

MAISON D' AURAINÉ



MDA INNOVATION LABS

ABOUT US

Welcome to Maison D' Auraine, where elegance meets expertise! With a storied history in luxury, beauty sector and over 10+ years, we're thrilled to offer our top-tier third-party manufacturing services.

Our mission is to infuse every product with the same sophistication and quality that define our brand. Whether you envision stunning color cosmetics, transformative skincare or Fast Moving Consumer Goods (FMCG), such as innovative personal & home care solutions, we're here to turn your ideas into a beautiful reality.

Together, we can bring your vision to life with unparalleled expertise, offering a comprehensive suite of services with End-to-End Support.



MISSION

Our mission is to establish a global enterprise defined by profitability, high performance, and technological innovation. We are committed to developing transformative solutions, fostering ethical collaborations to support global communities, and inspiring a world where sustainable, joyful living is the norm.

Additionally, we stay on top of the latest trends and innovations, ensuring your offerings stay relevant and captivating amidst evolving consumer preferences.

VISION

Driven by our passion to enhance and uplift the lives of millions of our consumers, we envision becoming the foremost global authority in the Beauty and FMCG Sector. Our journey is guided by a commitment to offering the most advanced, science-driven innovations that uplift and enrich the human experience.



OUR CORE VALUES

HONESTY

Pure Authenticity, Unwavering Trust.

INTEGRITY

Beyond Beauty, Our True Essence Lies in Integrity.

TRANSPARENCY

From Formulation to Finish, Experience the Allure of Transparency in Luxury Care.

RESPECT

A Promise Woven Impeccably into our Brand



GK | pH | KEUNE | *liveable*

EXCLUSIVE BRANDS

HONORING BEAUTY

CELEBRATING EVERY ESSENCE

We work towards combining research and innovation to reveal the natural beauty of every individual. From formulation to launching in the market, we meticulously oversee every step of the production process with unparalleled care and precision.



CONCEPTION TO COMPLETION AND BEYOND

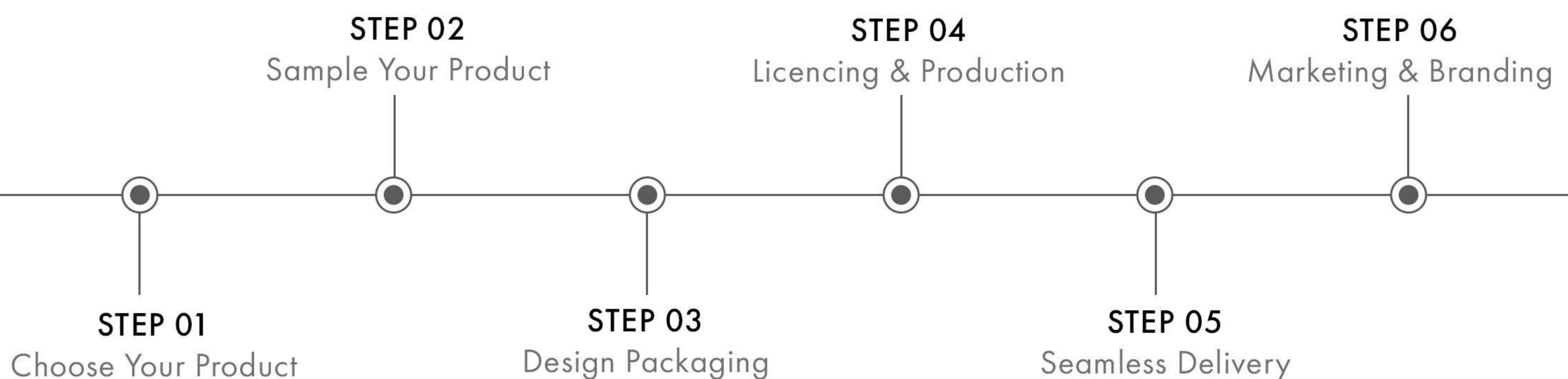
Based out of Gurgaon, our manufacturing unit spread across 30,000 sqft, specializes in the production of cutting-edge private-label products. We take pride in our versatility, offering fully customized solutions that fit your vision- whether it is high-end luxury or everyday essentials- tailored to any budget.

