BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Lâ??OrÃ©al India joins hands with DPIIT to boost startups in cosmetics sector

28 June 2025 | News

Scaling up initiatives like Big Bang Beauty Tech Innovation Programme



L’Oréal India has joined hands with the Department for Promotion of Industry and Internal Trade (DPIIT) through a strategic Memorandum of Understanding (MoU) to boost innovation and empower startups in India’s thriving beauty and personal care sector.

Through this collaboration, L’Oréal will fuel innovation via the Big Bang Beauty Tech Innovation Programme; Back startups focused on cosmetic science, sustainability, smart packaging & anti-counterfeiting; Co-create impactful solutions with Indian innovators while integrating global best practices.

This partnership marks a powerful move toward deepening corporate-startup synergies and accelerating India’s innovation-led growth story.

It reflects L’Oréal’s strategy to strengthen its presence in the Indian market by working closely with early-stage startups focused on emerging technologies and sustainable practices.