



brings to you

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# 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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**Rajiv Bhuvra**  
Executive Editor,  
YourStory

## Foreword

Ancient India – which witnessed the confluence of varied cultures and economic booms – was deservedly called the ‘Golden Bird’. On December 26 last year, during 2021’s last ‘*Mann ki Baat*’ address, Prime Minister Narendra Modi said that he was fully confident that the country will move forward in the coming year, and 2022 will be the golden page of building a ‘New India’. PM Modi had also touched upon the mantra of *Atmanirbhar Bharat* – where only when we recognise the power of local, will the country be self-reliant. “Let us reiterate our resolve to think big, dream big, and work hard to make them come true,” PM Modi added in context of ‘New India.’

While the fabled ‘golden bird’ of the past and the ambitions ‘golden age’ of the future seem to be connected by an invisible thread, the Brands of New India are the shining stars which will make India proud. Because, in the country of 1.16 billion mobile phone users – constituting of 637.89 million, or 54.7 percent, urban users and 528.13 million, or 45.3 percent rural users – the count of internet users has touched 834.29 million – consisting of 497.69 million, or 59.7 percent urban users and 336.6 million, or 40.3 percent rural users. Interestingly, over 97 percent of the users use mobile phones for internet consumption.

In 2007 – a year before the global financial meltdown hit the world as the crisis of the century – India was home to ~22 million online shoppers. That number scaled-up around 150 million in 2019, and nearly 180 million in 2020. As per RedSeer, a consumer Internet business consultancy, close to 70 percent of the online shoppers are located in the non-metropolitan cities of India.

While the number of online shoppers has been on the rise over the years, lockdowns and restrictions due to COVID-19 pandemic further

accelerated the growth in the number of online shoppers in India, RedSeer opines. Further, the growth trend in online shoppers is projected to continue in the future owing to increasing consumers' trust in online channels.

In an October 2020 report on direct to consumer (D2C) brands, Mumbai-based Avendus Capital – the investment banking arm of Avendus Group – highlighted that the pandemic has further accelerated online adoption amidst the temporary closure of physical retail stores and the growing wariness for public places. In that backdrop, Avendus Capital forecasted that online spending in India was expected to grow at a compounded annual growth rate (CAGR) of 35 percent-plus from \$39 billion then, to \$200 billion over the next 5 years – October 2025, also supported by internet and payment infrastructure developments.

Every bit of data brings homes relativity with no room for doubt about the growth prospects of the D2C 'Brands of New India'. And here, empathy has its own role to play. As an online shopper, over the years I have graduated from e-buying smart phones and smart television, to very recently e-buying a smart watch and a Bluetooth earphone – both from homegrown brands which qualify to be celebrated as 'Brands of New India'.

My urge to explore and experiment has not remained confined to gadgets alone, as the immersive user interface and every improving user experience of easy and safe e-buying has compelled me to try my hands at a range of branded products over e-commerce websites as well as websites of the brands. Series of happy experiences have cemented my loyalty, and taken the relationship with brands beyond transactional.

At YourStory, the joy of association with local homegrown brands elates to a different level with our "Brands of New India" initiative, whereby we aim to play a significant role around D2C brands, with our catalysing mission to help India realise the \$100 billion market opportunity for D2C brands by 2025. The initiative has made us embark on a journey to discover emerging, and promising D2C brands and startups whom we aim to give the visibility platform by telling their stories to key stakeholders of the D2C ecosystem – which includes investors as well as policymakers.

Within the 'Brands of New India' initiative, YourStory has also aimed to champion the cause of D2C product brands at large, by showcasing the most promising of them all through '500 Challenger Brands'. In this, second, series where we unveil the next batch of 100 challenger brands, it is overwhelming to highlight that over 25 percent of the 100 challenger brands hail from Tier 2 cities, and beyond like Gangtok, Udaipur, and Malappuram among others.

Out of the 100 challenger brands of this cohort, 24 have been founded in the 'new normal' years of 2020 and 2021, while 63 of the 100 brands have been founded in between 2014 and 2019. What inspires more is the fact that 47 of the 100 brands claim to be operating with gross margins in excess 50 percent, with 40 of the 100 brands operating on gross margins ranging between 20 to 50 percent. No wonder, 55 of these 100 brands have received varied amounts of funding while 45 of them are non-funded/bootstrapped.

Also, 75 of these 100 challenger brands are run by founders who are post graduates. While 15 of these 100 brands are run by all-women founders, while 32 brands are by founders of both genders. Together, 47 of the 100 brands having women founders brings an empowering sense of gender diversity. This is in continuation to the first cohort having nearly 50 percent women co-founders.

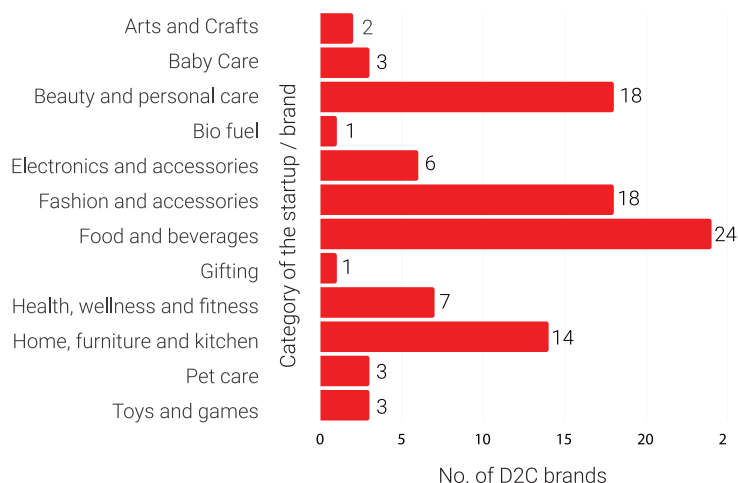
While YourStory is committed to support, guide, and empower the brands to attain a firm foothold in the ever-growing D2C ecosystem, the second cohort compels us to believe that the D2C ecosystem is destined to shine brighter. While that is a forward-looking statement, for now it's my pleasure to present to you the second batch of 100 brands from the '500 Challenger Brands' showcase. These, we believe, have the true potential to make 'New India' proud, with a strong Atmanirbhar quotient.



## 100 Challenger Brands 2.0 - Sliced and diced

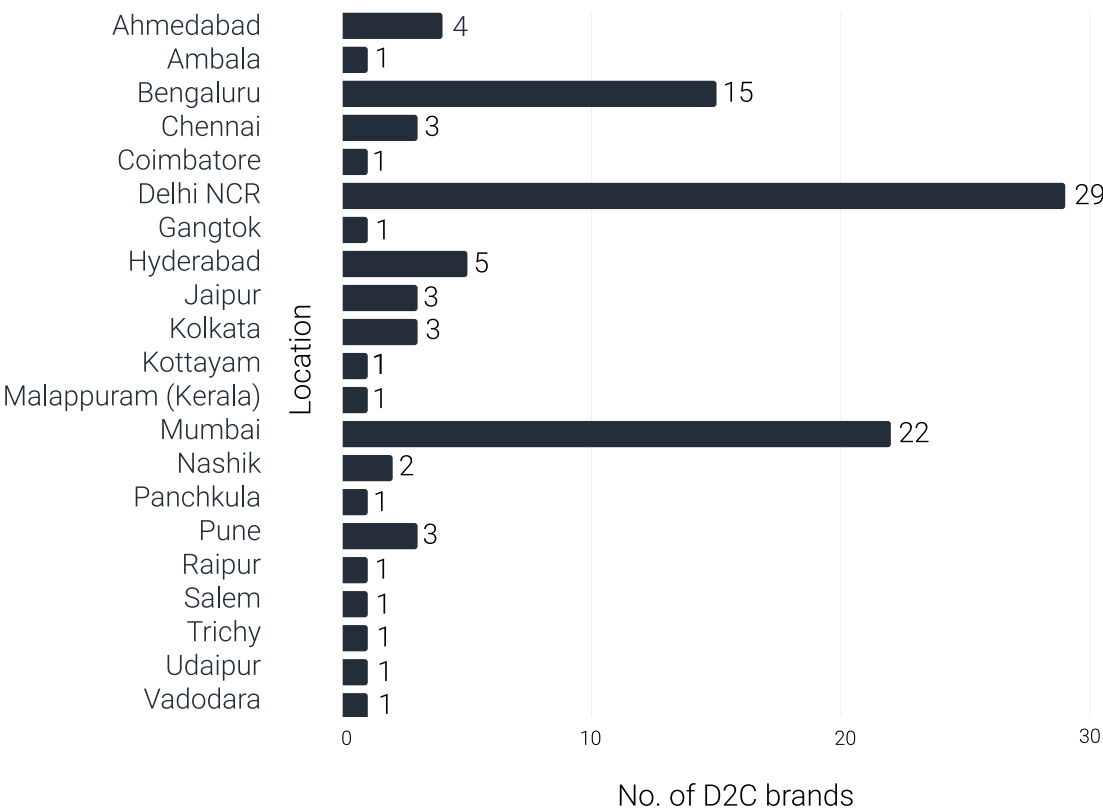
The second batch of 100 D2C brands that get added to the '500 Challenger Brands' – part of YourStory's 'Brands of New India' initiative – have an interesting mix of brands. Here are some of the sliced and diced takeaways from the second cohort:

### Which sectors do the 100 challenger brands represent?



The second batch of 100 brands have representatives from 12 unique consumer product categories, where food and beverages have 24 representatives while there are 2 brands which represent an arts and crafts category.