We are more than a regular manufacturer: we fulfill your dreams and turn your vision into a reality by providing end-to-end assistance for every step of the brand and product cycle.

- From initial concept ideation to research & development, we bring your vision to life. Our team of experts manage the designing and procurement process, ensuring that every element aligns with your brand identity.
- Additionally, we even provide support through the licensing phase, connecting you with key contacts to streamline approvals and legal requirements.
- To ensure your product reaches the right audience, our supply & marketing support guides you through distribution, helping your brand grow with precision and strategy.
- With us, you preserve a long-established tradition of quality and authenticity, recognized by many different brands all over the world.

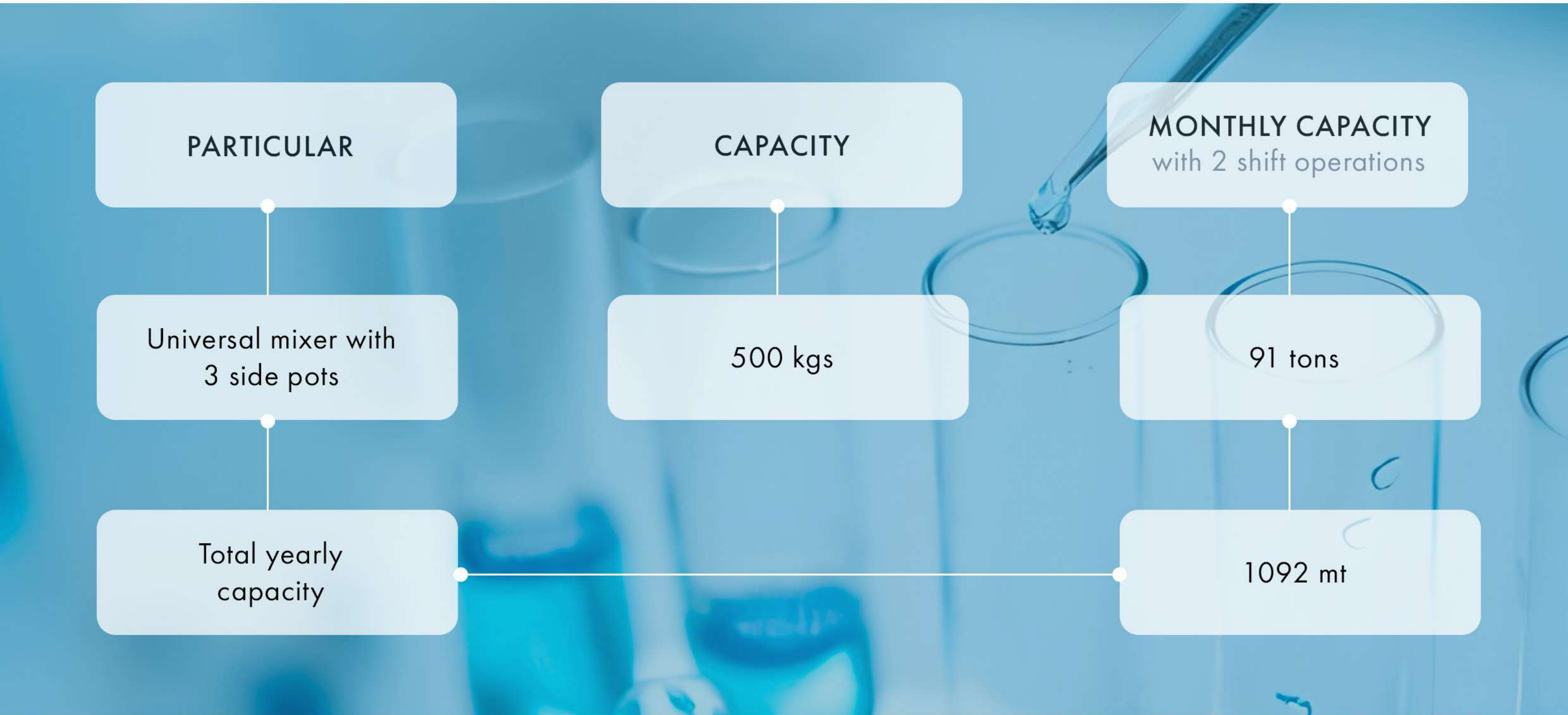


LAUNCH YOUR PRODUCT IN SIX STEPS



MANUFACTURING CAPACITY

All manufacturing vessels are based on scada with auto batch manufacturing operated with load cell & auto cip system.



UNIT DETAILS

Total area: 18000 sqft

Total covered area: 30000 sqft

Warehouse area: 9000 sqft

Clean room area: 3000 sqft

For manufacturing & packaging activity –constructed with clean room modular panels, doors, windows, with controlled temperature & environment connected with 12 ahu & hepa filters.





QUALITY MEASURES

ANALYTICAL LAB

Well equipped to perform wet tests of raw material, in process, finished goods.

INSTRUMENTAL LAB

Well equipped to perform tests of raw material, packing material, finished goods.

MICROBIOLOGICAL LAB

Well equipped to perform raw material, in process, finished goods, etc.

INTEGRATED MANUFACTURING

Integration of operations from product manufacture, filling & final packaging– all under one roof

- Annual capacity: 1092 mt
- 100% success rate in new product launches/relaunches
- 100% statutory compliance
- 3R concept for water reduction



OUR MANUFACTURING UNIT OFFERS:

- Dedicated Research & Development
- Sustainable and Environment Friendly
- Temperature Controlled, Fully Air Conditioned
- Conscious Quality Control
- In-House Water Treatment Plant
- In-House Mico Laboratory Setup
- Latest Equipment with all Micro Tests
- In-House Micro-Biological Testing lab
- Cruelty-Free/No Animal Testing

OUR SERVICES

