



ICONIC

AUTOMOTIVE | EDUCATION | ENERGY & POWER | FINANCE | FOOD & BEVERAGES | HEALTHCARE | HOUSEHOLD PRODUCTS

# REVLON

An aspirational brand with unmatched panache and desirability among the well aware, modern, up-to-date women of today, is a trendsetter in India's retail beauty and cosmetics industry. Revlon – the first international cosmetics brand to enter into India – is today one of the beauty giants with brilliance of innovation, vivacious product portfolio, latest technology, global quality standards, and most importantly – colors!

**R**evlon aptly matches up to the evolving Indian beauty and cosmetics industry and its heritage of over 2 decades is a proof of the same. With a drastic change in the consumers, their lifestyles, and needs, the brand thoughtfully plans its launches that are exclusive and in sync with consumer's requirement as well as performance oriented. Capturing this essence of Indian fashion style and beauty requisites, Revlon today is a brand for the youth, young working women as well as matured women and professionals.

Recently launched brand campaign - 'Love Is On' celebrates love and is dedicated towards inspiring love and connecting with people around the world on an emotional level. Through this campaign, the brand enforces Love as the most powerful and most positive emotion.

Highly placed amongst the trendsetters of today, the brand offers an assortment of quality products ranging from color cosmetics, skincare, fragrances, hair care, hair colors, and personal care. From an instant skin perfecter to perfumed body spray and stunning hair colors, this trendy brand offers it all for your lips, eyes, face, skin, hair, and body.

## FOSTERING FASHION

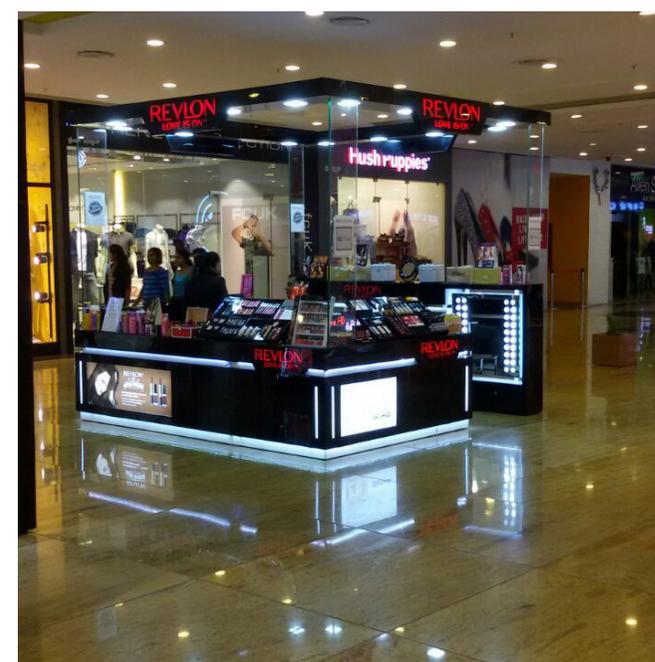
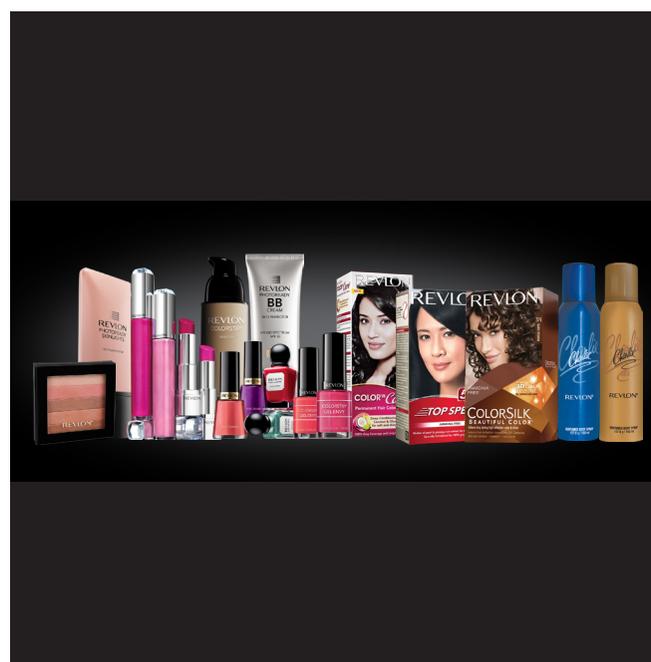
Keeping in mind the choice and the preference of the Indian customers, the company has added a

wide range of products that are both innovative and stylish. With a great portfolio of products that have interesting combination of colors and styles, Revlon aspires to create a revolution in the grooming and beauty industry of the Indian Subcontinent. Its world famous range such as ColorStay®, Super Lustrous™, PhotoReady™, Revlon® Nail Enamel, Street Wear®, Touch & Glow™, Flex®, Charlie®, Fire & Ice®, ColorSilk®, etc. have a fan following as consumers across the country. Presently, this brand enjoys a widespread customer base in India and is a part of the Umesh Modi Group which is one of the most eminent conglomerates in the nation. With its strong hold in the beauty industry, the brand offers products which are not only in vogue but also have supreme quality.

## THE STYLE SAGA

In the year 1994, Revlon of USA collaborated with Modi-Mundipharma Pvt. Ltd. and established Modi-Revlon Pvt. Ltd. A year after this association, Revlon entered the Indian market with its wide array of beauty products. During that time, Revlon was the first to be introduced in shop-in-shops and today it is retailed across more than 1200 beauty advisor shops in the





country. In addition to its strong presence in India, the company also has stepped in the neighboring markets such as Nepal, Bhutan, Sri Lanka, Pakistan, and Afghanistan. Revlon ensures that the products are of strict quality and hold true to their promise of delivering safe and best beauty products. Almost all the products are manufactured under the licensing agreement with Revlon. They have successfully brought pace setting colors and innovative products in the market. Further, the highly-trained, board certified toxicologists, and physicians at the facilities make sure that the raw materials that are used in the making of the products are pure and do not contain any harmful and toxic substance. It is only after an extensive checking that a product is allowed to be sold in the market.

#### LIVING UP TO THE EXPECTATIONS

Accentuating the spirit of fashion, Revlon products are a perfect combination of enchanting beauty coupled with quality standards that reflect glamour and luxurious style. Their beautifully rich colors, long lasting effects, and natural look make them a cult among the women of all age groups. With these products, one can get any look in its perfect form suitable for different occasions. With the super smooth lipsticks, salon smooth nail enamel, photo ready foundations, iconic smudge-free eye liner – the list of Revlon's treasures is long. These products have transformed Revlon into a name to be reckoned with the leader in the Indian beauty and cosmetics Industry.

#### TOUR DE FORCE

- It is the first International Color Cosmetics brand to be launched in India.
- Revlon was the first company to introduce Beauty Advisor concept in Indian retail.

#### QUANTUM LEAPS

- Using the technology used at the Revlon's up-to-date facility at Edison in USA, the company brings forth standard quality products across the globe.
- Revlon offers a wide array of products with trend setting colors and shades.