Rising Stronger: The 'Right' Hygiene Conference Ignites a New Era of Innovation





The 7th edition of the BCH "Right" Hygiene Conference, held in New Delhi from September 8–9, 2025, has set a remarkable milestone, emerging as South Asia's largest and most impactful gathering for the absorbent hygiene industry

With over 450 participants, 50 exhibitors, and representation from 28 countries, the event became a true powerhouse of collaboration, learning, and vision. Leaders from across the globe – manufacturers, brands, raw material suppliers, technology providers, and policymakers – united with one shared goal: to shape a healthier, more sustainable future for hygiene solutions in India and beyond.

This year's theme, "2025–2030: An Era of Transitions", echoed through inspiring keynote addresses and thought-provoking panels. From consumer behavior to product innovation, from international trade to advanced technologies, every session reaffirmed the industry's readiness to embrace change. Visionaries such as Mr. Anubhav Poddar of Global Nonwovens and Dr. Bernd Kunze of Reifenhäuser Reicofil emphasized the immense potential of India's hygiene market, while leading organizations showcased pioneering solutions across sanitary napkins, diapers, wipes, and more.

Highlights such as the Meet Your Consumer Zone, the Right Hygiene Supermarket, and the prestigious Right Hygiene Awards added vibrancy, recognizing excellence and bridging brands with real-time consumer insights. The celebration of innovation, sustainability, and leadership underscored the industry's unstoppable momentum.

As BCH's Managing Director, Mr. Samir Gupta, expressed, this truly is "an era of transitions" – one where established players scale new heights and emerging entrepreneurs bring fresh energy to the market.

The conference closed with renewed optimism, stronger partnerships, and a shared commitment to propel India's hygiene industry into a future of global leadership, sustainability, and growth.