Our dedication lies in shaping your ideas with accuracy and care, and as such, we move to the production phase only after refining the prototype; revising the product until it perfectly matches your expectations. Once the final prototype is approved, we handle the full-scale manufacturing. Our expertise in consumer demand is based on years of experience in manufacturing & distribution processes.



CONCEPT



RESEARCH &
DEVELOPMENT



DESIGNING &
PROTOTYPES



LICENSING
ASSISTANCE



GLOBAL
PROCUREMENT



PRODUCTION



DISPATCH &
LOGISTICS



E-COMM, MARKETING
& BRANDING

ADDITIONAL ASSISTANCE WE PROVIDE

Our brand-building services extend beyond manufacturing. For us, it's about fostering lasting partnerships and empowering your brand to thrive. Our production scope includes skin care, hair care, body care and home care (FMCG) all by international FDA standards.

- Trademark Registration
- Patent/ Company Registration
- Product Approval & Licensing
- Lab Testing/Efficacy
- Clinical Trials
- Certifications
- Marketing claims
- Digital Marketing
- Drop shipping

WHAT SETS US APART

Our manufacturing process is more than a service; it’s a profitable partnership. We don’t just manufacture products – **we innovate, collaborate, and elevate your brand with industry-leading expertise and support.**

We specialize in creating customized solutions for any budget, whether you're looking for luxury or everyday, affordable products.

	<p>LUXURY MEETS EXPERTISE:</p> <p>Our team combines years of industry experience with a touch of opulence.</p>
	<p>INNOVATIVE PROCESSES:</p> <p>From idea to production, our cutting-edge techniques ensure top quality.</p>
	<p>TAILORED SOLUTIONS:</p> <p>Your brand is unique, and we craft products that are as distinct as you are.</p>
	<p>CLIENT-CENTRIC APPROACH:</p> <p>We’re here to make your journey smooth and successful.</p>
	<p>SUSTAINABLE PRACTICES:</p> <p>We integrate eco-conscious methods, including cruelty-free formulations, into every aspect of production.</p>
	<p>RESEARCH & DEVELOPMENT EXPERTISE:</p> <p>Our in-house R&D team works tirelessly offering well-researched, innovative solutions tailored to your brand’s needs.</p>
	<p>DYNAMIC MARKETING SUPPORT:</p> <p>With a deep understanding of the latest global trends, our marketing support extends from strategy to execution, giving your brand the edge it needs. No matter the scale or category, we deliver excellence across the board, offering products that fit seamlessly within your budget.</p>

