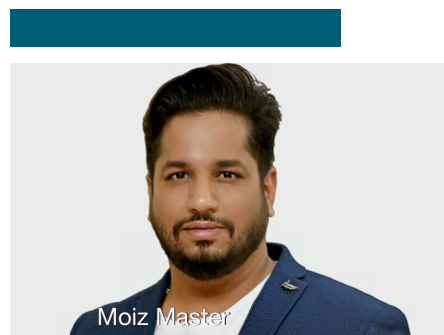
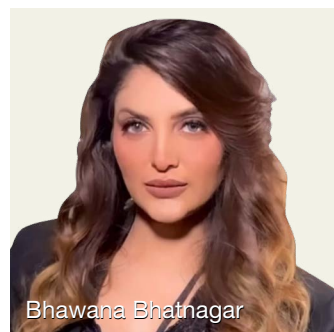


# FORTUNE

January 2022

INDIA  
—exchange

NEWS, EVENTS, PROMOTIONS + IDEAS



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## AG INDUSTRIES

# The New Face of the Skincare Industry in India



**MR ANIL GUPTA**  
Founder of AG Industries

The journey of AG Industries started as a small-scale mint product manufacturer and grew into a leading manufacturer and B2B bulk supplier of therapeutic-grade 100% organic essential oils, carrier oils, skincare & cosmetics products manufacturers to some of the leading brands around the globe. They provide complete solutions and raw materials to cosmetic companies, have partnered with renowned brands like Mamaearth, Myntra, and Flipkart, and look forward to partnering up with global players in the future.

The man behind the company's rapid rise was its founder, Mr. Anil Gupta, a financial wizard who spearheaded the company's growth. His son, Mr. Arpit Gupta, CEO of AG Industries, built upon this and brought the company into the new era through his innovative vision and incorporating technological advancements. Under him, AG Industries has continued on its path of growth and expansion through modern marketing

and strategic practices that expand its presence and product portfolio. He also helped to create a dedicated team of professionals in order to ensure supreme quality in products and manufacturing. He also headed the expansion of the product range, instilled a customer-centric approach in the organization, and introduced various packaging methods to cater to clients of all scales which created distinct departments to organize the entire production method. The company further spread its wings when the founder's

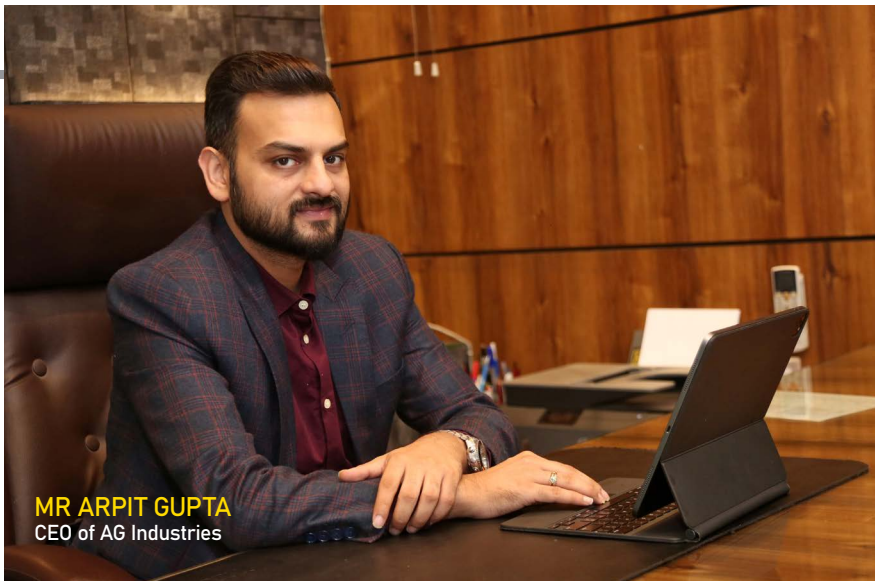
youngest son, Mr. Achin Gupta entered the company and became its president. He was at the helm of further expansion of the company into cosmetics based on organic goods. He and Arpit further founded AG Organica to enhance their presence and growth even further. The trio has been the foundation that keeps the organization well-ordered and constructive. Their technical skills and expertise have ensured high-quality end-to-end supervision in product development, testing and R&D, and project management. Their unyielding perseverance to consistently exceed client expectations have enabled the company to build a reputation as a progressive entity and build a large client base.

### CEASELESS INNOVATION THROUGH RIGOROUS RESEARCH

Constantly innovating and growing is what keeps any company thriving. This is why AG industries invest heavily into its Research and Development division to keep creating new and innovative products that meet the changing needs of the consumer. They have a state-of-the-art in-house lab to facilitate clients with quality and analytical testing and stability results of products.



**MR ACHIN GUPTA**  
President



**MR ARPIT GUPTA**  
CEO of AG Industries

R&D also aids in the development of new ideas. There is a lot of room for cosmetic ingredient innovation with developments in skin biology, such as biological genes, skin microbiomes, and nanotechnology. Although breakthroughs are difficult to achieve, the creation of novel materials can lead to category-wide innovation. Skin microtechnology, bio-fermentation technology, and cell extract will be the hot spots in the sector, according to the patent application and the bureau of financial investment in the beauty sector. Professionals in the cosmetics industry will be able to remodel thanks to raw material innovation. AG Industries takes advantage of these opportunities by implementing improvements that assist consumers in analysing and using the optimum solution for focused skin treatment.

### MR. ANIL GUPTA

Founder of AG Industries eloquently highlighted his vision for the company which has remained constant since its inception,

“The company has reached new heights and expanded beyond expectations, but its core remains the same—delivering ethically sourced, natural, and safe products with unparalleled quality to our consumers. Even through all the ups and downs, especially during the pandemic, we have maintained our commitment to our consumers and employees to prioritize their well-being above all else.”

### CATERING TO THE MODERN CONSUMER

AG industries' biggest priority has always been ensuring that each and every product is market-fit, eco-friendly, and hygienic. They have been able to maintain their place in the market by offering high-quality products at reasonable prices and a diversified portfolio consisting of a wide range of products for personal and commercial use. Today's consumers are extremely aware of the importance of natural and lab-tested products which guarantee their safety. AG Industries has taken it upon themselves to cater to today's conscious consumers and deliver ethical, effective, and genuine products

that come with only benefits and no side effects. To ensure this, their products go through rigorous lab testing which assure each product's purity, safety, and quality before reaching the consumer. Their Organic & Natural Carrier Oils even come with a Certification of Analysis and Material Safety Data Sheets. The company's benchmarked quality, stringent safety standards, and operational transparency have created a relationship of trust and loyalty with their clients and created long-term connections with stakeholders.

The company's core principle is an unwavering commitment to producing high-quality products to maximise consumer satisfaction. Its quality in products and manufacturing are USDA Organic certified along with GMP, WHO, ISO 9001:2015, ISO 22000, Halal, and other multinational standards. They fulfill these standards by sourcing superior quality raw materials to turn them into premium products. This has enabled them to make a name for themselves in the industry. Having achieved national recognition, AG Industries' vision includes becoming a global leader in the cosmetics industry through their consistent innovation, arduous efforts, and providing exceptional value to their customers and business partners.