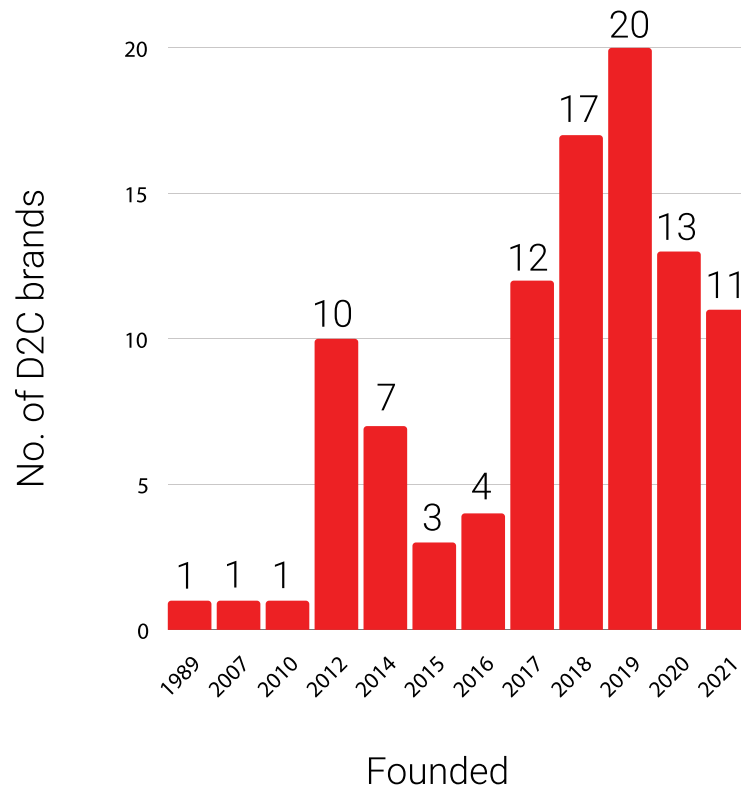
# Where do these 100 challenger brands hail from?



While 77 of these 100 challenger brands hail from metropolitan cities, interestingly, 23 brands hail from smaller locations, including Gangtok, Salem, Udaipur, and Malappuram among others. The top 3 cities with maximum representation are Delhi NCR, Mumbai, and Bengaluru with 29, 22, and 15 brands each.



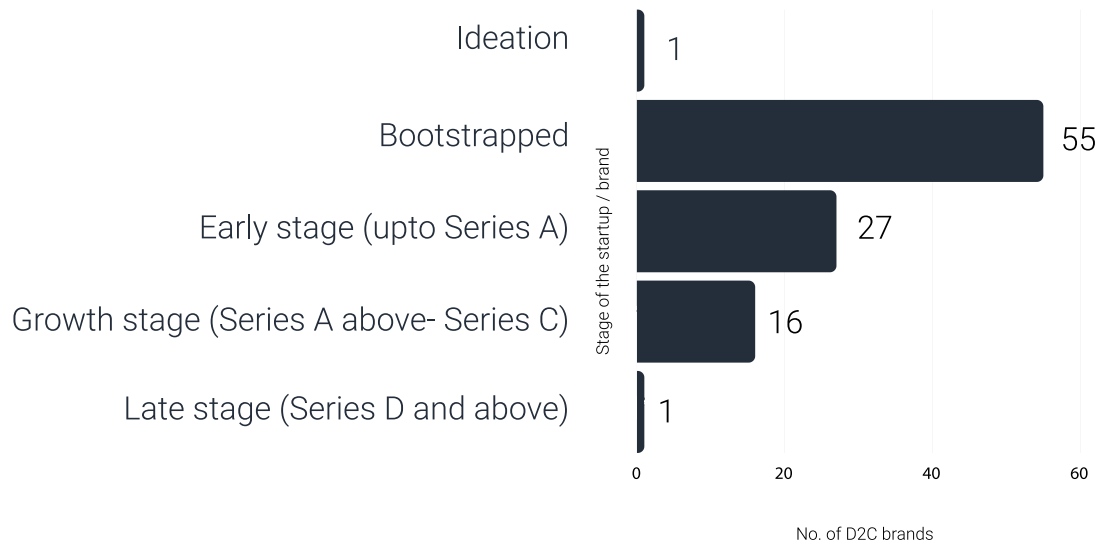
## When are these 100 challenger brands born?



Almost a quarter - 24 out of the 100 brands - have been incorporated in the pandemic years of 2020 (13) and 2021 (11), while 2019 (with 20 brands) and 2018 (with 17 brands) hold the record for the having the highest and second-highest number of companies' incorporation.

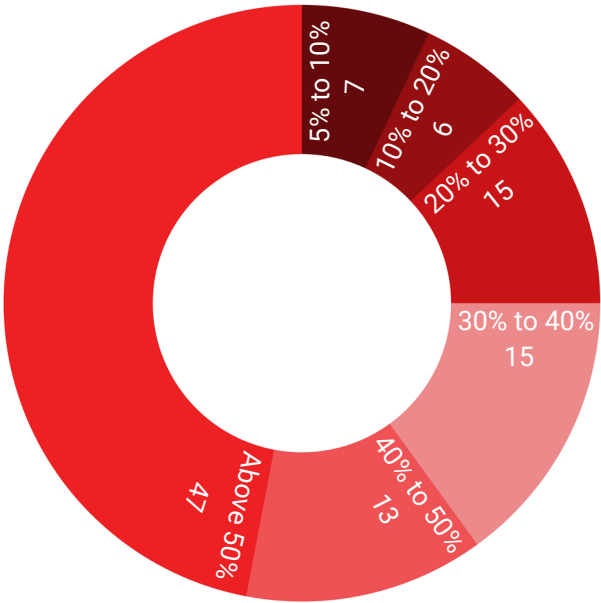
Interestingly, Mumbai-based Kharawala Products - a food and beverage company which is in the business of dry fruits - bags the crown of being the oldest company in the cohort. Incorporated in 1989, Kharawala Products is a bootstrapped firm founded by 62-year-old Shailesh Kharawala who has been running the firm for 32 years.

## What stage are these 100 challenger brands at?



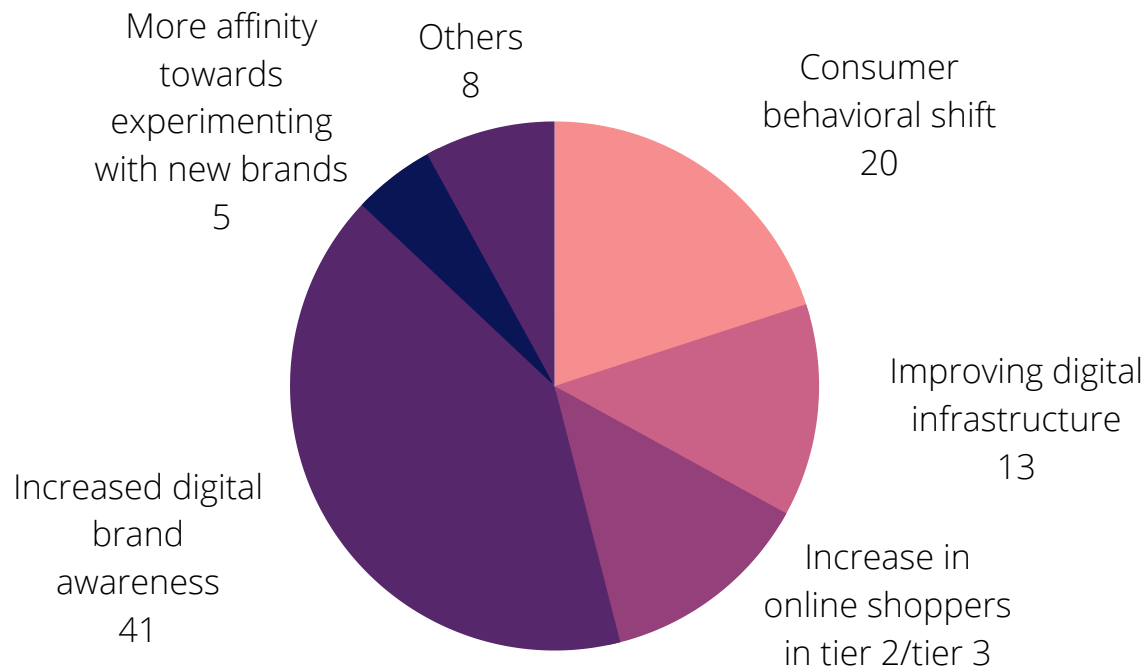
Bootstrapped brands account for the majority – 55 out of the 100 challenger brands – while 27 startups are in early stage and 16 startups fall in the growth – between series A and series C – stage.

What is the profitability quotient of these 100 challenger brands?



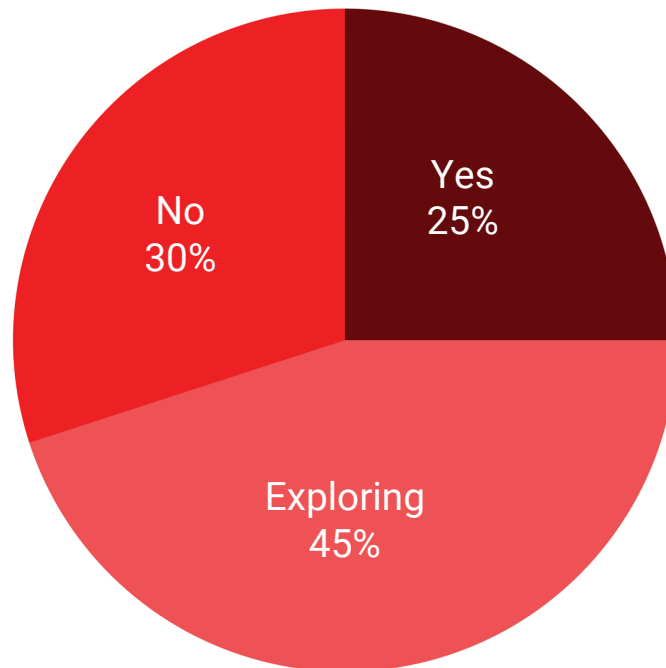
As per these 100 challenger brands’ claims, 47 brands function with gross operating margins in excess of 47 percent, while 13 of the 100 operate on gross margins which are below 20 percent.

