



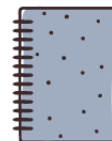
YOURSTORY

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Presented by  Shiprocket



# 500

## CHALLENGER BRANDS

A Brands of New India Initiative

co-presented by

Velocity | WebEngage



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#259, 6<sup>th</sup> Cross, 2<sup>nd</sup> Main, Indiranagar 1<sup>st</sup> Stage  
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**Naini Abbas**  
Executive Editor,  
YourStory

## Foreword

India is a land of multiple languages, cultures, traditions, tastes, geographical features, and so much more. Over the years, India has also become a land of dynamic entrepreneurs, striking brands, cutting-edge tech, and ever evolving product-customer dynamics. The brands created by these entrepreneurs have become an essential part of an ever-changing world. We are dependent on them, have invested in their stories, and are even addicted to some of their products.

For instance, I have this strange dependency on hair products by Himalaya. I know there are a lot of brands in the market but I get very perturbed if I am out of it or forget it while travelling. Not just as a consumer, but also as a professional working in the field of brand and marketing, I have seen many brands come up with revolutionising products.

While there are brands that have set the market ablaze with their innovative marketing strategies, some have created such strong customer loyalty that it is a delight to see some of their impressive success stories.

I am glad that I am a part of a team that has been capturing stories of brands and their builders, and is presenting them in the most endearing and human way possible.

We, at YourStory, are committed to support and enable the startup ecosystem of the country; and now with our Brands of New India, we are working relentlessly to support India's D2C ecosystem. To this end, the '500 Challenger Brands' initiative is putting the spotlight on high-potential emerging brands that have what it takes to take the D2C landscape by storm!

We have been releasing the names of these brands in batches of 100 and with this latest release, we take our total count to 400. The last batch will be released shortly.

Our Research Director Rajiv Bhuvra has come up with some interesting insights for this latest cohort. For instance, 70 of these 100 challenger

brands hail from metropolitan cities, and 30 are based in smaller cities, including Bhopal, Dehradun, Gwalior, Jammu, Meerut, and Sonipat among others. Our research also shows that 32 of the 68 bootstrapped brands claim to have gross margins of over 50 percent, while an equal number (32 brands) have gross margins in the range of 20-50 percent. And, a lot of these brands are aiming to capture the global market share with 21 of the affirmative 75 brands actively exporting while the biggest block of 54 brands are exploring their global expansion options.

So without further ado, I invite you to read on and get to know these little gems that are gunning for your love and attention. Here's hoping they will put up a big challenge and create a name for themselves in an ever-evolving, burgeoning retail market.

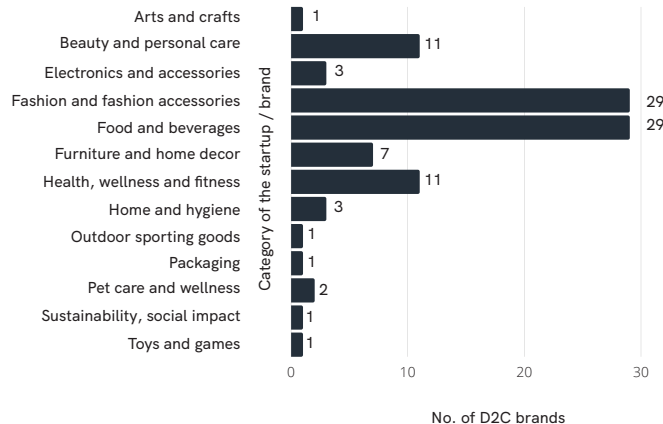
Happy reading,  
Naini Abbas



# 100 Challenger Brands 2.0 - Sliced and diced

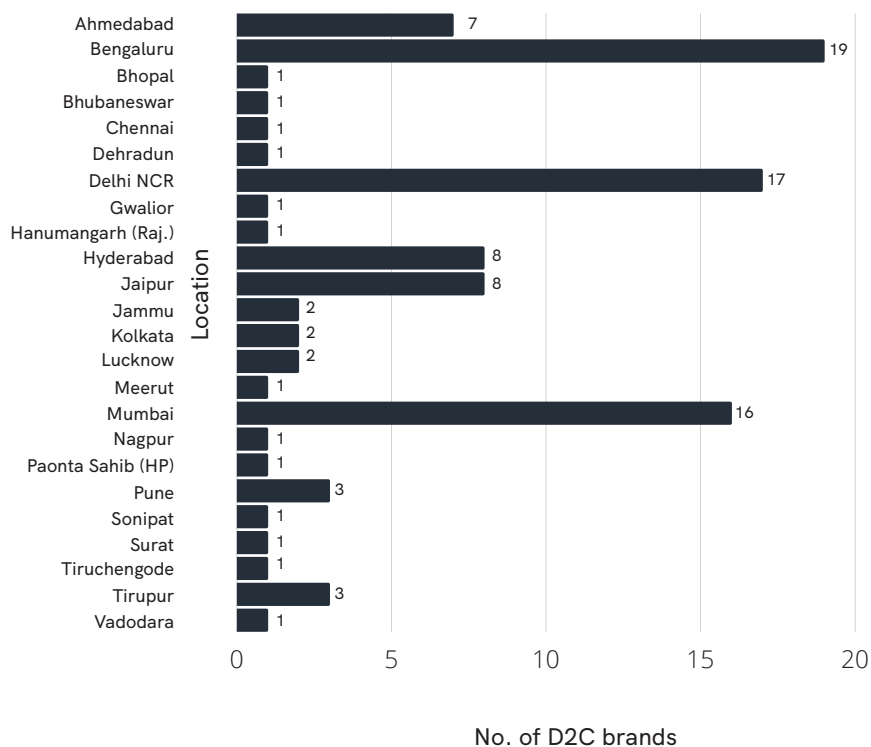
The fourth batch of 100 D2C (direct-to-consumer) businesses that get added to the '500 Challenger Brands'—part of YourStory's 'Brands of New India' initiative—are an interesting mix. Here are some of the sliced and diced takeaways from the fourth cohort:

## Which sectors do the 100 challenger brands represent?



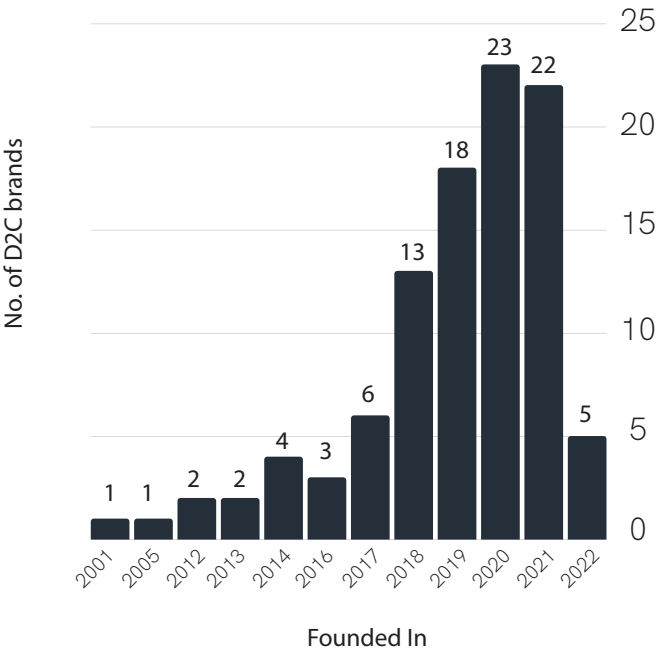
The fourth batch of 100 brands have representatives from 13 unique consumer product categories, where fashion and fashion accessories and food and beverages with 29 brands each top the categories. With 11 brands each, beauty and personal care and health, wellness and fitness claims share the number two categories' slot. The remaining nine categories have 20% representation in the latest cohort.

## Where do these 100 challenger brands hail from?



While 70 of these 100 challenger brands hail from metropolitan cities, interestingly, 30 brands hail from smaller locations, including Bhopal, Dehradun, Gwalior, Jammu, Meerut, and Sonipat among others. The top 3 cities with maximum representation are Bengaluru, Delhi NCR, and Mumbai with 19, 17, and 16 brands each.

# When are these 100 challenger brands born?

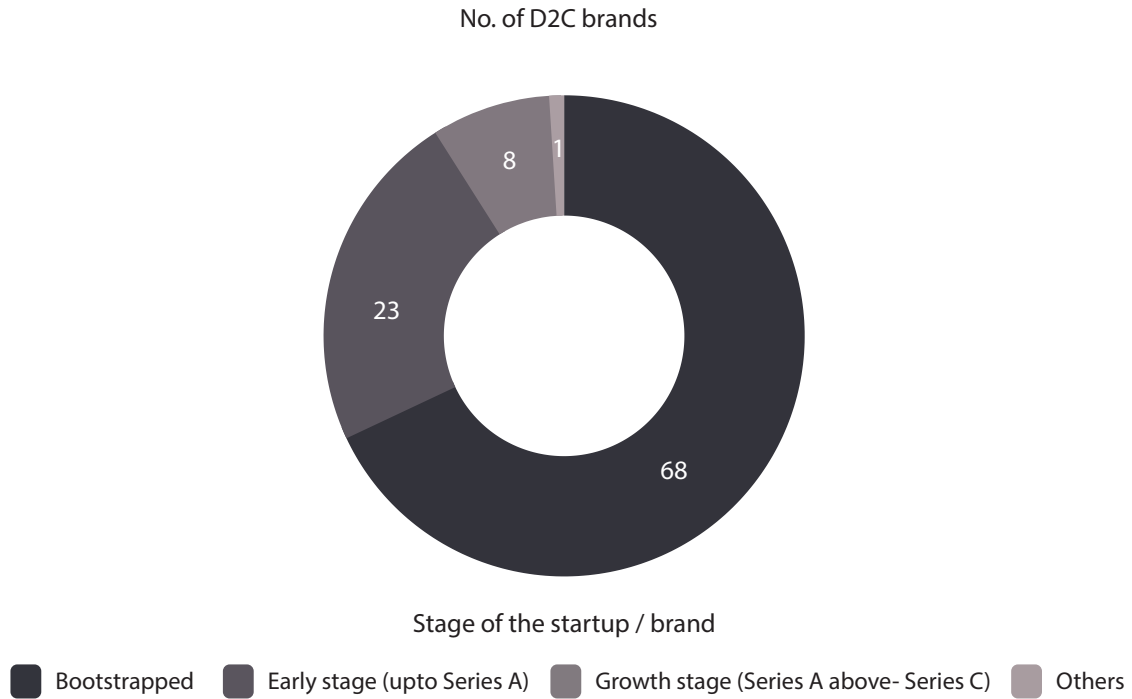


Exact 50% of these 100 brands have been incorporated in the pandemic years of 2020 (23), 2021 (22) and 2022 (5), while 2019 (with 18 brands) and 2018 (with 13 brands) represent the years when third and fourth highest number of the current cohort's brands were incorporated.

The oldest brand in the latest cohort is 2001-incorporated fashion and fashion accessories brand HELLCAT. Run by Tirupur-based Bodyglove Apparel India, HELLCAT is a leading kids' apparel brand which sells across leading online marketplaces. Run by 47-year old N. K. Karthigeyan and 40-year-old Roopa K., HELLCAT offer over 2,000 SKUs (stock-keeping units), and claims to have won numerous awards for generating the highest GMV in the entire kids' category in major marketplaces for the past 2 years.

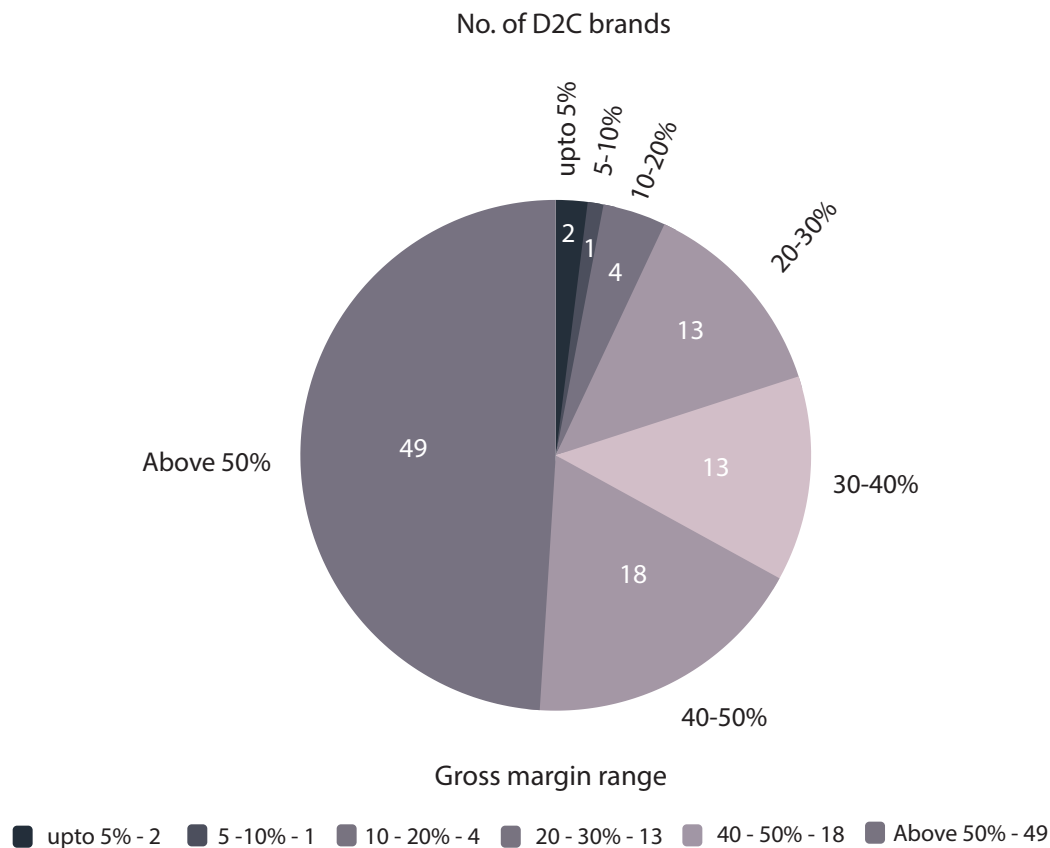


## What stage are these 100 challenger brands at?



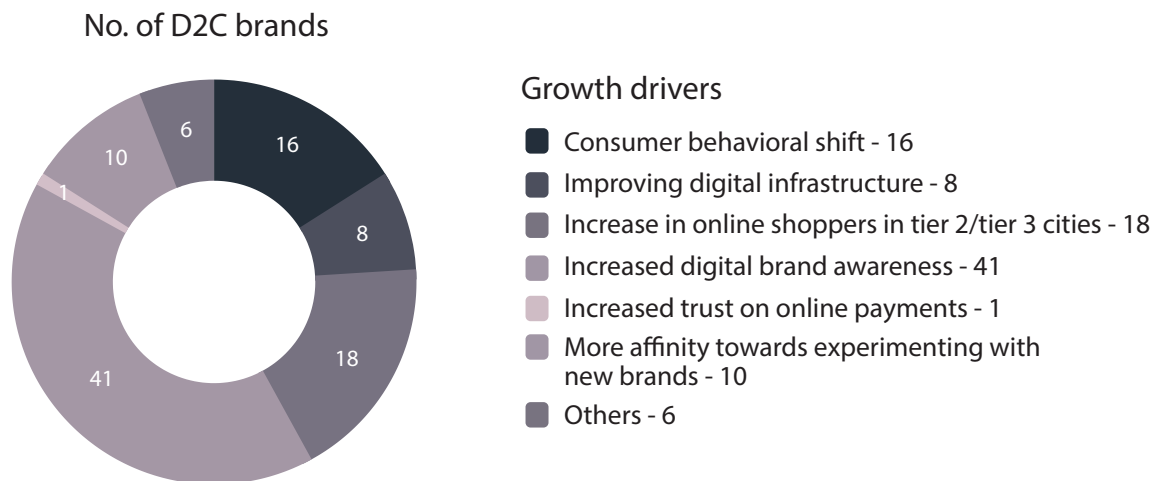
In the latest cohort, bootstrapped brands account for the majority-68 out of the 100 challenger brands-while 23 brands are in early stage and 8 brands fall in the growth-between series A and series C-stage.

# What is the profitability quotient of these 100 challenger brands?



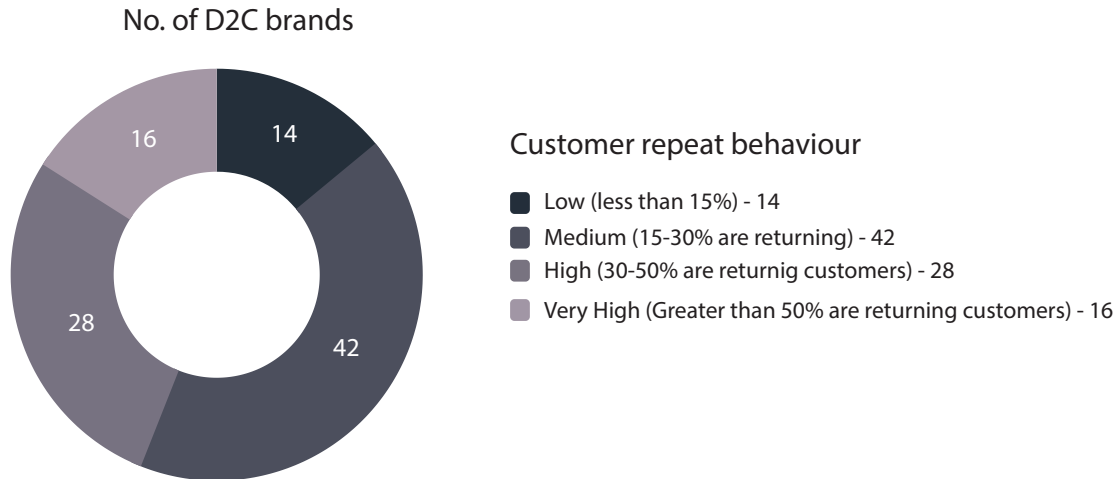
As per these 100 challenger brands’ claims, 49 brands function with gross operating margins in excess of 50%, 44 brands operate with gross margins between 20 to 50%, while just 7 of these 100 brands operate on gross margins which range up to 20%.

