

M.K.EXIM (INDIA) LTD.

(COSMETICS DIVISION)

INDIA - THE COUNTRY

Basic Facts about India

With a population 1.3 billion, India is a country of striking contrasts and enormous ethnic, linguistic, and cultural diversity. There are more than 1,600 languages, nearly 400 of which are spoken by more than 200,000 people.

Many of the 33 states that make up India's federation are larger than most countries. Twenty Four states have more than 20 million people, six have populations of 60 million, three exceed 80 million, and one has more than 160 million people. These states differ vastly in terms of their natural resources, administrative capacity, and economic performance.

India has made enormous strides since it achieved independence more than 60 years ago. The country's development strategy has helped eliminate famines and bring down high illiteracy and fertility rates. India has also developed a diversified industrial base and a relatively large and sophisticated financial sector.

M.K.EXIM (INDIA) LTD.

- M.K.EXIM (INDIA) LTD. is a Jaipur based company registered under Indian Companies Act, 1956.
- Its made a modest beginning 27 years back and the group has expanded since then in size and personnel.
- Specializes and focuses primarily on introducing new brands into the region and positioning the brands in the markets.
- M K EXIM was appointed as the distributor of John Paul Mitchell Systems, Moroccanoil, K18 and It's 10 hair care.
- M K EXIM has successfully launched the above brands in the market.

Cont.

- Maintained the international image and integrity of the brand.
- The company began its distribution from the city of Mumbai.
- Successfully started distributing in the metropolitan cities i.e. New Delhi, Bangalore, Pune, Hyderabad , Ahmedabad and Chennai.
- M.K.EXIM (INDIA) LTD. is distributing its products in over 5500 salons across India.
- This business is a growing segment of our distribution channel and compliments the retail distribution business.

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- □ Having dealt in the region for several years, we have been able to establish contacts, making it easy for us to import and market products in India, ultimately boosting sales for our suppliers.
- Still have a long journey ahead to achieve our target to become a leading salon division distributor in India.

MOROCCANOIL

INTRODUCTION

The luxury brand, moroccanoil®, is the originator and leading manufacturer of professional argan oil hair products and the fastest growing independent company in the professional salon industry.

A powerful antioxidant and UV protector, Moroccanoil's proprietary Argan oil blend is rich in vitamins and natural elements that fortify the hair, including Vitamin F (Omega 6), Vitamin A to improve elasticity, Vitamin E to protect against free-radicals, and Phenols to shield against environmental stressors.



- John Paul Mitchell Systems was established in 1979.
- John Paul Mitchell Systems is one of the fastest growing privately-held companies in United States.
- John Paul Mitchell Systems currently produces more than 110 Professional Salon Products which are sold through over 150,000 hair Salons worldwide.
- John Paul Mitchell Systems have their own schools and partner Schools across the US.
- Institutions offer the latest and greatest in hair care education and beauty solutions.
- Paul Mitchell products are created for people who believe luxury is not only for the rich, but also for people who enjoy something special.
- Paul Mitchell products actually do what they say.



10 years of biosciences research — **1 breakthrough peptide**

Our K18Peptide™ was patented after scanning and analyzing 1,242 decapeptides that cover the **entire genome of human keratin proteins**. After a decade of research, we discovered one unique sequence unlocking the science to bring strands damaged from chemical services and thermal/mechanical styling back to their original, youthful state — the K18Peptide.

Patented K18 is not just a temporary fix — it's the first product to utilize biomimetics to reconnect keratin chains once broken by bleach, color, and chemical services, resulting in soft, smooth, strong hair with bounce that feels like new. The more damaged the hair, the more dramatic the results.

This is BIOMIMETIC HAIRSCIENCE — and it heals hair in just 4 minutes.



