

L'Oréal Unveils \$383M Beauty Tech Hub in India

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French beauty powerhouse **L'Oréal** has announced a major strategic investment in India that marks a significant expansion of its global technology footprint. The company plans to invest approximately **₹3,500 crore (about \$383 million)** in a cutting-edge *Beauty Tech Global Capability Centre* in **Hyderabad**, positioning the city as a new global hub for beauty innovation and advanced technology.

A New Technology Powerhouse in Hyderabad

The new centre will be L'Oréal's **first global technology hub dedicated exclusively to beauty-tech**, bringing together artificial intelligence (AI), data analytics, digital engineering, and next-generation digital platforms under one roof. The hub is being developed as part of the company's strategy to accelerate innovation across its worldwide operations, from product development and personalised experiences to digital consumer tools.

Hyderabad's emergence as a preferred destination for global tech investment was underscored at the **World Economic Forum in Davos**, where L'Oréal CEO **Nicolas Hieronimus** and officials from the **Telangana government** formalised the partnership.

Focus on AI and Future-Ready Innovation

A core focus of L'Oréal's investment is on **AI-driven beauty solutions and digital transformation**. The hub will develop and deploy tools powered by **artificial intelligence, generative AI, machine learning, and advanced data science** to create personalised beauty technologies and improve global operational efficiencies. These digital capabilities will serve L'Oréal's brands worldwide, reinforcing the company's competitive edge in a fast-evolving beauty tech landscape.

Job Creation and Local Impact

L'Oréal's Hyderabad hub is expected to generate **around 2,000 high-value technology jobs** by 2030, including positions for AI specialists, software engineers, data scientists, and digital experts. This influx of skilled roles is set to contribute meaningfully to the local tech ecosystem and support Telangana's broader vision of becoming a global innovation centre.

Telangana's Chief Minister welcomed the development as a clear demonstration of international confidence in India's talent pool and innovation capacity, particularly in the domains of AI and digital engineering.

Strengthening India–France Business Ties

The investment also highlights strengthening commercial ties between **India and France**, with bilateral trade reaching significant figures in recent years. The beauty tech hub — backed by a global multinational like L'Oréal — not only brings

foreign direct investment but also deepens collaborative relationships in technology and innovation sectors.

As L'Oréal continues to integrate science, technology and creativity, the Hyderabad facility represents a strategic milestone in the company's global digital evolution and its long-term commitment to the Indian market.

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