## What are the growth drivers for these 100 challenger brands?



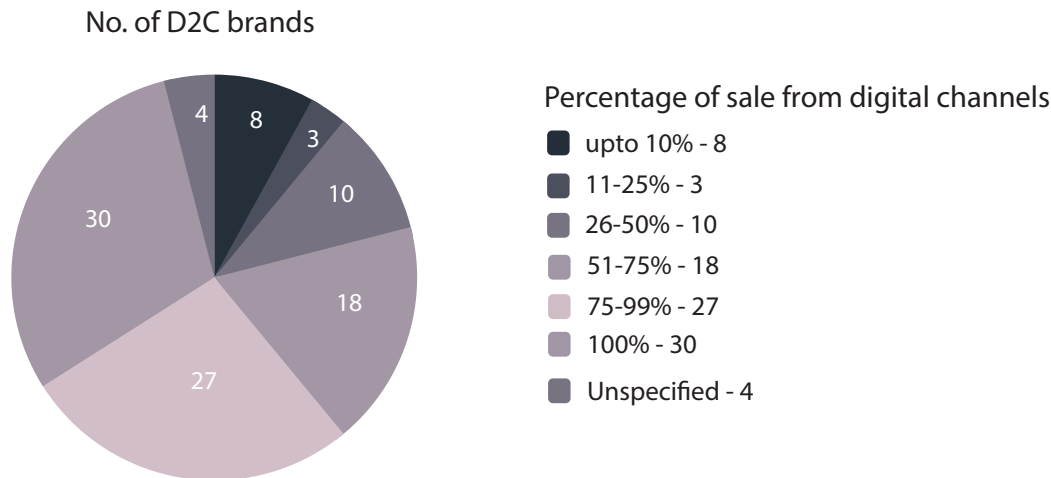
While consumers' behavioural shift is a growth driver perceived by 16 of the 100 brands, a majority-41 brands-believe that 'increased digital brand awareness' is key growth driver, while 'increase in online shoppers in Tier 2 / Tier 3 cities' as a growth driver finds 18 takers out of the 100.

## What is customer repeat experience of these 100 challenger brands?



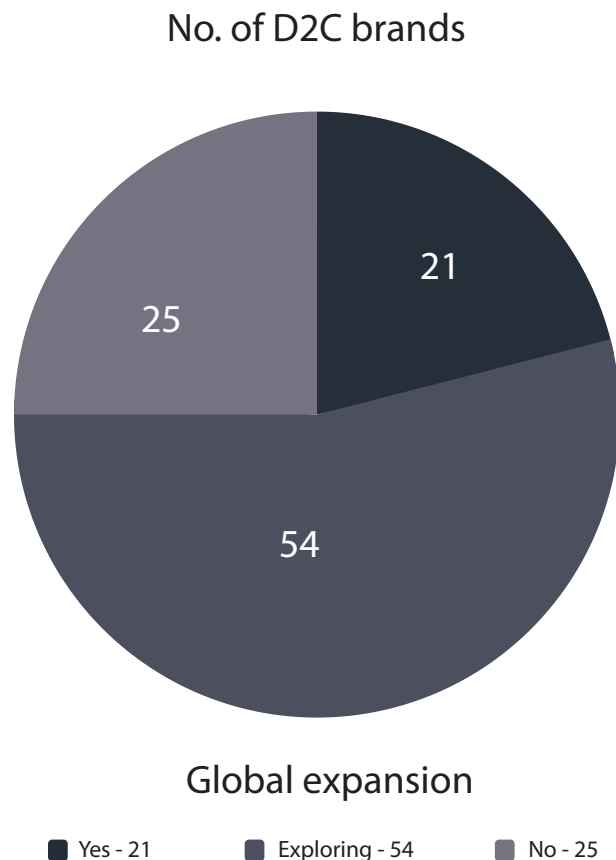
As per these 100 challenger brands' claims, just 14 brands experience a low (less than 15%) customer repeat rate, while 42 brands experience a medium customer repeat rate (between 15-30%). A good 44% of the latest cohort experiences much better customer repeating rate-28 brands see high (30-50%) repeat rate, while 16 see very high (above 50%) repeat rate.

# What is the sales contribution of digital channels for these 100 challenger brands?



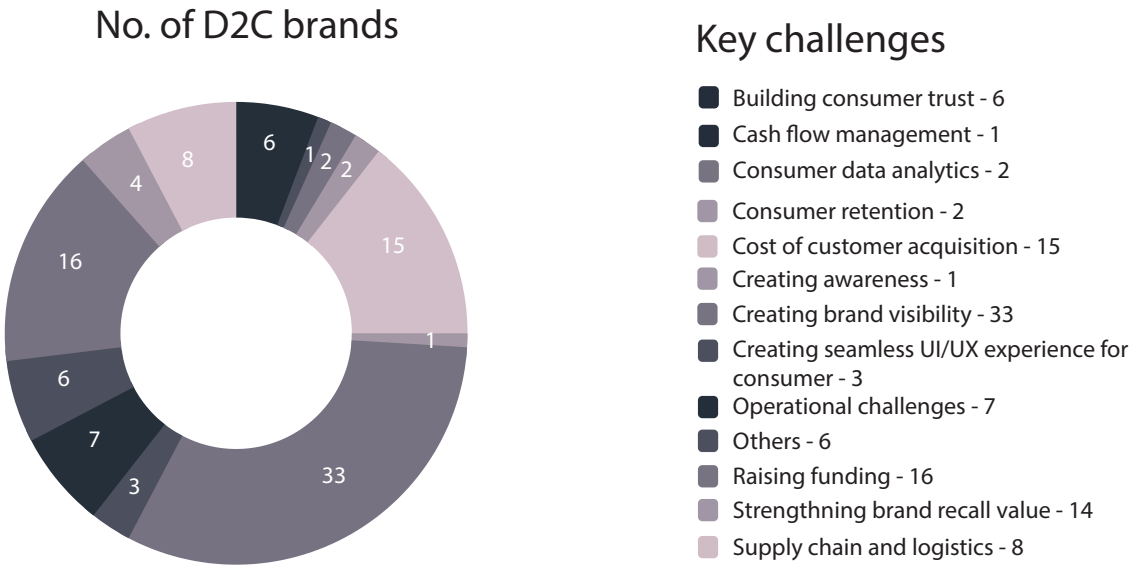
While these 100 challenger brands have listed a mix of 12 key challenges, ‘cost of customer acquisition’, ‘creating brand visibility’, and ‘operational challenges’ are the top 3 challenges with 26, 23, and 13 brands respectively pointing at the three. With 10 brands calling out ‘raising funding’ and 7 pointing at ‘supply chain and logistics’, the total number of brands listing them out add up to 79, out of the 100.

# What are the global expansion plans of these 100 challenger brands?



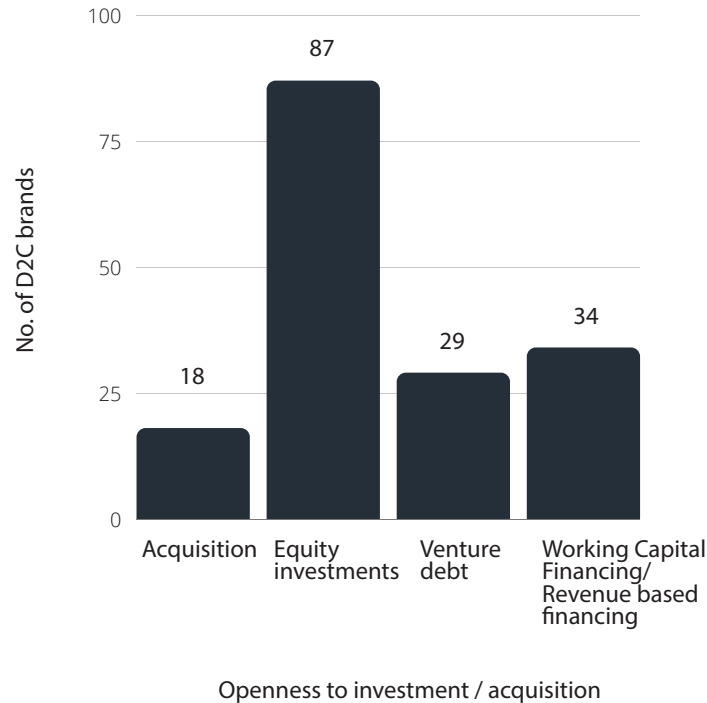
There is a 75:25 divide on the global expansion front. While 25 of the latest cohort's 100 brands do not have global expansion plans, 21 of the affirmative 75 brands are actively exporting while the biggest block of 54 brands is exploring their global expansion options.

# What are the key challenges for these 100 challenger brands?



While these 100 challenger brands have listed a mix of 13 key challenges, 'creating brand visibility', 'raising funding', and 'cost of customer acquisition' are the top 3 challenges with 33, 16, and 15 brands respectively pointing at the three. 'Supply chain and logistics', and 'operational challenges', cited as challenge by 8 and 7 brands each together make the top 5 challenges for the current cohort of 100 challenger brands.

## Are the 100 challenger brands' open to investment / acquisition?



Unlike other parameters, here the 100 challenger brands had the choice to select multiple responses to reveal their openness. As 23 non-bootstrapped brands out of the latest cohort of 100 challenger brands have managed to garner varied amounts of funding, openness to 'equity investments' got 87—the maximum number of takers—both individually as well as with other factors.

'Working capital or revenue-based financing' found the second-highest number of takers, at 34, while 29 brands showed openness towards 'venture debt'.

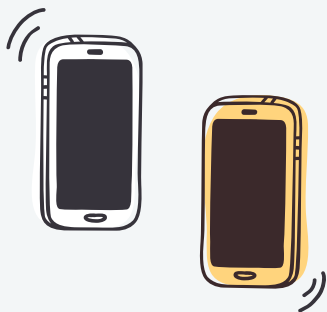


## The way forward

The fourth batch of 100 challenger brands, run by a total of 188 co-founders are a promising lot with super-high potential. After all, 32 of the 68 bootstrapped brands claim to have gross margins of over 50%, while an equal number (32 brands) have gross margins in the range of 20-50%.

While 18 of these 100 brands believe that increase in online shoppers from Tier 2 / Tier 3 cities is their key growth driver, 12 out of these 18 brands see digital channels contributing over 75% of their sales and 9 of the 12 have been witnessing 100% of their sales through digital channels.

Surely, the 'Brands of New India' are getting stronger and better, and the fourth cohort of the 500 challenger brands is an endorsement of the betterment.



# Winning strategies for D2C brands and the path ahead



**Akshay Ghulati**

Co-Founder, Shiprocket  
Global & Strategy

*With the emergence of several direct-to-consumer brands in the ecosystem, it is essential to devise the right strategies for their success. Here are a few ways to scale D2C e-commerce brands.*

*The D2C e-commerce market in India is growing at an unprecedented rate. There are over 800+ D2C brands in India, many of which have surpassed the Rs 100 crore mark. India has more than 830 million internet users, which is expected to increase rapidly in the coming years. The internet penetration in India has been a significant contributor to this growth in the e-commerce industry, and this penetration is expected to increase by almost 15 percent in the next five years.*

*Also, with several D2C enablers like website builders, logistics partners, support tech, marketing, payments, etc, businesses have minimised or eliminated the need for mediators like wholesalers and distributors.*

*The D2C market has never been this ripe in India. D2C brands have the flexibility to experiment with several niches and build their consumer base as they grow. The main focus on technology enablement, automation, and customer experience has aided D2C brands in growing their businesses more rapidly than ever before.*

*With the evolving landscape and emergence of several direct-to-consumer brands in the ecosystem, it is essential to devise the right strategies for success. Here is a look at a few plans for scaling D2C e-commerce brands.*

### **Manufacturing and product innovation**

*For scaling any D2C e-commerce business, it is essential to go back to the basics and focus on what matters - the product. Today's brands must focus on their unique product offerings and conduct consumer research to deepen their understanding of what the consumer really needs and wants. By generating product designs based on consumer research and deciding the best approach for their business, brands can succeed in providing stellar products to their audience.*

*Once brands can identify their strengths and weaknesses, they can decide how they want to manufacture or source their products. For example, if in-house production takes up a majority of time in the supply chain, it is wise to outsource production to meet consumer demands. Businesses can critically elevate their growth and profitability by assessing the feedback of the end-users.*

### **Omnichannel distribution**

*In today's market, there is more than one way to sell a product. Traditionally, brands would sell them online, ship them to the customers, or display them in an offline store for customers to discover and buy. Even though both these methods are relevant and vital today, there are several more. With emerging concepts like buying online and picking up in 'locations' (BOPIL), social commerce, online marketplaces,*

*influencer marketing, hyperlocal e-commerce, etc, brands can list their products almost everywhere and succeed in selling their products to customers across the globe. Of course, there are pros and cons, but each platform is unique and poses an opportunity that every business can explore.*

### **Optimising branding and customer acquisition**

*Brands must emphasise branding and acquisition to reach customers and provide unique solutions. By minutely focussing on aspects like brand awareness, usage, attitude, perception, purchase intent, and inclination to advocate, businesses can build brands that stay with customers even after using the product.*

*Paying attention to detail about brand recall and retention can help businesses devise strategies to build brand awareness. Understanding the frequency of usage, spending proportion, customer personas, etc, can get companies rich insights into brand usage. By locating affiliation, perception, and association, businesses can get knowledge of the customer's attitude towards the brand.*

*Eventually, these insights can help brands acquire customers by providing unique solutions and building solid relationships with them that will last long.*

### **Customer loyalty and retention**

*Brands must not ignore customer loyalty and customer retention. By running simple programs like referrals, loyalty programs, rewards, etc, one can create an army of loyal followers. This will help foster deeper engagements, improve the*

*churn rate, and keep customers hooked with brands for longer. Furthermore, it will improve customer retention and increase the positive word-of-mouth likelihood, enhancing brand awareness.*

*Loyalty programs help customers feel more connected with the brand and provide a feeling of exclusivity. Simple benefits like discounts on birthdays, anniversaries, etc, go a long way and can also increase chances of emotional buy-in.*

*However, the programs you run must be accessible and simple, and the rewards must be easy to claim. An uncomplicated structure can get on board several customers, which will eventually help you increase the purchase frequency.*

### **Final thoughts**

*With a robust D2C ecosystem in India, the market is only set to grow further. Optimising businesses and staying focused on customer needs can help retailers create unique solutions and provide an edge to their D2C business.*

# 100



# Brands Spotlight



# Arts and Crafts

## The Stone Studio



### COMPANY OVERVIEW

The Stone Studio is an Indian statue manufacturing brand that offers a vast collection of stone, wood, and fibre sculptures for indoor and outdoor decoration purposes. As demonstrated by intricate carvings and meticulous workmanship, the brand offers modernized versions of traditional and contemporary patterns. The end result is a universe filled with the finest works of art that inspire a lovely appreciation for life.

God statues, contemporary garden sculptures, Buddha statues, fountains, indoor sculptures, wall murals, tabletop decorations, sculptures with an antique appearance, garden ornaments, and planters made of stone, fibre, and wood are all part of their assortment.

### WHAT MAKES THEM UNIQUE

The Stone Studio, being a bootstrapped startup, has proved as a positive market disruptor in the Sculptural Art industry enabling users to access uniform pricing in India as well as in global markets. The unique thing about the brand is they understand customer requirements and provide customized sculpture solutions tailor-made to suit every individual's requirement.

### FOUNDER DETAILS

Sangeeta Beri is the founder of The Stone Studio. Her goal is to create a new market for artists and increase Western exposure to the beauty and complexity of Eastern religious art. She is presently focusing on collaborations with interior designers and architects to enhance the reach of stone carving art beyond the boundaries.

With over 3 years of experience, she has been hands-on in creating social media campaigns and innovative experiences to grow loyal audiences. She also has a proven track record in developing, creating & designing content that scales brand awareness and revenue.



# Beauty & Personal Care



## Amrutam



## AMRUTAM

### COMPANY OVERVIEW

Amrutam is an Ayurvedic Lifestyle Brand and Wellness Community. Their recipes bring along 30+ years of experience and are certified by the Ministry of AYUSH and international organizations like PETA. Their unique and authentic formulations are prescribed by doctors and experts for holistic healing by addressing the root cause of a problem. A cruelty-free, ethically sourced, and lovingly curated one-stop solution for your health and beauty needs.

### WHAT MAKES THEM UNIQUE

Amrutam is built on the value of community where customer experience is given the topmost priority. We regularly interact with our customers and deliver more than our product offerings.

As a brand, Amrutam believes in creating value for our customers where they go above and beyond to create awareness through blogs and ebooks that are freely available to everyone, projects like Rediscovering Self with Amrutam - a mental health podcast and Amrutam Raga Project that highlights the Hindustani classical musicians of Gwalior Gharana. Additionally, they also run community projects like Rediscovering Ayurveda and Amrutam Nari that celebrate people bringing meaningful change in the world.

The brand also involves its community in the product launches by taking their feedback on up-and-coming recipes and contributing their bit to the environment

### FOUNDER DETAILS

Ashok Gupta was no rookie, though. Before starting Amrutam, he was a distributor of ayurvedic products and worked closely with niche manufacturers. The market exposure also made him realize that the existing products lacked the desired quality.

## Bare Body Essentials

bare body  
essentials

### COMPANY OVERVIEW

At Bare Body Essentials, they believe that you deserve love & care in every way possible. They are a brand that resonates with the needs of modern individuals for whom beauty isn't a universal standard to be met but an attitude to be adorned. They provide products that care for every concern of your body so that your confidence can always shine!

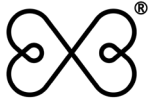
### WHAT MAKES THEM UNIQUE

They are the pioneers in bringing skin care to the overlooked parts of the skin like the bum, underarm, inner thigh, stretch marks, etc. All of their products are methodologically researched and thoroughly tested to provide you with paraben-free, sulfate-free, and cruelty-free goodness.

### FOUNDER DETAILS

A mother and entrepreneur, Zeal Shah wanted to create a brand that looks beyond caring for the face. With this vision, she brought to life Bare Body Essentials, which aims to provide care for every concern of our body with its unique product line. They are building a clean and conscious brand to address the common but very real problems that women face and offer simple and natural solutions for the same.

**Boujee Beauty**



**BOUJEE BEAUTY**

## **COMPANY OVERVIEW**

Boujee Beauty is an Indian Beauty brand with 100% vegan makeup brush range.

Their aim is to make luxury affordable to every household.

## **WHAT MAKES THEM UNIQUE**

They are a gender-neutral brand that focuses on cosmetics suitable for all skin-tones with premium packaging.

They are a brand that makes customer experience a priority with luxurious formula & packaging

No company offers colour cosmetics range keeping both - millennials and professionals in mind.

## **FOUNDER DETAILS**

Badal Maskara has an engineering Degree in Information Technology Hands on experience over 10 years in IT industry. He has involvement in Tech support, website management, finance.

Sneha Maskara is a Goldman Sachs 10,000 Women Participant @ IIM Bangalore, Engineering Degree in Computer Science. She has involvement in brand vision, product development, sales, customer satisfaction.

## Fuschia



### COMPANY OVERVIEW

Vkare Bio Sciences is a house of brands in the field of Health, wellness & beauty. They have 3 portfolio brands by name of Vkare (Medical Instruments), Fuschia (Vegan Skincare Products) and Physiovits (Nutraceuticals)

Fuschia is a natural ingredients-based vegan skincare range devoid of harmful chemicals and against animal testing.

