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"Indiaâ??s cosmetics and wellness landscape is shifting from 'natural' to 'scientifically natural' "

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Government of India recently made amendments to the Cosmetics Rules, 2020 with an aim to improve regulatory clarity, streamline procedures, and strengthen the oversight of cosmetic products in India. As a result, the Indian cosmetics industry is entering a phase of conscious growth where consumers are looking for products that demonstrate both efficacy and integrity, and thatâ??s redefining how brands approach innovation and sourcing. On such prominent player in this sector is Bengaluru-based startup Agrizy Wellness is establishing a strong base with its high-value botanical extracts and nutraceutical formulations. In a short span, the startup has built a global presence across Asia, MENA, and Europe, acting as a backend catalyst for wellness, cosmetics and personal care brands, supporting them with standardised herbal extracts, advanced formulations, and end-to-end manufacturing. To find out more about how the startup in enriching the Indian cosmetics sector with its innovation, BioSpectrum spoke in detail with Dr Vijaya Kumar, CEO, Agrizy Wellness.



What spurred the creation of Agrizy Wellness? How does it leverage the company's existing strengths in the cosmetics sector?

Agrizy Wellness was founded in 2023 as the natural next step in our journey to bring science and sustainability closer together. For years, we've worked at the roots of the agri-food ecosystem processing fruits, vegetables, nuts, and spices with a focus on quality, traceability, and farmer empowerment. As global demand for bioactives and functional ingredients accelerated, we saw a clear opportunity to extend that expertise into nutraceuticals and cosmeceuticals.

Our formulations are built on what we know best: the science of nature. Through our robust agricultural network, we extract the finest botanicals and translate them into clinically validated wellness solutions. With over 25 captive manufacturing plants and a century of combined experience in personal care formulation, we provide end-to-end capabilities from R&D and ingredient standardisation to GMP-aligned production.

What categories or ingredient types do you see driving the growth of the Indian cosmetics market, and how is Agrizy Wellness preparing to align with those shifts?

India's cosmetics and wellness landscape is shifting from "natural" to "scientifically natural." Consumers want products that are clean, functional, and clinically proven. Skincare and haircare continue to lead this evolution, with ingredients like niacinamide, peptides, curcumin, and hyaluronic acid driving efficacy, while botanicals such as ashwagandha, gotu kola, amla, and licorice bring depth and authenticity.

At Agrizy Wellness, we're aligning science with sourcing. Our R&D teams develop standardized botanical extracts and advanced delivery systems like liposomes, nanoemulsions, and microencapsulation that enhance stability and bioavailability. Backed by our agri-supply network and 25+ manufacturing facilities, we bring agricultural strength and formulation science under one roof.

What have been some of the key milestones, strategic partnerships, or achievements that mark Agrizy Wellness' growth journey so far in the cosmetics sector?

Since 2023, our focus at Agrizy Wellness has been clear, build trust through science, scale, and sustainability. In just over a year, we've established ourselves as a CRDMO (Contract Research, Development & Manufacturing Organization) partner of choice in the nutraceutical and cosmetics ecosystem. We've developed more than 18 branded botanical ingredients, co-created 20+ formulations with global brands, and built an active pipeline of over 150 products across skincare, haircare, and wellness.

Our manufacturing facilities and deep supplier network give us end-to-end control from traceable agri-sourcing to GMP-aligned production. That's been central to maintaining consistency and speed without compromising on quality.

We've grown nearly fivefold year-on-year, but numbers only tell part of the story. What matters more is the foundation we're building partnerships grounded in trust, innovation backed by validation, and a shared belief that wellness must begin with integrity.

Please share details of your plans for expansion in the South East Asia region?

Southeast Asia is a priority market for us, given its growing focus on clean label, science driven wellness. We are expanding through a structured B2B strategy that connects us with regional manufacturers, formulators, and brand owners seeking reliable, agriculture-powered ingredients.

Our participation at Vitafoods Asia 2025 in Bangkok was a strong start, generating valuable partnerships and interest in our standardized botanical actives and formulation capabilities. Building on this, we are engaging in targeted outreach across key markets to strengthen visibility and co-development opportunities.

The focus is clear, develop region specific partnerships, ensure regulatory alignment, and position Agrizy Wellness as a trusted innovation partner across Southeast Asia's fast-growing wellness ecosystem.

What are some of the regulatory challenges facing the Indian cosmetics sector, and how is Agrizy Wellness addressing those?

The Cosmetics Rules, 2020 have raised the compliance bar for India's cosmetics industry, covering product and site registration, labeling, safety testing, and GMP adherence. Exporters now also navigate CDSCO certifications like COS-3 and Free Sale Certificates, along with varying international standards.

Agrizy Wellness operates on a compliance-first model. Our QA and regulatory teams manage centralized workflows for product registration, claim validation, and safety documentation. All our manufacturing facilities follow GMP-aligned systems with full traceability and ISO-style documentation.

Every ingredient and formulation is backed by verified COAs, MSDS checks, and third-party testing. This ensures readiness for both domestic and export audits while maintaining consistency, safety, and speed to market.

How do you view the growth of the Indian cosmetics industry in the coming years?

Recent studies project a 6–9% CAGR through 2033, with the market expected to touch $24 billion. Skincare, haircare, and wellness-linked cosmetics will remain strong growth engines, driven by premiumisation, digital access, and a growing appetite for science-backed, clean-label products.

For ingredient developers and manufacturers, this shift calls for discipline in standardisation, validation, and transparency at every stage. At Agrizy Wellness, we see this as an encouraging sign. The industry is moving closer to what it was always meant to be: a space where wellness is informed by science, guided by ethics, and grounded in trust.

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