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Bologna Fiere raddoppia il business in Oriente

COSMOPROFASIA

A Hong Kong un'edizione da record e l'annuncio dello sbarco in Brasile nel 2019

Ilaria Vesentini

Dal nostro inviato

HONG KONG

L'edizione record di Cosmoprof Asia che si è aperta ieri a Hong Kong con l'arrivo di oltre 3mila espositori da 53 Paesi e regioni, su 114mila metri quadrati tra i due quartieri della capitale (il Convention&Exhibition Centre e Asia World Expo) è il palcoscenico scelto da BolognaFiere per annunciare nuove alleanze e piani di sviluppo, per consolidare la leadership mondiale nel settore cosmesi e rafforzare trasversalmente il presidio fieristico diretto nell'area asiatica. Sulla scia di due anni che hanno visto il secondo player fieristico italiano raddoppiare letteralmente il fatturato in Oriente e alla luce delle sfide aperte dalla recente acquisizione del partner storico Ubm (che controlla con i bolognesi l'altro 50% di Cosmoprof Asia Ltd) da parte del gruppo Informa, un M&A che ha dato vita al numero uno al mondo degli eventi B2B, concorrente diretto nel beauty worldwide che ha però la forza di 3 miliardi di euro di business e di 11mila dipendenti.

«Dopo aver inaugurato lo scorso settembre la prima edizione di Cosmoprof Mumbai, ci prepariamo a sbarcare nel 2019 in Brasile, a San Paolo, grazie all'accordo di collabo-

razione con Beauty Fair (la fiera internazionale della bellezza professionale carioca, oltre 500 aziende e 2mila marchi rappresentati su 80mila mq e 165mila visitatori nel 2017, ndr), evento di riferimento nel settore cosmesi per l'intero Sud America», annuncia il dg di BolognaFiere, Antonio Bruzzone. Che da Hong Kong sta ripartendo per l'India, dove getterà le basi della nuova società controllata BF India, per potenziare Cosmoprof e anche nuovi eventi B2B in portafoglio. Il successo di BF China Ltd è un buon viatico: negli ultimi due anni il business sviluppato a Shanghai dal team locale di BolognaFiere (30 dipendenti) è passato da 7,5 a 15 milioni di euro, cui si sommano i 18 milioni di Cosmoprof Hong Kong (il 50% dei 36 milioni di fatturato annuo condiviso con Ubm).

«Siamo la prima fiera italiana per internazionalizzazione - precisa Bruzzone -. Il nostro piano industriale fissa l'obiettivo dei 200 milioni di fatturato nel 2022, di cui un terzo da attività estere, che già oggi pesano oltre il 25% e che riceveranno un'ulteriore spinta in Europa anche dalla recente acquisizione del 60% della holding tedesca Health&Beauty. Chiuderemo quest'anno il bilancio record nella storia di BolognaFiere, a 165 milioni di euro, contro i 130 del 2015. In due anni la nostra presenza sui mercati esteri è esplosa: prima eravamo solo a Hong Kong e Las Vegas, ora la piattaforma Cosmoprof si è allargata a India e Brasile e come agenti siamo anche in Colombia, Malesia, Thailandia, Filippine, Vietnam». Tutti mercati

strategici per la cosmesi dove sta lavorando anche Informa «dove inizieranno presto a confrontarci per capire che potenzialità si possono sviluppare assieme, per far convergere gli espositori e ottimizzare le nostre presenze. Tutte le strade sono aperte», afferma Michael Duck, executive vice president of Ubm Asia e Ubm India.

Il fermento del mercato asiatico si tocca con mano tra gli stand di Hong Kong, dove tra Cosmoprof e Cosmopack (l'evento dedicato alla filiera delle tecnologie, del contoterzismo e del packaging che da tre edizioni è stato splittato nell'expo vicino all'aeroporto di Chek Lap Kok) si sono superati gli espositori dell'evento "madre" bolognese (la 51esima edizione ha richiamato sotto le Due torri 2.800 imprese, contro le 3.030 aziende espositrici sul Fiume Azzurro, di cui oltre 100 italiane) e dove sono attesi in quattro giorni 83mila operatori professionali.

