

— THE —
GREAT INDIAN
beauty
carnival
— 2024 —

She is *Back* with a *Bang*

MARCH 23, 2024
CHENNAI TRADE CENTRE

AN EVENT BY **CHERIE AMOUR CREATIONS PVT LTD**



Beauty *Carnival*

She Beauty Carnival 2024 plays a key role in redefining the standards of beauty among women; and empowering the concept of “Every SHE is Beautiful” to a hopeful new, positive, pro-diverse and inclusive society.

#ShelsBeautiful #SheBeauty



She
beauty
AWARDS
2024

She Beauty
MISS INDIA
2024

Expert
MasterClass

She beauty
ROUND
TABLE

She Beauty
expo

MARCH 23, 2024
CHENNAI TRADE CENTRE

She Beauty Awards

She Beauty Awards continues its festival journey in its fourth edition. We bring to you a celebrated platform for the phenomenal women slaying the Beauty, Style and other creative industry with their valuable and innovative contributions.

“ SHE is worth far more than you think,
only the best can take her home”

3

EDITIONS

90

AWARDEES

2021

YEAR INAGURATED

[instagram/she_awards](https://www.instagram.com/she_awards)

52,401

FOLLOWERS

9.39M

ACCOUNTS REACHED
LAST 90 DAYS

2.13crore

IMPRESSIONS HIT
LAST 90 DAYS





She
beauty
AWARDS
2024

by She India *Magazine*

She India is a Women's Bi-Monthly Digital Magazine featuring the best talents from fashion, lifestyle, health, food, events, travel and lot more. A complete entertainment package promoting the right finds.

“Bringing in Extraordinary stories of Every Ordinary Woman”

www.shemagazine.in

73,191

DIGITAL READERSHIP

2,06,612

TOTAL PAGE VIEWS

24,166

TOTAL UNIQUE USERS

0.43sec

AVG SPENT TIME

2.5k/month

NEW USERS

[instagram/she_india](https://www.instagram.com/she_india)

55,989

FOLLOWERS

2.12M

ACCOUNTS REACHED
LAST 90 DAYS

7.7M

IMPRESSIONS HIT
LAST 90 DAYS

for She India *Youtube*

Enjoy the She Award Shows exclusively with friends,
family, and the world on She India YouTube.

youtube/she india

125.5million

TOTAL CHANNEL VIEWS IN 1 YEAR

107,652

SUBSCRIBERS

8,57,800

WATCHTIME HOURS

14.1million

HIGHEST VIEW

528

VIDEOS PUBLISHED

SUBSCRIBE TO



youtube/she india



I WON'T BE *silenced*

Content *Agenda*

She
beauty
AWARDS
2024

1 **Getting Ready**
Photo & Video
Production

3 **Celebrity Emcee**
Hosting the show &
Entertainment

5 **Guest Speakers**
Presenters, Speakers
& Sponsors

2 **Red-carpet**
Showcase Photoshoot
& Interview

4 **Star Performances**
Dancing, Singing &
Latest Affairs

6 **Portrait Photoshoot**
Solo portraits/ Cover Shoot
Dedicated for Press Release



Anastasia Beverly
Hills Soft Glam
ranges ₹ 6500/-



Getting Ready

A process of Decoding the dress code, getting celebrities styled, Finding the right Accessories, Grooming Perfectly like a queen , Snaps few pictures & videos for Editorials.



MAC cosmetics
retro matte liquid
lipcolour high drama
₹ 2450/-



Dr. Jart + Dermask
water jet
Vital Hydra Solution
₹ 689/-



Stila Stay
all day
waterproof
liquid eyeliner
₹ 4037/-



Babila
Bindi
Brush
MB-V012
₹ 99/-

Manasi MM

DIVA IN MAROON

Red-Carpet

She
beauty
AWARDS
2024

A DAZZLING SHOWCASE
of Celebrities' **FASHION TRIUMPHS!**

Each lady will walk the red carpet in absolute style and elegance
and we will all awe-inspire with their chic looks.