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



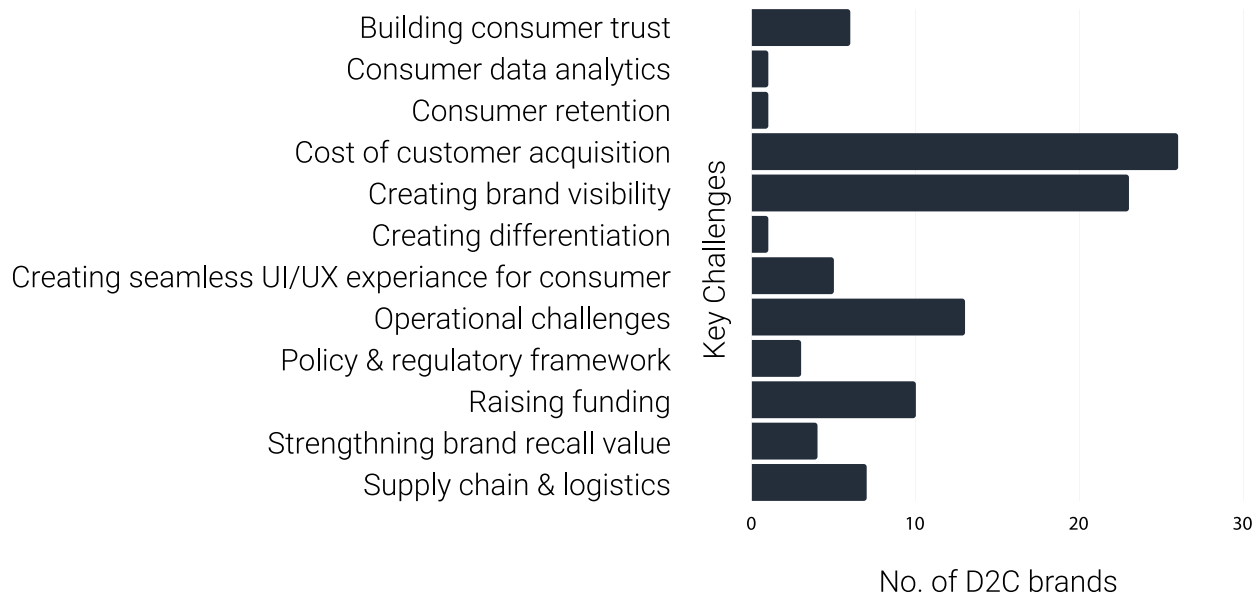
While consumers' affinity towards experimenting with new brands is a growth driver perceived by 5 of the 100 brands, a majority of 41 brands believe that 'increased digital brand awareness is key growth driver, while consumer behavioural shift as a growth driver finds 20 takers out of the 100.

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



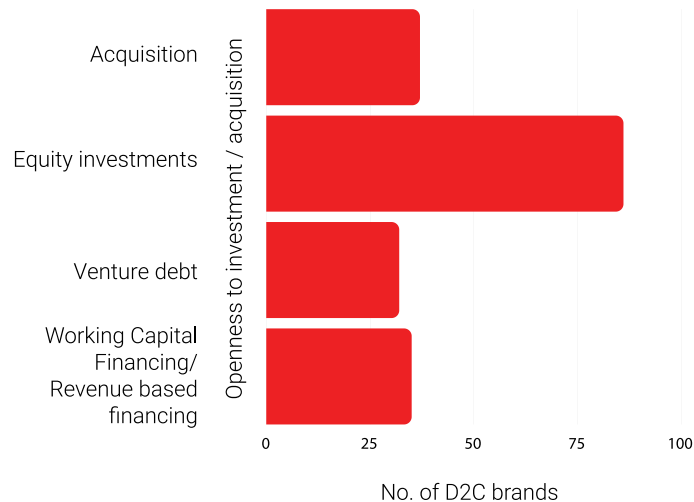
There is a 70:30 divide on the global expansion front. While 30 of the 100 brands do not have global expansion plans, 25 of the affirmative 70 already are actively exporting while the biggest block of 45 brands are exploring their options.

## What are the key challenges 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 is these 100 challenger brands' openness to investment / acquisition?

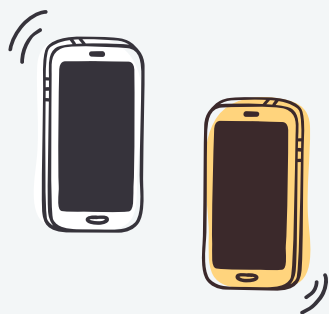


Unlike other parameters, the 100 challenger brands had the choice to list out multiple parameters to reveal their openness. While 55 of these brands have managed to garner varied amounts of funding, as 45 are bootstrapped, openness to equity investments got the maximum number of takers with 86 takers – both individually as well as with other factors.

While 29 brands have chosen equity investments as their sole openness factor, the parameters featured 57 times where responding brands picked it with other openness factors like acquisition, venture debt, and working capital / revenue-based financing.

### The way forward

With 21 of these 100 challenger brands selling their D2C products on an online-only basis, another 35 sell more than 50 percent through the online channel. Also, with 43 of the 100 brands witnessing more than 30 percent of the customers repeating their buying, there is hardly any doubt about these challenger brands' brighter prospects. With the right mix of strategic stakeholder partnerships, better funding options, and the conducive policy environment, these challenger brands are clearly on path to witness runaway growth.



## Why the time is ripe for Indian D2C brands to disrupt categories in international markets



**Saahil Goel**  
CEO & Co-Founder,  
Shiprocket

*D2C players don't need to spend much gathering eyeballs for their brand and products. With content taking centre stage through social media platforms, viewers from across the globe can have access to your products.*

The D2C market in India has grown tremendously in the past two years. The market has evolved with the changing trends, especially after the pandemic and sudden change in consumers' purchasing habits. With more than 800 D2C brands in India today, the estimated size of the Indian D2C market by 2025 is over 100 million. What is next in store for these brands which have caught the nerve of the Indian market? Let's dive

deeper into the global market for D2C brands and their need to succeed.

### **Why global e-commerce is the right step**

According to industry reports, global e-commerce sales crossed \$4.2 trillion worldwide in 2020. During the pandemic, online sales grew by over 25 percent. Reports suggest that China is the leading country in e-commerce sales, and Amazon is the largest marketplace for selling goods.

The internet has made the world a smaller and more innovative place. With content taking centre stage through platforms like Instagram, Snapchat,



Facebook, and Youtube, viewers from across the globe have access to your products. D2C players don't need to spend a lot gathering eyeballs for their brand and products. Along with that, with the global growth of e-commerce, a physical presence or omnichannel experience might not be necessary for launching your D2C business globally.

After the pandemic, consumers' purchasing habits have changed drastically, and online shopping is the way to go. Not just this, customers today want a personalised touch to their orders and prefer communicating directly with sellers rather than going through intermediaries.

Also, with international logistics and supply chains becoming more accessible, now is the perfect time to go global and increase brand reach for D2C e-commerce brands.

For example, countries like the USA have a high purchasing power, and it would be a great plunge to ship your D2C products there. Several brands like Bombay Shaving Company, Vahdam, Slurrp Farm, etc, have already started exploring markets like the US, the UK, Canada, and Germany.

### **What advantages does the global market hold?**

Today's millennial and GenZ audience wants to experiment and explore more than what is available to them. According to statistics, 77 percent of GenZ buyers have taken action for a cause they believe in. This means today's buyer is on the hunt for niche products that cater to a segment they relate with. Targeting

these consumers can help D2C brands generate considerable revenue for their business, and eventually, this can also be a sizable aspect of the profit.

Selling globally can help brands stay active by selling seasonal products. In countries like India, there might be a surge in orders during specific times of the year, but brands can increase sales exponentially throughout the year with global selling.

With foreign sector investments in D2C brands, there is immense potential to explore new markets and establish a brand globally.

### **Essentials before going global**

#### **Thorough market research**

Before charting their global journey, D2C brands must conduct thorough market research of where and what they want to sell. Analysing the customer's purchasing power, understanding the psychology, needs, and consumer journey can go a long way in making the right decisions for D2C businesses. Not all SKUs need to prove to be successful everywhere. A thorough market analysis can help companies choose the best SKUs to sell.

#### **Set up a multilingual website**

A D2C brand's website is its identity. Therefore, the website must reflect the brand's personality in the buyer's language so that the user journey can be smooth and efficient. Brands must focus on making the customer experience seamless. If a customer needs to spend too much time

understanding what is written and what you want to convey, it can lead to confusion and, finally, cart abandonment.

### **Integrate with international payment gateways**

If brands sell globally, they must collect payments in different currencies. For brands to successfully convert more customers, they must give them several payment options, including locally used mobile wallets, etc. For example, Venmo, Apple Pay, and Paypal are popular payment methods in the US. If brands don't incorporate these important offerings in their payment gateways, the user experience can hit.

### **Sort their international shipping**

Brands need to secure their business with a cost-effective and efficient logistics partner to help them ship worldwide. Most shipping companies have limited reach to specific countries. For a D2C business, your reach is your competitive edge, and aggregators can help you immensely.

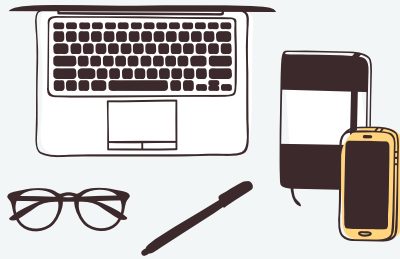
### **Handle returns for international orders**

Non-delivery report (NDR) and return-to-origin (RTO) are already a considerable concern for sellers domestically that lead to huge losses annually. Handling returns for international orders can be difficult and tricky. Brands must associate themselves with shipping partners with a robust supply chain for reverse pickups and a network of local shipping partners that can assist with first-mile operations without hiccups.

### **Ensure pre- and post-sales support for customers**

If brands want to be successful globally, they need to forge deep connections with customers. This is only possible if they can establish contact with them at every step of the journey and are available for any pre- and post-sales queries customers may have. Incorporating widgets like live chats and connecting with buyers on WhatsApp can go a long way in helping them and ensuring they continue doing business with you.

With reducing barriers between countries, international e-commerce will become a common phenomenon worldwide. Experimenting with new markets can be a positive step for most D2C brands looking to expand their business globally. Gradually, brands can be market leaders and have a first-mover advantage.



