

# SCALE



Empowering FMCG Startups:  
From Vision to Global Leadership

Inaugural accelerator  
program by



ACCELERATOR PROGRAM  
10-WEEK PROGRAM  
HANDS-ON  
FMCG STARTUPS  
LAUNCHING BRAND  
SCALING BRAND  
REAL-WORLD STRATEGIES  
MENTORSHIP  
INDUSTRY INSIGHTS  
MARKET LEADER  
TOOLS  
NETWORKS  
LOCAL MARKET ENTRY  
INTERNATIONAL EXPANSION  
BUSINESS TRANSFORMATION  
OVERCOMING CHALLENGES

This is open to Brandowners only

*In Strategic Partnership with*



ScaleX is a 8 -week, hands-on accelerator program crafted exclusively for FMCG startups. Whether you are launching a new brand or scaling an existing one, ScaleX empowers you with real-world strategies, mentorship,

# What is ScaleX?

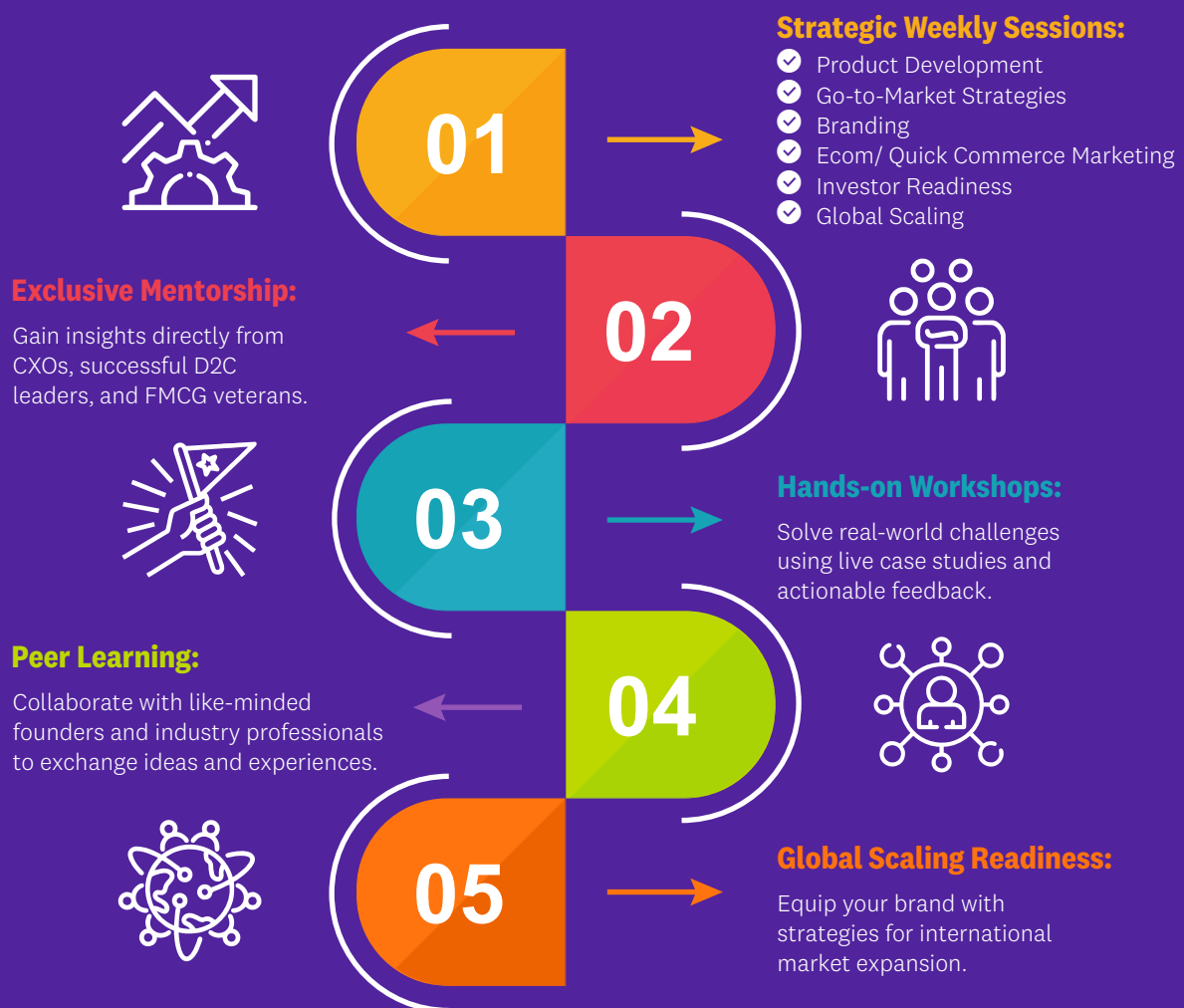
and industry insights to transform your business into a market leader. This program offers you the right tools, networks, and mentorship to overcome challenges at every stage—from local market entry to international expansion.



