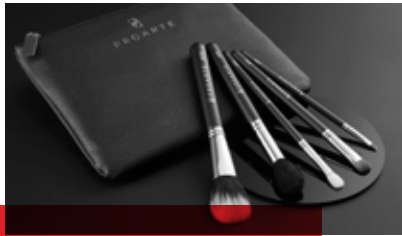
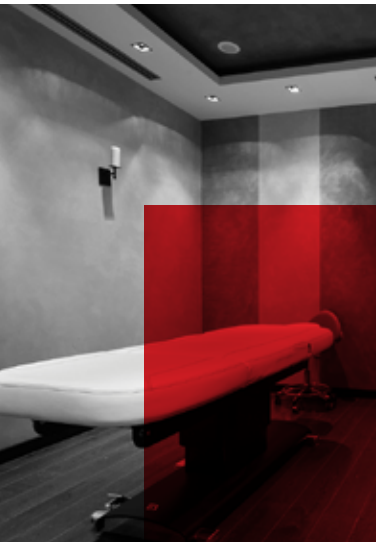


SSIZ International Pvt Ltd.



COMPANY PROFILE



About Us

A BRIEF STORY

SSIZ International Pvt. Ltd. is a leading professional grooming product manufacturer and distributor. Based in Mumbai, it caters to salon professionals and beauty product consumers in India and international markets. Since its inception, the company has strived to bring its customers advanced authentic products, taking the beauty quotient a notch higher. Over the years, the company has built popular brands like Ikonic Professional, Biosoft and Proarte. It is also an exclusive distributor of International brands like Cadiveu and Brasil Cacau in India.

History

Inception 1987

- ♦ Mr. Irfan Bhamla laid the foundation of Beauty Centre, the brand's first store in the business of beauty supplies.
- ♦ From its initial presence in Cutlery Market, Mumbai, the brand expanded its footprint by launching multiple stores across India.

1987- 2005

- ♦ Opened multiple stores across India.

2005

- ♦ Beauty Palace, a store dedicated to the wholesale cosmetic business and professional product supply across India is formed.

2009

- ♦ SIPL, an entity functioning in the distribution of international and private label brands comes into existence.
- ♦ IKONIC, the group's leading brand is also formed during this period.

2014

- ♦ SIPL, garners multiple brands and partners with 180+ distributors across the country.
- ♦ It becomes one of the largest professional brand distributors of the salon industry.

2017

- ♦ SIPL, partners with a pioneering Brazilian brand Cadiveu.
- ♦ Places itself on the distribution network of salon all across India.

2019

- ♦ Successfully appointed distributors in tier 2 and tier 3 cities taking the count to 275+ distributors across India.

2020 - 21

- ♦ The brand ventures into e-commerce across market places.
- ♦ Makes products accessible by creating its own app and website.
- ♦ Expanded warehouse capacity to 1 lakh sq ft.
- ♦ Ventured into education by launching masterclasses for salons, seminars across India and an in-house academy through its star brand Ikonik.



Vision

To be the world's most trusted and respected partner for creating a paradigm shift in the beauty industry and to elevate our expertise, strengths and scalability for the growth of our customers.

Mission

To identify trends, pre-empt customer needs and continuously evolve to offer future technologies and value-driven services that add profit to their business.

Our Strengths

Infrastructure

SIPL. is backed by a world-class warehouse, conventional retail stores, an in-house training centre and a corporate office in the heart of the city.

Offline presence

Growing year by year, the brand now is one of the largest professional distributors in the salon industry catering to over 50,000+ salons.

Ecommerce and D2C presence

Making its products accessible at the click of a button, and being present on all leading online marketplaces, the brand has launched its app and websites thus ensuring a smooth shopping experience.

Team Strength

SIPL. is made stronger with a team of over 500+ professionals all over India, with 250 retail sales staff and with 350+ on the field solidifying its presence across the country.