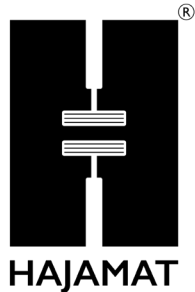
### WHAT MAKES THEM UNIQUE

Fuschia is a brand dedicated to Natural Handmade Vegan Skincare Range devoid of harmful chemicals like Sulphates, parabens, phthalates & mineral oils. Physiovits is the latest addition to the portfolio which ventures into Nutraceutical products.

### FOUNDER DETAILS

Mohit Bhatia founded the company. He is a medical graduate, medico-marketing professional, and an entrepreneur. He developed and established the brands Vkare, Fuschia, Physiovits in the field of Health, Wellness and Beauty.

# Hajamat



## COMPANY OVERVIEW

Founded in 2018, Hajamat launched its online store with just one objective of providing premium-quality shaving tools at affordable prices, delivered right to your doorstep. They cut down on the middlemen's costs, endorsement costs, and all other fancy stuff that does not enhance your shave but unnecessarily increases the end consumer price. Hajamat has always been a harbinger of freshness and innovation. They continue to bring new and innovative products to the market, which keeps the customers and their pockets happy.

## WHAT MAKES THEM UNIQUE

Hajamat signifies the emergence of something exciting and novel. Quality, service, technology, and the overall product experience are the hallmarks of the luxury brand. As a way to revolutionize the shaving experience, they strive to create designs that are distinctive, beautiful, and unique.

All the products are safe for your skin and body as they are free of sulfates and parabens and manufactured with natural, high-quality ingredients.

## FOUNDER DETAILS

Amrit and Nitin created Hajamat because they were tired of overpaying for the branded razor refills. When they asked around, they learned that a lot of guys were upset about this situation too, but could not do anything about it because of the lack of options available in the market. So these two decided to do something about it, and that is how the brand was born.

Ilana



## COMPANY OVERVIEW

They started with making performance-driven skincare along with makeup that had the benefits of real skincare ingredients. Makeup that not just makes you feel and look great but is actually working to heal your skin. Their breakthrough formulations are ethically innovated with skincare superfoods to give you the best possible combination of benefits. A lot goes behind building a formulation and a lot more behind making it good for you while being kind on the planet. The ambiguous rep around CLEAN BEAUTY pushed us to be transparent and set real formulation standards that guide us as well as the consumer. They want to bring to you the real research and the real truth behind the controversial industry ingredients (along with proof) so as to avoid greenwashing as a whole.

## WHAT MAKES THEM UNIQUE

Ilana is committed to bringing you clean, toxin-free skincare and beauty products that exceed your expectations, always. They balance the fine line between personal care that is good for you and good for our planet. It is critical for us that people feel nurtured when they use our products; that they feel safe, included, healthy, and content.

The key differentiator for them has been understanding customers and giving them exactly what they want. From their experience of almost 4 years, they have realized that in this sea of options people want straightforward, multi-purpose, highly effective, and affordable beauty all rolled into one sweet package. And internally they strive and innovate to do just that!

## FOUNDER DETAILS

Ilana was born out of a very real need for beauty that is transparently CLEAN (without all the ambiguity), PERFORMANCE DRIVEN, and Good for the Planet. A challenge indeed, but a game worth playing. Nikita and Amit got together to start the hard way -- with a small loan from family and a bucketful of grit. The home kitchen slowly became a lab with technicians and formulators and the flea markets evolved into a robust online shopping platform. And it just grew from there.

## MENSOME



### COMPANY OVERVIEW

At MENSOME, they deal in Men Grooming/Personal Care and Gifting Products. They introduced men clothing accessories like Neck Tie, Cufflinks, Pocket Square, Lapel Pin etc. and combined them in such a way that it opened a new gifting option in men gift category and was well accepted by the customers..

### WHAT MAKES THEM UNIQUE

With grooming products, they wanted to solve the real skin and hair problems faced by men in more natural way and less chemical way. They are free from paraben and sulphates and other harsh chemicals.

Currently they are selling on all major E-Commerce marketplaces and their own website. Recently they have made presence in Offline channel also have partnered with Archies for their 25 stores in Delhi-Ncr.

### FOUNDER DETAILS

Mr. Himanshu Jain has done BTECH in Electronics and Electrical Engineering from MDU and PGDM (Masters) in International Business Operations from SRCC, Delhi University. He is born and brought Up in a Working Middle Class Family in Delhi. He has never thought he will start something of his own in fact he had good career growth going in corporate sector and while leaving the job he had 2-3 job opportunities with other leading MNC also & in the Job after having an in-depth research and long conversations with different stakeholders, he realized there were not so many products in men grooming category. So he felt there is a void in Male Grooming and Gifting market and that it needed to be filled. There comes the idea of MENSOME.



Mitti Se



## COMPANY OVERVIEW

They offer safe, natural alternatives to daily use products that have high harmful chemical content. Behind their products is a way of life and values that the team strongly follows starting from formulations to engaging with customers.

The Mitti Se vision is to be a one-stop solution to make you live a sustainable life

## WHAT MAKES THEM UNIQUE

They want to be end to end sustainable, starting from zero waste manufacturing to completely earth friendly disposal that doesn't harm or exploit people and nature in its entire cycle. Their mission is to provide sustainable, earth friendly and human friendly alternatives to unsustainable products and processes in everyday life.

They offer completely nature based solutions that can help enable a sustainable life.

## FOUNDER DETAILS

Tuba Siddiqui is Founder of Earthkind Eco Ventures Pvt Ltd , brand name Mitti Se, which deals in innovation and manufacturing of sustainability products and promote environmental protection.

She has close association with Banasthali University -Jaipur, womeninnovator-Delhi, Atal incubation centre-Delhi, IIM-Bangalore Nsr cel, Indian Council of Agricultural Research Delhi, Central Institute of Medicinal and aromatic Plants Lucknow.

She has also won 1000 Women Faces of Asia Award in 2021. She is also alumni of Goldman Sachs 10k program. Tuba's story and Journey is also published by Your Story. com, Amar Ujala, Dainikjagran etc. She is vice president of environment and reforestation council, WICCI

Tuba Siddiqui is action oriented and workaholic. She also developed "Garden of Health" and "Fresh Herbs on my Plate" to promote medicinal plants and herbs for healthy living and preserving nature. As per Tuba- I will always make my decisions in life in such a way that I can spend more time with nature and act ecofriendly.



## COMPANY OVERVIEW

Paradyes is India's first semi-permanent hair color and care brand. Paradyes is a cost-efficient, hair makeover and haircare brand curating vegan, cruelty-free products for a generation of quick decision-makers who believe in self-expression and identity creation. They are here to change the hair coloring landscape in India by informing everyone about how they can experiment and style their hair without damaging them! They're also always striving to reinvent ourselves in the hair-cosmetic industry and are continuously adding more hues to our spectrum of colors. Their approach is extremely customer-centric and aim to curate products that provide utmost satisfaction to the consumers.

## WHAT MAKES THEM UNIQUE

Paradyes is a consumer centric brand. They create what the users want. Under our Color of the Month segment, they allow the consumers to choose the hair color they want us to manufacture for a period of one month. Along with that, all the products are made in India and each product is enriched with herbal extracts such as Brahmi, Amla, Bhringraj, Aloe Vera and more.

## FOUNDER DETAILS

The Co-Founder and Creative Director, Yushika Jolly, has graduated with a bachelor's degree in Fashion Design from NIFT, Gandhinagar, and a Master's in Design Management & Cultures from UAL: London College of Communication, U.K. She has been an integral part of its inception, which stems from her interest in coloring her hair for the past seven years, leading to gaining an in-depth insight and knowledge about the hair color market and experience. She has personally curated the range of colors with experts' help after rigorous testing, experimenting with shade cards, and studying dyes and coloring agents' mechanics. As the Creative Director of Paradyes, she is hands-on with the brand's functioning, from designing to packaging and its promotion and building the brand's image. She started with a vision to change the narrative around hair coloring and has innovatively managed to bring this vision to life.

## Slova Skincare



### COMPANY OVERVIEW

This luxurious clean skincare line is formulated with bio-sourced ingredients that deliver both instant & long-term results without disproportionating the skin's natural balance. Their aim is to provide exceptional skin care treatments that defy the limits of ordinary skincare to counter the signs of ageing and other skin concerns from the inside out.

### WHAT MAKES THEM UNIQUE

They're obsessed with makeup-free and natural glowing look, and aim to solve everyday skin problems, not just the symptoms, restoring the overall skin health. Futuristic skincare is a way to go for Slova. With a huge shift in consumer behavior, Slova with Skin Alchemy, an AI-powered skin analysis tool, enables users to access their skin health anytime with a simple scan and fulfils the need of personalization of skincare routine based on the skin concerns.

### FOUNDER DETAILS

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## The Deconstruct



### COMPANY OVERVIEW

Deconstruct brings simple, innovative, and science-backed skincare products to its consumers. They are a treatment-first brand and their products address specific skin concerns. They also ensure that the users make informed choices and not impulsive ones by educating consumers on skincare and providing complete information about our products. Their aim is to equip consumers with the knowledge to make the right choices for themselves and to always be that right choice.

### WHAT MAKES THEM UNIQUE

The brand believes in offering multiple actives in one product to address skin concerns efficaciously. They also believe that chemicals are safe and good, and they stand by it. Their products are simple, straightforward, and backed by science.

### FOUNDER DETAILS

The birth of the skincare brand Deconstruct is led by a mix of both business and personal insight of its CEO and Founder, Malini Adapureddy. Her motivation to create skincare products was fuelled by how most of the skincare products are sold to female customers.

## VEEDAA



### COMPANY OVERVIEW

They are a fragrance start-up. They currently develop and manufacture scented candles, and fragrance diffusers and retail them under VEEDAA. (Manufacturing → Retail). They are the top 1-2 brand in their category on Nykaa and have many best sellers on them. Their products are also sold offline by stores such as Crossword, Foodhall, Taj Khazana, Natures Basket, and other 100+ retailers.

### WHAT MAKES THEM UNIQUE

All their fragrances, packaging, in-house manufacturing, QC, and mainly word-of-mouth marketing are what make them unique. They are a brand that can compete with a global conglomerate like Bath and Bodyworks.

### FOUNDER DETAILS

Co-Founder Dhruv Kohli - CEO, Head of Product Development and Operations, is an engineer from Mumbai University and holds a Masters in Quantitative Finance from Fordham Business School in New York.



# Electronics & Appliances

**DrinkPrime**



## **COMPANY OVERVIEW**

DrinkPrime was started to solve a personal problem - How do we get access to clean, safe, and healthy drinking water? Seems simple, but here's what they found.

First, most of the water you get in plastic cans isn't fit for drinking. Second, less than 5% of Indians actually own a water purifier! That's when they realised this wasn't just a personal problem but an opportunity to help a lot of people.

It's been six years since they started on this journey. Today, more than 1 lakh users in 7 cities trust us to access clean and safe drinking water!

DrinkPrime is on a mission to make clean, safe and healthy drinking water accessible to everyone. By 2026, we aim to make safe drinking water accessible to 1 million households in India.

## **WHAT MAKES THEM UNIQUE**

DrinkPrime is a mission-oriented brand that has been disrupting the 30-year-old water purifier industry since 2016; They are on a mission to make clean, safe and healthy drinking water accessible to everyone. This just means one thing - they are a drinking water company and not a water purifier manufacturer. Unlike traditional water purifier brands that sell water purifiers just like TVs, they offer DrinkPrime on subscription, that too, at an affordable cost.

By providing customized water purifier on subscription, they take ownership of every subscriber's drinking water quality and their water purifier health. The brand proactively schedules free maintenance checks so that the subscribers don't have to worry about it. More importantly, the DrinkPrime mobile app in sync with the water purifier makes it convenient for the subscriber to control and monitor their DrinkPrime.



## FOUNDER DETAILS

Backed by marquee investors like Sequoia Surge, and Omidyar Network India, DrinkPrime's user-base now stands at more than 25,000 households. The company's founder and CEO, Vijender Reddy Muthyala said that the company plans to reach 10 cities in coming years with an aim to reach a million subscribers in next five years. The company is also in the process of raising funds of more than \$10 million as part of series A round in coming months.

iGRiD



## COMPANY OVERVIEW

They are a brand built for the aspirational Indian. Consumers today look for the convenience and reliability of a brand but do not see the value in the over-priced branded products. Built with a keen eye to look for value in every product, they are a consumer brand for the discerning Indian.

## WHAT MAKES THEM UNIQUE

The brand provides absolute value for money. They bring to the users, products that are high in quality and value at a price that's affordable, products at a value that their consumers desire. They aspire to be India's everyday consumer brand.

## FOUNDER DETAILS

Madhav Kota is the Founder and Director of the brand iGRiD, India's leading provider of affordable and quality consumer electronics & lifestyle products. At the company's helm, Madhav leads the consumer business activities, manages customer experience, and growth of the brand.

Having worked in diverse industries and geographies throughout his career, Madhav realized the quality and price disparity that exists in the Indian Consumer market. With the Intent of providing the best quality at a price point that India desires, he founded the iGRiD brand in 2017, followed by the launch of the first line of its products in 2018, which gained massive traction from the market.

## Something's Brewing



### COMPANY OVERVIEW

Something's Brewing is a brand that is all about the love for coffee. They provide all coffee lovers with a digital platform to learn about coffee brewing, compare methods, share recipes and buy from over 500 different brewing equipment & accessories, and coffees from 30+ roasters. Something's Brewing is a destination for all things COFFEE

Their vision is to revolutionize the coffee culture in India and make every household brew coffee at home while their mission is to inspire, educate and connect people with coffee so that coffee brewing is no longer an exclusive craft, but everyone everywhere has access to the right information and tools to brew the own best cup of coffee

### WHAT MAKES THEM UNIQUE

They are the only e-commerce portal that is all things coffee - offering the widest range of coffee equipment, coffee, and blends from 30+ roasters, building a coffee lover community and sharing know-how on coffee through interesting meetups and masterclasses - online as well as at their on-ground experience centres

## FOUNDER DETAILS

Abhinav Mathur completed MBA from XLRI Jamshedpur and spent early part of his career working for home appliances and consumer brands like Philips, Wipro Consumer and Black & Decker in various sales and marketing roles. He was part of brand launches when modern retail started in India and again led the ecommerce vertical when Flipkart had their first Big Billion Day campaign. He moved to Indulge Beverages, a coffee products start-up backed by Kanwaljit Singh (Fireside Ventures) and other angels for a critical role alongside the founding team and then later joined Kaapi Machines, India's leading B2B Coffee Equipment company as CEO.

He launched Somethings Brewing along with a few team members from Kaapi Machines during the pandemic to cater to the needs of home coffee brewers and help grow the specialty coffee community in India.



# Fashion & Accessories

## Aarambh



### COMPANY OVERVIEW

Aarambh is a small e-commerce company based in New Delhi aiming to provide you with some of the most up-to-date designs at the most economical prices.

Aarambh is a brilliantly simple identity shared by all women around the world!

It's a celebration of the beginning of womanhood and all of its wonderful representations, magnificently represented via our exquisite jewelry & other products.

### WHAT MAKES THEM UNIQUE

At Aarambh, they are a one-stop solution for all the high-quality jewellery needs with an omnichannel presence.

Aarambh Vision is to reach worldwide with artisan karigari of the Indian design world along with a one-stop solution for Indian consumer needs for artificial jewels and gemstones.

### FOUNDER DETAILS

The company was founded by Jai Vardhan Sharma , Mayank Goswami and Nitin Khutel.

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**Adorna**



## **COMPANY OVERVIEW**

They are not doing anything unique, but are on the way to making a very large business in a humongous market, Fashion! Already a category bestseller on Amazon.in, they have now identified high-growth channels and cracked all the codes to enter those.

A 100% bootstrapped business, 2.5Cr+ revenue, successfully surfed through several hiccups like demonetization and covid, they have already come a long way, and now are poised for a 10x YoY growth.

## **WHAT MAKES THEM UNIQUE**

Adorna manufactures all cotton based shapewear with the largest catalog of shapewear designs targeting each body part with different compression levels.

They are pioneers in making cotton based skin friendly shapewear in innovative designs.

They are the first to come up with Shapparels (Shapewear+Apparels) category with our unique Shapparel Leggings

## **FOUNDER DETAILS**

Ashish Agarwal is the founder of SHK Brands Pvt Ltd, the company which manufactures Adorna branded ladies apparels. A computer science engineer, Ashish has over 7 years of industry experience with major technology giants like Adobe Systems, as well as two US PTO approved patents under his belt. Ashish also has an MBA in Entrepreneurship. After trying several businesses ranging from developing Android applications to MLM membership to e-tailer to a CRM for e-tailers, Ashish started Adorna ([www.MyAdorna.com](http://www.MyAdorna.com)) - the first D2C brand of ladies shapewear, which later successfully expanded into other sub-categories of ladies apparels.

## Agent Sparrow



### COMPANY OVERVIEW

They are a fast fashion brand. They mostly sell men's clothes all over India. In India, there are too many big players and they sell at a very high price range, but there are too many customers who couldn't afford to pay that much of amount and when these customers try to purchase the same kind of clothes from the local market, then they won't get good quality products, so the brand is trying to fill this gap by providing trendy and quality clothes at affordable prices.

### WHAT MAKES THEM UNIQUE

They sell trendy clothes at very affordable price ranges with good quality so that each and every customer can afford them and make themselves more fashionably.

### FOUNDER DETAILS

Agent Sparrow was first started by Rohan Waghmare. Later Piyush Nikose and Adesh Tirpude joined him.



**Apella**

*Apella*

## **COMPANY OVERVIEW**

They pride themselves in being known as the XS to 10XL store. Apella's mission is to provide inclusive clothing at affordable prices and to provide comfort, confidence and happiness through their clothing.

## **WHAT MAKES THEM UNIQUE**

At Apella, they provide a personalized shopping experience to the customers, something most brands have been missing out on. They provide customized products and offer the widest collection, especially in plus size with their wide collection of bottoms and ethnic wear in casual and party wear.

## **FOUNDER DETAILS**

Rajesh Khanduja is the co-founder and CFO at Apella. The company was founded in the year 2020 under the company Tejas Enterprises.

## B'Infinite



### COMPANY OVERVIEW

B'Infinite is a D2C Women's Clothing Brand. They are a partial made-to-order brand.

They offer a one-stop shop to access runway-ready styles at pocket comfort prices and also offer customization based on size, shape, and height.

### WHAT MAKES THEM UNIQUE

The Apparel Industry offers to cloth assuming the hourglass figure of women, but unfortunately, more than 50% of women do not fall in this particular figure type and have a latent need for custom clothing based on their body type.

The brand offers them made-to-order clothing wherein they can pick any listed product on our website and get it made as per their body measurements and preferences.