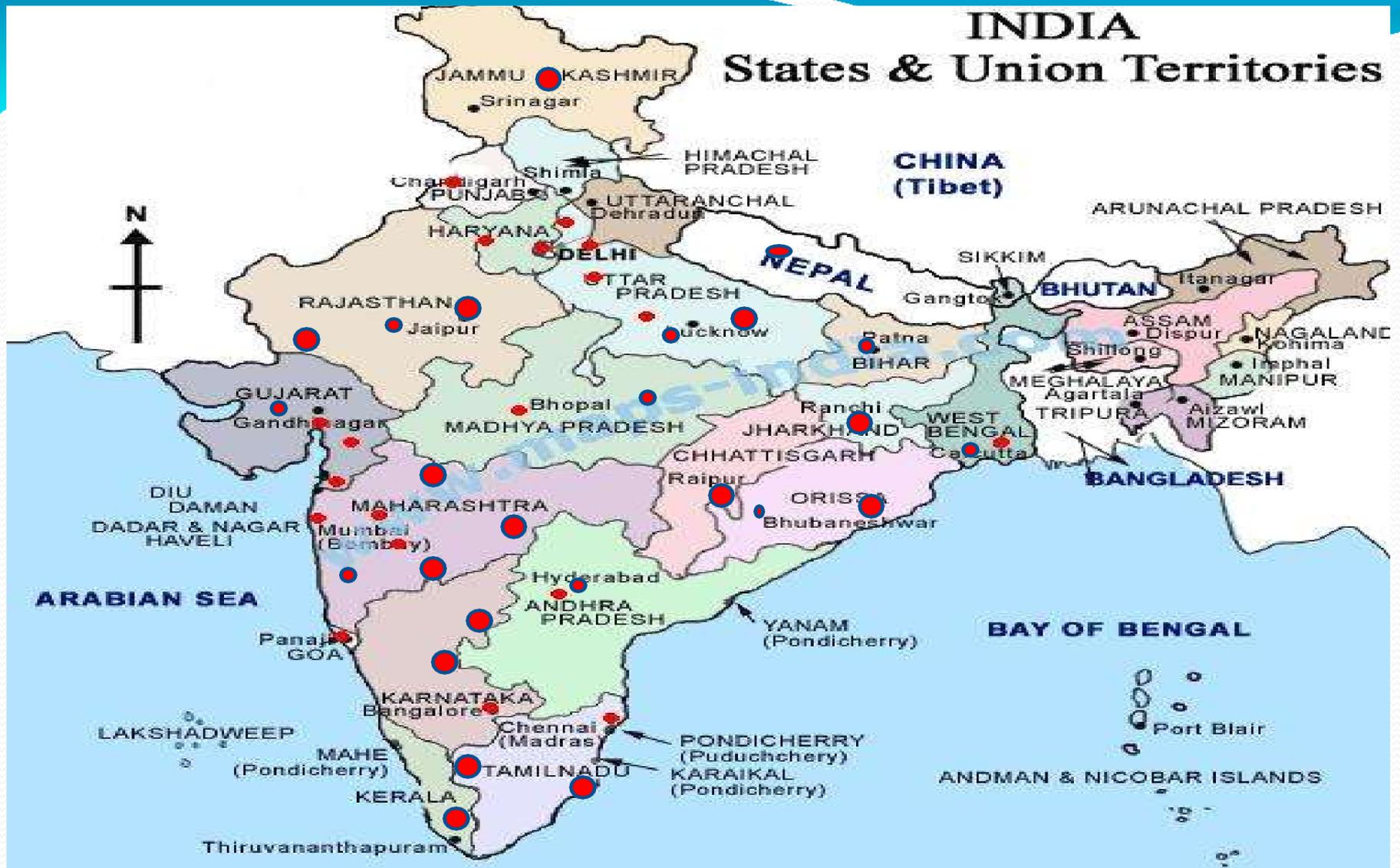
FOUNDED IN 1998 AFTER 20 YEARS IN THE MAKING, IT'S A 10 HAS BECOME THE BEST

Now, through our professional salon formulas, you can enjoy shine, hydration and healthy movement with just one product. We call it “strength in simplicity” and it will undoubtedly change the way you think about hair care. After 20 years in the making, It’s a 10 has become the best.

Our story began with the idea that feeling good about your hair should be easy. Over the years, hair care has gotten confusing. Many brands have filled store shelves with an array of products that only seem to accomplish one thing. People have had to create their own concoction of products to get the results and hair health they are looking for.

It’s a 10 has changed that. Our hair care products provide exceptional results designed to deliver a combination of 10 benefits – all in one bottle.

M.K.EXIM (INDIA) LTD



•106 CITIES WHERE YOU CAN FIND THE PRODUCTS OF M.K.EXIM (INDIA) LTD.

ACHIEVEMENT

- Despite of various challenges, we M.K.EXIM (INDIA) LTD. are yet able to establish our roots in small town cities like Bhopal, Kanpur, Indore, etc which includes a large population having very low capacity on spending on Luxurious brands for hair care or personal care products. This implies our presence in major A+ & A graded salons across INDIA.
- Even the salons which are considered to be highly professional in Salon Industry , finds it difficult to stock luxurious products to shelf in their salons due to conservative client mentality. We are able to establish our placements in many of such salons in India which leads to a step to a progressive establishment of our company in INDIA .