Education

SIPL. has partnered with expert trainers and creative directors in the field of beauty and hairstyling to conduct seminars, masterclasses and provide in-house training.

Logistics

SIPL. has tied up with renowned logistic partners like DHL, Shiprocket, Gati, etc. to provide our customers with quick and efficient product deliveries.

Overseas market

SIPL. is expanding to international markets, with a presence in Dubai handling distribution for Middle East and Indian subcontinents.



Irfan Bhamla

Founder, Chairman & Managing Director

Chairman's Note

"The Global Beauty Market is an extraordinary, fascinating area of global consumption which in the last two decades has been witness to dramatic changes, reflecting the various economic, social and cultural transformations taking place at different parts of the modern, global world. The cultural shift brought about by the changing trends in the booming beauty and grooming industry is influencing everything, including the way individuals work, dress, socialise and travel. These changes bring a sense of responsibility as the consumers expect the best at all times. As the pioneer in the beauty business, SSIZ International Pvt. Ltd. understands this responsibility and steps-up to serve the ever-increasing needs of the consumers.

With an emphasis on building client relationships, we offer unique value optimization services that add strength and scalability to our clients' businesses and help them grow exponentially."

Irfan's keen sense of entrepreneurship has revolutionized the beauty industry in India. A pioneer of specialty retail for the Indian salon and spa industry, he is responsible for many firsts: Being the first channel partner to launch global brands like Schwarzkopf and Kryolan in India, the first to establish a pan India distribution network for salon and spa products and the first importer and retailer of global salon brands in India.

Our Team



Anwar Kapadia
Director, Sales and
Distribution (India)



Rayed Merchant
Director Marketing
(Global) & Head Brand
Procurement



Zaid Bhamla
Director, Innovation
& Customer Delight



Shadab Nagani
Director, Ecommerce



Sonal Hankare
Marketing Head



Purvi Thakkar
Business Head



HAIR



IKONIC[®]

PROFESSIONAL



Ikonic Professional is India's leading brand of hairstyling tools that stay true to the brand's core value of being innovative, inspirational and futuristic. From dryers to straighteners, Ikonic Professional provides salon professionals the best, ergonomically designed, lightweight tools to craft unforgettable hairstyles.

CADIVEU

PROFESSIONAL



Developed in Brazil, Cadiveu Professional differentiates itself by developing high-performance hair treatment technologies to give you the hair you've always wanted. Cadiveu offers formaldehyde-free professional and homecare ranges based on unique active ingredients like cocoa, keratin, and panthenol, for salon professionals and consumers.



SALONS

IKONIC[®] SALONS



Ikonic Salons offers the most innovative and up-to-date salon furniture designed keeping the comfort of the professional and user in mind. With its range of products, Ikonic always strives to bring to its customers products that are function and aesthetically pleasing. A blend of modernity, functionality and aesthetics, Ikonic's furniture and salon equipment are everything you need to make your salon stand out.





MAKEUP




PROARTE®



Proarte was born with a vision to provide professionals and makeup enthusiasts with quality, innovative and affordable tools to enhance their creativity. Proarte's range includes everything the beauty obsessed needs to push boundaries and create masterpieces. At Proarte, we understand that when you choose the best shades and formulas, you need the best tools to go with them to ensure ease of application for a flawless finish. This is how, Proarte empowers makeup dreamers to elevate their looks with a brush of boldness thanks to our tools expertly designed for maximum precision.

Proarte's range of expertly designed tools include well thought out makeup brushes made with the best quality fibres, holding apt bristle density and an ergonomic handle. Apart from that, Proarte offers tools and accessories like makeup sponges, eyelash curlers, vanity cases and chairs that aid every professional or makeup buff in putting their best foot forward.





