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== TOP LEADERS ==
**TORCHBEARERS OF
VOCAL FOR LOCAL**

FORBES INDIA

MARQUEE

A special marketing presentation complimentary with Forbes India. Not for Sale.

Network 18

Preface

The torchbearers of Vocal for Local

Prime Minister Narendra Modi's 'Vocal for Local' and 'Local for Global' mantra has brought out the significance for India's homegrown brands to have a global presence.

Emphasizing on a self-reliant or 'Atma Nirbhar' India, the government has asked that products not just be made in India, but also for the promotion of local brands, manufacturing, and supply chain.

A facelift to the Government's "Made in India" campaign, Vocal for Local has once again brought the focus back to India's manufacturing sector. This was quickly picked up by the top-to-mid-range Indian brands which have already turned to "Made in India" tags.

This edition of Forbes India brings you tycoons of tomorrow that have been the torchbearers of the Vocal for Local campaign.

Organizations like the PTC Network, Udaipur Cement, Strategist, Novel Tissues, Innogeecks, Kimberly Clark, Storopack, Skin Beauty Pal App, and Acoem have played a major role in putting India on a global map with special emphasis on the importance of local manufacturing, local markets, and local supply chains.

The edition also contains a special feature on India's one of the most enigmatic and internationally recognized artists Padam Shree Krishn Kanhai whose artistic skills gave a new dimension to the arena of art.

Today the Government is giving special focus to the Startups and Innovators through initiatives like 'Skill India' and 'Make in India', and now with 'Vocal for Local', the country can focus on putting its buying power into products and services that are made locally.

This movement will prove to be a game-changer in the long run for the country as it will strengthen the manufacturing sector, reduce our dependence on imports from other countries, and will increase job opportunities. A win-win situation for everyone!

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India's Skin Beauty Pal App: One In All Solution For Skincare

Skin Care Market in India is expected to reach a value of Rs 191.09 billion by 2025 from Rs 129.76 billion in 2020, registering compound annual growth rate of 8.22% during the 2021 - 2025 period, as per Indian Skin Care Market Report 2021.

Rise in skin issues and diseases and need for improved awareness, among people are a few of the significant factors that have propelled the demand for skincare market growth.

Surveys have also highlighted that over 64.5 percent of people suffer from one or other skin abnormalities in India, however, access to a skin specialist or dermatologist, becomes an uphill ask; this typically leads to putting things on a back burner, until it becomes concerning or serious.

AI driven and uncompromised, Skin Beauty Pal (www.skinbeautypal.com) addresses this gap for the end consumer-facing any kind of skin issue or in generic wants to get hassle-free- cost-effective platform, to reach out to skin experts, and receive a free skin analysis and henceforth customized solutions.

Skin Beauty Pal (Digital Doctor), helps to decipher skin conditions, eliminating guesswork. A selfie upload & analysis fetch critical skin insights based on factors like Pores, Spots, Wrinkles, Color Uniformity, Skin Smoothness, and Age.



Beauty Pal App.

With 1 Lakh downloads and 22+ certified dermatologists, already on board, within a span of 12 months, the Skin Beauty Pal App, promises to change the face of Indian Skin and Beauty Care system. Grant plans to take it to Taiwan and other countries, once the platform matures. He believes that in the near future Skin Beauty Pal can become a very good platform to sell India Skin Care and Beauty products, like essential oil to Taiwan and other countries.

Skin Beauty Pal also offers: Blogs/Articles and Free Weekly Skin Care enhancement plans from Skin Specialists / Certified Dermatologists. The User also



Grant Kuo, Founder, Skin Beauty Pal

Important to mention, that with Skin Beauty Pal, the User is also explained in detail via his/her picture along with Data-driven insights of his /her skin, an edge over other similar platform in the market. Basis the Skin Analysis, the USER gets customized solutions.

Grant Kuo, the Founder of Skin Beauty Pal (Digital Doctor), with his 35+ years of extensive experience in the tech industry and known for his innovative penchant, believed that the growing demand in the Skin Care and Beauty industry lies in facilitating transparency and customized offerings to consumers at their convenience. This led to more than 4 years of R&D by AI Scientists, Mobile Phone Technology Experts and Dermatologists, across India and Taiwan, to develop Skin

gets Live Video Consultation with Dermatologists. Users also get Daily Skin Care Tips, Local Weather, Air Pollution, UV and Sun Burnt Time calculation etc. free, ensuring Skin Beauty Pal App to be more User friendly and a pioneer in the Skin Care and Beauty Industry space.

Indigenously developed Skin Beauty Pal App, will be leveraging the technology from Taiwan's leading Skin Care Company ODM, to manufacture Skin Care Products in India for global market.

Skin Beauty Pal is an amazing example of India's call for 'vocal for local' and 'local for global' mantra, that emphasizes indigenously developed technology solutions and the significance for India's brand to have a global presence. Grant, believes that in Information Technology (IT), "I" stands for India and "T" stands for Taiwan and combining T and I, we can serve the world successfully and more purposefully.

For Grant, Skin Beauty Pal is all about offering- affordable, easily accessible- transparent and personalized quality Skin Care and Beauty solutions and products, in a consumer-friendly and affordable way, and of much higher value to Users along with parallel sustainable and feasible growth for Indian Skin experts, Doctors, and Dermatologists.

Headquartered in Delhi, India, Skin Beauty Pal App, plans to launch customized Skin Care Products in the near future and add to its customized and personalized consultations and solutions; ensuring that Skin Care Products are trustable, nature-driven, affordable and most importantly focus on 'we know your needs', than a sales push of Skin Care products, a feedback given by Skin Beauty Pal existing customers.



THE SEVEN GOLDEN STEPS

01 First, to take special care of the elderly, especially those who have chronic disease.

02 Second to completely adhere to the 'Lakshman Rekha' of Lockdown and Social Distancing; use homemade face-covers and masks without fail.

03 Third to follow the instructions issued by AYUSH ministry to enhance immunity.

04 Fourth to download the Arogya Setu Mobile App to help prevent the spread of corona infection. Inspire others to download the app as well.

05 Fifth to take care of poor families; to fulfil their food requirements.

06 Sixth to be compassionate towards the people who work in every individual business or industry. Do not deprive them of their livelihood.

07 Seventh to pay utmost respect to our nation's Corona Warriors – our doctors and nurses, sanitation workers and police force.

