

- Expand to Digital Platforms:** After establishing a strong marketing foundation, introduce our products on major e-commerce platforms including Blink It, Zepto, and Swiggy.
- Enter Retail and Wholesale Markets:** Begin retail distribution through major outlets such as Reliance Retail, LULU, NESTO, and Flipkart Wholesale, and extend our reach to key cash-and-carry locations across India.

This strategic approach ensures targeted visibility and growth across multiple sales channels, driving Cosme Dream towards national recognition and success.

Future Revenue Projections



COSME[®]
DREAM

Reach Out To Us!



7748000004



hs@cosmedream.com



**A1 Namo Industrial Park, Sanwer
Road Indore, 452015**