Ed è stato un successo, ma con i numeri di una start-up, la prima edizione della Fiera del libro per ragazzi firmata da BolognaFiere a Shanghai, chiusa domenica scorsa e seguita dalla firma di un altro accordo strategico, questa volta nel settore allestimenti. Protagonista il colosso controllato dal Governo cinese Sinomach (tra le prime 250 compagnie al mondo secondo Fortune), che organizza diverse fiere in Europa: la controllata bolognese BF Servizi curerà gli allestimenti per i loro saloni nel Vecchio Continente e reciprocamente Sinomach allestirà gli eventi di BolognaFiere in Asia.

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DA BOLOGNA AL MONDO LA BELLEZZA FA RETE (E CRESCE)

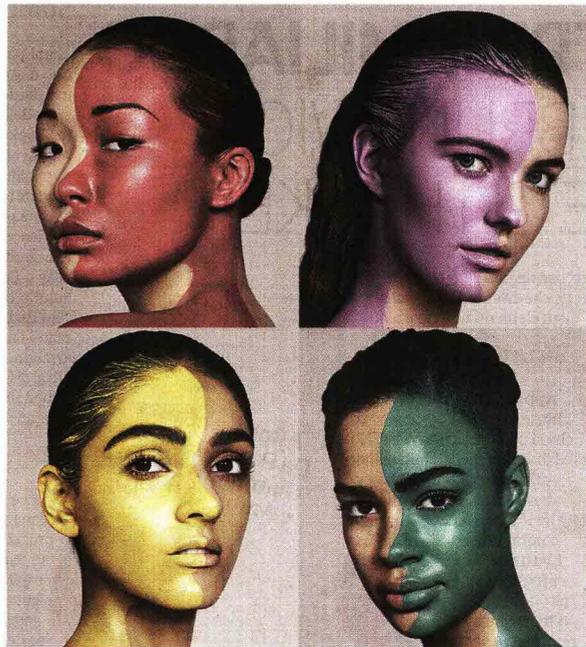
Il 14 marzo torna Cosmoprof, fiera internazionale della cosmesi. Un comparto che vale 11,2 miliardi, il 40% realizzati all'estero. Dall'Asia al Nordamerica, dall'India a Colombia e Brasile: così l'evento è diventato sempre più da esportazione

di **Giusi Ferré**

Diventato un vero e proprio brand, Cosmoprof Worldwide Bologna, sotto la presidenza di Gianpiero Calzolari, prepara l'edizione di quest'anno (14-18 marzo) con un'attenzione particolare a dati, bilanci e organizzazione di un settore complesso che dalla tecnologia dei materiali si spinge fino alle tecniche di produzione sostenibile.

«Abbiamo sentito la necessità di sottolineare l'importanza di una manifestazione che è leader nel mondo della cosmesi e favorisce sempre nuovi contatti sui mercati internazionali», dice Antonio Bruzzone, direttore generale di BolognaFiere e convinto sostenitore dello sviluppo all'estero. «Nel corso degli anni Cosmoprof ha sviluppato la sua formula fuori dall'Italia — aggiungi Bruzzone —. Asia, Nordamerica, India, ma anche Colombia, Sud-est Asiatico e da questa stagione il Brasile, sono aree sulle quali abbiamo incrementato le nostre attività, coinvolgendo complessivamente oltre 370mila operatori professionali e più di 7mila aziende».