## How D2C brands can gain actionable insights into their sales and marketing efforts

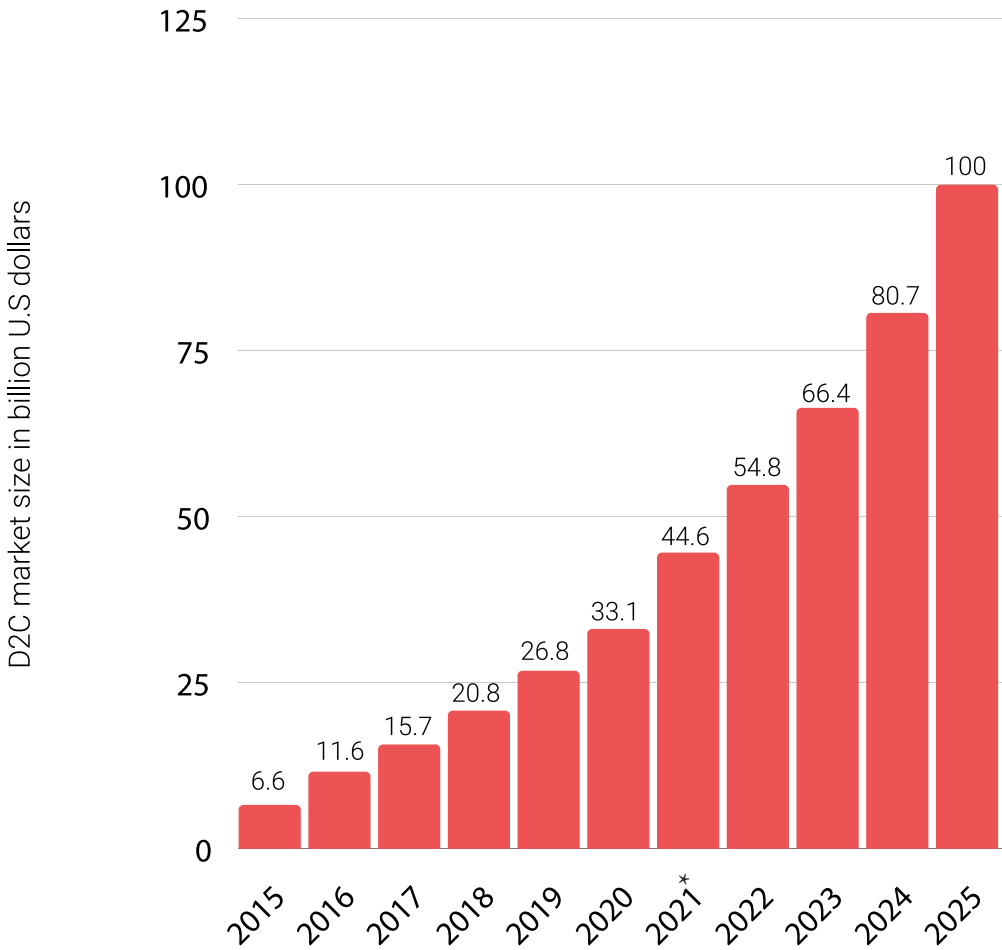


**Abhiroop Medhekar**  
CEO & Co-Founder,  
Velocity

Currently, there are over 80,000+ independently operated e-commerce stores in India on Shopify, WooCommerce, and similar platforms operating in India (ref : storeleads). Clearly, competition amongst the D2C brands is growing to capture this market opportunity. The ability to leverage the data that one's business generates to make data-backed decisions is going to set winners apart from losers.

Data analytics is the key driver of D2C brands' success over the next decade. The successful D2C companies extensively use data to make decisions across business functions such as marketing, inventory planning, channel optimisation, customer relationship, and growth. Look at the red herring prospectus of any D2C brand; investment in sophisticated analytical capability features heavily in it.

The direct-to-consumer (D2C) ecosystem is growing at a staggering rate in India. The D2C market is expected to grow threefold from \$33.1 billion in 2020 to \$100 billion in 2025.



## Challenges in Data Analytics

While incumbent bigger brands can invest heavily in data analytics solutions, it is not the case for the newer challenger brands earlier in their journey. The challenger brands also have the data but they lack the tech stack, manpower, and in-house expertise to convert the data to actionable insights and meaningful information.

They have all their data scattered across channels and platforms. Consolidating all the information from native data analytics platforms is stressful and time-consuming. For example, say someone is selling across two marketplaces, an own online store and is advertising across three marketing platforms. He will have to log in into three places to get his revenue number. Next he will have to find how each of these platforms are defining revenue. Is it gross or net? Are the returns accounted for? Similarly, he will have to process data across six platforms, just to get his return on ad spend. Since the friction is so high, people end up not doing data analysis on daily cadence. Hence, data-based decision making is done too little and too late.

The existing solutions have some glaring gaps:  
Not focused on D2C brands  
Too costly, and often focused on the US market  
Complex to implement and maintain

Having easy access to consolidated data generated across the whole business of a D2C brand is a key prerequisite for using data to generate business value.

## Bridging the gap between available data and business value

Velocity Insights was launched to bridge the gap between the available data and business value. It is a one-stop solution for D2C brands to track their sales and digital marketing data (key metrics) from multiple channels and make better business decisions. The insights give you the right information at the right time in an easy-to-digest, understandable format.

“As a founder, your data is scattered across Amazon, Shopify, Facebook, Google, and other services and you may not be able to compile them all to draw meaningful insights. To tackle this, Velocity launched Velocity Insights which helps D2C businesses get their key KPIs delivered to them on WhatsApp each morning,” said Abhiroop Medhekar, CEO, Velocity, India’s largest revenue-based financing platform.

There are no complex integrations, no maintenance, no trying to figure out idiosyncrasies of various platforms, and no more logging into multiple platforms. Velocity Insights does all this and more for you.

Since its launch in the last quarter, Velocity Insights has seen massive adoption. More than 700 brands have already started using Velocity Insights. Majority of these founders open the dashboard within an hour of getting it.

Speaking about his experience using Velocity Insights, Arjun Rastogi, Co-Founder, Naagin Sauce, said, "Velocity Insights is exactly what a founder or head of marketing needs to see every morning. It is intuitive and effortless. It gets delivered on WhatsApp right in time for my morning coffee."

While Velocity Insights was originally designed to be used by the D2C founders, it is also being adopted within those D2C brands. There is an increasing trend of founders getting their other key employees on board to use Velocity Insights. Many D2C founders have reported that, with Velocity Insights, now their employees have a direct line of sight to how their work is contributing to the company's overall performance. It helps improve employee morale and drive bottom-up problem-solving.

In its next phase, Velocity Insights is going to start providing industry benchmarks for various D2C verticals. This means that D2C brands would be able to course-correct their own performance with respect to their industry verticals. Such benchmarks do not exist today for the Indian D2C market.

To provide a level playing field for D2C brands, big and small, Velocity Insights is kept free for the first 1,000 customers.

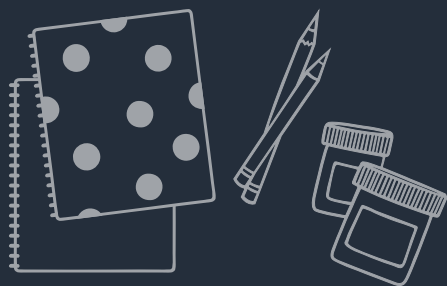
### **About Velocity:**

Velocity was launched in early 2020 by IIT Bombay graduates Abhiroop Medhekar, Atul Khichariya, and Saurav Swaroop. The founding team has a strong background in India's financial services and tech startup ecosystem. They previously worked in companies like Elevation Capital (earlier SAIF Partners), McKinsey, Acko Insurance, and HackerRank. Velocity is their second tryst with entrepreneurship. The trio had earlier worked together at Taskbob, a managed marketplace for high-quality home services. For more information, please visit: <https://www.velocity.in>

# 100



# Brands Spotlight



# Arts and Crafts



## Country Clay



### COMPANY OVERVIEW

Country Clay is a brand embracing the Indian roots and the Indian Soil in their carefully handcrafted products. Standing as a true loyalist of natural and organic ingredients, their bathing essentials range of handmade soaps, shower gel, body wash, face mask, body mask and face scrub infused with natural essence from plants, herbs, clays and natural mineral pigments has more than 40 SKUs and these products will convert your bath time into a luxurious spa experience every time you use them!

### WHAT MAKES THEM UNIQUE

The startup company Country Clay came into existence to revive the dying art of ceramic pottery in India as our primary objective. Their products are handcrafted by Indian artisans who have kept age-old traditions alive across several generations and inspired by our rich heritage and ancient wisdom, created for the contemporary Indian home.

The company wants to become a plastic-positive brand that provides authentic, safe, non-toxic, sustainable, and biodegradable products with reasonable pricing.

### FOUNDER DETAILS

Country Clay was founded by Rashi Akar in the year 2021, who holds an educational background in finance and marketing. She started the company with the purpose of embracing the Indian roots while supporting the local artisans in their craft. She wanted to ensure that all the products being manufactured are handcrafted and free of chemicals.

## Respect Origins



### COMPANY OVERVIEW

Respect Origins is a marketplace for Art & Crafts items. It offers a choice to conscious buyers via a marketplace for rural artisans. At no cost to the artisan community, they set up shop, manage logistics and payment gateways, design and style services.

### WHAT MAKES THEM UNIQUE

They have over 8700 different SKUs under home and living, apparel and accessories, art, wellness, and other product categories. Their team works closely with rural artisans, in enabling and empowering them to be successful in the global marketplace. They build product types that are authentic, exclusive in their design and appeal, and made entirely by hand.

### FOUNDER DETAILS

Respect Origins was founded by Aparna Challu in 2019. She left her global career in IT, to return home to India, to devote her energies and expertise towards developing and launching Respect Origins to promote the rich tapestry of Indian heritage crafts and the highly skilled and capable custodians of this heritage, the artisans.



Baby Care

## A Toddler Thing



### COMPANY OVERVIEW

A Toddler Thing is an Indian brand that aims at revolutionizing the art of modern day parenting. Their unique baby care products ranging from cloth diapers to newborn essentials offer comfort and protection and most importantly are eco-friendly.