Celebrity Emcee

POWERHOUSE ANCHORS

WHO ELEVATES
SHE BEAUTY AWARDS

The Master of Ceremony (MC) for the night will nail the stage running the event in an enthralling way with their situational jokes, sportive vibe and 'all are there to enjoy' energy.



Star Performance

In an idea for attracting audience to get entertained. Might be Celebrity Talent Show, Dance Performance, Latest Affairs and Singing.



Guest Speakers

HEARTFELT GRATITUDE TO OUR PRESENTERS

Elevating the glam factor of the magical night the award presenters who will take over the stage dancing, singing and entertaining us with their wonderful presence.

Subashree



Aishwarya Kalpathi



Gayathri



Vinay



Krithika

Vikash

Abi Kalyan



Nivaashini



Crescent



Mohan P



Sheethal



Anu

Mythil

She
beauty
AWARDS
2024

Portrait & Cover Shoot

She
beauty
AWARDS
2024



She Beauty Awards 2024 *Categories*

Star Award Categories

SHE BEAUTY
OF THE YEAR

SHE BEAUTY
OF THE DECADE

PROMISING
BEAUTY
OF THE YEAR

TRENDSETTER
OF THE YEAR

FASHION
ICON
OF THE YEAR

STYLE
ICON
OF THE YEAR

FRESH
FACE
OF THE YEAR

VERSATILE
FACE
OF THE YEAR

FASHION
& STYLE
ICON IN MUSIC

DESIRABLE
WOMEN
OF THE YEAR

TELEVISION
BEAUTY
OF THE YEAR

TELEVISION
BEAUTY
OF THE DECADE

BEAUTY
ICON
OF THE YEAR

GLAM ICON
OF THE YEAR

SCREEN
STEALER
OF THE YEAR

RISING
STAR
OF THE YEAR

SENSATIONAL
STAR
OF THE YEAR

PERFORMER
OF THE YEAR

SUPER
MOM
OF THE YEAR

SPOTLIGHT
OF THE YEAR

Beautypreneur Categories

COSMETOLOGIST
OF THE YEAR

DERMATOLOGIST
OF THE YEAR

MAKEUP
ARTIST
OF THE YEAR

BRIDAL
MUA
OF THE YEAR

NAIL ART
BRAND
OF THE YEAR

GROOMING
STUDIO
OF THE YEAR

SMILE
DESIGNER
OF THE YEAR

BEAUTY
ENTREPRENEUR
OF THE YEAR

STYLIST
OF THE YEAR

BEAUTY
ACADEMY
OF THE YEAR

20 Awards

10 Awards

She Beauty Awards 2023 *Winners*

THE
GREAT INDIAN
beauty
carnival
2024



Siddhi Idnani
(Tamil & Telugu Actress)



Laila
(Tamil, Telugu, Malayalam
Kannada & Hindi Actress)



Eesha Rebba
(Telugu Actress)



Shivada
(Tamil & Malayalam Actress)



Aparna Das
(Tamil & Malayalam Actress)



Divyansha Kaushik
(Telugu & Tamil Actress)



Gayathrie Shankar
(Tamil & Malayalam Actress)



Manasi MM
(Tamil, Telugu, Malayalam
Kannada & Hindi Singer)



Faria Abdullah
(Telugu, Tamil & Hindi Actress)



Deepti Sati
(Tamil, Telugu, Malayalam
Kannada Actress)



Shweta Menon
(Tamil, Telugu, Malayalam
Kannada & Hindi Singer)



Keerthi Pandian
(Tamil Actress)



Malavika Mohanan
(Tamil, Malayalam
Kannada & Hindi Actress)



Sanjana Sarathy
(Tamil Actress)



Sunaina
(Tamil, Telugu, Malayalam
Kannada Actress)



Ramya Pandian
(Tamil Actress)



Kiki Vijay
(Tamil Television presenter)



Samyuktha Shan
(Tamil Actress)



Shivin Ganesan
(Bigg Boss Tamil 6)



Vinsu Rachel Sam
(Model / Tamil Actress)