A preparare l'evento di Bologna, per il quale sono attesi più di 2.800 espositori, è stato il road show articolato, da Tokyo a Mosca, New Delhi e Riad, sostenuto dal ministero allo Sviluppo economico e dall'Ice, e con la collaborazione di Cosmetics Italia, l'associazione di imprese che rappresenta circa il 95% del mercato nazionale. Per il presidente Renato Ancorotti, che nella sua azienda di Crema realizza prodotti di makeup e skincare per i maggiori brand internazionali, «le fiere oggi hanno una funzione che supera quella, pure importantissima, di esporre i prodotti, ma servono per accompagnare le aziende nel proprio sviluppo, individuando una possibile strategia. Senza dimenticare che le piccole imprese non avrebbero né le risorse economiche né la forza per rivolgersi a mercati internazionali, di cultura diversa e lon-



tani». Al suo primo Cosmoprof Worldwide come presidente di Cosmesi Italia riassume le linee guida del suo programma con «lavorare non per la cosmesi, ma nella cosmesi. Allargare la base associativa, dal packaging ai confezionatori, ai produttori di macchine per i cosmetici, permette di estendere e uniformare regole sanitarie e di controllo, oltre a rafforzare l'intero settore».

La solidità dell'industria della cosmesi è testimoniata dai dati: nel 2018 il fatturato globale del settore ha mantenuto un trend positivo (+2%) avvicinandosi agli 11,2 miliardi di euro; all'estero i co-

smetici made in Italy sono sempre più richiesti come segnalano le esportazioni in crescita del 3,5% con un valore di 4 miliardi e 800 milioni di euro.

Il network

«È l'aspetto internazionale di Cosmoprof ad attirare di più le aziende — dice Ancorotti — perché il mercato nazionale offre tanto ma ha un limite e l'imprenditore deve saper guardare oltre. Ed è proprio la piattaforma comune di Cosmoprof a permettere alle aziende di esprimere le proprie caratteristiche internazionali mentre sottolinea la lo-

ro personalità italiana».

Per BolognaFiere che ha chiuso il 2018 con 126 milioni di ricavi e 25 milioni di ebitda (mentre Cosmoprof nel 2018 ha registrato una revenue complessiva di 80 milioni) il 2019 può essere considerato l'anno dell'Europa. «BolognaFiere Cosmoprof ha acquisito Health&Beauty, una media company che opera nel settore dell'estetica professionale con 30 riviste specializzate, una manifestazione fieristica, Beauty Forum, organizzata in 14 Paesi, coinvolgendo 1.600 aziende e 130mila operatori professionali. Un network presente in Germania, con gli appuntamenti di Monaco di Baviera e Lipsia, di Zurigo in Svizzera, con la fiera di Parigi in Francia, un doppio appuntamento a Varsavia in Polonia, a Budapest in Ungheria, e in Romania a Cluj-Napoca. A settembre abbiamo debuttato a Parigi, la capitale ideale della cosmesi, con la prima edizione di Beauty Forum gestito da Cosmoprof».

Davanti a questi dati e a queste iniziative, l'impressione è quella di una forma di stabilità. «Anche di fronte a una contrazione del Pil, si confermano i punti di forza del settore — commenta Renato Ancorotti — come gli investimenti nell'innovazione, la qualità del prodotto, la qualificazione e la formazione del personale. Perché l'industria cosmetica è un'eccellenza con una sua dignità specifica, che deve essere valorizzata e ascoltata dalle istituzioni».

A cominciare dal Tavolo della Moda, lanciato dallo scorso governo e proseguito anche con l'attuale, che ha stanziato a sostegno 39 milioni di euro: 23 dovrebbero essere destinati al tessile-abbigliamento, 4 al calzaturiero, e il restante da ripartire negli altri settori del fashion system allargato. Compresa quindi anche la cosmesi.

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I numeri

4,8

Miliardi
Il valore dell'export della cosmesi italiana (+3,5%) su un fatturato di 1,2 miliardi

39

Milioni
La cifra stanziata a sostegno del sistema fashion, che comprende incentivi per la cosmesi

Bologna Fiere
Antonio Bruzzone



Cosmoprof helps local companies to develop new technologies and solutions, thus increasing the attention paid on quality standards.