The company makes high quality certified sustainable eco-friendly baby products. They manufacture baby cloth diapers, muslin swaddles, blankets, padded underwears, nappies, bedding sets and baby apparels.

### WHAT MAKES THEM UNIQUE

What's unique about A Toddler Thing is that overall they are a sustainable baby essentials brand. They follow sustainable practices right from sourcing to end consumer practice. All the products are designed by mothers and manufactured in-house. It is all made GOTS certified cotton and CPSIA (US) safety standard.

### FOUNDER DETAILS

Ideated, built and managed by two youngsters, also parents themselves - Swathi Sri Aravind and Ashwanth Suresh Babu, sold their first Cloth Diaper, their first product ever, in 2017. In a year's time 5000 diapers were sold to an average of 1000 mom's. Today, 3 years later, A Toddler Thing is one of the most sought after Sustainable Baby Essentials Brands in India - a brand dedicated to creating a culture of sustainable living for new parents and their little ones to do our bit for the environment and the little wonders who will grow up to call this planet, their home.

## Cuddles For Cubs



### COMPANY OVERVIEW

Cuddles for Cubs is a Mumbai-based gender-neutral clothing brand for children. The bootstrapped startup has an average basket size of Rs 1,200 and has delivered more than 1,600 orders in 2.5 months.

The brand aims to encourage a genderless and imaginative childhood that blurs archaic distinctions between 'boy' and 'girl', paving the way for an empowered, uninhibited future.

The brand identity is meant to be rooted in fun and colour, with some of their prints unlike anything else available in the entire country, with a combination of vibrance and quirkiness, created specifically for the desi market.

Since launching in May 2021, their 10-member team is currently working remotely from Gujarat, Odisha, Tamil Nadu, Maharashtra, Delhi-NCR, and Kerala.

### WHAT MAKES THEM UNIQUE

The team prides in themselves for their brilliance in product design.

They want to put the comfort of the child at the centre of their design approach. For example, the baby sleepsuits feature anti-slip grips to enable children to start walking early.

The brand even uses a safe flap lining to prevent any zippers from having any contact with the child. They also use AZO-free dyes to prevent harmful chemicals from coming in contact with the child's skin.

## FOUNDER DETAILS

Having worked in the EdTech and educational consulting space, Anushka has been passionate about children's well-being. She even launched a curated online learning startup for children who weren't able to attend playschools during the first wave of the pandemic.

Her brother Arjun, on the other hand, has been a performance marketer for the D2C eCommerce brand The Souled Store. The siblings started incubating Cuddles for Cubs in November 2020.

They faced immense challenges – from web development to production – with the latter being particularly difficult to execute in a remote capacity. Anushka is based in Delhi and Arjun is based in Mumbai, thus, by default, creating a culture of process-driven decentralised work that has made it perfect for hiring highly motivated talent across the country.

**LittleBird**



## **COMPANY OVERVIEW**

LittleBird is creating India's first Internationally recognised and sold brand in the baby space with products and values that parents can trust and kids can love. A brand with safety of kids being its primary objective- 'The Volvo of Baby Products'.

LittleBird currently offers India's largest selection of Made on Demand furniture and decor for nurseries and kid's bedrooms. They also offer complimentary and paid design services for Nurseries.

Their product expansion over the next 2-3 months includes a comprehensive range of nursery decor, sleeping solutions and educational toys subscription program. All products are designed in house and manufactured under strict supervision with our partners.

## **WHAT MAKES THEM UNIQUE**

LittleBird offers a unique combination of safety and high design in all of its products at incredible value for money which appeals to all strata of society.

Design driven innovation is the core of everything at LittleBird. Every little element of every product designed and the materials used is thoroughly researched and developed for all the products. Ensuring that every product is safe, functional, affordable and appealing to the eye is critical when making products for a nursery.

## **FOUNDER DETAILS**

Akshat is an Engineer with an MBA from ESSEC Business School, Paris and Kellogg Graduate School of Management with over 10 years of experience in Furniture & Design. He is extremely passionate about design and is motivated to increase safety standards for children in India.



# Beauty & Personal Care



## Auli Skincare



### COMPANY OVERVIEW

By combining natural ingredients, ancient Ayurvedic traditions, and modern science, AULI creates beauty products that perform and experiences that transform.

AULI began as a small business at home but has now evolved into a full lifestyle line of skincare, haircare, body care, and wellness products sold all over the country.

The composition of their products—their ingredients and textures—sets them apart. But they're also scientifically proven to work extremely well. It's this combination of Ayurveda and Active Modern Science, that the brand is known for.

### WHAT MAKES THEM UNIQUE

The AULI promise is a pledge that their products are safe, effective and cruelty-free.

AULI adheres to strict safety regulations. At their manufacturing units, a team of experts explore new ingredients, technologies, testing methods, and formulation techniques. They do whatever it takes to give you the best experience. And of course, their skincare is formulated without harmful chemicals.

Effectivity is at the core of everything the brand does. Before they even start formulating, each ingredient is methodically researched and evaluated by a team of experts.

Once all ingredients are validated, they develop the formula, and the final product undergoes additional testing under dermatological control. The team devote months to ensure each product's safety through this process.

## FOUNDER DETAILS

Aishwarya Biswas from the city of joy, Kolkata, saw the need for effective skincare that was both affordable and indulgent. She started dreaming about reaching out to the people and offering natural solutions from time immemorial, when the concepts were simple and skin friendly like nature itself. With that idea, AULI was born.

On June 25th, 2018 Aishwarya launched AULI, and instantly engaged her community, touching people's hearts as well as their skin. The first product was an aloe vera gel in a glass jar called "Magic Potion", which went on to become their best selling product.

**byPureNaturals**



## **COMPANY OVERVIEW**

byPureNaturals is a hair colour and hair care brand - focussing on less chemical hair colours.

The aim of the company is to grow as a natural hair colour brand by focusing on ease of use while decreasing chemical exposure while colouring.

Their primary focus is on hair colour as they are focusing on creating hair colours based on natural ingredients such as Henna so as to shift to less toxic chemicals while providing the service of at home hair coloring.

## **WHAT MAKES THEM UNIQUE**

The brand moved to natural/ less toxic chemicals in hair colour realising the high incidence of PPD allergy while hair colouring. The founder of the company comes from a medical background and is supported by a team of experts in herbs farming and processing which helps to create quality products.

## **FOUNDER DETAILS**

byPureNaturals was Re-Founded in 2010 by Evita Taneja, along with her mother, in pursuit of procuring the best from nature for prophylactic and nutritional needs. Their core area of work presently is organic health care products and nutritional supplements derived from medicinal plant extracts.

## Cos IQ



### COMPANY OVERVIEW

Cos IQ is an intelligent skincare brand creating a revolution in the Indian skincare industry.

The aim of the brand is to empower women and men across India with the confidence of a healthy skin.

The brand focuses on the philosophy of "Skincare with Integrity".

### WHAT MAKES THEM UNIQUE

The brand moved to natural/ less toxic chemicals in hair colour. The brand offers high performance skincare using effective clinical technologies with a focus on clean ingredients, functional actives, minimalist formulations and real, visible results.

#### **The brand is known for:**

- Clean & Honest Labels
- Breakthrough Formulas
- Right Ingredients
- Targeted Action
- Visible Results
- Scientific Treatments Approved by Dermatologists

### FOUNDER DETAILS

Angad & Kanika got married in Dec 2019 and come from very different backgrounds: Angad has been an entrepreneur all his life and Kanika was working at a manufacturing unit making skincare products for some big labels. Working there she realised there is a big gap in the Indian skincare industry for a brand that is ethical, transparent and cuts through all the "natural, organic, chemical-free" claims made by the current brands that are dubious at best to bring out a product range that delivers the right ingredients in the right percentages and delivers tangible results to their users. That is how CosIQ, which they happily call their firstborn, was started. All CosIQ products are backed by real science and designed and manufactured in-house with full R&D.

## Cuffs n Lashes



### COMPANY OVERVIEW

Cuffs n Lashes aims at making beauty as inclusive as possible as India is a land of people with so many beautiful and different skin tones and skin types, hence a shade for everyone.

Their products are high performance and free from toxins. Not just are products what the market demands & needs and are at par with international market trends, but they are completely formulated and made in India.

### WHAT MAKES THEM UNIQUE

Cuffs n lashes aim making beauty for all. Their prime focus is on inclusivity. They already have cover pots and and the contours to state that. Moreover, they are soon to launch their foundation's 30 shades, which will cater to so many skin tones.

The company are an influencer driven brand. They are born on the internet hence always have an upper hand when it comes to setting trends or picking up trends. Apart from all of this, our products are affordable and high performance.

### FOUNDER DETAILS

Nidhi Katiyar, the founder of cuffs n lashes is a full time beauty blogger and has been in the industry for almost 7 years. Prior to that she worked as a Software engineer with Birlasoft. Cuffs n Lashes is her vision of making an international standard, inclusive brand that is accessible to all.

Ankit Katiyar, the co-founder is a CA Drop out and is pursuing his masters from NIFT, Bhopal. It's all his hard work & strategies that within just 2 years, we have more than 200 SKU's.

## Earth Rhythm



### COMPANY OVERVIEW

This is India's 1st homegrown brand that invests in independent clinical trials and research. At Earth Rhythm, they believe in smart and safe skincare. Each of their formulas are created in house by trained cosmetic chemists and are made to be effective, safe and backed by cited scientific research.

### WHAT MAKES THEM UNIQUE

They have a range of professional-grade skin care products that focuses on quality ingredients that we know will work for your skin. With a clinically effective and technology-driven skincare and haircare brand with a truly unique take on a comprehensive range of potent formulas that target every common skin concern, they believe your best life is lived in your healthiest skin.

At Earth Rhythm, inclusivity and diversity are the one of the core ethos. They also employ people with special abilities like autism and down syndrome from time to time to make our work place 100% inclusive.

### FOUNDER DETAILS

Harini Sivakumar, Founder & CEO, Earth Rhythm had her fair share of knockbacks when building her empire but has managed to pull through and create Earth Rhythm, an inspiring brand for Millennials & their needs.