She Beauty Awards 2022 *Winners*

THE
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Dushara Vijayan
(Tamil Actress)



Reba Monica John
(Tamil, Telugu, Malayalam
Kannada Actress)



Archana Jois
(Kannada Actress)



Divya Bharathi
(Tamil Actress)



Sanchana Natarajan
(Model / Tamil Actress)



Teju Ashwini
(Tamil Actress)



Madhuri Jain
(Tamil Actress)



Roshini Haripriyan
(Tamil Television Actress)



Mirnalini Ravi
(Tamil & Telugu Actress)



Priyanka Deshpande
(Tamil Television presenter)



Parvati Nair
(Malayalam & Tamil Actress)



Sahithya Jagannathan
(Presenter & Model)



Salomi Rinita Diamond
(Makeup Artist)



Jonita Gandhi
(Tamil, Punjabi, Hindi, Telugu,
Marathi, Gujarati, Bengali,
Kannada and Malayalam Singer)



Renita Rajan
(Cosmetic Dermatologist)



Daisy Morgan
(Singaporean Entrepreneur
Co-Founder 9Skin)



Nayannah Mukey
(Hindi Actress)

She Beauty Awards 2021 *Winners*

THE GREAT INDIAN
beauty
carnival
2024



Madonna Sebastian
(Tamil, Telugu, Malayalam
Kannada Actress)



Lakshmi Manchu
(Telugu, Tamil Actress &
Film Producer)



Divya Khosla Kumar
(Hindi Actress & Film Producer)



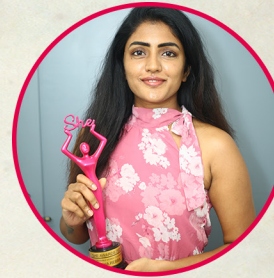
Erica Fernandes
(Model & Hindi Television
Actress)



Dayana Erappa
(Indian Model / Tamil Actress)



Donal Bisht
(Hindi Television Actress)



Eesha Rebba
(Telugu Actress)



Chaitra Reddy
(Tamil Television Actress)



Megha Akash
(Tamil & Telugu Actress)



Anjana Rangan
(Tamil Television presenter)



Raiza Wilson
(Tamil Actress)



VJ Archana
(Tamil Television Actress)



Regina Cassandra
(Tamil, Hindi & Telugu Actress)



**Anupama
Kumar Vijayanand**
(Birth Educator)



Teju Ashwini
(Tamil Actress)



Olivia Anugraha
(Makeup Artist)



Asmitha N D
(Makeup Artist)