By INDIAN / BY / Technology



At Cosmoprof India, professional and commercial companies representing Europe, North America and the Middle East can get inspired by new trends and concepts. Manufacturers, distributors and retail agents can discover valuable know-how in their reference markets, manufacturers, packaging and machinery suppliers and suppliers can find the most interesting marketing solutions for their companies. Sales agents and retailers can focus on new services to enrich the offer of their sales points. To facilitate the development of new solutions, the **Beauty Platform**, a consolidated initiative of the Cosmoprof exhibition, takes extensive business meetings between exhibitors and top buyers, point of their arrival from India will include their existing technology needs of both sides.

Cosmoprof India is the central platform for the development of India's beauty industry, while focusing on networking and business opportunities among suppliers, distributors and buyers from all over the world. Cosmoprof India local companies to develop new technologies and solutions, thus increasing the attention paid on quality standards. The enormous potential of Indian market is recognized by economic experts worldwide: in the period between 2015 and 2022, for instance, a growth of up to 8.7% is expected, particularly in the jewelry sector, with a corresponding 13.6% growth, and a 4.1% in the makeup segment. Cosmoprof India seeks to provide valuable insights for economic leaders, professionals to understand how to take creative economy a step further.

COSMOPROF INDIA MUMBAI - SPECIAL INITIATIVES

Cosmoprof India Mumbai offers to visitors and exhibitors to attend high level training workshops and in-depth analysis focused on the most significant trends for the Indian beauty industry. The **Beauty Platform** is a network, composed of suppliers and buyers, essential elements to complete and distribute, with the participation of agents, brand and design agencies and international associations. Key themes are discussed, such as impactful trends for the Indian market, brand distribution and communication solutions, the development of white sector and of green beauty. Partners of the initiative are: BEAUTYSTREAM, CHITROSKIN, MULTIMEDIA INTERNATIONAL, KOSMOPROF INDIA, DASHA BEAUTY, DIVYABEANS and WOLFF.

Cosmoprof Onstage provides opportunities to exhibitors exhibiting companies: DEHAIRER, DEIS GROUP with KARRA ITALIA, L'ORÉAL, NIVEA INTERNATIONAL, NEDA and KOSMETIC - is essential new products, with also training topics for professionals.



The **Cosmoprof India Awards** celebrate quality and innovation in the Indian beauty segment, recognizing the best exhibiting companies and allowing the winners to gain greater visibility with exclusive prizes. A jury of experts evaluated the best products and services presented by exhibitors, which will influence Indian consumers' behavior thanks to their immediate feedback and feedback. Products are showcased on the stage at the **Cosmoprof India Awards Installation**, winners are being announced on June 12 during the Gala Night event of Cosmoprof India. The initiative has been launched in collaboration with the international brand BeautyStream, which have been created by the brand agency **realdesign**.

#Vireattitude: The Selected Face: Play, in collaboration with **BeautyStream**, is a collection of Indian culture and values, which influences the development of hair beauty industry. India is a multicultural country for its colors, patterns and scents. The traditional skills are being addressed with a contemporary experience. These regions are represented with their characteristics, fabric and ingredients. Equipped with jewelry and fashion gifts, models with traditional and ethnic dresses, show products with Indian and Chinese, visitors can choose how to personalize a selfie, shooting their favorite type of self-portrait.

CosmoFonds, thanks to partnership with **BeautyStream**, is one of the most interesting contents of all the Cosmoprof events. It covers the main trends which can be recognized in the show, with the Cosmoprof India. The report highlights products and devices, which, according to BeautyStream experts, are innovative technologies, allowing to specify needs and trends of final consumers. CosmoFonds is a beneficial tool for buyers, journalists, brand owners and influencers, looking for what is new for the Indian beauty brands.