Earth Rhythm, formerly known as Soapworks India is a bootstrap company by a Father-Daughter Duo. For her entire entrepreneurial career, they have done what nobody in the beauty industry has – told the truth.

Long before formulating her own skincare line, she was a regular consumer herself who was struggling to find products that were safe, non-toxic yet clinically effective for her son who was born with special needs.

## FAE BEAUTY - Free and Equal Beauty

**FAE**  
**BEAUTY**

### COMPANY OVERVIEW

FAE beauty is a digital-first, D2C beauty brand that creates and conceptualises, unique, innovative, affordable, and transparent products that work on all types of Indian skin tones. They bring forward something real, authentic and unfiltered.

Their hope is to change the way 'beauty' is perceived, to pull real people into a conversation that has long been reserved for individuals who fit traditional standards of beauty.

### WHAT MAKES THEM UNIQUE

FAE Beauty is working towards creating a community where individuals feel safe and comfortable to interact with beauty products regardless of their age, skin colour, gender, orientation, and identification.

They use real individuals in their campaigns, and not just models that fit into society's expectations and definition of beauty. They do not photoshop their images, and develop their products from scratch. At FAE, the team believes that beauty is a feeling, not a formula, and we are trying to build out a community that feels beautiful from within, always.

The brand also specialises in creating products that work on Indian skin tones at an affordable price point - as they no longer want individuals to feel like they have to choose between products that can work for them and products that they can afford.

## FOUNDER DETAILS

Karishma Kewalramani started her own vegan and cruelty-free beauty brand - FAE Beauty - an acronym for free and equal. Through FAE she aims to tackle the lack of representation in beauty products.

Born and raised in Mumbai, Karishma Kewalramani worked as a managing consultant at AT Kearney in the USA and while managing she realized her childhood passion for beauty industry. In 2017, when she returned to India, she had a goal to build a career in beauty and re-educated herself in makeup school and learned about the basics of cosmetic foundation before launching Free and Equal Beauty in 2019.



IndiNoir

INDiNOIR

## COMPANY OVERVIEW

IndiNoir designs and manufactures perfumes that suit the Indian climate and Indian tastes. The brand has been active since late 2020 but has been recently incorporated in Kogent Design. They have served over 12000 orders so far.

## WHAT MAKES THEM UNIQUE

IndiNoir designs and manufactures perfumes that suit the Indian climate and Indian tastes. The brand has been active since late 2020 but has been recently incorporated in Kogent Design. They have served over 12000 orders so far.

## FOUNDER DETAILS

The idea for IndiNoir started when Farhan, a civil engineer was unable to find a perfume that would last all day long while working at a construction site. He'd been a hobbyist perfumer for a while & his own recipes would stay on him all day long. It was when he started getting orders for his perfumes from the people he worked with at the construction site and his circle of friends that he began to consider this as a career option. Sarfaraz and Farhan started out together with the initial years being focussed on R&D. They focused on understanding what people liked and looked for in a perfume and how tastes differed across personalities.

Tanmei joined the team later and soon enough they were designing cutting edge perfumes, developing a wider clientele & quickly becoming their favourite perfume. After serving thousands of customers offline they took their operations online to what would eventually become IndiNoir.com

## Ital Veloce

The logo for Ital Veloce, featuring the brand name in a gold, serif font on a dark rectangular background.

### COMPANY OVERVIEW

Arwen Fragrances is involved in the marketing of fragrances in India under their own brands. They manufacture high quality fragrances which are chic and lasting.

The brand aims to be a leading fast-fashion perfume brand offering fine fragrances to the trendy Indian audience.

### WHAT MAKES THEM UNIQUE

With the drive to be India's leading Fast Fashion Perfumery, the team at Ital Veloce are a trend-focused brand that caters to all genders. Their core offerings are perfumes and body mists that are available across the expanse of the nation. They are a cruelty-free organization and the aim has always been to cause little to no harm to the environment while providing absolutely potent yet pocket-friendly options to our customers.

### FOUNDER DETAILS

How Ital Veloce came to be, is a tale to tell. Narayan Ramaswamy one of the founders, when working for KEVA, one of India's oldest and most prestigious fragrance houses, wanted to get some raw materials and found himself in the by lanes of Princess Street along with Rajaram Shankar and Luv Agarwal who are now co-founders. There we were introduced to the world of Oil Compounds, which form the base of high end fragrances.

The curiosity in them led them to buy 4-5 pieces. They then rushed to their uncle's office, knowing he had a weighing scale and a few hours later created their first ever perfume, which, they then bottled in a basic container.

The more they wore the fragrances socially, the more people started asking about them. The first 50-100 bottles were simply gifted to friends and family. One thing led to another and the began exploring this as a business opportunity while selling their first lot of fragrances at a very economical price.

## Kalyashastra



### COMPANY OVERVIEW

Kalyashastra is a Beauty and Personal Care brand with a mission to make society preventive, health-focused, and happy using their daily body care routines of bathing and brushing. With over 140 products, they cater to different needs of face, body, hair, oral, baby, and foot care.

### WHAT MAKES THEM UNIQUE

All their products are hand-made using traditional Indian methods of a body care routine using natural ingredients. They do this by creating awareness one at a time on the benefits of getting back to age-old practices like oiling the body regularly, avoiding soaps and shampoos. They also indicate the power of mindfulness in our daily body care activities. In this pursuit, they offer products that are handmade and are energised with the health and happiness mantra. They make small batches, carefully done to provide fresh products to customers. Their products are for preventive lifestyle, by they also have products that can heal, protect and nourish the damaged skin and hair.

### FOUNDER DETAILS

Kalyashastra was started by Kritika Prasad in 2018. She is an electronic and communication engineer and certified product management professional. It was born because she found a lot of young children and adults are suffering from skin and hair problems. She realised the only way to revert to good skin and hair health is by bringing back the good old body care routines and also genuine pure products with positive energy.

## Kerala Naturals



### COMPANY OVERVIEW

“Kerala Naturals” is headquartered at Kadanad, a small village of Kottayam District of Kerala with well-equipped facilities and manpower since 2012. They collect fresh organic spices directly from the farmers in and around the Western Ghat region and they have over 1,50,000 satisfied customers in 90 countries since 2012.

Providing the best quality natural and organic products at a suitable and affordable price is their main aim and mission. Customer’s satisfaction is the key factor that their business takes into consideration. The company also focuses a lot on women empowerment, which is why they have majority of women from local area as their employees.

The vision of the company vision is to come up with more natural products according to the need of the customers, and provide export quality to the customers.

### WHAT MAKES THEM UNIQUE

They collect fresh organic spices directly from the farmers in and around the Western Ghat region and they have over 1,50,000 satisfied customers in 90 countries since 2012.

Their business are affianced with almost 80 products of different categories such as Spices, Herbs, Organic products, Ayurvedic products, Cosmetics, Honey, and Handicrafts and their world wide retail exporting through different E-commerce websites.

### FOUNDER DETAILS

Mathew Joseph is the Proprietor of Kerala Naturals. Before starting Kerala Naturals, he was working with Global Ayurveda Magazine which helped him to realize the importance of natural and organic products. He finally decided to start his own venture Kerala Naturals in 2012. He handles the entire management and overall operations of Kerala Naturals.

## Organic Netra



### COMPANY OVERVIEW

The mission of Organic Netra with commitment is, chemical free, toxin-free and environmental friendly organic and natural products, so that customers can buy their products with the freedom of knowing that everything they make is safe and good for you and your loved ones.

### WHAT MAKES THEM UNIQUE

The company is an organic natural and clean beauty brand. Organic Netra offers 100 % cruelty-free and 100% vegan products. Almost all of the products are 100% organic in nature. The company is currently selling products on popular e-commerce platforms such as Amazon and Flipkart in order to cater to the mass audience.

### FOUNDER DETAILS

The brand was founded by Rajesh Meempat in the year 2018. When his daughter was in her early ages, they were actually searching for a chemical free Baby Kajal for her. But no products or choices were there. At that time Rajesh was actually thinking of creating one his own brand in the clean beauty segment. That was the time not much organic cosmetics freely available. This was the motive behind introducing Organic Netra, a 100% Chemical Free Organic and Natural Baby Kajal and now after 4 years of launching, Organic Netra Baby Kajal is India's No.1 Baby Kajal brand and we can claim World's No.1 too.

Perfora

perfora

## COMPANY OVERVIEW

Perfora is an innovative oral care brand with products that will make oral care easy, inviting, and enjoyable. They are building a clean, functional, and design-led oral care brand. They currently have an electric toothbrush, probiotic mouthwashes, water flosser, tongue cleaners, and have other kind of toothpaste and teeth whitening products in the pipeline.

## WHAT MAKES THEM UNIQUE

Perfora aims to bring oral care to the limelight as one of the key components for maintaining good overall health. They work closely with experts to create safe and effective products with better ingredients and technology.

## FOUNDER DETAILS

Perfora was started by Tushar Khurana and Jatan Bawa in 2021. Jatan has been a part of the consumer ecosystem since 2015 and comes with strong product development, operations, and consumer insights experience. He was a part of the founding team at Akiva Love and in his last role, he was heading the product strategy vertical for Vahdam Teas. Tushar has been a part of consumer brands and consumer internet companies over the last 5 years. He has worked with brands like OYO, Cure Fit, and Cult. fit and comes with strong business development, strategy, and finance experience.

## Pilgrim



### COMPANY OVERVIEW

Pilgrim is an innovative, homegrown D2C Beauty and Personal Care brand which offers native beauty traditions from around the world, right at your doorstep. It brings together unique global cultural experiences, connecting with the wanderlust spirit of a modern millennial. Hence, the name - Pilgrim. The brand is devoted to “clean beauty”, is strictly against Animal Testing, and provides its customers 100% vegan products.

### WHAT MAKES THEM UNIQUE

Pilgrim offers borderless beauty experiences through its curation of global skincare rituals and ingredients.

