

# INNOVENTION

Building Brands through Collaborative Innovation



An exclusive category-based  
curated opportunity from



# CURATING AND SHORTLISTING SUPPLIERS FOR THE INNOVENTION PROJECT

Leading FMCG brand owners partner with CMPL to help curate and shortlist suppliers from different FMCG categories. This initiative is designed to identify innovative products that can add significant value to the brand's portfolio. Suppliers are invited to participate by showcasing their unique offerings and demonstrating why their products deserve to be considered.



# WE WORK WITH MANUFACTURERS FROM



Food &  
Beverages

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Beauty &  
Cosmetics

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Personal Care &  
Hygiene

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Baby &  
Maternity Care

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Cleaning &  
Household  
Supplies

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Ayurveda &  
Herbal

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Health Care

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Pet Care

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Diet & Nutrition

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Packaging  
& Print

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Flavours,  
Fragrances &  
Ingredients

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Service  
Providers

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# SUBMISSION PROCESS

Suppliers submit detailed information about their products. This includes both qualitative and quantitative data, highlighting the unique selling propositions (USPs) of their products. Key areas to be covered in the submission are:



## **Product Innovation:**

Describe what makes the product innovative and different from existing products in the market.



## **Qualitative Details:**

Provide information on the product's features, benefits, and any unique aspects that distinguish it from competitors.



## **Quantitative Data:**

Include relevant metrics such as performance data, test results, and any other quantifiable benefits.



## **USP Justification:**

Explain why the product's USPs make it a strong candidate for inclusion in the brand's portfolio.



## **Brand Fit:**

Discuss why the product aligns with the brand's values and market strategy.



## **Sample Submission:**

Suppliers are required to submit product samples along with their documentation for hands-on evaluation by CMPL and the brand owner.



# CURATION AND SHORTLISTING BY CMPL

CMPL will undertake a rigorous curation process to evaluate all submitted products. This process includes:



## Review of Submissions:

Each submission will be carefully reviewed to assess the innovation, quality, and relevance of the product.



## Sample Assessment:

Submitted samples will be tested and evaluated to verify claims and assess overall quality.



## Criteria-Based Evaluation:

Products will be evaluated based on a set of predefined criteria that include innovation potential, market need, competitive advantage, and alignment with the brand's strategic goals.



## Shortlisting:

Suppliers whose products meet the criteria will be shortlisted for the next phase of the project.





# INNOVENTION PROJECT

Shortlisted suppliers will be invited to participate in the Innovention Project, which includes:



## Face-to-Face Meetings:

Shortlisted suppliers will have the opportunity to meet with the FMCG brand owners to present their products in person.



## Presentation Opportunity:

This is a unique chance for suppliers to demonstrate their product's capabilities and discuss potential synergies with the brand.



## Decision Making:

The brand owners will evaluate the presentations and decide which products will be taken forward for potential inclusion in their portfolio.



# CONCLUSION

The partnership between the leading FMCG brand and CMPL aims to bring forward innovative products that can enhance the brand's offerings. Suppliers with groundbreaking products are encouraged to participate and showcase their innovations, potentially leading to a valuable collaboration with the brand.





# FOR MORE INFORMATION

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