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TECHNOLOGY



'THE BACKSTAGE OF LAKME FASHION WEEK IS AT THE HEART OF THE SALON BUSINESS'

Present in 430 locations across 152 towns, Lakme Salons is rapidly leveraging its brand legacy to make inroads across the country. At the Cosmoprof India 2019 beauty trade show, Pushkaraj Shenai, CEO, Lakme Lever talks about the brand's connection with Lakme Fashion Week, the professional beauty industry in India and more.

BY CHRISTINA MONIZ

Q1 Cosmoprof made its entry in India for the first time this year. What does that mean for the professional beauty industry in the country?

It is good to see that Cosmoprof has chosen India and Mumbai to be its fourth destination in the world because that indicates the importance of India as a market with over a billion young consumers. Our beauty market is poised for healthy growth driven by greater exposure, more women in the workforce, more social occasions and a higher disposable income. Apart from being an important market, Cosmoprof has recognized India's potential as a source of beauty concepts and manufacturing delivering products and services across the globe.

Q2 What would you say is the value of the professional beauty industry in India currently?

If you were to look at it in consumer revenue terms, that value could be anywhere plus or minus 30% of its 60,000 crore. I refer to the professional beauty industry that includes salons, spas and clinics catering to hair, skin, makeup, nails and feet. The industry growth is still somewhere between 15% and 18% sustained over the next 10 years.

Q3 The Lakme Salon brand doesn't really invest much on advertising, unlike the retail brand.

Our biggest investment, as a professional beauty brand, is in elevating the consumer experience in the salons. That comes from the look and feel of the salons and most importantly the way you educate and train your staff. Our proposition "Beauty Excellence Everyday" is brought to life by the quality of expertise, our Beauty Secrets portfolio, the backstage look of Lakme Salons, our Beauty Rewards member club and our client breaking campaigns. So, a significant portion of our investment in brand building is actually in these areas. Having said that, there is a significant investment that we also make



in brand building and communication.

Q4 Lakme Fashion Week is a property that has been in existence for 20 years. How has it worked to drive greater brand recall for the salon brand?

Lakme Salon as a brand has always stood for trends and innovations. For all of these, the inspiration comes from our work with designers and the work we do backstage. We learn trends in hair, skin and makeup in our show stopping collections at Lakme Fashion Week, in collaboration with leading designers like Neeta Lulla, Payal Singh, Anil Agrawal, Nikhil Thampi, Gauri & Nalika, Nachiket Barve amongst others. Our expertise, the experience we offer consumers, the look and feel of our salons - all of these are derived from the Lakme Fashion Week. Our top customers are even offered the chance to attend the shows. The backstage of Lakme Fashion Week is at the heart of the Lakme Salon.

Q5 The brand already has a strong nationwide presence. Are you looking at scaling up further?

We are expanding at the rate of two salons a week. Today, we are in about

430 locations across 152 towns.

Q6 Competing salon chains like Swatch also offer home services for consumers. Is Lakme also looking at introducing something similar?

Every beauty salon addresses three big need states - the need for basic hygiene, for transformation and for rejuvenation. Home services typically address the needs for hygiene and rejuvenation. At Lakme, our endeavour is to deliver to all three need states within a salon and make it convenient for consumers to access our salons. We have experienced with services on demand, and it's an interesting space to watch. We're not sure yet if we want to enter the home service space in a big way.

Q7 Male grooming is an important focus area for the brand? How much of your consumer base is male?

Considering Lakme has largely been perceived as a women-only brand for a long time, we don't see too many men walk into our salons. That said, male grooming is more than just a trend and it is definitely here to stay. Close to one-fourth of our salons are in fact unisex.

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LAKME SALONS: MAKING CONSUMERS RUNWAY-READY

Pushkaraj Shenai, CEO, Lakme Lever talks about the brand's connection with Lakme Fashion Week, the professional beauty industry in India and more



01 Jul 2015
By CHRISTINA MONTE



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Q2 What would you say is the value of the professional beauty industry in India currently?