### FOUNDER DETAILS

Avani Kabra is the Founder of B'Infinite, a D2C Women's Clothing Brand. A Marketing post-graduate from SP Jain School of Global Management. Her professional experience spans international markets in Strategic Marketing and Business Development. She resigned from her job in a growing marketing firm to follow her heart and dive into entrepreneurship. Also, as a classical dancer, her passion for dancing has helped her challenge her limits time and again.

## BRIEFLY

# BRIEFLY

## COMPANY OVERVIEW

Being actively involved in the manufacturing business for about 10 years they started to notice that most clothes today are made from the same fabric that was made 20-30 years back. They are mostly cotton and polyesters while there has been so much innovation made with different fibers which are superior to cotton in terms of its performance capabilities and less harmful to the planet. With all this amazing fabric technology happening and none really being adapted here because of the increased cost and difficulties in sourcing and manufacturing these fabrics, they decided to put their experience and infrastructure behind the brand, BRIEFLY.

The brand focuses on your everyday clothes, that are functional and well made with superior fabrics. Performance and comfort should take precedence over everything.

## WHAT MAKES THEM UNIQUE

Their innovation on fabrics is outstanding and nothing like any available in the market. Their clothes are functional and well made with superior fabrics.

Once someone tries on their clothes, there's no going back.

## FOUNDER DETAILS

Alankrit Utkarsh is the founder. He is ardent and dedicated to designing blueprints for products, and marketing strategies, and synthesizing ideas to work on initiatives that require an analytical and innovative approach.

## CloudTailor



### COMPANY OVERVIEW

CloudTailor is a D2C platform that offers personalized tailoring and fashion solutions to women. It is the world's first cloud tailoring boutique that provides free designer assistance, doorstep measurement & lifetime free alteration with a choice to get your outfit stitched across any of the fulfillment centers across the country. CloudTailor has been serving customers across India, the USA, Canada, Australia, and Singapore for the last six months and fulfilled over 25,000+ orders. CloudTailor is a one-stop shop for all women's fashion & apparel needs.

### WHAT MAKES THEM UNIQUE

Personalized fashion as a category is very unorganized and women across the world face common challenges when it comes to it: too expensive, not convenient and the process is a complex one that consumes a lot of time and the result is most unpleasant. Fashion designers are not accessible and you select the outfits from the rack which get altered.

The brand changes the whole game, by giving control and making women in charge of the process, giving them the flexibility to decide when, how, where and the choice of creating their own outfit in a more efficient way.

## FOUNDER DETAILS

The primary inspiration was the founders' constant lookout for market segment gaps and under-served requirements. They excel at building an organized online solution to cater to offline requirements in society. The founding team saw a huge gap in the 'Professional Services' for personalized fashion, as Susmitha Lakkakula, and her husband, Rudra Pratap, faced a lot of issues trying to place orders to tailors, following up, and trying to reach them over the phone and in-person for updates and progress. The duo decided that it was time for someone to simplify this workflow and accept the challenge. Thus Cloud Tailor was born.

## Dira By Dimple



### COMPANY OVERVIEW

At DIRA, they combine India's royal weaving traditions with exquisite modern designs to create beautiful ensembles that suit every woman effortlessly. With their unmatched Artisanal collections, they offer a high-end Boutique experience that doesn't cost a fortune.

### WHAT MAKES THEM UNIQUE

They are a truly D2C company - sourcing fabrics directly from artisans at fair prices, designing in their own studio and delivering straight to the consumer; thereby cutting down warehouse/showroom/intermediate suppliers cost and given the benefit to artisans and the customer.

The brand delivers a luxurious boutique experience minus the exorbitant prices. They work only with the purest, organic fabrics in the most sustainable ways.

### FOUNDER DETAILS

Dimple Ajmera, Founder - Dimple started her career in the technology industry, but her passion for design and cultural heritage made her start DirabyDimple. In her own words - "All my life, I have been fascinated by the art and rich heritage of our country. I grew up in Jaipur observing the intricate skill practised by expert artisans. I always wanted to do my bit in keeping the magic of handloom alive. That's how DIRA was conceived. We work on four guiding principles - Hand-made with love, Proudly Indian, Empowering Artisans, Tailored for you."

## Heart Up My Sleeves



### COMPANY OVERVIEW

Heart Up My Sleeves is a unique brand that curates detachable statement sleeves & accessories. The brand was also featured on SharkTank India and raised funding of 25 lakhs. It is a fast-growing D2C brand available on top e-commerce platforms such as Nykaa Fashion, Myntra, Amazon, AZA, etc.

Heart Up My Sleeves was also recently featured on SharkTank India where we raised funding of 25 lakhs from Vineeta Singh & Anupam Mittal. The brand is definitely loved by all the top influencers such as Komal Pandey, Niki Mehra, Roshni Bhatia, Sakshi Sindhwani & celebrities such as Neha Kakkar & Hansika Motwani.

### WHAT MAKES THEM UNIQUE

The brand was founded amidst the pandemic when it realized the importance of sustainable fashion. The aim of the brand revolves around providing a solution to reuse and create multiple outfits with our detachable accessories which will help in sustainability & reducing the carbon footprint.

The aim of Heart Up My Sleeves is to solve the common problem of women not having too many clothes. They provide an instant solution to glam up your outfit. Their detachable products are reusable, multi-usable & sustainable.

### FOUNDER DETAILS

The founder of Heart Up My Sleeve is a 23-year-old woman named Riya Khattar who is the daughter of a clothes store owner living in Delhi. She founded this business with her very own vision and fashion knowledge. Now Riya is the chief executive officer of this company.

# HELLCAT



## COMPANY OVERVIEW

HELLCAT is one of the leading kid's apparel brands across all major online marketplaces including Myntra, Flipkart, Amazon, Ajo, Firstcry, Nykaa Fashion, Meesho & Snapdeal.

HELLCAT is the No. 1 E-Commerce Clothing Brand for boys and has won numerous awards for generating the highest GMV in the entire kid's category in major marketplaces for the past 2 years.

With good volumes & brand reach through Marketplaces, the team is now working towards building a community around HELLCAT, for both the current customers and bringing in new customers as well.

## WHAT MAKES THEM UNIQUE

The brand manufactures all the products from fabric to finishing in-house across their 5 manufacturing facilities located in and around Tirupur and hence they can manufacture any quantity, any article at any time irrespective of external factors including pandemic.

They are currently dispatching around 9,500-10,000 units daily across Online marketplaces on BAU Days. They have an inventory of more than 5 Lac units at their own warehouse which will be refilled regularly from the manufacturing facilities.

## FOUNDER DETAILS

Mr Karthigeyan has more than 2.5 decades of experience in the field of Fabrics & Garmenting. This has enabled in development of unique ranges of Kids wear from HELLCAT.



## HOBC



### COMPANY OVERVIEW

House Of Brands Company ( HOBC ) is a venture funded D2C brand aggregator. The company aims to emulate the highly successful Thrasio model. This concept is relatively new to the Indian start-up scene, but has acquired pace, garnered attention, and resulted in significant financing for the firms associated with it in recent months. HOBC has so far acquired 8 premium brands in the fashion and lifestyle space. A few Indian companies like MensaBrands, GOAT Brand Labs, GlobalBees, Evenflow, Powerhouse91, UpScalio and 10Club, most of which launched in 2021, are built on the Thrasio model.

### WHAT MAKES THEM UNIQUE

HOBC is called the “Thrasio for premium brands” and is known for its unique design portfolio. Recently the company has started HOBC Brand Launch Events - where consumers can pre-order the products even before they are available to the masses.

### FOUNDER DETAILS

Sreelaj John was a VP with Amazon India where he was heading the cross-border supply chain. A computer engineer by profession, Sreelaj John started his career with ABN AMRO bank in Amsterdam before moving back to India.

## House of Zelena



### COMPANY OVERVIEW

The brand is content and community-led D2C house of brands (apparel, skin care) for pregnant women and new mothers. At House of Zelena, they provide mothers not just with products that empower them to look good and feel good but also a strong community of fellow moms who empathize and walk with you every step of this wonderful journey called motherhood.

### WHAT MAKES THEM UNIQUE

They drive a purposeful change in the world by encouraging women to breastfeed (at home, in public) and empower them to have a safe and healthy pregnancy using fully natural products. Their community talks and supports each other to deal with several types of motherhood-related issues, be it postpartum depression, weight loss issues, or anything under the sun that moms face.

### FOUNDER DETAILS

House Of Zelena was founded in 2021 by Hina Priyadarshini. She is a Technology & Analytics Professional with full stack expertise in IT Solutions. Being Ex-Reckitt she's closely worked with Global CXOs on Digital Transformation Initiatives. She has also won the Reckitt Global Innovation Challenge Award in 2018. Taking her love for technology a step ahead, Hina got PGP Certified in AI/ML from BITS Pilani. As a mother of 2 girls, Hina has first-hand experienced the need of functional yet voguish products during her pregnancy and postpartum. The lack of any known brand in this space, led her to launch her own suite of lifestyle products for mothers.

## Leafy Affair



### COMPANY OVERVIEW

They bring people closer to nature with the help of preserved botanical products. They have a line of jewellery and stationery. They aim to be India's biggest botanical lifestyle brand and aim at bringing the aesthetics of real botanicals into lifestyle products so people can feel closer to nature

### WHAT MAKES THEM UNIQUE

They bring in real botanicals and the aesthetics of nature into usable products. Even if two people buy the same design, they will still have two unique pieces as no two flowers are same. The brand also stands apart from the negligible competition in terms of innovative and aesthetically pleasing designs and customer centricity in everything they do.

### FOUNDER DETAILS

Supriya Donthi is a project manager turned nature-loving entrepreneur working towards bringing people closer to nature fashionably! Being a nature lover, the idea of adorning nature struck a strong chord with me and thus LeafyAffair was born in June 2016.

She began her career in June 2014 as a program coordinator and later worked as a business development manager, project manager and an account manager before starting her own venture.

## Maisha



### COMPANY OVERVIEW

Maisha is a lifestyle accessory brand based in Ahmedabad, India. Their products are handcrafted and handmade by local artisans from the finest weaves of cotton and jute. The products are designed keeping in mind the aesthetics and versatility that lies in cottons and jute and the fine woven textures they've been inherited with. They use minimal vegan leather instead of animal leather.

### WHAT MAKES THEM UNIQUE

They started as a homegrown small business but their vision was always to go big and they grown substantially in terms of brand reach and business. Their products and customers are the one who sets them apart, they have a community of 147k people on Instagram with whom they interact regularly.

### FOUNDER DETAILS

Ahmedabad-based entrepreneur Esha Shah started Maisha by Esha in December 2018. Her talent for design and aesthetics has led her to use Jacquard fabric and vegan leather for her bags.

# MBOSS



## COMPANY OVERVIEW

MBOSS provides sustainable animal leather alternatives to customers at a fraction of the cost of leather. They aim to promote sustainable fashion products without compromising on utility or quality.

## WHAT MAKES THEM UNIQUE

MBOSS provides sustainable vegan leather products to its customers, which are almost as good as animal leather products but at half the price, making it quite economical and easy on the pockets.

## FOUNDER DETAILS

Chirag Gada founded MBOSS. He is a high-performing business and marketing person with 14 years of experience in effecting all-around business impact in the D2C and B2B space. He is also a D2C brand set-up and growth specialist, with experience in founding and growing his own brand which has now become a featured brand on India's top fashion marketplaces and has established a niche for itself.

## Mecraaz



### COMPANY OVERVIEW

Mecraaz is a slow fashion home and lifestyle brand from Kashmir that offers Pashmina, Scarves, and Home Decor products in walnut wood & copperware.

They aim to provide authentic products to the consumers as there is massive adulteration in the market within this category. To achieve this, they back the products with a certification from a regulated body or test the products in the lab for material authenticity.

### WHAT MAKES THEM UNIQUE

Mecraaz offers heirloom Pashminas, luxurious silk scarves, hand carved Walnut wood, Copperware Home utility products to name a few of their collections. Authenticity, creativity and culture is at the heart of all the products. More than just an online store, Mecraaz is an expression of sincere effort to help the artisans reach out to the world and showcase their unmatched skill and for them to earn a livelihood, increase employment & sustain more families. It is an endeavour to revive the glory of our age-old craftsmanship, by lending it a contemporary flavour and a modern aesthetic.

### FOUNDER DETAILS

Mecraaz was founded by husband-wife duo Rahul Sharma and Preety Agrawal in March 2020 with a strong belief in the timeless artistry of the valley. Rahul, born and raised in Jammu & Kashmir and armed with an MBA, and Preety- a proficient 'techie', whose childhood memories ring loud in the beautiful valleys of the Himalayas are bound by a common thread - of their love for Kashmiri culture and craft.

Having extensively travelled across India and globally, they encountered the varied crafts that makes our country proud which further deepened the connection and admiration for Indian artistries and talent. Resounded by how people flaunt the possession of their Pashminas, they decided to add a dash of modernism to it and showcase it to the world.

## POLO CLASS



### COMPANY OVERVIEW

Bags and Baggage has been one of the pioneers in importing fashion luggage. The designs of luggage's they do are smart and unique which makes them different from their competitors.

### WHAT MAKES THEM UNIQUE

They have printed and digital prints which are very stylish and different from their competitors in the same category. They manufacture hard luggage in monopoly molds which are designed to appease the discerning tastes of the shoppers. Their hard and soft luggages suits all different tastes and needs. The products are made of polycarbonate ,pp and abs whcih are tough and are unbreakable.the manoeuvrability of the bag makes it very comfortable to use. The luggage bags are made of the finest and strongest material yet they are lightweight and innovative in design.

### FOUNDER DETAILS

Sufyan Patca has more than 20years of experience in the luggage and bags industry. He has been the licensee of Disney school bags & kids trolleys since the last 13 years. He has developed strong relationships with corporate clients like DMart ,rmart, Reliance Retail.

RIGO



## COMPANY OVERVIEW

RIGO is an online-only casual wear brand for men and women. They aspire to bring the latest trends to our customers at pocket-friendly prices. The team wants RIGO to become one of the biggest and truly online Fashion brands in India

## WHAT MAKES THEM UNIQUE

They are known for their blend of core styling and trend delivery. This enables them to offer designs for all tastes. The brand offers premium quality clothing, the latest designs to our target audience.

## FOUNDER DETAILS

Launched by a Computer Sc Engineer Anubhav Gupta, RIGO was started when e-commerce was just getting started in India. RIGO was started with a thought of providing International quality products at pocket friendly prices by bringing them direct to consumers. Today RIGO is among the top private brands at most marketplaces selling lacs of units every year.



**Saaki**



## **COMPANY OVERVIEW**

Saaki is built with a D2C-first approach. With the majority of sales coming from our own website, we have been able to scale to revenue of 2-digit crores annualized, in less than 2 years of launching the brand and they are doing so profitably. Saaki's revenue has grown organically by the strong communities they've built on our social channels, and the brand is now shipping to over 15+ countries internationally. They are growing very rapidly with new category launches and new distribution channels launches.

## **WHAT MAKES THEM UNIQUE**

The brand's approach to staying on top of global trends and layering it with a strong Indian aesthetic is the key offering that fuels our vision.

Saaki aims at building a modern Indian fashion brand that will take Indian fashion and put it on a global map.

## **FOUNDER DETAILS**

Sushruthi Krishna founded Merch Brands in 2020, a house of brands aiming to build a range of fashion & lifestyle brands for the new age customer. The first brand launched by Merch is Saaki - a modern ethnic wear brand co-created with Samantha Ruth Prabhu, a popular actor in the South Indian Film Industry.

Scoopski



## COMPANY OVERVIEW

Scoopski is an indulgent dessert brand that seeks to build rapport between the young millennials and the contemporary Indian cuisine. They have delved into the scientific aspect of desserts and innovations in food to understand how they can bring the best from the west.

Their aim is to provide a wholesome, tasteful indulgence. They believe there is a lot more for desserts than just sugar, butter, flour and egg yolk. They aim to solve the problem of indulgent desserts with no nasties: Scoopski's premium desserts and mixes are free from the usual negatives (artificial flavors, colors, preservatives, etc.), and tastes better than any other dessert out there. They measure their success by the impact they make in people's lives - a 30% cost saving for individuals, a healthy dessert option for millennials, or a guilt-free treat for the family.

## WHAT MAKES THEM UNIQUE

They are the first edible cookie dough brand in India, hence having the first mover's advantage. The brand is creating and replacing products that are only heard of in the foreign market, which when imported here, come with a massive price tag. They are creating a moat by differentiating based on product (by introducing one of a kind products in India), price (cheaper than the imported desserts that could be considered similar), and usage (their products can be used both as an ingredient and a final product).

Their range of cookie doughs with a shelf life of 6 months in ambient temperature, without any artificial preservatives, is the world's first cookie dough to claim these features. It is also a patent pending product.

## FOUNDER DETAILS

The seeds of Scoopski were sown when, on an exchange trip to the USA, founder Vedika Tibrewal spotted a new trend rivalling the ice cream parlours- Edible Cookie Dough Parlours! Back in India, she was trying to wrap her head around bringing this trend to the country, while simultaneously avoiding the time lag of opening up brick and mortar spaces. After some brainstorming and several mishaps in the kitchen, Scoopski was born, India's richest indulgence, in a jar.

## SHOPTREND

**SHOPTREND™**  
every new matters

### COMPANY OVERVIEW

MUQEEM & BROTHERS PRIVATE LIMITED (M&B) is an India-based corporation that operates as both a manufacturer and e-commerce retailer of home furnishings, accents, decor, and women's high street fashion pieces, targeting clients globally through its online platform as a shoptrend.com

### WHAT MAKES THEM UNIQUE

SHOP TREND is a house of brands that is trusted to offer artisan styled home decor and women's fashion in North America, UK, EU, Australia, and India. AT SHOP TREND, they are committed to uplifting our artisans in building their home-based businesses, generating employment, and delighting our customers with well-priced and expertly crafted pieces.

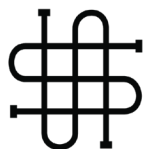
### FOUNDER DETAILS

MOHAMMAD MUQEEM has been manufacturing home décor and supply in the domestic market since 2006 and he started selling online in 2012 in London, UK

He brings significant achievements with his academia as BBA, PGDAM, Tally and Financial Accounting in India and Graduates certificate Diploma in Hospitality Management, Diploma in Foot Safety Management and MBA in Finance from reputed universities in the UK.

He incorporated Mugeem & Brothers Private Limited in 2019 and since then he grew the company from scratch to a multi-million dollar revenue-generating company.

**SNITCH**



**SNITCH**

## **COMPANY OVERVIEW**

Encapsulating inspirations from around the globe, SNITCH crafts clothing for the fashion-forward modern man. Offering an unconventional style ethos as a men's fast fashion brand, the brand designs styles in response to the latest trends. They aim to be the fastest fast-fashion brand for men.