SKIN



BISOFT™

PREMIUM WAXING SOLUTIONS



A never-seen-before blend of nature's goodness and scientific research, Biosoft features superior epilation methods that come with a sophisticated product formulation. A premium range of Italian waxing solutions, Biosoft doesn't just focus on the removal of body hair, but aims to make depilation an enjoyable and indulgent experience. It works to ensure that the integrity of the skin is uncompromised, reduces inflammation, redness and downtime as compared to traditional methods to make sure that make painful waxing a thing of the past.

Biosoft's range includes products well suited for every skin need and skin type to make waxing a wellness experience. Professionals and everyday consumers can choose from the gentle hair removal formula of Lipsoluble Wax, the speedy and easy-to-use Roll On wax cartridge, Microwaveable wax for utmost workability and elasticity, Stripless wax to groom sensitive areas gently, Paraffin wax, Wax Gels and Oils to soothe the skin pre and post waxing and tools like wax heaters and wax accessories like sanitizing wipes and strips for ease of use.



ACCESSORIES



IKONIC ESSENTIALS



A salon professional needs functional and sturdy tools to aid him / her at work. Ikonic Essentials is a range of such important and must-have tools that a professional needs handy at the salon station.

The range of Ikonic essential products include hair pins, spray bottles, dusting brushes, bun makers, balayage boards, hair colour timers and hair strolleys, etc.

IKONIC BASICS



To keep your hands and feet looking young, you need quintessential manicure and pedicure tools that help to keep dry, calloused skin at bay. Ikonic Basics offers a range of these basic tools like manicure-pedicure tools, bath accessories and daily used beauty accessories which are largely retailed in modern trade, supermarkets and general stores.



RETAIL





BECAUSE YOU DESERVE BETTER

Beauty palace, Bhamla group's retail entity is a one-stop solution of products for the salon and spa industry. Christened as Beauty Palace in 2005, it was started as an innovative answer to the evolving needs of local salons who couldn't afford expensive imports and weren't satisfied with local brands. It became the first to make budget-friendly and quality beauty products accessible to them. Once a 100 square foot premise in the crowded by-lanes of Mumbai, Beauty Palace, is now a 8000 square feet plus retail area hosting an inexhaustible collection of renowned brands and products that cater to every need and is now the preferred partner of 3500+ salons and 350+ beauty stores across India. With over 25,000 square feet of warehousing space, Beauty Palace is one of the choicest destinations for global and local brands to house their products. From skin and hair products to salon equipment and accessories, Beauty Palace holds a diverse product line for its customers and ensures timely deliveries along with after sales support.

Expo and Branding

SSIZ International Pvt. Ltd. operates with a vision to reaching an increasing number of professionals and consumers and increasing its brand visibility pan-India. For this, it becomes part of various events and tradeshows across India like Aakar, Professional Beauty India (PBI), Beauty Business Days (BBD), Hair & Beauty Show (HBS) and many more.





Our Happy Clients

Since its inception, SIPL has soared to new heights and become a well-known and trusted partner in the beauty and grooming industry and worked closely with a number of clients across varied verticals.

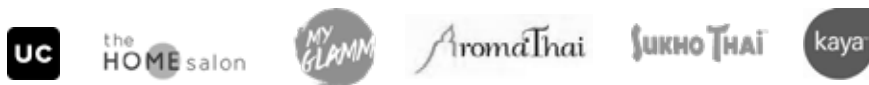
SALONS



CHAIN OF SALONS



HOME SALONS, SPA & MEDI SPA



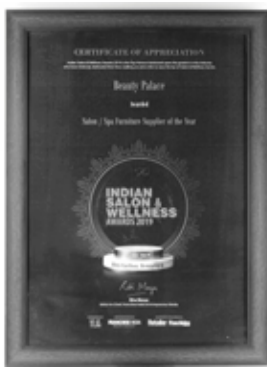
HOTELS



ACADEMY AND CORPORATE



Awards and Accolades



Indian Salon & Wellness 2019



Elle India beauty awards 2019



Femina 2021



Indian Salon & Wellness 2019



Vogue Beauty 2022



Femina 2021



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