If you were to look at it in consumer revenue terms, that value could be anywhere plus or minus 10% of Rs. 40,000 crore. I refer to the professional beauty industry that includes salons, spas and clinics catering to hair, skin, makeup, hands and feet. The industry growth will be somewhere between 12% and 15%, sustained over the next five years.

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COSMOPROF INDIA MUMBAI 2019 HOSTS THE FUTURE OF THE BEAUTY INDUSTRY IN INDIA

By Prashant Kapadia | 12 June 2019



by Prashant Kapadia/MNN

Mumbai, June 12, 2019 - The Cosmoprof India event, the leading global platform for business events for the fast-growing market in India, got off a flying start today at the Bombay Exhibition Centre (BEC) with its four sessions, from June 12-14. **Cosmoprof India Mumbai 2019** will, for all intents and purposes, set the scene of the beauty industry in India. On the show floor, an exhibition area up to 10,000 sqm, showcasing top brands and distributors, opens business, product and technology presentations in the first steps of 5 Priority B2B conversations from 23 countries and regions, the showcasing products and technologies, which will lead to the development of the trade in India industry, such as specific agreements, partnerships, and technology. 3 country and group pavilions will attract fully 200 and more.

All sectors of the industry are represented: haircare/hairstyle, cosmetics, machinery and equipment, skin, personal manufacturing and personal care, beauty and secondary packaging, service providers, finished product - skin, haircare and Cosmetics, Beauty Retail and Retail, Hair and related to beauty.



As Cosmoprof India, both local and international operators representing Europe, North America and the Far East can get inspired by new trends and concepts. Wholesalers, distributors and retail agencies can also benefit from this event. New information technology and machinery, packaging and machinery specialists and suppliers can find the most interesting industrial solutions for their companies, sales channels and services can focus on new services to provide the offer of their own solutions. The Indian fair environment of new products, the **Beauty Passport**, a consolidated database of the Cosmoprof exhibitors, helps a targeted business meetings between exhibitors and participants, most of them special from India and Middle East, a leading in specific areas of India B2B.

Cosmoprof India is the central platform for the development of India beauty economy. With focus on networking and business opportunities among partners, distributors and buyers from all over the world, Cosmoprof India best companies in developing new technologies and solutions, also focuses the attention on the quality standards. The business potential of India market is recognized by several experts estimates - in the period between 2019 and 2021, for instance, a growth of 11 to 16% is expected, according to the following source, with a corresponding 10.0% growth, and a +32.0% in the retail on average. Cosmoprof India aims to provide effective insight for international beauty professionals to understand how Indian consumers behave and purchase.

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CONSUMPROF INDIA MUMBAI 2019 SUCCESSFULLY CONCLUDES

57 EXHIBITORS AND 7,429 PROFESSIONALS in ATTENDANCE



MUMBAI, 20th June 2019 Cosmoprof India Mumbai 2019, the 15th edition of the consumer beauty exhibition in India, drew 57 exhibitors, 23rd exhibiting companies from 27 countries and registered 7,429 in the 2019 edition. Compared to 1,800 attendees last September, 7,429 professionals attended the three days of the event this year.

These figures will represent the growth of Cosmoprof India, compared to the previous edition of September 2018, thanks also to the new format, the Greater Exhibition Centre with a unique exhibition area - outdoor Earline Pavilion, General Manager of RelianceRetail Cosmoprof - Cosmoprof India 2019 ADY SHY SHAI (Mumbai) (022) 66210 0246, (022) 66210 0246 in the continuous growth of the event as a globally growing market - in the period between 2018 and 2019 an overall growth of 9.7% is reported, with significant growth rates in particular for the professional visitors (+26.7%) and for trade fair (+21.6%). In addition, significant and positive trends between exhibitors and attendance will be visible again, as the participation will increase the display area available to exhibitors, the way in which the exhibition is being visited, the number of visitors, activity in India. We are sure that this is the first step for the development of an event, which will also become a reference appointment for the future years in India.