It differs from other skincare brands on the unique proposition that it offers native beauty secrets from around the world. Presently, the company offers two ranges. Pilgrim’s Secrets of Jeju Island, Korea Range of products are expertly crafted with skin-nourishing powerhouses such as Volcanic Lava Ash, Camellia, White Lotus, and Yugdugu among others. The Secrets of Vinotherapie, Bordeaux, France Range has Red Vine with powerful anti-aging properties as its star ingredient.

### FOUNDER DETAILS

Pilgrim was founded by Anurag Kedia and Gagandeep Makker in 2019. It was borne from the idea of empowering modern millennials with global beauty rituals and ingredients at the click of a button. Its mission is to make high-performance skincare fun, affordable and non-toxic. As per them, Pilgrim is more than just skincare. It’s the journey of the joy of discovering and experiencing beauty secrets from around the world.

## Poo De Cologne



POO-DE-COLOGNE

### COMPANY OVERVIEW

Inspired by the international concept of pre-toilet sprays, Poo de cologne was launched. The range is setting a new benchmark in washroom malodor solutions. The company aspires to craft differentiated first-to-market solutions, addressing relevant consumer needs, that are safe, devoid of toxins and affordable at the same time.

The vision of the brand is to be the most used toilet spray in the world and to change the way the world deals with toilet hygiene.

### WHAT MAKES THEM UNIQUE

Poo de cologne is an innovation for the Indian market. It is India's first pre-toilet spray and is unique in many ways, the primary being its usage "before" toileting.

- It is the only available preventive solution to bad washroom smells
- Their blends are proprietary and made from 100% pure essential oils
- They do not use gas, toxic chemicals, synthetic fragrances and alcohol in their formulation and they guarantee the masking of bad odours when used as prescribed on the back of the pack

### FOUNDER DETAILS

Aditi Talwar Sodhi is the founder of Essentially Happy. Before taking the entrepreneurial leap, she was a successful brand strategist, with over 20 years of experience building global, regional and local brands. A published author and scriptwriter, her love affair with fragrances has intoxicated her, enticed her and stimulated her all her life and it is the one thing that makes her "Essentially Happy!"



## RAS luxury Oils



### COMPANY OVERVIEW

Mother Nature is a treasure trove of beautiful secrets, and Ayurveda discovered a lot of them. RAS (pronounced 'ruh-us'), which means 'essence' or 'happiness' in Sanskrit, is a glorious amalgamation of these well-kept secrets with aromatherapy, designed to bring the best in wellness and skincare.

Their philosophy stems from the desire to enchant their patrons with products containing only the 'ras' of nature and nothing else. Being the first 'farm to face' skincare venture in India with their own farms and research lab, the company makes available the luxury of a beauty regime in the form of 100% pure, natural products that make you feel & look good.

### WHAT MAKES THEM UNIQUE

All of the brands products are free of Sulphates, Parabens, Silicones, Phthalates, Fillers, Preservatives, Mineral Oil, SLS, Synthetic Fragrances, Additives and Alcohol. They are also fair trade and ethically sourced ingredients from their own organic farms and local farmers. The products are also PETA certified vegan and cruelty-free. The brand is also known for its sustainable and eco-friendly packaging.

### FOUNDER DETAILS

Shubhika's brainchild RAS Luxury Oils arose from the desire to bridge the demand gap for high-quality natural skincare and to develop an ecosystem to sustain marginal farmers in Chhattisgarh with a buyback agreement.

It started in 2015 when Shubhika got involved her family business (age 21) & doubled the company's (Agri div.) profitability. With the confidence & tools to achieve goals she vertically integrated the essential oils extraction division & cultivation to launch India's first "Farm to Face" skincare & wellness brand in 2017. Backed by practical experience, a strong team of scientists, industry experts & having completed various courses on aromatherapy, she developed products for holistic wellness in her R&D Lab.

## The Love Co

**THE LOVE CO.**  
ORGANIC LUXURY

### COMPANY OVERVIEW

The Love Co.'s brand philosophy is simple and organic. They understand that their customers deserve products that are safer, more effective and better than the best.

Besides that, the brand advocates transparency which is why they combine beauty with integrity to bring forth natural organic skincare products.

### WHAT MAKES THEM UNIQUE

Times are changing and so is the society's perspective. People are now more concerned about a product's ingredients and its richness. So the brand makes sure to use top quality natural ingredients for our products. Their products consist premium hand-picked elements. Their list of naturally-active ingredients includes Salts, Sugars, Natural Tinctures, and Essential Oils. Many of the products include pure Aloe Vera gel as a key ingredient. The products also contain Tea tree oil and Kesar infused Aloe Vera gel. The main goal is to design such products that strengthen the roots of Indian beauty.

### FOUNDER DETAILS

Hemang Jain founded The Love Co in the year 2019. He is a seasoned professional and start-up enthusiast who is really passionate about technologies and breakthrough changes in daily life. He is also a believer in the time and the opportunities of our country today such as IT/Internet, education & e-commerce verticals, which are becoming more application centric and bringing influential changes in our daily life.

**Vedix**

**vēdix™**

## COMPANY OVERVIEW

Vedix manufactures and sells customised Ayurvedic beauty and wellness products catering to haircare, skincare, body care, and baby care in India and across the globe.

The brand's vision is to be the world's largest customised Ayurvedic brand.

They sell regimens of either oil, shampoo or serum in the haircare category of cleanser, moisturiser, and serum in the skincare category. These regimens are customised for each individual and are arrived at after the customer takes an online assessment quiz.

## WHAT MAKES THEM UNIQUE

Vedix sells skin and hair care regimens which are customised to the customer's needs. These are customised according to individual customer dosha profile which is arrived at after asking them a detailed questionnaire designed by their in-house Ayurvedic doctors.

In doing so, they are providing a personalised and unique service to each of their customers.

## FOUNDER DETAILS

Vedix is the brainchild of Chaitanya Nallan, Sangram Simha, and Veerendra Shivhare, who founded IncNut in 2011. The company has been running two lifestyle media platforms since then - Momjunction and Stylecraze. Upon promoting many beauty and wellness brands on these sites, IncNut received the most valuable and remarkable feedback from the audiences, which revealed that most women are frustrated with their constant trials to find the right product for their skin and hair.

**VGR**



## **COMPANY OVERVIEW**

VGR is primarily a health and personal care brand. They are a D2C brand which sells their products on all major eCommerce websites and their own website. VGR INDIA was launched on 24th January 2021 and had a turnover of around 15 crores in their first year of business.

## **WHAT MAKES THEM UNIQUE**

Their core products are hair trimmer and hair clippers. Their speciality is their laser-sharp focus on 1 category only i.e. Trimmers. There are many brands selling trimmers in the market, however, almost all of them are big companies and have multiple products, where trimmers are just a small part of their portfolio. Most Trimmer companies have 5 to 10 Skus whereas VGR has around 40 designs of trimmers.

## **FOUNDER DETAILS**

VGR was founded by Shameen Khan in the year 2020. He is a 35 year old entrepreneur with a work experience of 15 years. He started VGR when one of his friends introduced him to the world of e-commerce. Today, he has made a turnover of 15 crores within a span of 12 months.



# Electronics & Appliances

## Ambrane



### COMPANY OVERVIEW

Ambrane is an indigenous electronics brand that was established in 2012 with a vision to offer reliable smart electronic gadgets to Indian customers.

They started their journey with Power Bank, which has become the brand's identity and signature product with time. The major landmark reached by them is that they were the first company to manufacture power banks in India, hence, supporting "Make in India." and making themselves the largest homegrown power bank selling brand.

The company now has a strong nationwide presence with multiple products in their portfolio ranging in mobile accessories, audio, personal care, grooming and other smart gadgets with over 20 million happy customers and have established themselves among the top Indian brands on eCommerce sites like Amazon & Flipkart.

### WHAT MAKES THEM UNIQUE

Ambrane's "Made in India" approach sets them apart from others and they were the first brand to manufacture power banks in India. The brand runs on the idea of powering up the lifestyle of Indian consumers with authentic Made-In-India products without compromising on quality while ensuring affordability.

In addition to delivering robust products, the brand follows a consumer-centric approach that adheres to the needs of the consumers. Ambrane believes that after-sale services are as important as the product. Hence, they are highly responsive to consumer queries and are always active on social media platforms. They have over 400 service centres across India which make the brand faster and closer to its customers.

## FOUNDER DETAILS

The founding team of Ambrane is Ashok Rajpal, Sachin Railhan and Sanjay Rajpal. The founders hail from diverse backgrounds - Mr. Ashok Rajpal is a born entrepreneur carrying 20+ years of rich experience in establishing brands who with the help of his brother, Mr Sanjay Rajpal, has strengthened the core foundation of Ambrane over the years. Whereas Mr. Sachin Railhan is a Technology graduate and enthusiast, a young mind who has developed Ambrane's modern outlook. While the Rajpal brothers cater to the manufacturing and offline business channels, Mr. Railhan looks after the marketing and online sales of the brand.

## Arista Vault



### COMPANY OVERVIEW

Arista Vault is an innovating technology, created with the vision to make human life easy, simple and safe with the power of electronics, IOT and AI. They are innovators with crazy ideas and creating concept based products.

Their main goal is:

- To make human life Easy Simple and safe.
- To make Arista Vault a globally established product designer company.
- To be a 400 cr company within the next 3 years.

### WHAT MAKES THEM UNIQUE

They have created the first Wallet-Bot and addressed the common but most overlooked problem of lost and theft of Mobile and wallets.

The company is also an ISO awarded company, and is backed by Ministry the of Electronics and IT, and have provided world class labs by the government to provide some powerful equipped products.

We have a seperate R&D team for only conceptualizing of products

### FOUNDER DETAILS

Purvi Roy is the founder & CEO of AristaVault. The brand was founded in 2018. Before she joining this company she has worked on La-styliste as a Founder. She holds a Masters's degree at the RDVV.



DailyObjects



## COMPANY OVERVIEW

DailyObjects is a design-led lifestyle accessories brand based out of Gurugram, India, founded by Pankaj & Saurav. It helps consumers express themselves in everyday use objects by creating a marriage between performance, technology and great design. focuses exclusively on bringing high-quality and well-designed lifestyle products to its consumers to help them make a unique statement about who they are

They are present into categories like mobile and laptop accessories, home office and organization solutions, bags and wallets.