## **WHAT MAKES THEM UNIQUE**

Most brands work on seasons collection, whereas the team at SNITCH work on new styles everyday which can be carried off all year round. They believe fashion is an everyday thing.

## **FOUNDER DETAILS**

Founded in January 2019 by Siddharth R Dungarwal as a B2B brand, Snitch crafts clothing for the "fashion-forward modern man". However, in the midst of the pandemic the men's apparel brand decided to take the D2C route to reach more customers and now delivers to more than 20 states in India.

## Style Dunes



### COMPANY OVERVIEW

Style Dunes products have been extensively crafted to ensure comfort and soft feel. They bring you a variety of products that are trendy and value for money. They deal in various women's clothing subcategories such as Innerwear, Lounge Wear, Sportswear Sleepwear, etc. Their product ranges from Top and Shorts, Kaftan, Night Suit, Pyjama Set, Tracks, Capris, Bra, etc. made up of various fabrics like cotton, satin, etc.

### WHAT MAKES THEM UNIQUE

Providing best in class products at affordable prices is their USP. They not only manufacture the best quality products but also make sure the products should be affordable and value for money for all types of buyers.

### FOUNDER DETAILS

Mr. Jaikishan Bhatreja has vast experience of 32 years in the field of manufacturing of apparels. Mr. Haresh Bhatreja, a qualified Chartered Accountant, kickstarted his career with Reliance Industries Limited, where he gained experience of working and management of multinational companies. After gaining knowledge of accounting & finance, experience in the field of management and taking forward vast manufacturing experience of 32 years of his father, Mr. Haresh Bhatreja, decided to mingle all experiences with his creative thinking and managerial skills to venture D2C sleepwear and loungewear brand "Style Dunes". This father-son duo has put their best in both generations. Experience is mingled with innovation in this venture.

## TALISMAN



TALISMAN

### COMPANY OVERVIEW

TALISMAN is the brainchild of the team behind the award-winning jewelry group GEM India Exports, which has over 30 years of experience in designing and manufacturing high-end jewelry pieces. Acknowledged for its innovation in production and process efficiency, GEM India Exports has an ever-growing global presence and currently services luxury retail outlets worldwide.

### WHAT MAKES THEM UNIQUE

The brand is signed on as the second only official licensee for DISNEY jewellery in India.

They use genuine, ethically sourced natural gemstones unlike synthetic cubic zirconia which is usually the case.

They've led successful PR and Marketing campaigns with the likes of Club Mahindra, FirstCry, MomzJoy, and so on.

### FOUNDER DETAILS

Rishabh Kothari is the Co-Founder of Talisman. Armed with a BS in Finance and Entrepreneurship and Corporate Innovation from the Kelley School of Business, Indiana University, and over 10 years of experience in the jewelry manufacturing industry, Rishabh founded Talisman.

## The Original Knit



### COMPANY OVERVIEW

They are a woman-founded and women-run needle to e-commerce startup, led by 400+ crafters in Indian states-Punjab, Himachal, and Delhi.

Their vision is to create a social impact far and wide by providing a livelihood to every woman who knows the art of knitting and crocheting, in order to make sure they can provide the warmth of handmade knitwear to every baby.

### WHAT MAKES THEM UNIQUE

Its mission is to make honest handmade products, whether in their quality, design, production, or customer service. They are a community of mothers & grandmothers dedicated to spreading warmth to every corner of the world.

### FOUNDER DETAILS

Founded by Kanchan Vaidya, The Original Knit is creating livelihoods for women in Himachal villages and sells handmade woollen wear for babies and toddlers online and offline. When her son was born in 2009, Kanchan Vaidya, now 38, remembers the struggle she had to find warm and beautiful woollens for him.



## The Plus Size Store by Meera Creations



### COMPANY OVERVIEW

No More getting into the shop where the salesperson says- "MADAM AAPKA SIZE YAHA NAHI MILEGA", The Plus Size Store offers sizes up to 10XL in a wide variety of clothing options. The website currently features around 500 products.

They seek to delight you with apparel that you love – flattering silhouettes, and stylish designs at affordable prices, allowing you to shine through.

### WHAT MAKES THEM UNIQUE

The brand engages with a lot of artisans across the country for our products and incorporates different crafts from India in our clothing, ranging from Ajrakh Prints(Gujrat), Leheriya(Rajasthan), Bandhani(Kutch), Hand Embroideries, Gota Patti Handwork(Rajasthan) & a lot more.

They offer a size customization facility for the customers in each and every product, where everything can be custom-made as per the customer's need.

### FOUNDER DETAILS

Meera Creations established in the year 2012 has its own trademark legacy in manufacturing and selling the trendsetters' wardrobe in the apparel industry.

The idea was originated by Ms. Priti Bhatia with a goal to make every individual look beautiful in their own self, in keeping with the hierarchy, Ms. Aanchal Bhatia in 2018 came in with her nattiness and a sense of uniqueness in clothing for all sizes with specialization in the Plus Size segment.

Toqn



## COMPANY OVERVIEW

Toqn is a modular jewellery product, that allows the user to use one piece of design in multiple ways - curated for the conscious consumer. Toqn holds five global patents for the unique mechanism involved. All products are made of 18k gold.

## WHAT MAKES THEM UNIQUE

The multi-functionality of the product encourages a consumer to invest in a piece, while also enabling the brand to make unique pieces. Toqn allows a user to own more jewelry at a lower cost. The five global patents help Toqn in keeping counterfeiters away.

## FOUNDER DETAILS

Divya Jain is a serial entrepreneur, founded my fashion label, and has extensive experience in the innovative jewelry market. Her alma mater is Pearl Academy, Mumbai, and Domus Academy, Milan, where she explored upcoming trends in the fashion and aesthetic industry. As a designer with over 5 years of experience, she is passionate about innovations and developing versatile products for GenZ.

## Wanderlooms



### COMPANY OVERVIEW

Wanderlooms is an adventure-inspired online apparel and accessory brand, providing the Indian Customer with apparel & utility products with quality at par with international standards but at a significant cost.

Wanderlooms aims to become the go-to brands for all travel and adventure needs of a customer, to build a diverse product mix, they plan to commence offline retail in the next 2-3 years and international operations within the next 4-5 years.

### WHAT MAKES THEM UNIQUE

Wanderlooms has developed a community of more than 50,000 people within the past 3 years. The community of dedicated people further adds value and sets Wanderlooms apart by giving valuable feedback, helping in the product development process.

Wanderlooms is also associated with industry professionals in the adventure and travel sector, with brands such as PowerDrift, FastIndian CS Santosh, Indimotard, Ashish Rao Rane OPR who strengthen our brand image and widen our customer base with their customers.

Unlike other brands Wanderlooms has a larger risk appetite, it leverages its startup model and is very nimble footed which enables them to turn their products rapidly, learn from their mistakes and make the necessary changes.

## FOUNDER DETAILS

Prateek is a seasoned rider, a passionate mixologist, and an ardent entrepreneur at heart. With over 10+ years of experience in each of these fields, he currently functions as the CEO and co-founder of two ventures, Meanders India, an adventure touring company and Wanderlooms, a fashion and apparel startup.

**Woonie**



## COMPANY OVERVIEW

Just like the way, Amul brought White Revolution; Ajoobaa envisions bringing the handmade products revolution to India by creating a virtual network of skilled crafters using a tech platform. Ajoobaa is into handmade apparel and there is a lot of demand for these sustainable and unique products.

Its mission is to make quality handmade products for customers by giving raw material on time to crafters so that a top-class product gets ready in no time.

## WHAT MAKES THEM UNIQUE

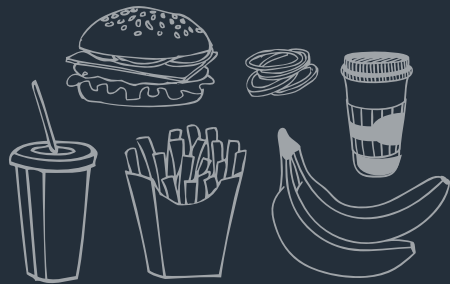
Their products are handmade and that is their USP. Not even the biggest brands have a handmade product in their portfolio because that requires a lot of effort, sampling, regular followups, and coordination with crafters and the biggest challenge is to bring standardization among all the products. Once a piece gets ready it is unique, exclusive, and stands out among trend-driven machine-made clothes. Over the last 4 years, we have developed that network of crafters who understand how to knit magic with a pair of knitting needles and a wool ball. That's why they have named the brand Woonie which is an amalgam of two words - Wool + Genie :)

## FOUNDER DETAILS

Founded by a couplepreneur Tarishi and Nivesh - Brand Woonie has come a long way in the last 3 years.

Tarishi is an architect by qualification and a crocheter by passion. This all started when the couple was blessed with a baby girl and Tarishi started looking for cute outfits for her. Not satisfied with machine-made designs and looking for something very special for her she started crocheting and since then there has been no looking back and voila, Woonie was born. Tarishi looks after Merchandising and Production.

Nivesh is an operations management professional with prior eight years of work experience with e-commerce behemoths like Amazon and international express courier pioneer DHL Express. With Tarishi laying the foundation, orders started flowing in and required a team to fulfil the orders; that's when Nivesh left the job and joined her. Presently Nivesh oversees Operations, Marketing and Finance



# Food & Beverages

## FIX Coffee



### COMPANY OVERVIEW

FIX Coffee was founded with a belief that great coffee is a basic human right and it should be easy & quick to make. Therefore the team is on a mission to elevate your at-home coffee experience with their hassle-free and quick-to-make product offerings. Their range of instant coffee is made using pure Arabica beans, carefully handpicked from estates of South India, and gently infused with natural and luxury flavors.

### WHAT MAKES THEM UNIQUE

They don't take things lightly when it comes to their coffee and customers, and they make decisions based on things they really believe in - like making their packaging and product line sustainable, committing to never include anything unethical or artificial, only using the natural world flavors and high-quality coffee. The team takes each and every feedback seriously, however small it may be, and focuses on the overall customer experience instead of just the product.

### FOUNDER DETAILS

Aditya is a 23-year-old who loves everything coffee and is on a pursuit to build a world-class consumer brand, one cup at a time. He is currently working on a new digital-first consumer brand FIX Coffee which helps to elevate your at-home coffee experience.



## 365veda



### COMPANY OVERVIEW

365veda is India's 1st Ayurvedic Superfoods brand for the working millennials to help them achieve their wellness goals.

They are on a mission to make healthier lifestyles more sustainable for 160M+ working millennials with scientifically developed Ayurvedic Superfoods that are palatable and convenient to consume.

### WHAT MAKES THEM UNIQUE

They offer breakthrough unique product offering, Founder-Market Fit products that can be consumed every single day (that's why they call themselves "365veda", a science-backed, unique positioning vs all direct competitors)

### FOUNDER DETAILS

In April 2021 Harshit had been looking for a co-founder for his idea of building the world's first integrated alternative healthcare app. Around the same time, Dr. Varsha wanted to build an everyday wellness brand for Ayurvedic superfoods and had been working on developing the products for more than 6 months. With more than 5 years of individual experience in the Ayurveda ecosystem, there were natural synergies. But what sparked a conversation? Well, a lot can happen over LinkedIn! With a simple message on LinkedIn, the seeds of building a global brand were planted. They met offline and spent a couple of months understanding each other.

It was amazing how Dr. Varsha and Harshit perfectly aligned to integrate both their ideas in the right direction into 365veda – a D2C sustainable wellness brand.

## Amritatva



### COMPANY OVERVIEW

Jaipur-based Amritatva grows, cultivates, and nurtures medicinal mushrooms without using toxic chemicals. They train women and farmers. They are also making value-added vegan and gluten-free mushroom-based products and they have a range of healthy snacks like cookies etc. Their detailed product offerings include dried oyster mushroom, oyster mushroom powder, sesame seeds oyster mushroom cookies, cashew nuts, and other mushroom cookies, mushroom chocolate, oyster mushroom pickle, oyster mushroom badi, and oyster mushroom sattv mix.

### WHAT MAKES THEM UNIQUE

They are empowering farmers and rural women, providing oyster mushroom cultivation training to them, and hiring rural women to make handmade products, pack them, and dispatch them. No other brand is making mushroom-based VEGAN & GLUTEN-FREE food products like them.

### FOUNDER DETAILS

Both Preeti Rathore and her husband Manveer had been in the culinary business for around three years — she as the baker of customized and themed cakes, and he as the owner of a restaurant. But the birth of their son in 2010 was a turning point for the Jaipur-based couple, for more reasons than one.

Diagnosed with gluten intolerance at a very young age, Preeti's son would often crave the delicious cakes he'd smell baking in the oven at home. Her heart would break, she says, as he couldn't eat any of it. She decided to stop making cakes at home, and thus quit the business entirely.

Preeti then joined her husband in a bid to support him in running the restaurant and says that's when the idea of branching out to the cultivation of oyster mushrooms struck her.

And thus, Amritatva began in 2019 as an enterprise that focused on oyster mushrooms. The brand is engaged in the cultivation, processing, and sale of products made of fungi.

Gladful



## COMPANY OVERVIEW

Their products are FSSAI certified Hi - Fiber, Hi-Protein, No Maida, No Trans Fats, and No Cholesterol. Also, these products have no preservatives and have been tested thoroughly to ensure that there are no crop or metal contaminants. These snacks are made with unrefined cane sugar. And guess what? They are yum!

## WHAT MAKES THEM UNIQUE

A change in habit takes a lot of effort. Drastic changes are unsustainable. Therefore they have positioned ourselves in the category of permissible indulgence. They endeavor to make tasty yet healthy alternatives to all indulgent foods. The brand focuses its product development on the kids and the non-gym goer audience in mind. There is a bigger population out there who wishes to have the taste but not the implications indulgent food brings. They are a solution to such a class of audience.

## FOUNDER DETAILS

Founded by Parul Sharma and Manu Sharma, and operated by Climb Foods Pvt Ltd, Gladful offers protein food and snacking products. Parul Sharma has over 14 years of experience in companies like Mondelez International which operates the chocolate brand Cadbury.

## KuKClean Foods and Consulting Pvt Ltd



### COMPANY OVERVIEW

This brand is a one-stop shop for all your wholesome, clean label, plant-based consumables. KuKClean aggregates and curates the healthiest products a customer can trust.

They want to bring clean, plant-based food by solving the 3 whys of clean label food - What to buy, where to buy, and how to use it.

### WHAT MAKES THEM UNIQUE

The brand curates and develops clean label vegan products. They are content driven and provide personalized recommendations, with a focus on sustainability.

### FOUNDER DETAILS

Kirti is a certified nutritionist and the owner of Bengaluru-based KuK Clean, a marketplace for plant-based vegan snacks, foods, and essentials.

The company was started in January 2021, and within seven months, Kirti claims to have earned Rs 14 lakh in revenue, despite being bootstrapped. She even introduced her label with six ready-to-eat products including classic dry fruits granola, premium nuts and seeds trail mix, organic ragi laddu, dry fruit laddoo, baked wheat crackers/mathri, and organic peanut butter.

## Meethadabba



### COMPANY OVERVIEW

Their motto is to “spread smiles through sweetness” which is delivered fresh in their custom packaging that holds individually packed pieces for better shelf life.

They offer the richness of Indian traditional sweets in exchange for chocolate, with high-quality hygiene and delectable offerings.

### WHAT MAKES THEM UNIQUE

Meethadabba currently offers safe, hygienic sweets in innovative packaging with quantities as small as 100 gm of product. Their recently launched single piece packaging can be utilised to customize sweet boxes of consumer choice for personal use or gifting and can be shipped directly to loved ones with a guarantee of hygiene, across India.

The advantage of individual packaging is a minimum shelf life of 1 month and reduced wastage if a consumer cannot have it all in one go. Also, it provides flexibility to add multiple products of consumers choice in single box.

### FOUNDER DETAILS

Dharra Manek is the founder and director of Meethdabba Pvt Ltd with 7 years of experience in sweet manufacturing and manages a team of around 60, along with external matters like legal, licensing and sales. Passionate on systems and process and with the idea to gift Indian sweets globally, they ventured out to package sweets in a sophisticated manner to ensure its position in the gifting world.

## Some More



### COMPANY OVERVIEW

Some More Foods' aims to reinstate our traditional food ingredients substantiated with nutrition science and bring it back to the present food culture and promote wholesome nutrition.

They have Millet Noodles, Millet Pasta, Millet Sevai (Vermicelli), Millet Bites, Gluten Free Millet Cookies . They also have natural sweeteners like Coconut Sugar, Cane Sugar, and Palm Sugar. 'Some More' products are a healthy alternative to the current so-called junk foods. They also manufacture baby foods in the brand 'First Spoon'

### WHAT MAKES THEM UNIQUE

They use functional and nutritive ingredients and minimal processing is their strategy to prevent nutrient loss and meet the nutritional requirements of target customers. All their products are preservatives-free.

'Some More ' noodles are not oil fried, no added MSG in the seasoning mix. They use millet flour and whole wheat flour during processing.

Similarly, millet pasta and millet vermicelli are processed using millet flour and wheat flour.

Millet bites are air dried and made with millets and cereals without any preservatives.

### FOUNDER DETAILS

Deepa along with her cousin Vijayalakshmi Srinivasan started Some More Foods in 2013 and the company manufactures organic convenience food products including complete health mix, multigrain atta, millet noodles, millet sevai, puttu mix, and baby food (First Spoon). However, Vidhya left the venture after a few months and since then Some More Foods has been a one-woman show. Today, Some More Foods products are available across 15+ pediatric hospitals, Baby's World in Tiruppur, and 100+ organic stores across the state of Tamil Nadu.

## Urban Granny



### COMPANY OVERVIEW

The Urban Granny makes ready-to-use ingredients that make home cooking convenient.

They want to simplify home cooking. Home-cooked food is close to everyone's heart and making it should be really easy. They are determined to make home cooking a cakewalk.

### WHAT MAKES THEM UNIQUE

Unlike other ready-to-eat or ready-to-cook brands, The Urban Granny does not enforce any taste onto the users. They let them enjoy their own taste, unadulterated.

### Founder Details

Arunna Raj was born and brought up in Bangalore. She completed her Engineering in E&C at RV College of Engineering and Mtech in Computer Science in Bangalore, India. She is an Engineer turned Entrepreneur and also a first-generation entrepreneur in her family. Apart from being an entrepreneur, she is also an environmentalist.



Teahues



## COMPANY OVERVIEW

Tea Hues is made out of a passion for the perfect teas, and they aim to serve the freshest teas in the least time.

Riding on the fast growth of the FMCG industry and the Food and Beverages Sector, Tea Hues wants to represent the highest quality Indian teas globally.

## WHAT MAKES THEM UNIQUE

Tea Hues, sets itself apart from its competitors in different ways. First, it relies on a network of farmers and processors who can deliver on time and in a variety of quantity blocks.