Dedicated Magazine Edition



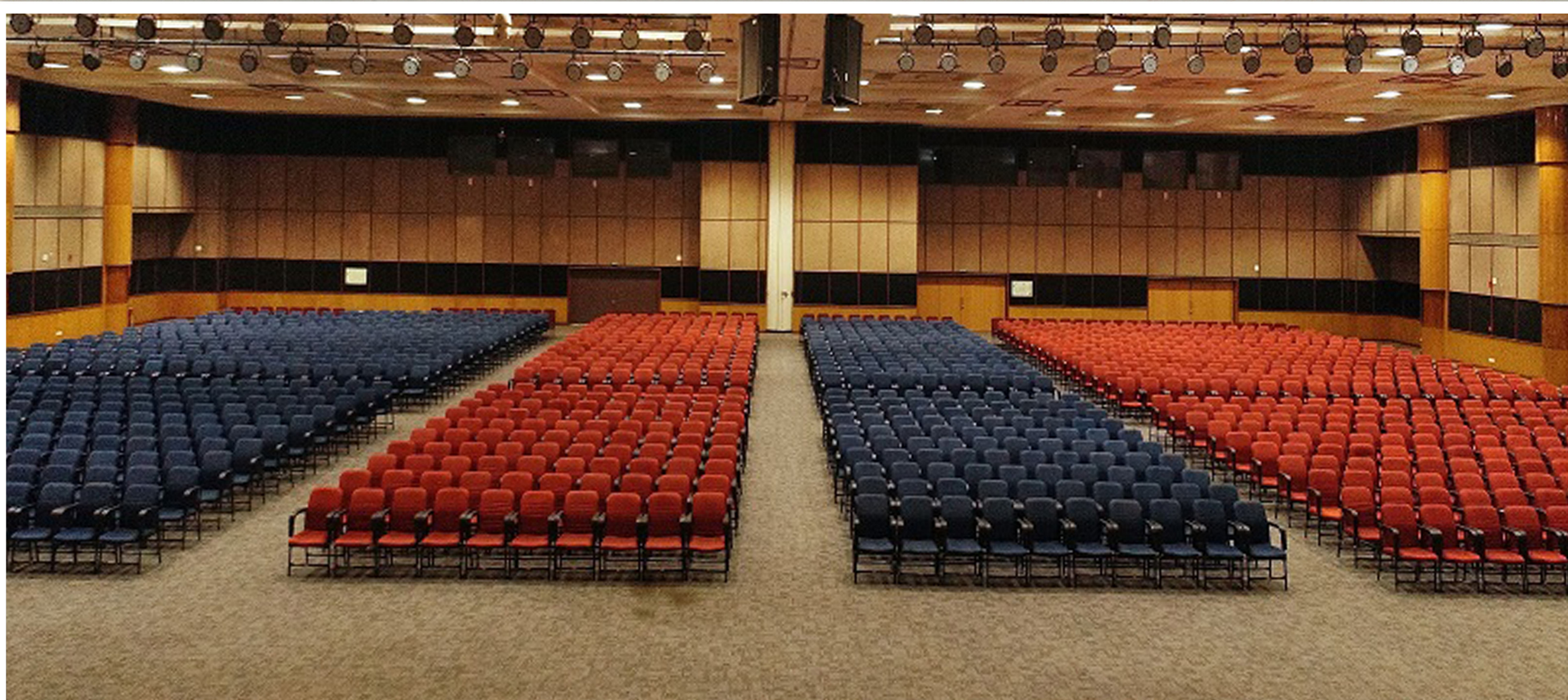
- * SOUTH INDIA'S FIRST MAGAZINE TO FEATURE MULTI-STARRER COVER * SIZE 21CM WIDTH X 27CM HEIGHT
- * PAGES 120 * CELEBRITY GATEFOLD COVER * DEDICATED AND COMPLETE POST EVENT COVERAGE
- * SPONSORS ADVERTISEMENT AND INTEGRATED EDITORIAL

4 LAKHS
DIGITAL READERSHIP

10k
PRINT AUDIT

at Chennai Trade Centre

Nandambakkam, Chennai, Tamilnadu



SKINCARE



KLUR
IMMERSION SERUM
PRICE: R\$ 5238.49



BUTTAH
WHIPPED BODY BUTTER
PRICE: R\$ 2170.23



FARMACY
CLEARLY CLEAN
PRICE: R\$ 2544.41



BEAUTYCOUNTER
EYE RESCUE CREAM
PRICE: R\$ 2918.59



TRUE BOTANICALS
OVERNIGHT MASK
PRICE: R\$ 5612.67

SKIN SAVIOURS

Skincare issues ranging from acne, breakouts to rashes and tan are so common. These issues, if left untreated, can amplify its intensity and cause severe concerns where looking into the mirror becomes a not-so-happy moment. Here we have curated best products for your skin that'll act as saviour of all your skin concerns. Check it out!



PAI
ROSEHIP CLEANSING OIL
PRICE: R\$ 3666.94



TATA HARPER
HYDRATING FLORAL MASK
PRICE: R\$ 7109.38



GLOW RECIPE
SLEEPING MASK
PRICE: R\$ 3367.60



ELEVEN
SUN SERUM
PRICE: R\$ 3741.78

UNRIVALED
SUN SERUM
SPF 35
100% Sheer Mineral
Broad Spectrum



SCIENCE
COLORESCIENCE
BRUSH-ON SUNSCREEN
PRICE: R\$ 5163.66

Awards *Beautycare*

Most of the time, bestowing our trust in wrong beauty products has proved detrimental effects on our skin and hair making us go undercover; hiding from friends, saying no to any get together just because our skin doesn't cooperate and pimples are as much excited as you for the upcoming event on your list.