A PATHWAY TO SECURE,
**SOPHISTICATED &
SUSTAINABLE LIVING**
ACROSS THE GLOBE



Launched in
April 2024



Over 500+ SKU's
and variants



3 production
lines

OUR EXPERTISE IN:

Manufacturing

Packaging systems

All types of viscous &
non-viscous liquid filling

**PRODUCTS WE CAN
MAKE FOR YOU:**

Hair care

Skin care

Personal care

Color cosmetics

PRODUCT FILLING SKUs



BOTTLES

SKU range from
5ml to 1000ml



JARS

SKU range from
15gms to 500gms



TUBES

SKU range from 15gms, 25gms,
50gms, 100gms, 150gms



MAKE-UP

SKU range from
5ml to 1000ml



SPOUT POUCH

SKU range from
10ml to 1000ml



**CUSTOMISE YOUR
PRODUCT**

INNOVATIONS WOVEN IN LUXURY:

THE SCIENCE BEHIND THE CRAFT

Our manufacturing mastery lies in breakthrough innovations with state-of-the-art technologies. From manufacturing to dual-chamber packaging, every element is crafted to elevate your brand into a pioneer of quality.



GEL



GEL CREME



CREAM



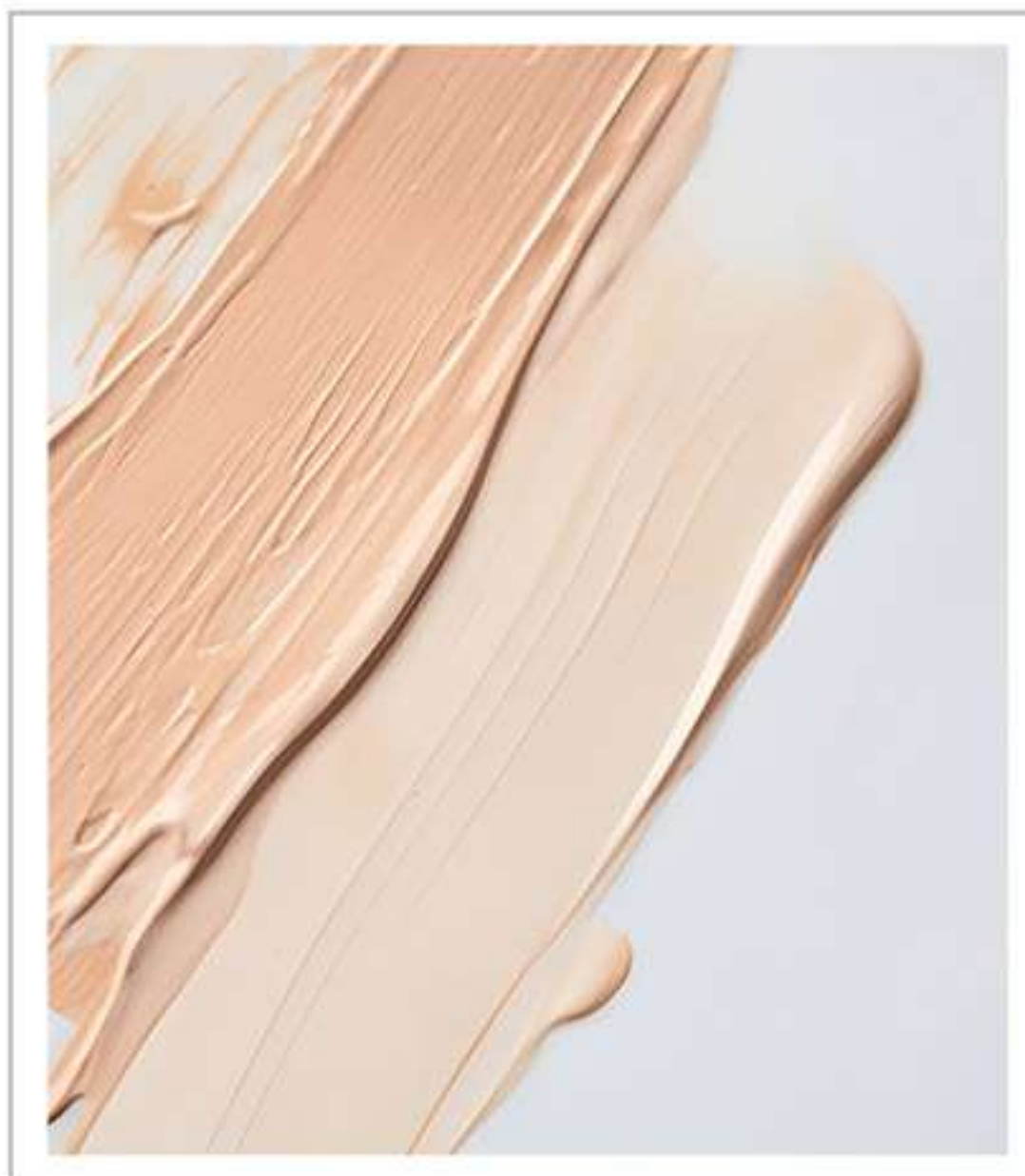
SERUM



PEARL BASED



FOAM



TINTED



EXFOLIATORS



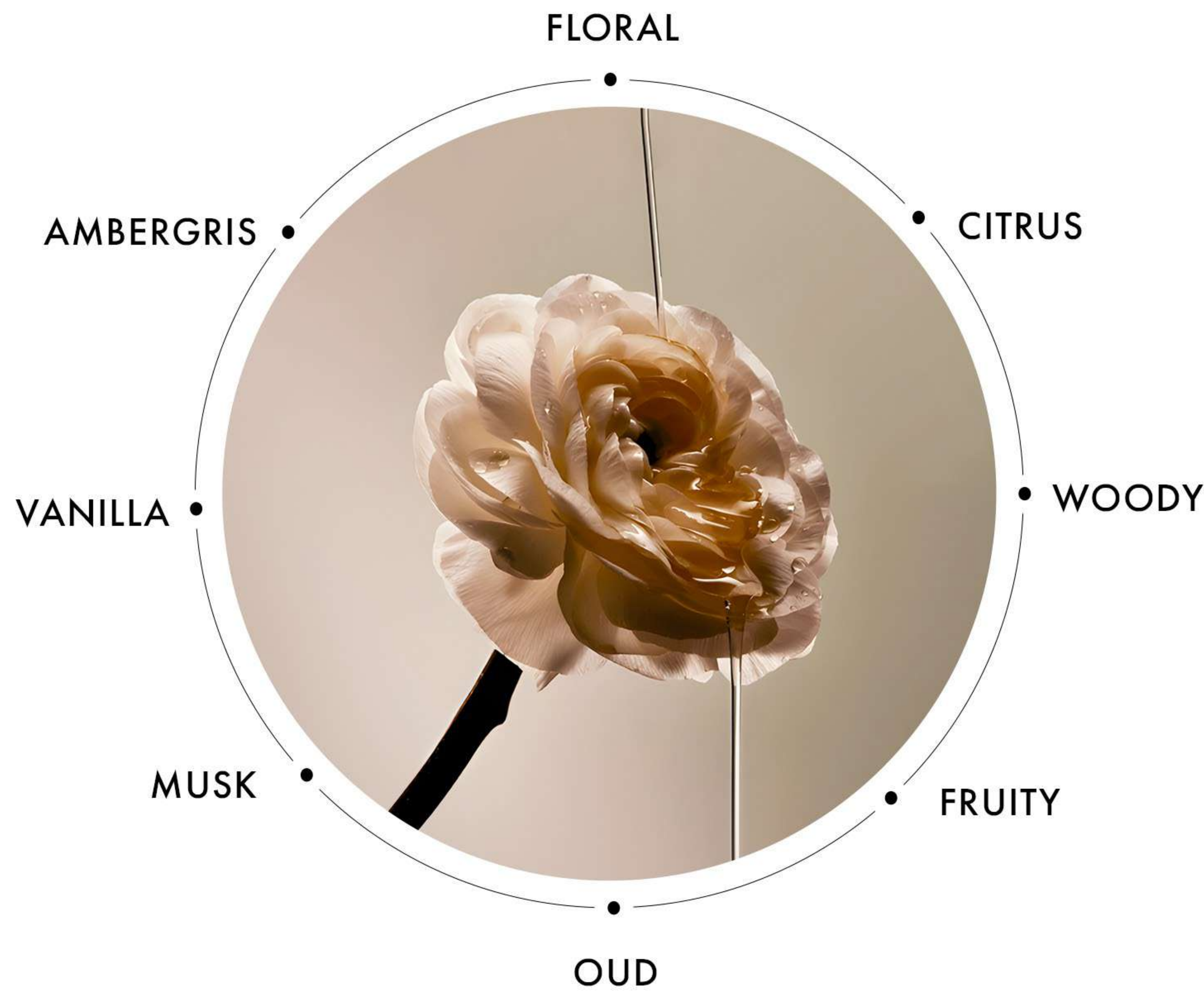
BEADS



COLOR COSMETICS

EXPLORE AN EXQUISITE

PALETTE OF FRAGRANCE NOTES



TEXTURES WE CAN PROVIDE

SKINCARE



CREAM



MIST



GELS



SERUMS



SCRUBS



OILS



CLEANSERS



SUNSCREEN

HAIRCARE



SHAMPOO



CONDITIONER



MASK



SERUMS



OILS



MIST

BODYCARE



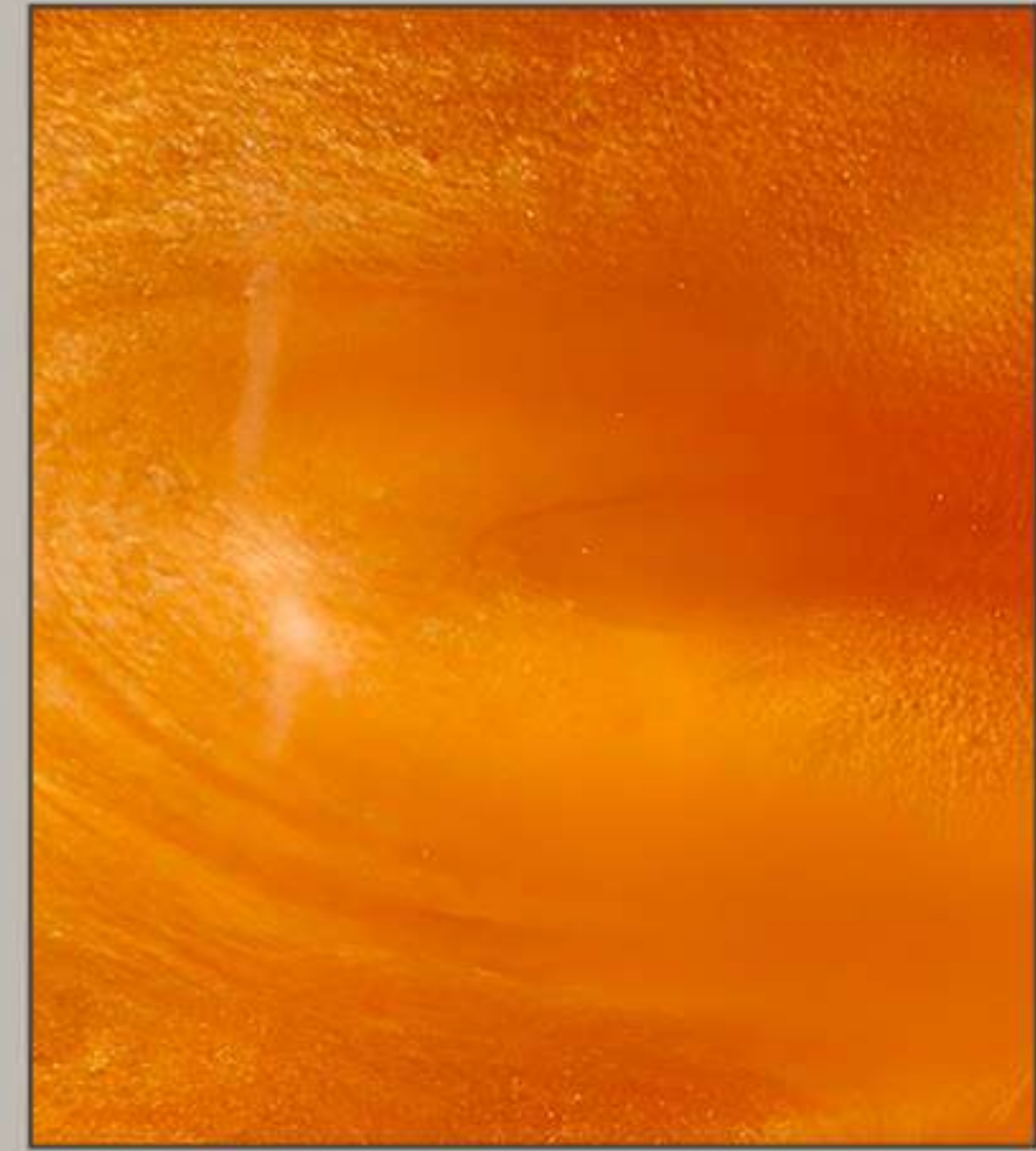
BODY LOTION



YOGURT



SUGAR SCRUBS



SHIMMER OIL



BODY WASH



BODY BUTTER



MASSAGE OIL



BODY MIST

COLOR COSMETICS



LIQUID LIPSTICKS



CC CREAM



BB CREAM



FOUNDATION



LIP BALM



LIP GLOSS

HOME CARE



LIQUID DETERGENT



FLOOR CLEANER



DISH WASH



GLASS CLEARNER

PROFESSIONAL RANGE

Our expertise allows us to meet the demands of professionals worldwide, delivering products like shampoos, conditioners, manicure kits, pedicure kits, facial kits, etc that excel in both functionality and finish.