# What Does ScaleX Offer?

Unlike conventional accelerator programs, ScaleX is designed specifically for FMCG startups, addressing their unique challenges and equipping founders with the tools to scale effectively.

## Program Highlights



## What You'll Gain:

By the end of ScaleX, your startup will have:

A detailed roadmap for scaling operations and market entry.

Skills to attract investors and build sustainable growth.

Insights to optimize branding, operations, and distribution channels.

# Why Does ScaleX Matter?

Building a successful FMCG brand involves more than just creating a standout product—it requires overcoming industry-specific hurdles.

## Challenges Startups Face



### **72% of startups**

lack access to tailored mentorship or strategic connections



Generic programs often fail to provide real-world, industry-specific skills, leaving founders unprepared for growth.

## How ScaleX Bridges the Gap



Offers specialized knowledge for FMCG sectors, including food, beverages, beauty, and wellness.



Provides practical tools for scaling across local markets, D2C platforms, and global commerce.



Connects founders with experts and peers who have successfully navigated these challenges.

# Program Overview

**Duration:** 8 week program

**Format:** Weekly 90-minute sessions

**Start Date:** 3<sup>rd</sup> March 2025

**Applications Open:** 15<sup>th</sup> January 2025

**Application Deadline:** 15<sup>th</sup> February 2025

## Eligibility Criteria

**ScaleX is designed for:**

Offers specialized knowledge for FMCG sectors, including food, beverages, beauty, and wellness.



Founders committed to scaling their businesses.



Brands ready to engage in workshops, strategic learning, and collaborative sessions.



# About CMPL

CMPL (Contract Manufacturing and Private Label) is the backbone of ScaleX, serving as a dynamic ecosystem for the FMCG industry. We connect innovators, brand owners, contract manufacturers, and suppliers to create a thriving ecosystem for FMCG growth.





# What We Do

By the end of ScaleX, your startup will have:

Empower startups with the resources to innovate and scale.

Build bridges between product creators, curators, and strategic partners.

Foster collaboration to accelerate growth across the FMCG value chain.



## The CMPL Ecosystem in Numbers:

25000+

Trade Show attendees comprising of Brands, Startups, Industry professionals

1,500+

Contract Manufacturers, Private Label Suppliers, and Service Providers

14000+

Social Media followers

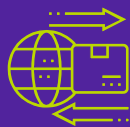
# About Xport Circle

Xport Circle is a strategic partner helping FMCG brands enter and scale in global markets.



## **Global Access:**

Connecting brands with international distributors and retailers.



## **Expert Support:**

Simplifying export regulations and market entry strategies.



## **Custom Solutions:**

Tailored advice for seamless market transitions.



Ready to scale your brand?



for ScaleX's Inaugural Cohort!

**Applications Open Now!**



Empowering FMCG Startups:  
From Vision to Global Leadership

*an initiative by*



Any queries reach out at  
**Akanksha Rathore**  
akanksha@cmplexpo.com