Second, it processes the tea in the house, which includes blending, infusions and development. This gives them an advantage in supply chain management, Tea Hues has its R&D unit which works on the development of teas based on the evolving nature of tea consumers.

## FOUNDER DETAILS

Tea Hues was launched in the year 2018, by Taimur Aftab and Mohsin Aftab to bring into practice their combined experience of FMCG and Consumer Durables grossing 50 years of practice. Tea Hues has quickly made its name in commercial supplies in the Hotels, Restaurants and Cafe sectors and are expanding its footprint rather steadily in the retail sector.

**KesarCo**

KESARCO™

## COMPANY OVERVIEW

KesarCo was founded in mid-2021 with a vision to empower farmers and offers organic & authentic indigenous food specialties from Kashmir.

They work closely with farmers in Kashmir and their vision is to provide them fair price value for all the products.

## WHAT MAKES THEM UNIQUE

They are India's only brand to offer GI certified Kashmir Saffron. Apart from this, they have also got NMR test done for Honey to ensure the utmost purity.

heir saffron is GI certified by the Govt. and Honey is NMR tested in German based lab - these efforts help in building trust as well as stand out in the market.

## FOUNDER DETAILS

KesarCo was founded in 2021 by Husband-wife Rahul Sharma and Preety Agrawal from Jammu & Kashmir. The inquisitiveness for Kashmiri craft, artistry and regionally grown eatables took the founders - Rahul and Preety through a course of discovery when they found time-honoured gems in the form of local Kashmiri farmers who helped them in taking the sentiment and fondness for the Valley to around the globe which led them to begin their journey of KesarCo and expand Kashmir's global stature by offering the world the most esteemed endowments of the Valley.

## 41 Foods



### COMPANY OVERVIEW

They are working towards solving the pain points of nutritional deficiency especially protein deficiency with the help of dry fruits, nuts, seeds berries, and millet as their core products.

With the collaboration with GKVK, they plan to come up with 2 products post trials every 6 months.

They aim to make our products affordable and we are working to build a strong inventory by directly resourcing the raw materials from farmers while maintaining high-quality standards.

### WHAT MAKES THEM UNIQUE

The brand plans to cater regional local food to people as an alternative to traditional cooking which is time-consuming and takes a lot of effort and pre-planning these days we need everything in a jiffy, hence they want to come up with traditional local regional based food which is ready to cook or ready to eat.

### FOUNDER DETAILS

Manisha Singh Mompreneur , co-founder and Ceo of 41 Foods , has 8+years of experience in banking, sales and marketing with strong sourcing knowledge.

Anurag Gupta, also the co-founder and CMO of the brand, has 7+years of experience and is a Bio-Tech graduate and Masters in Health Management from TISS.

## Bansiwala



### COMPANY OVERVIEW

Bansiwala is an omnichannel Indian Sweets and Savouries startup.

Bansiwala taps into the human need for sweet cravings in a way that connects people to their roots.

They cater to consumers who love traditional sweets but don't typically visit unorganized old sweet shops. Over the past few decades, consumers and their preferences have changed significantly, but traditional mithai has not kept pace with this.

The Bansiwala business model rests on delivering convenience, quality and variety at acceptable prices – through a super strong network of reliable suppliers, continuous product improvement, and a data-driven approach to customer and consumer management.

### WHAT MAKES THEM UNIQUE

Bansiwala is committed to transforming the mithai eating opportunity from a traditional fresh shop-produced cottage industry to a large FMCG format in which the products will be factory-made, standardized, have a long shelf life, and a consistent taste.

They are working to create an FMCG version of the favourite mithais for Indians and offer them through a digital interface for the modern Indian consumer. They will sell Laddoo, Peda, Barfee, Gulab Jamun, Mysore Pak, and many more, but they will have all the elements of a large-scale, modern, digital, factory-made product and not a sweet shop.

This is similar to the revolution that occurred in the chocolate-making industry about 80-100 years ago when chocolate-making moved out of kitchens and small shops in Europe and the UK to standard factories and supermarkets and achieved the scale that it has today.

## FOUNDER DETAILS

Mridu Goel, the founder of Bansiwala, is an MNC Veteran – with 14 Years of work experience in top FMCG companies like Mondelez International and Unilever. She has deep finance and operations experience and was the finance lead for Oreo cookies Launch in India.

## Bombay Sweet Shop



### COMPANY OVERVIEW

Bombay Sweet Shop is a modern-day D2C mithai shop and Hunger Inc. Hospitality's third venture, after The Bombay Canteen and O Pedro. It is a celebratory offering that reimagines Indian sweets and mithais and is 100% vegetarian. Imaginatively reinterpreting a gamut of traditional Indian sweets and mithai in a contemporary and fun format, every element of Bombay Sweet Shop rekindles the 'magic of mithai'.

Bombay Sweet Shop delivers in Mumbai and all over India from its D2C mithai shop, cafe, and factory space in Byculla, Mumbai. Having launched in the year of the pandemic (2020), it is growing from a D2C mithai shop, dine-in cafe, and retail space to being people's go-to choice for gifting, festivals, and celebrations. This year, it continues to scale new heights and present its magic at events across the country to delight mithai lovers everywhere!

### WHAT MAKES THEM UNIQUE

What differentiates Hunger Inc. Hospitality is the agile, flexible, and unique thought process of its leadership team.

"Celebrating India" has been the overarching ethos of Hunger Inc. Hospitality and Bombay Sweet Shop too was launched with the very same philosophy. The learning from the restaurant business (The Bombay Canteen and O Pedro) allowed them to understand and grow their business beyond the offline footprint of an Indian sweet shop and cafe, into a D2C online shop for Indian mithai, suitable to scale across India. A selection of products from Bombay Sweet Shop is currently available to customers across the country through Amazon India and their own website.

## FOUNDER DETAILS

The new venture from Hunger Inc Hospitality's co-founders Yash Bhanage and Sameer Seth, and chef Floyd Cardoz — who reimagined Indian food at The Bombay Canteen (TBC) and Goan food at O Pedro — aims to recreate the magic of Indian mithai in a way that's familiar, accessible and fun.

Flavure



## COMPANY OVERVIEW

Everyone loves snacks and wants them to be healthy. Flavure aims to square this circle by focusing on the flavors of nature - delicious foods without artificial flavors or preservatives. Their launchpad is lovely namkeen olives flavored to Indian tastes packed in snack friendly pouches, just tear open and enjoy!

## WHAT MAKES THEM UNIQUE

Flavure wants to make eating healthy an easy choice and hence, the brand brings together health and deliciousness by focusing on the flavors of nature making eating healthy an easy choice.

## FOUNDER DETAILS

Sujay Naik has 20+ years of consumer marketing experience and entrepreneurship in brands in foods, personal care, apparel, and services. While working on a project on a trip overseas, he came across some spicy olives in an olive grove and the idea of Flavure was born.



## Something Good



### COMPANY OVERVIEW

Something Good is an ally of the ever-evolving current generation that wants everything on the go. They're here to spread love, happiness and, of course, SOMETHING GOOD with every product launch.

They believe every taste bud is unique and with 3 decades of expertise in Chocolate manufacturing, they came up with chocolates and ice pops that please diverse palates of 8-year-olds and 80-year-olds alike.

### WHAT MAKES THEM UNIQUE

All the products are naturally delicious and free from gluten. They do not use any artificial preservatives, colors, flavours or sweeteners in our ice pops. They use superior quality cocoa and cocoa butter in the chocolates. They manufacture using the bestusing best technology for the finest output.

They also ensure that every product that comes out is made with the best quality ingredients and adheres to our strict quality guidelines.

### FOUNDER DETAILS

Founded in 2022 by Sirish Kothapally and Vishnu Bandaru, Something Good is emerging as a strong challenger brand with the founders' expertise in the Food industry.

Sirish Kothapally, a passionate entrepreneur, is also the Managing Director of M/s Kayempee Foods who has been successfully running the business for the past 17 years. A business enthusiast.

## Hello Tempayy



### COMPANY OVERVIEW

Vegolution, is a disruptor in the plant-based market. It's Hello Tempayy brand provides a healthier protein alternative to vegetarians and meat-eaters. Vegolution has developed a highly versatile, plant-based protein ingredient using the world's best kept secret, tempeh. It uses non-GMO soybeans and a proprietary fermentation process to create an enviable nutrition profile delivered to the customer as tasty, ready-to-cook products at competitive prices. Hello Tempayy launched in India in Q2 2021 and the company is preparing to scale within and outside India over the next 24 months, with current and a robust pipeline of additional products and SKUs.

### WHAT MAKES THEM UNIQUE

Hello Tempayy is the first brand to launch Tempayy at scale in India. Tempayy is a centuries old food that is currently gaining popularity around the world as an excellent source of clean, plant-based protein.

Hello Tempayy is looking to address the lack of protein options for vegetarians and vegans through a natural, 100% clean product. Hello Tempayy's nutrition profile is superior to paneer, tofu and many of the early plant-based meat products in market and also appeals to not just consumers looking for meat-substitutes but both meat-eaters and vegetarians looking for healthier protein alternatives. Hello Tempayy is also the first brand to offer pre-marinated vegetarian protein options.

## FOUNDER DETAILS

Siddharth is the Founder & CEO of Vegolution, a conscious food venture that seeks to address the glaring nutrition gap in the Indian vegetarian diet. Channeling his two-decades of experience in food service and experiential marketing, he founded this novel food company to break the monotony for the diverse Indian consumer with their daily food choices.

He began his career with Boyd Gaming and MGM Mirage as Vice-President of Marketing and Entertainment at Borgata Hotel Casino & Spa in Atlantic City, New Jersey and created history by opening the first new casino resort in Atlantic City in thirteen years, in 2003.

Considered among the best 40 under 40 executives in Atlantic City, Siddharth moved to Las Vegas as the Senior Vice President Marketing and Operations of the Echelon Casino & Resort, a \$5 billion groundbreaking hospitality development project for Las Vegas and Boyd Gaming Corporation.

## Wise Mama



### COMPANY OVERVIEW

Wise Mama is a Bangalore-based brand that helps urban health-conscious Indians get the right nutrition with great taste in just 6 minutes of cooking. The initial range comprises of 8 millet-based porridges that are created according to principles of nutrition science and Ayurvedic wisdom by combining ingredients like millets, oats, nuts, seeds, pulses, herbs, and spices in the right combinations and proportions. Wise Mama products are all-natural, preservative-free and gluten-free. They are also rich in fibre, proteins, and complex carbs and help maintain great gut health.

Their vision is of a world where people live happier, healthier, and more active lives. At the core of this vision is a truly nutritious food that nourishes, the body, mind, and spirit. They are on a mission to develop foods that are beyond passing food fads and based on real food science and the time-tested ancient food wisdom of Ayurveda.

### WHAT MAKES THEM UNIQUE

2 things that set them apart are:

(1) They take a holistic approach to nutrition. Instead of only focusing on components like proteins or carbs alone, they look at overall nutrition from western nutrition as well as using Ayurvedic guidelines to balance Vatta, Pitta, and Kapha. The food therefore not only gives you healthy carbs and proteins but also improves gut health and immunity and is soothing and balancing for the doshas.

(2) Millets are usually difficult to cook into tasty meals and are therefore missed out in the diet despite being healthier than rice, wheat, and oats. Using special food processing techniques, they are able to bring down the cooking time of millets to just 6 minutes and present them in delicious recipes that people want to eat more of.

## FOUNDER DETAILS

Aparna is the mama behind Wise Mama! An entrepreneur and a mom to a super active 4-year-old and a refuse-to-grow-up cocker spaniel, she's on a journey to find sustainable and healthy food choices. Wise Mama emerged from her own struggles with finding wholesome, nutritious and easy-to-cook food that was not based on passing fads but was based on time-tested food science principles of Ayurveda and western nutrition science.

## MALAKI



### COMPANY OVERVIEW

Malaki aims to redefine India's functional beverage landscape. Built for scale from day one, Malaki aims to redefine the Functional beverages, and is using D2C platforms including hyperlocal aggregators to directly reach out to consumers to create a strong Pan India Brand.

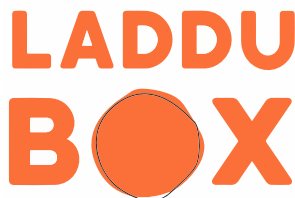
### WHAT MAKES THEM UNIQUE

Since its launch in 2018, the Brand's luxury beverage offerings have earned acclaim both at home and abroad. Its unique range of premium beverages includes alkaline nutrient rich drinks, zero calorie tonic, sparkling vitamin beverages and sparkling water from the Himalayas. All of the Malaki Product contains no artificial sweeteners, flavours or colourings and is naturally low in calories and sugar.

### FOUNDER DETAILS

Mohit Bhatia, is a Serial Entrepreneur from Mumbai. He started his first company Novus Financials at 19, and 2nd, E-Commerce Distribution TIDCO. Previously worked as an investment banker and lawyer. All these previous stints helped him form the basis of the brand Malaki.

## LADDUBOX



### COMPANY OVERVIEW

LADDUBOX, is a healthy snack brand, that helps people to quit sugar by providing Laddus made of Jaggery and Dates.

Their mission is to make the sweets people crave for, to work for them but not against them.

Their vision is to scale LADDUBOX locally and globally and build a unicorn in the next 3 years.

### WHAT MAKES THEM UNIQUE

The brand is addressing the problem of quitting sugar, and are making sugar alternative products accessible to their target customer.

### FOUNDER DETAILS

After five years in the US, Saandeep Jogiparti (30) and Kavitha Gopu (30) were overcome with the desire to return to their homeland. So in 2018, the couple moved back to Hyderabad with an aim to start a business of their own. For a few months, they continued their jobs as software engineers with the US-based firm, but the thought of turning into entrepreneurs remained in their minds. That is when they founded the company.

## Aaj Pakao



### COMPANY OVERVIEW

They are a ready to cook/eat manufacturer present in India and 6 other countries. They supply beans, sprouts, gravies, tray meals, etc. in aseptic packaging which ensures shelf life of 12-18 months without using any preservatives and chemicals and without any refrigeration.

They are promoting clean and sustainable food which supports gender neutrality in kitchens which allows the customers to prep food within minutes which is healthy. They are the first company in India to bring sprouts in the most natural ready to cook format.

### WHAT MAKES THEM UNIQUE

In the market of product filled with preservatives, they are taking a step with a unique brand approach. The brand is more customer centric and not just another D2C brand which will sell unhealthy products.

### FOUNDER DETAILS

Founded by longtime friends and now husband-wife, Prachi and Aditya, this company is the brainchild of graduates from institutes like IIM-Rohtak, UDCT, Texas Tech University, etc.

After completing their Engineering, Master's & MBA, both founders worked in production and corporate. Honing their skills at giant corporations, they turned towards their old love, FOOD! Identifying a pain point from their own busy lives, they have created a product that will target that exact hassle, the prep time!



**Treesara Organica**



## COMPANY OVERVIEW

Treesara Organica is one of India's finest organic food producers bringing handpicked, natural and healthy products from mother earth to you. From healthy superfoods like Ashwagandha, Shatavari to cooking essentials like Oils, Rice, Millets and more - they traditionally sow, grow and process the products with the help of farmers that come from various corners of India.

## WHAT MAKES THEM UNIQUE

The brand offers traditionally grown and prepared foods from farms across India with their truest source of origin.

With an eye for tradition, Treesara Organica also ensures to make a positive social impact each time. When people choose from their curated range of organic food products, they choose good health.

## FOUNDER DETAILS

Sambhav R started researching about organic industry and traditional practices in 2018 as his university project and it came into being only in March 2022 with a brand portfolio of around 10 superfoods.

In the interim, there was a lot of conversations happening with farmers. A concerted initiative, saw Treesara Organica working alongside farmers, to bring back traditional cow-based farming practices and help them achieve abundant yields, without using toxic, chemical-based pesticides or fertilisers.

Today Treesara Organica is proudly associated with over 910 farmers that come from various corners of India all working towards a sole mission of bringing back the wisdom of our roots, and our traditions.

## TRICK OR TREAT



### COMPANY OVERVIEW

Trick or TREAT Foods is a small step towards making genuine healthy snacking options available to kids and adults. There are many brands that claim to be healthy but when you read their ingredient list, it tells a different story altogether. They TRICK people for mere profits whereas we want to TREAT people with 100% natural tasty snacks made with love and family recipes because our motto is “No Tricks Only Tasty Treats”

Through our distinctive Secret Family recipe, they are on a quest to become the go-to healthy snacking brand for kids and adults alike and end the never-ending battle between choosing healthy and tasty.

### WHAT MAKES THEM UNIQUE

The market is flooded with candies/snacks loaded with sugar, artificial colours, flavours, preservatives & countless other chemicals and unknowingly we are consuming so much junk specially kids who are exposed to these chemical laden candies from a young age.

Their Fruit Roll-Ups are healthy as well as tasty alternatives, made using Real Fruit pulp, jaggery and Nani's love. These are one of kind, individually wrapped bars and currently they have no direct competitor. Their USP of Nani's recipe and natural ingredients has won hearts of many in a short span of time and we have sold more than 10 Lakh roll-ups within 4 months of startup and they are a bestseller on Amazon as well.

## FOUNDER DETAILS

After completing my Engineering Shrey Arora did an MBA from IMT Ghaziabad and worked at Genpact & Maruti Suzuki India Ltd.

While working in Maruti, Shrey developed a deep interest in Value investing (Stock Market) and it has been an enriching experience as they get to analyse quite a few businesses from different sectors closely and I have learnt a lot from that.

Urvashi Srivastava, Co-Founder & Creative head at Trick or Treat Foods Pvt Ltd, has always been drawn towards creativity and though she did Petroleum Engineering and worked in the Oil & Gas industry for 5 years, she wanted to pursue something which stirred my creative juices. She loved designing and after quitting my job, she chose to launch my own Designer Label of Ethnic wear in 2018. She also love cooking and experimenting with food to create new recipes which are tasty yet healthy.

Chaika

The logo for Chaika, featuring the word "CHAIKA" in a bold, stylized, black and white font. The letters are thick and blocky, with a slight shadow effect.

## COMPANY OVERVIEW

Chaika is an instant tea premix brand which enables you to make masala chai or iced tea in under 10 seconds! Its fuss-free and convenient sachets let you have tea the way you want it, on the go, anytime, anywhere! All you have to do is add hot/ cold water to the contents of a sachet and stir!

## WHAT MAKES THEM UNIQUE

The brand caters to regional preferences - they don't just supply 1 generic masala tea, they have 6 different types of it as they realize that no two Indians like their tea the same way. The company also has quirky packaging which appeals to the younger generations.

## FOUNDER DETAILS

Aradhita and Devanshi are both tea lovers, who don't know how to make tea! They had grown up constantly hearing how important it is to know how to make basics like tea. So they decided to launch a product for others who, like them, love tea, but don't know how to make it or have no time to make it!