My Tugrah Mathan, Managing Director, CBRE India said, "It is an honour to be the business partner of the 15th edition of the Cosmoprof India Fair. It is indeed an amazing achievement of organizing a show of this scale in such a short time with the current edition. Cosmoprof India growth strategies include a wide range of services like to be offering comprehensive solutions through the various sectors of exposure and connecting between retail and online business. The key will be the role of technology like data, analytics, technology and solutions and the goal to put in place the most efficient to reach the potential success of VTB. We are looking forward."



Cosmoprof India has invited the best of local and international companies and all women exhibitors and attendees, including B2B, online marketing and private label product and innovation platform services, various markets, services and solutions for Cosmoprof India 2019. The event is a must-attend for all professionals in the beauty industry.



Over 800 top-level executives have been invited to the event, as part of the Three Program, a specialized tool for all the needs of the Cosmoprof platform. Particular attention was paid to the new lead to identify and value visitors from the most Indian cities, on the other to see visitors by the local companies exhibitors - China, Czech Republic, Korea, Canada, South Korea, Spain, where there is a strong and constant work culture.

Over 1000 speakers for the 15th edition of Cosmoprof India, with the involvement of 20 international speakers and 800 participants. The focus will not be on the future of the industry - ENTREPRENEUR, INNOVATION, INTERNATIONAL, ELITE & COMPANY, MEN'S, ONLINE, WELLNESS, STYLEPEAK and 360° - provided companies and professionals will increasingly appreciate being able to attend the

event, but on the importance of the event for the industry. The event will be the platform for the industry - ENTREPRENEUR, INNOVATION, INTERNATIONAL, ELITE & COMPANY, MEN'S, ONLINE, WELLNESS, STYLEPEAK and 360° - provided companies and professionals will increasingly appreciate being able to attend the event, but on the importance of the event for the industry. The event will be the platform for the industry - ENTREPRENEUR, INNOVATION, INTERNATIONAL, ELITE & COMPANY, MEN'S, ONLINE, WELLNESS, STYLEPEAK and 360° - provided companies and professionals will increasingly appreciate being able to attend the

This is the first time in India that...

Event successfully concluded, CONSUMPROF INDIA MUMBAI 2019

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2014-15 BUDGET: GOVERNMENT'S POLICY ON INVESTMENT

By [Name] | [Date]

The government's budget for 2014-15 has been announced, and it is expected to have a significant impact on the investment sector.

The budget has allocated a total of Rs. 1.2 lakh crore for investment in infrastructure, which is a 10% increase over the previous year. This includes Rs. 50,000 crore for roads, Rs. 30,000 crore for railways, and Rs. 40,000 crore for other infrastructure projects.

The government has also announced a new scheme for investment in the private sector, which will provide a 10% tax credit on investments made in the next five years.

The budget is expected to have a positive impact on the investment sector, as it provides a clear signal of the government's commitment to infrastructure development and private sector growth.



The mural is a part of a public art project in New Delhi, which aims to promote women's empowerment and social justice. The mural depicts a woman's face in a realistic style, with a focus on her eyes and expression.

The project is being implemented by the Ministry of Culture, and it is expected to have a significant impact on the art and culture sector.



The group is participating in a community activity in a rural area, which aims to improve the living conditions of the people and promote social harmony.

The activity is being organized by a local NGO, and it is expected to have a positive impact on the community. The participants are engaged in various activities, including painting and singing.



The person is walking the dog in a park area, which is a common sight in urban areas. The dog is a medium-sized breed and is well-behaved.

The park is a popular spot for people to walk their dogs and enjoy the outdoors. It is well-maintained and has a variety of trees and plants.

The park is a good example of urban planning and provides a space for people to relax and enjoy nature. It is a popular destination for families and dog owners.

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Various small advertisements and notices, including mentions of 'Tribune' and other local services.

