

BUSINESS

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Infinitee Sustainably Crafting the Future of Cosmetics



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July 21, 2025



Infinitee India Naturals & Synthetics Pvt. Ltd., headquartered in Navi Mumbai, stands at the forefront of specialty chemical supply in the personal care and cosmetics industry. Drawing strength from the legacy of the [Infinitee Group](#), this ISO 9001:2015-certified enterprise delivers premium natural and synthetic ingredients tailored for markets across India, Asia, the Middle East, Africa, and Australia.

With strategically located offices in Navi Mumbai, Kolkata, Indore, and Kerala, Infinitee India offers a diverse portfolio—ranging from plant-based oils, butters, waxes, esters, and preservatives to rheology modifiers, fatty alcohols, surfactants, and advanced actives including probiotics. These ingredients empower formulators to craft cutting-edge products aligned with evolving consumer demands.

The company anchors its operations in sustainable sourcing, upholding global standards through certifications such as [FDA](#), [RSPO](#), Vegan, Organic, and [FSSAI](#). Backed by rigorous quality systems and a sharp regulatory acumen, Infinitee India serves a wide spectrum of clients—from agile startups to large-scale manufacturers—positioning itself as a trusted partner in the evolving beauty and wellness ingredient landscape.

At [CosmohomeTech 2025](#), in an exclusive interaction with [The Interview World](#), [Mugesh Babu](#), Director – Business Advisory Services, unveiled the company's strategic blueprint. He delved into Infinitee India's core offerings for the cosmetics

industry, highlighted the surging demand for natural ingredients in India, and shared insights into the firm's innovation roadmap for next-gen product development. He also emphasized long-term strategies aimed at scaling operations and deepening market reach.

Here are the key takeaways from this insightful conversation.

Q: Can you walk us through Infinitee India's core offerings for the cosmetics industry, and explain how your product portfolio stands out from other manufacturers in terms of innovation, quality, or value proposition?

A: At Infinitee, our operations span two key geographies—India and the United States. These strategic locations form the foundation of our global presence.

We operate through two distinct yet complementary verticals. The first is our Product Division, which offers a wide array of natural ingredients—plant-based oils, specialty butters, and a range of botanically derived materials. This vertical focuses on delivering high-quality, sustainable inputs to the personal care and cosmeceutical industries.

The second is our Business Advisory Services Division. Here, we partner with organizations to enhance their overall performance—driving profitability, streamlining operations, and solving critical challenges. We also provide end-to-end regulatory guidance, particularly for companies looking to export globally, navigating complex legal frameworks and compliance requirements with ease.

What sets Infinitee apart is the seamless integration of these two verticals. By combining robust product capabilities with strategic advisory support, we empower our clients not just to refine their formulations, but to elevate their global visibility and competitiveness.

This dual approach is the cornerstone of Infinitee's unique value proposition.

Q: How do you view the current growth trajectory of your business in India, and what trends are you

observing in the adoption of your ingredients by MSMEs in the cosmetics and personal care sector?

A: The growth potential in India is truly remarkable—driven not just by the inherent momentum of the cosmetics industry, which continues to expand steadily, but also by the rising demand for natural and sustainable products.

At Infinitee, we are firmly positioned at the intersection of these two powerful trends. Our product portfolio is rooted in natural ingredients, and we hold multiple global certifications that validate our commitment to quality and sustainability. For instance, many of our offerings are US FDA-certified. Additionally, we extensively use RSPO-certified sustainable palm oil, aligning our practices with responsible sourcing standards.

As a young and dynamic organization—just 7 to 8 years into our journey—we bring agility, energy, and a forward-thinking mindset to everything we do. These qualities fuel our growth engine and enable us to tap into India's evolving market with confidence and purpose.

In short, Infinitee is well-poised to lead the next wave of growth in India's natural cosmetics landscape.

Q: What are your innovation plans or product development strategies, and how do you envision shaping the future of the cosmetics ingredient market through these initiatives?

A: Government policies are evolving, and consumer awareness around product ingredients is rising rapidly. These shifts are driving a significant transformation across the industry—from synthetic formulations to natural alternatives.

At Infinitee, we are proactively aligning with this transition. We are gradually phasing out synthetic ingredients and replacing them with high-performance, natural counterparts. This strategic shift not only supports our growth ambitions but also strengthens our commitment to sustainability and transparency.

Looking ahead, the next 5 to 10 years will mark a decisive shift in industry priorities. The demand for natural ingredients will outpace synthetic solutions, and we are

positioning ourselves at the forefront of this movement. The momentum in the naturals segment is clear—and we're building our future around it.

Q: Where do you envision Infinitee India in the next 5 to 10 years in terms of geographic expansion, market presence, and overall business growth?

A: Currently, we operate across two key geographies. Building on this foundation, we are now expanding our focus to the European market and other high-potential regions across South Asia. Over the next two to three years, we anticipate significant growth across these markets. This expansion will not only broaden our global footprint but also unlock new opportunities for innovation and impact. The momentum is building—and the results will be clearly visible.



Sustainability in Every Drop – Infinitee Bolstering Certified Natural Ingredients Strategy for Cosmetics and Personal Care Industry

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