NuttyFox



## COMPANY OVERVIEW

NuttyFox is a premium clean-label healthy snack brand. The current product offerings include NuttyFox Gourmet Makhana, NuttyFox Premium Raw Makhana and NuttyFox Seeds & Nuts Mix. NuttyFox is a clean label healthy snack brand with a vision to offer the tastiest and nutritious and the healthiest snacks to our consumers. They also aim to work with Indian farming community directly to introduce snacking options using Indian crops suitable for all palates and age groups from children to older generations.

## WHAT MAKES THEM UNIQUE

NuttyFox is truly a clean label snack for all age groups. There are absolutely No Artificial Flavours or chemicals added to the products. The unique flavours and crunch appeal to all age groups. Their products are roasted in Olive Oil only and come in an attractive packaging that keeps the products fresh and crunchy.

## FOUNDER DETAILS

Subhashish is an entrepreneur and a passionate foodie focused to build and create his business. He is creating an Indian healthy snack brand for the global market. NuttyFox is a fast-growing and new-age healthy snack food brand under the umbrella of Vaaya Foods. Vaaya Foods was incorporated in June 2019 by Subhashish Bharuka.

## Prime Foods



### COMPANY OVERVIEW

They manufacture and sell healthier alternatives to traditional snacks. They built the start up with the mission of providing healthy snacks, without compromising on taste.

Prime Foods' sole objective is to provide healthy snacks that truly taste good. They use high-quality and freshly sourced ingredients to improve your snacking experience. Their products include a wide variety of delectable munchies like chips, crackers, and much more.

### WHAT MAKES THEM UNIQUE

While there are a lot of snack food brands venturing into healthy segments, they are looking at making snacks healthier without compromising on taste. The brand uses high-quality premium ingredients and ensures that the snacks are manufactured under strict hygiene conditions to give you the snacking experience you truly deserve!

### FOUNDER DETAILS

PRIME FOODS was formed marking a significant change in this field in the year 1995 by Mr. Jai Dhingra in Ludhiana. The company had its foundation based on the perfect combination of quality, taste, hygiene and cost effective products like Soan Papadi, laddoo boondi, etc for the customers.

## Bazic



### COMPANY OVERVIEW

Bazic is India's first crop to cookie D2C food brand founded by a group of nutrition scientists and hard-core foodies. They craft incredibly delicious, clean, super nutritious cookies, cakes, biscotti, and much more using Millets (ancient grains) by completely replacing Maida (refined flour), trans fats, and hidden sugars.

### WHAT MAKES THEM UNIQUE

Unlike most other brands, they do not mix wheat/maida/soy in the products, they use freshly milled 100% Millet flour. They also use an incredible blend of modern ingredients in ancient grains. They innovated some never heard of products Bajra dark chocolate cookie, ragi in peanut butter bourbon biscuits bajra coconut, jowar nankhatai, etc.

### FOUNDER DETAILS

Tanu Shree Singh is a research enthusiast, who always wanted to do something in the food processing sector, initiated her journey with government-funded research on Bajra (Pearl millet) during her Master's. She also holds a Gold medal and a National fellowship in foods and nutrition.

In her professional stint, she worked with Apollo hospital in New Delhi. She also contributed a few years of research and teaching with different government organizations. A realization that "packaged food is either unhealthy or unedible" during her hectic work schedule led her towards entrepreneurship.

She incorporated Bewust Foods Pvt Ltd with her two friends in 2019. Within six months, her company launched a range of healthy comfort foods with millets and natural fat. Within 9 months, her idea was applauded and funded by the Ministry of Agriculture, under the RKVY-RAFTAAR scheme and got incubated under the US embassy's incubator- Nexus.

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Roasted King

**Roasted  
King**

Roasted Diet Namkeens

## COMPANY OVERVIEW

Roasted King is a snack food company founded by Anuj Ganeriwal in 2012 and based in Jaipur Rajasthan specializing in Roasted snacks. Its Roasted Snacks are “Desi” variety snacks, dry roasted and tossed in spices. The Roasted Seeds and Puffed snacks are ready to eat, Vegan, gluten free, high protein and guilt free snacks.

## WHAT MAKES THEM UNIQUE

They are a roasted namkeen and seeds manufacturer. They provide solutions to consumers and help build other startups and brands. They create each product with 100% natural ingredients so that they can help the farmers and can serve the best of it to their consumers.

## FOUNDER DETAILS

Anuj Ganeriwal, a commerce graduate from Jaipur, Rajasthan, belongs to a business family, always wanted to explore something unique, so one day got an idea of snacking that must be healthy yet tasty. After long research, he found that oil present in snacks is not good for health. So he started making namkeens and snacks that are oil free.

**SteamUp Easy  
Cook**

**steamup**

## **COMPANY OVERVIEW**

They are advocates of healthy living! And to steam is to live healthily. To make you quit that deep-fried fantasies, they bring a series of tasty, drool-worthy, snackables that you can Steam-Up!

## **WHAT MAKES THEM UNIQUE**

They are India's first and only ready company to introduce ready-to-steam food products.

## **FOUNDER DETAILS**

Archit Sanjay Agrawal, Shreyas S Hegde and Anuj S Agrawal. Are the founders of the company. From seasoned chefs to traditional kitchens as well as beginners, SteamUp aims at enhancing the use of "steaming" – the healthiest form of cooking, into the everyday lives of people by bridging the gap between delicious meals and convenient cooking at home for all.

## Mobilechakki



### COMPANY OVERVIEW

They are providing a web-based platform MOBILECHAKKI (On IOS & ANDROID) which helps people procure the main ingredient of staple food. By providing various qualities of wheat on-site, on-demand by a cool grinding process they are able to save dietary fiber, time, labor, and preserve essential nutrients which helps enhance shelf life of grain.

Their vision is to help people get the satisfaction of eating pure, fresh flour and spices and to give maximum benefits to society by extending the life of agricultural produce with modern technology, leaving zero carbon footprints.

### WHAT MAKES THEM UNIQUE

The app is based On demand. Their EV Van goes to the customer and shows the pre-cleaned grain quality, packed in transparent pouches in its raw form. It is then grounded after approval from the customer. By grinding 10kg of wheat flour in 3-4 minutes and accepting both cash and digital payments, customers are left satisfied with their purchase.

### FOUNDER DETAILS

Sandeep Gattani is the chairman and Managing Director of the company and looks after the overall performance of the company with experience of 22 years. He is a commerce graduate still having technical expertise gained by working in different industries like polymer, rice milling, rice puff and rice flakes and finally flour mills. Sunil Gattani is the director and Chief operating officer (COO) of the company and looks after sales and finance of the company. He is a commerce graduate with 17 years of experience.



# Furniture & Home Decor

## A Vintage Affair



### COMPANY OVERVIEW

At “A Vintage Affair” they’re excited to bring back the charm and elegance of a golden era gone by!

Inspired from French design, European architecture, vintage British tea party culture, and even from the mesmerizing streets of Paris, every home décor piece they curate brings with it everlasting beauty and affordable luxury.

They launched the brand in the beginning of 2017 by selling online on the biggest marketplaces and then went on to launch our own e-commerce website in 2018, and today they are present in over 10 online marketplaces and 25 retail stores across 8 cities in India.

They have curated gifts and worked with corporates for events, seminars and conferences, have collaborated with wedding planners and done bridal gift hampers, wedding giveaways and baby shower giveaways. Their vast and ever increasing product range offers gifting options for various occasions.

### WHAT MAKES THEM UNIQUE

This is the only brand in the market that is vintage-themed and in the affordable price range.

Their brand is out with the mission to be a one-of-a-kind concept store that brings the charm of London and Paris and the vintage beauty and whimsical fantasies into your homes.

A Vintage Affair is created with a vision to be a leader in the home decor sector in e-commerce and also eventually have its own stores all over India. Their eventual vision is to become a household name for unique, luxury yet affordable, timeless and beautiful home decor and gifting products.

## FOUNDER DETAILS

In the summer of 2016, Mr. and Mrs. Khanna visited London and Paris on a holiday. Every nook and corner of the streets there was so charming that they wished they could take a piece of London and Paris back home with them. One evening, while sitting at a street-side café in Paris, over a cup of tea, they came up with the idea of a brand that is a tribute to the timeless, vintage beauty of these two magnificent cities. A brand that resonates with being classic yet modern, luxurious yet affordable. A brand for lovers of all vintage and whimsical things, and that is how Perna and Karan Khanna founded “A Vintage Affair”.

**aloha**



## **COMPANY OVERVIEW**

Their goal is to eliminate all toxic chemicals from sleep environments, by offering sleep products made with natural & certified organic materials, that are safe for people and the planet. They are proud to be India's 1st certified organic mattress and pillow brand, and are raising the bar for what it means to be a truly sustainable, healthier brand the journey has just begun.

## **WHAT MAKES THEM UNIQUE**

aloha was created with the underlying belief that responsible, sustainable, and eco-friendly practices are the need of the hour. Unlike contemporary mattresses, they use certified organic plant materials, crafting latex mattresses that are free from any harmful chemicals or pesticides toxic to the human body, so that your sleep isn't just comfortable, but also healthy.

## **FOUNDER DETAILS**

Vrushali Mandal founded the company in the year 2020. As a senior manager with the Tata Group of Companies, Vrushali had 13 years of experience in Global financial MIS systems.

The pandemic in 2020 pushed everyone to do more and then the idea of aloha emerged. While struggling to find a healthier and more comfortable mattress for herself and her family, Vrushali had the idea of creating aloha from her motherhood journey.



### COMPANY OVERVIEW

ArtzFolio is India's only custom products brand for home, office, and lifestyle, offering millions of designs in over 50 product categories.

They offer one-stop, all-features customization in their collection of over 6 million products for individuals, businesses, and gifting, solving the problems of limited designs, basic styles, restricted sizes, and few color options.

They conceptualize, craft, and create mesmerizing artworks, daily essentials & consumer goods, luxurious household products, stationery, and office products, bulk corporate gifts, and promotional and marketing materials.

### WHAT MAKES THEM UNIQUE

They have a 'Zero Inventory' model requiring minimum working capital & low warehousing, along with a massive design collection in multi-business segments, unique & specialized made-to-order products such as bulletin and magnetic boards.

They provide products for 'Every Customer & Every Budget' and have the fastest turnaround in launching new product categories. The company provides customization options for all our SKUs for every feature.

### FOUNDER DETAILS

One day in 2015, Rajat Khandelwal, Founder of ArtzFolio, wanted to gift something to his wife. He searched everywhere online but could not select anything and did not want to go to offline markets. So, he decided to create a digital photo collage himself and got it printed on canvas and framed it - thus he got an idea of personalized photo gifts and digital printed artworks. So was born ArtzFolio.com.



**eCraftIndia**



## **COMPANY OVERVIEW**

eCraftIndia's origins arrive from Rajasthani Karigar who has equipped us with the handmade articles originally. They recognize that hand-crafted products and goods are more noticeable and memorable as gifts, compared to mass-produced items. Indian handicrafts are celebrated throughout the world because they are very innovative and comprise very intricate details. They quite grasp the rich tradition of India. eCraftIndia is the most trusted brand when it comes to handmade articles and gifts.

## **WHAT MAKES THEM UNIQUE**

All their items at eCraftIndia are a marvellous option if one desires to purchase them for themselves or actually when one covets to grant them to someone else. These are all made by the famous and well-known craftsmanship ideas which make each article unique and novel in its nature.

Its vision is to provide Indian art-inspired home décor, with the means to thrive in the entire world along with the mission to create a strong network of artisans and provide them with a means to flourish while providing customers with a platform that provides easy access to Indian art inspired home décor.

## **FOUNDER DETAILS**

In 2014, Rahul started eCraftIndia.com with a capital of Rs 20,000. The e-commerce company now deals in several thousands of SKUs and is clocking a turnover of Rs 12 Crore.

**ta.da tableware**



## **COMPANY OVERVIEW**

Tada draws inspiration from these imperfections that make our world so special. The designs here seek harmony in chaos and form in the shapeless. Crude blobs, dense hand-drawn lines, and other curious motifs adorn its various collections. But behind the seemingly arbitrary is a grand celebration of beautiful imperfections.

## **WHAT MAKES THEM UNIQUE**

Every design has a story, is relatable to one's life and are all hand drawn. The unique design style sets the brand apart and they are known for it.

## **FOUNDER DETAILS**

Ranjini Nair is a freelance graphic designer, yoga enthusiast, amateur gardener, Mother-of-two, and a passionate homemaker, she draws inspiration from everything around her as she continues exploring new canvases for her designs.

# YouBee



## COMPANY OVERVIEW

YouBee as a brand is determined to provide the best products to the Indian market. With an experience of almost a decade, YouBee has launched best quality BPA Free Storage Containers at the most economical price by using best technology, computerized designs & competitive price strategy.

## WHAT MAKES THEM UNIQUE

‘YouBee’ is manufactured by adopting modern technology and special grade raw material. YouBee assures best of its quality, yet at such a competitive price.

The USP of the brand is constant launch of high quality new products catering to the demands of the urban consumer.

## FOUNDER DETAILS

YouBee is a part of the RAJ Enterprise group, which was founded in 2014 by two brothers – Mr. Kushal Nagdev & Mr. Lavesh Nagdev. The startup is completely bootstrapped. Since then the company has launched a wide range of products under the brand name ‘YouBee’.

Mr. Kushal Nagdev is the founder and the CEO of the company. Coming from a corporate background and an educational background of CA, Mr. Kushal Nagdev has always driven the company with a data-driven approach.

Mr. Lavesh Nagdev is the COO of the company and is the backbone of the growth of the company.

Zookeeper



## COMPANY OVERVIEW

Zookeeper is a design-led home and living brand for children. They make home and lifestyle products designed for play and exploration.

A stimulating environment is crucial in the young years and their products aim to nurture the young instinct to explore. Whether you identify as striped, spotted, feathered or tailed, they are all you need for an ideal room makeover.

## WHAT MAKES THEM UNIQUE

The brand designs for a global generation of children - who love their puris and pasta as much as their idli and pancakes.

They sell directly through their website, other major e-commerce marketplaces, offline stores, exhibitions and pop-ups in key markets.

## FOUNDER DETAILS

Amruta Shah is an artist, designer, entrepreneur and mother to a six-year-old boy. Before she became a mum, she'd spent years in art universities and design studios as an artist, designer and teacher. She studied painting at the MS University in Baroda, India and then at the Chelsea College of Art in London, UK. She was faculty at the Srishti Institute of Art, Design and Technology, Bangalore, where she taught courses in illustration, product design and textile. Before zookeeper, Amruta co-founded The Think Factory - a firm that helped organisations use design thinking methods to problem solve.



# Health, Wellness & Fitness

## Athflex



### COMPANY OVERVIEW

Athflex is a community-driven fitness clothing brand making room for all the athletes to be the best version of themselves at the same time while giving the utmost quality products

As a team of young driven team, their focus and mission are to provide the utmost high-quality athleisure wear at the same time to grow their community across pan India and keep like-minded folks together for a bigger mission.

### WHAT MAKES THEM UNIQUE

The reason why Athflex sets itself apart is the cause of the community-first approach rather than a transactional approach and the product they make caters to a niche audience and moreover, the young founder who is aggressive with the executions and patient with the results.

### FOUNDER DETAILS

Andrew Leo founded Athflex activewear in Surat which sold about 10,000 pieces bringing in 28-30 lakh in revenues this last year. "Sales suddenly surged in lockdown when online e-commerce opened for health-conscious people, post-pandemic," Leo says of the gym-meets-the runway trend.

## Beelicious



### COMPANY OVERVIEW

In the world of fake naturals, Beelicious is an impact brand that offers authentic & real honey. They address a consumer's actual need, which is to benefit from the consumption of honey. They have changed on-field practices and installed an imported plant to process honey in a way that does not destroy its enzymes and nutrients.

### WHAT MAKES THEM UNIQUE

Since every step from farm to home is executed in-house; there is 100% quality control. This is very critical since Honey is the 3rd largest adulterated food in the world; and most people are unaware of what they are selling or consuming. In the Indian landscape there are only a handful companies who do everything from sourcing to branding, and Beelicious is one of the handful of premium brands to do so. With innovation at the epicentre of the company, they have gone a few steps forward and developed Apiculture-based innovative products in the wellness and confectionery sectors that enhance one's well-being and in the Aquaculture space. The wellness range targets specific issues whereas the confectionery range focuses on replacing white processed sugar and artificial colour.

## FOUNDER DETAILS

A rank holder in Biochemistry, Kayan also holds a post-graduate degree in Entrepreneurship from the S.P. Jain Institute and recently completed the IIM B – Goldman Sachs women in business program. A member of the India SME Forum & UPS She trades initiative in India, she is amongst the 9 entrepreneurs from India to be awarded the HiEERA award (High impact entrepreneur from emerging regions for action) by UNO in November 2018. Kayan was also an advisor, facilitator to the UNCTAD Empretec India program and was nominated as one of the 10 finalists from around the world, for the “women in business” award, by UNCTAD, UN – Geneva.

Graduated with a commerce degree and a Post Graduation in Entrepreneurship from the S.P. Jain Institute in 2010, Nikhil started working in his family-owned business of paints. He then co-founded a wholesale cloth and garment business and ran it successfully for 3 years. He has concurrently also been involved in managing his family business of gas stations in North India.



**BirdSong**



## COMPANY OVERVIEW

Birdsong is a natural health and wellness brand with the idea of bringing back traditional remedies in modern and convenient ways. It was with the founders' inter-generational knowledge of traditional wellness practices, expertise in formulations, decades of understanding of consumer products, and experience in creating social impact. Currently, their products are in Oral Care, Hair Care and Pain Management categories.

## WHAT MAKES THEM UNIQUE

The team is driven by the idea of how their products could make their customers feel joy, relief, calm, peace and energy. So beyond products or services. Their philosophy is to see how they can bring a positive change to the consumers lives.

At Birdsong, they wanted to create a space for our community to learn, heal and grow in these early hours of the day. Through workshops, talks, workouts and sessions, they want to give their exclusive community the platform to engage their minds, bodies, hearts and guts during the early hours of creation and connect with themselves and any areas they want to better in their lives.

## FOUNDER DETAILS

Radhika Mahadevan is the CEO & Co founder of Birdsong. She has diverse and unique experience of over 15 years in the corporate, not for profit sector and academia, with her last role as Asst. Professor at a leading University in India. The idea of Birdsong started with her vision to keep traditional Indian remedies alive and share the stories behind them for the health and wellbeing of the modern world. Radhika is passionate about social change and believes that businesses can make triple bottom-line a reality i.e. profits along with positive social and environmental impact.

**Cambio**



## **COMPANY OVERVIEW**

Plastic-free, organic, safe, comfortable & sustainable period care products. This is what the brand makes. But, what they make is just a small part of who they are.

Their vision is to bring a positive and progressive transformation in society, debunk myths and eliminate taboos around menstruation and related issues through raising long-term awareness & facilitating discussion that will enlighten, inspire & empower.