Everything is refined using cutting-edge technology and high-quality ingredients, ensuring performance consistency across every batch.



MANICURE



PEDICURE



FACIAL KITS



PROFESSIONAL RANGE

CERTIFICATION WE HAVE



- Factory license
- COS-8 (cosmetic manufacturing license)
- ISO 9001 : 2015
- ISO 45001 : 2018
- ISO 14001 : 2015
- Good Manufacturing Practices (GMP) & Good Laboratory Practices
- Consent to establish
- Consent to operate
- Halal
- Cruelty free
- Dermatologically tested

OUR GMP APPROACH

We understand that gmp and cgmp is a system for ensuring that good quality products consistently, according to specific quality standards.

CERTIFICATION WE CAN HELP YOU WITH



FOUNDER'S DESK



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Welcome to Maison D Auraine’s innovation lab, where innovation and excellence define everything we do. Our mission is simple: to craft world-class beauty and personal care products that inspire confidence and enhance well-being. From formulation to packaging, we collaborate with leading brands globally, delivering bespoke solutions that meet the highest standards of quality and performance. Innovation is at the heart of our work, and our state-of-the-art facility allows us to stay ahead of trends, creating unique, sustainable products that reflect the future of beauty. We are equally committed to ethical and eco-conscious practices, ensuring that every step of our process honors both people and the planet. This catalog is a glimpse into our capabilities and passion. Together, let’s build beauty solutions that make a lasting impact.

”

MR. ARPIT JAIN
Founder & MD

MS. GURNISH KAUR
Director



THANK YOU

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