She Beauty Awards (Beautycare Edition) brings you a celebrated platform for the curated best products for your skin that'll act as saviour of all your skin concerns.

Are you
Socially-Responsible
with your beauty choices?

She Beauty Awards 2024 - *Beautycare* Categories

THE
GREAT INDIAN
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carnival
2024

Product Award Categories

CLEANSER
OF THE YEAR

TONER
OF THE YEAR

HAIR MASK
OF THE YEAR

FACE MASK
OF THE YEAR

SERUM
OF THE YEAR

MOISTURIZER
OF THE YEAR

BODY BUTTER
OF THE YEAR

FOOT BUTTER
OF THE YEAR

DAY CREAM
OF THE YEAR

NIGHT CREAM
OF THE YEAR

LIP BALM
OF THE YEAR

HAND SANITIZER
OF THE YEAR

SUN SCREEN
OF THE YEAR

HAIR OIL
OF THE YEAR

HANDMADE SOAP
OF THE YEAR

BEAUTYCARE KIT
OF THE YEAR

SHAMPOO
OF THE YEAR

CONDITIONER
OF THE YEAR

EDITOR'S CHOICE
OF THE YEAR

READERS'S CHOICE
OF THE YEAR

20 Awards

Expert *Masterclass*

Are you excited for a do-it-together 1 day masterclass,
exclusively in Chennai?

Bridal Makeup - Beginners
Basic Tutorials

Bridal Makeup - Advanced
Hands-on Workshop

PMU Masterclass
Hands-on Practice

Other Ideas

Saree Draping
Styling Workshop
Cake Making
Soap Making
Pottery Making
Handmade Gifts

Hola Makeup & Beauty Fanatics!
We have a special message for you

MARCH 23, 2024
CHENNAI TRADE CENTRE



SHE INDIA
**ROUND
TABLE**

— MOTHER'S DAY 2023 —

ABI KALYAN SHANTHA ANITA CHANDHOKE
SAHITHYA JAGANNATHAN ASMITHA N.D YASMEEN JAWAHARALI



She Beauty *Round Table*

SHE is passion, SHE is fun, SHE is a talent & ALL things gallant! Bringing together the Beauty Experts for an enlightening open panel discussion to celebrate womenhood and more!

Get ready to be explore the latest beauty trends and network with the leading beauty experts and top brands.

6

SPEAKERS

6

SEGMENTS

One

TOPIC

When Beauties *Turn Baddies!*

MARCH 23, 2024
CHENNAI TRADE CENTRE



She Beauty Expo

FOR BUYERS:

An exclusively Hub catering to all your Beauty essentials, providing a one stop A-Z shopping solution to browse and purchase products. Let's shop from the best beauty brands, interact with beauty academies, and Spruce up their looks with a professional shopping assistant.

FOR BRANDS:

Display your products or services here to maximize your brand visibility to boost your sales.

20
BEAUTY
EXHIBITORS

MARCH 23, 2024
CHENNAI TRADE CENTRE



She Beauty *Miss India*

“She Beauty Miss India” as in intends to celebrate women's empowerment through acting as a forum to Showcase talent, intelligence, and inner beauty along with the responsibility to act as a catalyst of change by challenging stereotypes, encouraging communities, celebrating diversity and challenging societal norms.

“ She Beauty Miss India will not only be the face of beauty but the voice changes.

#The_Crown is Coming!

Soft *Launch*

MARCH 23, 2024
CHENNAI TRADE CENTRE

Let's *Connect!*

for *Sponsorship*

Manikandan R

Creative Producer

+91 73058 80882

creatives@shemagazine.in

for *Registrations*

Abhinaya R

Head of Operations

+91 86109 01057

Team She India

Yasar Arafath

Rajesh Kumar S

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