Their Mission is to develop organic, safe, sustainable sanitary products and an inclusive platform for better menstrual awareness, hygiene, acceptance, and experiences for all women.

## **WHAT MAKES THEM UNIQUE**

User experience and quality are their USP.

They keep safety and sustainability as the top priority from procuring the raw material to the disposal of products by the end consumer.

## **FOUNDER DETAILS**

Bhagyashree Soni is a Chartered Accountant and Company Secretary through education, and an Entrepreneur by passion. She is pursuing a certified course as a Menstrual Educator, and has worked with NGOs like Kamakhya, Abeer Gulal Foundation, Period that focus on spreading awareness about Periods.

## CORE & PURE



### COMPANY OVERVIEW

CORE & PURE offers “The Most Natural And The Most Powerful” Holistic Health, Beauty, and Wellness Solutions. They deliver this through 100% Natural Origin, Pure and Potent Essential Oils and Products, which are uniquely and expertly crafted with age-old science of Ayurveda and Aromatherapy. Every single product has a unique story to talk about.

### WHAT MAKES THEM UNIQUE

Pelican Essentials is a product-first home essentials company. They offer the highest and purest quality Essential Oils and Products to promote holistic health, beauty, and wellness solutions. They are able to provide 100% natural origin as we source oils directly from the farmers and each product undergoes meticulous quality checks from conceptualization to final product to ensure the highest quality not only to meet but also exceed international standards.

These are processed in state of an art Research & Development and Production facilities where modern science meets the age-old tradition. All products are certified under the Ministry of AYUSH and manufactured under Ayurvedic Drug licensed unit. Every single product has a unique story to talk about.

## FOUNDER DETAILS

Inspired by the immense benefits of Pure Essential Oils (which are extensively described and prescribed not only in Ayurveda, but also in medical systems like Greek, Roman, Egypt, and many more ages) on Body, mind, and soul, Priyanka Sachdeva became passionate about Essential Oils and left her plum job with one decade of experience and spent more than 5 years researching and exploring about Essential Oil and its immense benefits. She started reading Vedas, Puranas, Ayurvedic Books, and Old Medicinal Scriptures, Meeting Industry Veterans, Technical Experts, and found that pure Essential Oils are more than just Natural products. She became passionate to offer the highest and purest quality Essential Oils & Products for all those who are looking for such Natural Powerful Solutions for their Holistic Health, Beauty, and Wellness concerns.

## FitSport



### COMPANY OVERVIEW

They offer your daily dose of nutrition from all-natural sources. They have a range of all-natural, high energy, vegan and high protein bars.

They aim to be the most trusted brand in fitness, wellness, sport, active lifestyle, and preventive health care and also the provide tastiest and cleanest nutrition along with fitness, wellness, sport solutions and services.

### WHAT MAKES THEM UNIQUE

With the external challenges behind us, they are on the path to building the World's largest Nutrition organisation with a focus on Fitness, Wellness and Sport, along with Tech-enabled solutions.

More than 60% of their sales are from repeat customers. Eat Right, Think Well, and get things done. All the products are all natural - made with more than 80% dryfruits, nuts and seeds.

### FOUNDER DETAILS

Venu Thotakura is a senior leader addicted to numbers and driven by data. He has 23 years of industry experience in various positions in IT Consulting, Service Delivery, Customer Engagement, Process Improvement with a sharp focus on P&L. He has worked in, both, the UK and the USA managing large cross-cultural, multi-lingual teams and client engagements.

## Just Bumm



### COMPANY OVERVIEW

Just Bumm is a brand known for reusable cloth diapers for babies in India. Established in February 2020, the team at Just Bumm provides a wide variety of cloth diapers for babies. Their cloth diapers are versatile and made of GOTS Certified 100% organic cotton and hemp as core absorbent materials. You can wash and reuse these cloth diapers for babies up to 3 years. It is not only versatile in terms of a wide range but also fit for babies of various builds.

### WHAT MAKES THEM UNIQUE

They have two unique and India's 1st and only products (Modern easy to use nappies) which give them an unfair advantage over their competitors. Their moat is their in-house manufacturing and complete control over inventory and product flexibility. They change quickly as per customers' demand!

### FOUNDER DETAILS

The Co-Founder of Just Bumm Mrs. Hema Parkavi, is a young mother couldn't get her hands on diapers that were convenient for her and her baby. Few which were seen fit were made in China and did not meet the expectations. After many anxious attempts, she, along with Co-Founder Bharrani Pargavi, decided to start Just Bumm. Launched in 2020, the organization works towards making the journey of Parents, guilt-free with their Baby Diapering Products. It is ensured that 100% Organic Materials are used in the making and the fear and anxiety of New Parents are taken away.

Lemme Be



## COMPANY OVERVIEW

Lemme Be is a health & wellness brand that provides an honest and free choice to all menstruators to have comfortable and safe periods. It caters to the generation of teen menstruators who are aware of their rights and never back down without a fight.

## WHAT MAKES THEM UNIQUE

Lemme be is a period care brand for Gen Z and young millennials. They focus on the variety and individuality of every product as per the needs of both young and adult menstruators. As compared to the conventional products available in the market, Lemme Be curates a special range of products that vary in size, they are elongated with increased capacity & absorbency. They are organic, sustainable, and affordable. Products like menstrual pads, tampons, and pantyliners are made with GOTS certified 100% organically certified cotton and they ensure smooth, rash & stain-free periods. To promote comfortable and sustainable menstruation, they have introduced two revolutionary period products - Z Disc and the Angular Z Cup, made from medical grade silicone and reusable for upto 5 years.

## FOUNDER DETAILS

Devidutta Dash, CEO and Founder at Lemme Be speaks about how Lemme Be is fighting the social taboo against menstruation and how it is tackling the 'hush-hush' approach to marketing its period care products. She outlines how menstruation is not just a menstruators' concern but a human concern and highlights how the consciously forced stigma has now ignited the fire among period care brands to speak more about it. She also speaks about how brands should approach Pride Month and how they can support the LGBTQIA+ community all year round.

# Lifealthy



## COMPANY OVERVIEW

Lifealthy is India's first comprehensive brand for personal electronics gadgets and electronics appliances hygiene. Lifealthy gives an opportunity to consumers to enhance their gadget usage experience throughout its life cycle, by keeping their gadgets clean and healthy.

Its mission is to bring in value-added and unique products for its consumers that not only are affordable but also provide an easy solution to consumers' hygiene needs. Hygiene around us will help us keep ourselves and our families healthy always.

## WHAT MAKES THEM UNIQUE

Lifealthy offers specially curated cleaning solutions to customers and ensures proper care of their Personal Electronics Gadgets like Smart Phones, Tablets, Laptops and Electrical Home Appliances like Refrigerator, Washing Machine, Dishwasher, Cook Top, Chimneys, Oven & grill etc.

They specialize in Gadget Hygiene and their products give streak free cleaning. The products are non-toxic, non-corrosive with no harsh chemicals. Lifealthy helps customers experience dirt & germ-free gadgets thus enhancing gadget lifespan.

## FOUNDER DETAILS

Sonali Malik, Founder of Lifealthy started working out for simple and suitable solutions for gadget care that we use in our everyday lives and launched Lifealthy in June 2021. Today Lifealthy is India's 1st Comprehensive Brand offering a complete range of Gadget Hygiene Products from Personal Electronics Gadgets to Home Appliances like Refrigerators and Washing Machines with 12+ Unique SKU's.



Rynox



## COMPANY OVERVIEW

Rynox is the 3rd wheel of a two-wheeler. This 3rd wheel stands for safety. They are manufacturers of Motorcycle Clothing and Luggage with exclusive stores, 150+ dealership outlets across India

Their vision is to become the 1st brand from India to establish a name in the global market.

## WHAT MAKES THEM UNIQUE

All the stakeholders in their organization are customers! They understand the requirements of fellow customers and also understand how important it is to get the price right.

Feedback and suggestions are a big part of their product development process and they keenly hear what the customers have to say about the products and services.

## FOUNDER DETAILS

There are 3 Directors associated with Rynox Gears India Private Limited. They are: Rahul Ashok Katwa, Khushal Mangesh Ambe, and Shameen Shirish Deshmukh. Quality luggage was made available in India by most of the international brands but that came at a price, which was not affordable for most of us. Thus, was born Rynox with a vision to provide quality, reliable luggage at a price we believed most of us were willing to shell out for our rides.

## Upakarma Ayurveda



### COMPANY OVERVIEW

The brand offers 100% natural solutions with a wide product portfolio ranging from Health and Wellness to Immunity and Beauty.

At Upakarma Ayurveda, they bring new ideas and constant innovations while keeping our customers in mind and consistently providing them with the most iconic Ayurvedic products such as Pure Shilajit Resin Form.

The entire Upakarma Ayurveda journey has been filled with passion, achievements, and coveted awards such as - Femina Power Brand 2021, Forbes 30 Under 30 Asia Award 2021 awarded to the Co-Founder & director Mr. Parag Kaushik, Vogue Beauty Award 2021 for Aloe Vera Juice, Entrepreneur of the Year Award 2021' by Entrepreneur Media for both the Co-Founders Mr. Vishal Kaushik & Mr. Parag Kaushik and the latest being counted among the Top 42 fastest growing D2C brands of India by the INC 42 Media. Additionally, founder-level membership of the prestigious FICCI AYUSH Committee is something we are proud of.

### WHAT MAKES THEM UNIQUE

Unique Innovations is their staple. Upakarma Ayurveda works on two-way customer feedback and cumulates it into offering consistently unique, chemical-free, and pure Ayurvedic products. Extensive research and using traditional techniques with a contemporary touch helped them launch iconic products in the product catalog such as Pure Shilajit in Resin Form, Pure Shilajit Tea & our exquisite formulation - Pure Shilajit Resin Form with Gold Dust.

## FOUNDER DETAILS

Upakarma Ayurveda was set up in 2017 by first generation entrepreneurs Vishal Kaushik & Parag Kaushik. Within a short span of 4 years, it's now amongst the fastest growing D2C brands in India with over 2200% growth since inception.

The brand was incorporated by the young brother duo with an aim to make the best use of nature's amazing offerings, designed with a vision to meet the demands of the Millennials who aspire to premium quality natural products at affordable prices. Each and every product is made great at Upakarma with the help of a talented R&D team of Ayurveda experts, careful sourcing of ingredients on a global level, GMP & ISO certified manufacturing units, and premium packaging with thoughtful value additions. Upakarma Ayurveda is unwaveringly committed to delivering gender-neutral Ayurvedic products, which are pure & free from any harsh chemicals, substances, or toxins. Research-based innovations is Upakarma Ayurveda's core.

Wellbeing  
Nutrition



## COMPANY OVERVIEW

They are the first clinically studied whole-food nutrition company formulated by researchers and doctors globally, making wellness fun and exciting for all ages.

Their aim is to create innovative nutrition technology and formats to make the world's cleanest, plant-based, pure, and sugar-free formats using globally sourced Ingredients from 10 countries.

## WHAT MAKES THEM UNIQUE

Adulting can be difficult. The brand gets it. That's why they create organic whole food nutrition to keep up with the pace at which we live. Simply put, they make health easy, convenient, and oh so yummy - just for you.

They believe food feeds us mentally, physically, and emotionally. That's why they source fresh, pure ingredients to make sure the right nutrition stays locked in for you.

## FOUNDER DETAILS

Avnish Chhabria is the founder. He is an experienced entrepreneur and investor with a demonstrated history of working across Retail, FMCG, Media, and Technology.



Home and Hygiene

**Watsan**



## **COMPANY OVERVIEW**

Watsan is the makers of natural water purifiers, and standalone DIY model, and also provide variants such as arsenic and fluoride removal systems.

Their aim is to reach out to 10 million households in another 2 years.

## **WHAT MAKES THEM UNIQUE**

Watsan was established in May 2013 with the purpose of manufacturing and distributing low-cost Terafil water filters to urban slums and rural families who cannot afford other expensive options.

They have been able to make the best candles with better finish, flow rate, filtration properties and are first in the world to develop electricity free arsenic removing filter in collaboration with I.I.T – Madras. These arsenic removal filters are now deployed in arsenic ridden states of Bihar and Bengal. The iron removal filters are deployed in most of North eastern states and in Thiruvallur district of Tamilnadu. They have also found solution for fluoride removal which is a huge threat in most parts of Rajasthan, few districts in Tamilnadu, Andhra Pradesh, Telangana and Karnataka.

## **FOUNDER DETAILS**

Founded in 2009 by the efforts of Chandrasekaran. J, an expert in Plastics Technology, the proprietary firm "Custom Parts Online" started making many innovative products to address the soaring needs of common people.



Home Care

## Dr. Octo



### COMPANY OVERVIEW

At Dr. Octo, they are on a mission to build a zero-impact brand that transforms the way we keep our homes clean and our loved ones safe. Every single Dr. Octo product comes to the market only if it answers these 3 questions - Is it Good? - Effective at cleaning. Is it Good for the consumer? - Safe for everyday consumption. Is it good for the environment? - Biodegradable, nature-friendly, and non-polluting.

Incorporated in April 2021, they spent months in research speaking with consumers & testing formulations with scientists and manufacturers to develop a portfolio and launched in October 2021.

### WHAT MAKES THEM UNIQUE

Dr. Octo has a range of Natural, Probiotic (Yep!), and Bio enzyme powered products that are made with Plant-based ingredients, 100% Biodegradable and completely free from harsh chemicals and toxins, delivered directly to consumers with a promise of 100% Plastic neutrality from Day 1.

### FOUNDER DETAILS

Mehul Sanghani is the Chief Executive Officer and Founder of Octo. Since launching the firm alone at age 30, he has grown Octo around the foundational belief that advancing customer missions matters most. Leading IT strategy and business transformation initiatives for corporations and Federal Government agencies, Mehul has guided Octo through tremendous growth, all while expanding capabilities and solutions that enable customers to solve complex problems and meet critical missions that impact the nation and the world.



**Coze**



## **COMPANY OVERVIEW**

Visionova is a manufacturing arm of Narsingh Dass Group. Under this unit, they are supplying eco-friendly hygiene and food packaging products. The products include tissues wrapped in paper, per rolls for food packaging and bio-coated paper cups and bowls.

Given the market potential and our ability to source quality products globally, they will strive to create VISIONOVA a leading supplier for a range of convenience consumer products across India.

## **WHAT MAKES THEM UNIQUE**

Brand Coze redefines the concept of 'ease' and thus more smiles by having an array of home utility products all available in one single place. All products like tissue, baking, and food wrapping are 100% plastic free and packed in attractive boxes for customer joy. They have launched a unique product 'PAPFOIL' in the Indian market which is paper laminated with foil.

## **FOUNDER DETAILS**

It is run by father and son duo, Pradeep & Mridul. Pradeep has three decades of experience in the paper industry. He has a strong hold on sourcing and product development. Mridul understands the new age of marketing and customer expectations, he handles the sales and marketing side of the business.

**Happi Planet**



## **COMPANY OVERVIEW**

Happi Planet is a range of eco-friendly home cleaners, crafted with quality plant-based ingredients, making them powerful and yet biodegradable. What's more, they deliver them to you in planet friendly paper cartons, which use 90% less plastic and are 100% recyclable.

## **SUSTAINABLE IS AWESOME!**

## **WHAT MAKES THEM UNIQUE**

They are the first and the only brand in Asia to sell home care & personal care products in planet-friendly paper packaging.

## **FOUNDER DETAILS**

Nimeet Dhokai, has 9 years of FMCG experience and has worked across breadth of commercial roles panning across field sales, trade marketing & brand marketing.

Mayank Gupta has 4 years of FMCG experience and has worked across distributor service operations, D2C operations & demand planning roles.



Petcare

## Posh Puppy



### COMPANY OVERVIEW

Posh Puppy is rethinking the Pet Lifestyle from the ground up. They are radically changing the broken pet food industry by meat first, chemical-free pet food. The Posh Team is a small army of doggo and pupper parents, and friends who are set on a mission to create a holistic brand approach that solves every problem that a pet parent comes across whether it be related to food or needing some advice on how to potty train your puppy!

### WHAT MAKES THEM UNIQUE

The brand is focused on building a community and enabling transactions around it while building a strong emotional connection with the target audience.

They are a private label brand manufacturing their own recipes. They aim to get their own production unit and bring in 50% of the production in-house and build a delivery network to create an Amazon-like fast delivery ecosystem.

### FOUNDER DETAILS

Saurabh Chouksey is the founder. Currently working to make the lives of pets and stray better every day. He is an experienced Settlement Manager with a demonstrated history of working in the information technology and services industry. He is skilled in Customer Service, Data Analysis, Certified Insurance Counselor, Customer Relationship Management (CRM), and Microsoft Office. He is a strong finance professional with a Bachelor of Technology - BTech focused in Civil Engineering from SIT- Symbiosis Institute of Technology.

## Supertails



### COMPANY OVERVIEW

Supertails is a first-of-its-kind digital platform that supports the ever-increasing pet parent community with a one-stop solution for pet food and supplies. They currently have 120+ brands in the petcare space, making it the widest assortment of petcare brands on a single platform in the country.

### WHAT MAKES THEM UNIQUE

Supertails has the widest assortment of brands i.e over 200 pet care brands and also offers same-day delivery in key markets. Supertails is differentiated by its unique proposition of fully digital telehealth consultation and online dog behavior training services, made available through a team of highly experienced in-house veterinarians and pet behavior experts. With pet supplies, vet care, and training under a single roof, Supertails looks to bring together a currently fragmented pet parenting community in India and provide holistic support to make pet parenting enriching.

### FOUNDER DETAILS

Varun Sadana is the co-Founder at Supertails.com, the first-of-its-kind platform that supports the ever-increasing pet parent community with trustworthy veterinary care and a one-stop solution for pet food and supplies.

He is an MBA from IIM Lucknow and is armed with a decade-long experience in the FMCG and retail spaces. He has worked with brands such as Hindustan Unilever, Snapdeal, and IBM to name a few. His previous stint was as the Co-Founder and COO of India's largest fresh meat brand, Licious.



# Toys & Games

## Wittybrain



### COMPANY OVERVIEW

Wittybrain Toys deals with exclusive wooden educational toys for kids of age 1-8 years. All the toys are made in India providing employment to local artisans. They aim to make educational toys accessible to every child.

### WHAT MAKES THEM UNIQUE

The toy world is filled with Chinese goods and Indian made toys are highly expensive. Wittybrain Toys aims at bringing affordable, educational, and made in India toys.

"We Aim At Giving The Indian Toy Market Unique Educational Toys" is what the company has to say.

### FOUNDER DETAILS

Priyanka is the founder of a toy brand. She has 3+ years of experience in the field of manual testing and quality assurance. She has collaborated with developers and project managers to assess program capabilities, features and testing demands. She is currently working on expanding business.

## YOURSTORY





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