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- Despite of facing hurdles of non availability of professionals in this field, Low spending capacity of maximum population of the country , we have been successful in achieving the placement of the brand in the top rated salons in India, leading to expansion in many other ways due to our personal relationship with the salon owners and hair stylist over the last decade and majorly due to the power and strength of the brand.
 - Out of 33 states in India, M.K.EXIM (INDIA) LTD. is able to establish in major metro cities a total of 106 cities and further finding new ways to establish its existence in other salons also.

ACHIEVEMENTS

- MOROCCANOIL won the VOGUE BEAUTY AWARDS and ELLE BEAUTY AWARDS in 2012 to 2019.



ACHIEVEMENTS

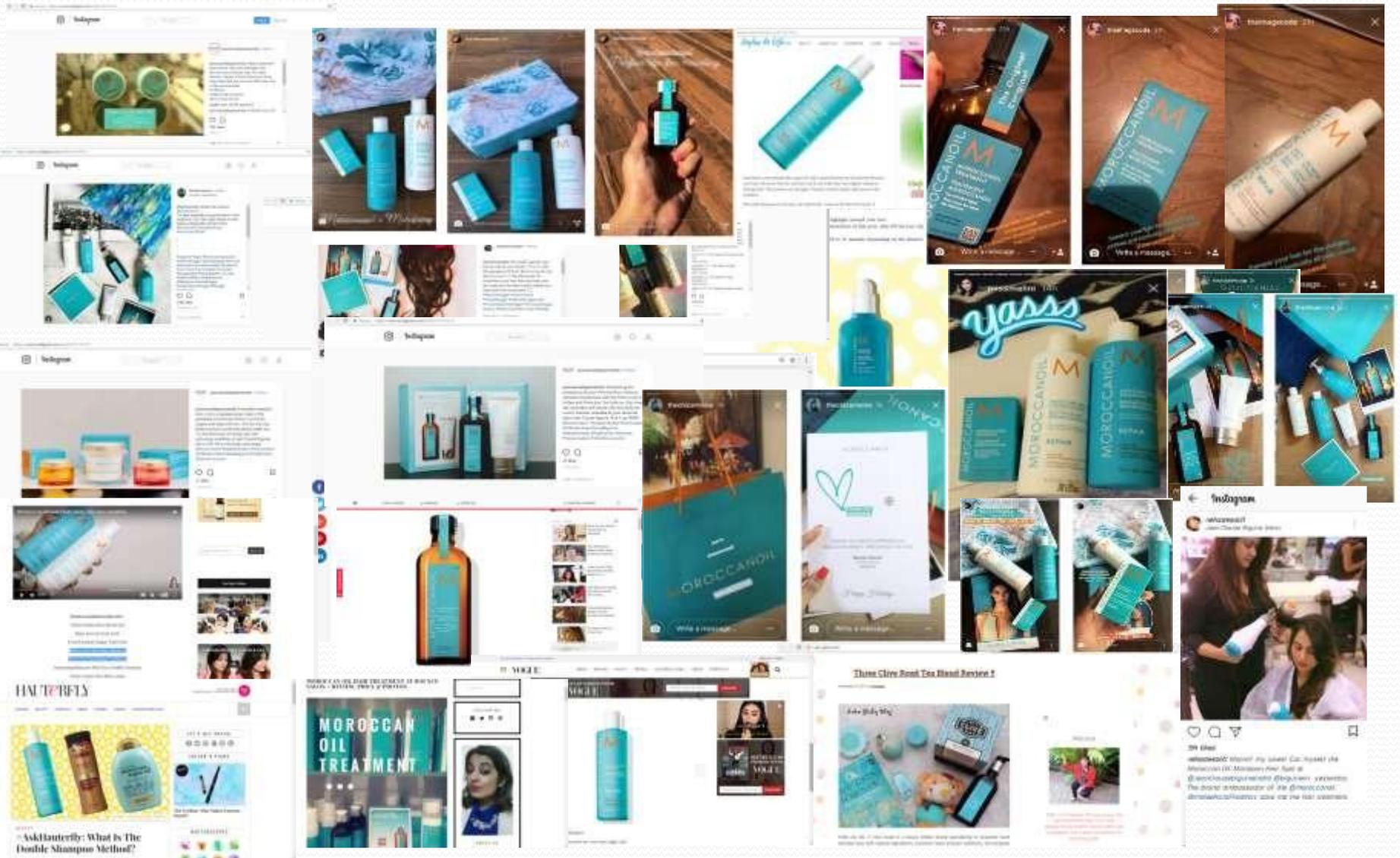


M.K.EXIM (INDIA) LTD. PR

Other than this we focus on regular ads in leading trade magazine and consumer magazines.



M.K.EXIM (INDIA) LTD. social media





SALON EVENT.





THANK YOU