## WHAT MAKES THEM UNIQUE

Being a design-obsessed brand, the companys focus is to deliver the best-designed functional products in India. Their constant endeavour is to remain agile and evolve the brand in response to changing consumer aspirations, markets etc.

## FOUNDER DETAILS

Saurav Adlakha is the co-founder and COO at DailyObjects, a design led D2C lifestyle accessories brand. Saurav seeded the concept of DailyObjects along with his friend Pankaj Garg with a vision to revolutionize the industry with contemporary designs and inspiring products for everyday lifestyle.

He started early with a family business, moved on to ideating and executing projects for a few

startups like Aakar Innovations, and then he eventually found his calling in building DailyObjects. Saurav is an Economics Graduate From Panjab University and has done his PGDM (Dual Specialisation) in Marketing and Finance.

## Mc Turing



### COMPANY OVERVIEW

Turing Eastland Pvt Ltd is an Indian company established in 2019. They are engaged in the development, RnD, designing and manufacturing of smart home appliances with the brand name McTURING. Their product governs miscellaneous home system operations like robotic home cleaners, smart fans and much more. Aiming to digital and smart India movement, they are concentrated on developing world-class smart electronic products inefficient cost with the best build quality.

Their mission is to become the No.1 consumer-centric smart electronics brand by providing best in class smart products and loyal, polite customer service with an astonishing user experience. Their vision is to make one's life better, comfortable, full of productivity and joy with McTURING smart products.

### WHAT MAKES THEM UNIQUE

McTURING is the first D2C smart consumer electronics brand that designs and develops in India.

McTURING has positioned its product in such a way that it's comfortable for every segment of the customer base.

Their best USP is their service with 80% of NPS, which they provide onsite service with home pick and home drop in every maintenance condition of a product. Also, McTURING provides standby products in such conditions for uninterrupted service.

### FOUNDER DETAILS

Aditya More founded McTuring in the year 2019. He is an experienced founder with a demonstrated history of working in production, design and project handling. He is skilled in Research and Development (R&D), Analytical Skills, Entrepreneurship, International Trade, and Electronic Circuit Design. He is also a strong business development professional with a Bachelor of Engineering - BE focused in Electrical and Electronics Engineering from Gokhale Education Society's College of Engineering.

Noise

**NOISE**

## COMPANY OVERVIEW

Noise is an Indian aspirational connected lifestyle brand that is changing how India remains connected. It was established to create products that aim to change how India imagines integrated devices and is known for its wide range of products, with a collection of more than 40 products across the TWS and smartwatch categories. Noise has already made its mark as one of the fastest-growing tech lifestyle companies across the country.

Noise is a leading brand in the smartwatch and hearable category in India. As per IDC, Noise has led the Wearable Watch market with a 27.0% share in 2021 basis shipments.

## WHAT MAKES THEM UNIQUE

The company is a customer-centricity that tailor-made products basis the requirements of Indian consumers. They interact with several customers to understand their demands. Noise is a thriving community of 5 million Noisemakers.

## FOUNDER DETAILS

Amit Khatri is the Co-Founder at Noise, an Indian aspirational connected lifestyle brand. Under Amit's supervision, Noise has seen a phenomenal growth trajectory and has become one of the bestselling brands in India. His knack for creativity and an eye for detail has helped Noise come up with some of the most exquisite products over the years. His role in Noise is centred on driving product vision and strategy, shaping the business aesthetics, and innovating the technology. He brings together the two most important aspects for the company technology and innovation. He heads strategy for design and operations.

Gaurav Khatri is also the Co-Founder at Noise, an Indian aspirational connected lifestyle brand. He is responsible for leading the brand's Business, Marketing and Sales vertical, it's under his direction that the brand has grown to new heights as the most preferred integrated lifestyle brand for passionate individuals and working professionals.

## Watchout Wearables



### COMPANY OVERVIEW

Watchout Wearables is a brand of premium smart wearables, made in India, with innovative features as the key value proposition. They have created a range of premium wearables with features like India's first gesture-controlled smartwatch with IoT and 4G sim card feature. They are the first Indian wearables company to be crowdfunded on an India Platform with pre-orders worth INR 16 Lacs booked 2 months in advance.

### WHAT MAKES THEM UNIQUE

Being an end-to-end manufacturer makes them stand out from the other players as one of the key differentiators. They have added an educational podcast, music, 4G video calling, GPS tracking, Anti-theft Sensor, etc. features as an add-on. They are now at the forefront of creating new categories like India's first smartwatch for kids. Premium looks, advanced specifications, great after-sales services, make them a hit with the Indian value-conscious consumers.

### FOUNDER DETAILS

Watchout Wearables was started by Abhisek B and Noopur B in 2018 with a mission to be India's most lovable wearable brand.



# Fashion & Accessories

## Beatitude



### COMPANY OVERVIEW

Beatitude is one of the pioneers in bringing exquisite, authentic, classy sarees directly from weavers across India to our global customers through the e-commerce channel. Beatitude is a luxury destination to India's best handwoven, handcrafted, designer sarees, and more.

### WHAT MAKES THEM UNIQUE

With their trendsetter designing capability, Beatitude has unique designs of global vogue with the right positioning. Inspired and governed by a larger goal of giving back to society and over six years of strong brand trust, Beatitude has over 52% returning customers.

### FOUNDER DETAILS

Pushkar Shukla and Akanksha Kanwal Shukla are the co-founders of Beatitude brand. Akanksha founded the brand and drives the operations front, whereas, Pushkar comes from a business management background from IIM B and has a dominant role in strategic legal alliances and finance management at Beatitude.

## Beyoung



### COMPANY OVERVIEW

Beyoung is the fastest growing fashion and lifestyle brand in India dealing in a versatile range of designs and styles of apparel for men and women.

They are India's first D2C brand dealing in personalised combos in various categories across PAN India.

Beyoung is aiming to be a one-stop fashion destination & solution that curates the latest trends for men and women at affordable prices.

### WHAT MAKES THEM UNIQUE

Beyoung offers personalised combo facilities to all of their customers with options to shop in any colour of their choice and at any size of their choice, all at affordable prices.

The brand also offers plus-size clothing which is not commonly found in India, and provides customisation for it as well.

All their products are sold at with no hidden charges and with zero shipping fee.

### FOUNDER DETAILS

The company members calling themselves Beyoungsters include 3 passionate entrepreneurs Shivam Soni (CEO), Sakshi Soni (co-founder), and Shivani Soni (co-founder). Within one year, the team strength was noted 35, and further, by Sept 2020, 90+ Beyoungsters are working under the Beyoung's Base.

Beyoung is a self-funded startup launched with a capital investment of Rs.1 lakh. During the initial days, the brand created its unique presence on the social media platform with a massive brand launch.

## BON Kids



### COMPANY OVERVIEW

Started in 2012 under the brand name BonOrganik- a twinning apparel destination, BonKids aims to be India's largest place to find and customize kids' merchandise for all their favourite characters.

They focus a lot on using technology and data to curate our collections and experiences for our consumers in order to be the largest player in the licensed kids merchandise market in India. Though they aim to be all merchandise destinations, their focus is on apparel, and the company manufactures the same at their facilities in Bangalore and Tirupur.

### WHAT MAKES THEM UNIQUE

BonKids is an online first kidswear D2C brand that offers all character choices to the kids at a value price. Their clothing is comfortable and mainly "designed to play".

BonKids have a large offering when it comes to characters. Having effectively managed print on demand for almost 7 years now, they aim to provide a much larger palate of characters to choose from which is not available with any brand in India. They go by the saying, "You name it and we have it!"



## FOUNDER DETAILS

The company was founded by Puneet and Niharika, who have over a decade of experience in designing, manufacturing and retailing apparel.

Their journey began in 2019 when Niharika and Puneet started discovering the world from their own children's paradigm. They observed how much they adore their favorite characters and enjoyed role play! They wanted to include them on their bags, clothes, shoes and most of all they wanted products which they like to wear and use.

Both of them tried to cater to their needs but realized that there is no such place where they could find authentic, good quality character merchandise. After attending countless birthday parties and a trip to Disneyland, things made clear to them that their kids world needs major revolution, hence they founded BonKids - The Happy Place for Children!

## Ecoright



### COMPANY OVERVIEW

EcoRight is a sustainable lifestyle brand that creates fun and eco-friendly products like sling bags, handbags, tote bags, grocery bags, and more. EcoRight was founded in 2017 and its mission is to create conscious and eco-friendly products made from sustainable materials like organic cotton, recycled cotton, recycled plastic bottles, juteon (jute+cotton), and bamboo. They are an online-first D2C brand with its product delivered in over 50 countries across the world.

### WHAT MAKES THEM UNIQUE

Each of their bags is made using sustainable materials. They mainly use organic cotton, recycled PET bottles to create their product line. They are also one of the first brands internationally to have certified organic and recycled bags. Even their packaging is made using recycled plastic. Their facilities are certified ethically, socially, and environmentally safe and certified by the Global Organic Textile Standard (GOTS), Organic Cotton Standard (OCS) Global Recycled Standards (GRS), Fairtrade, and SEDEX 4 pillar.

### FOUNDER DETAILS

EcoRight is co-founded by Udit Sood and Nikita Barmecha. Both of them are driven by the concern of the environment at the core of the business. At EcoRight, Udit handles marketing and operations whereas, Nikita takes care of design, sales, and product development.

## Estele



### COMPANY OVERVIEW

Estele is a 32-year-old fashion jewellery and accessories brand based out of Hyderabad. Their vision is to facilitate a product designed, manufactured, and sold by women to women while being #vocalforlocal. 75% of their employees are women while 90% plus of their products are manufactured in-house by these women. Currently, they retail and sell in 7 countries and want a #makeinIndia brand to be sold in all major countries in the world exporting products made by Indian women.

### WHAT MAKES THEM UNIQUE

They are proud to have tight integration with their own supply chain. This helps them to have a high amount of quality control to unique non-copied designs. They are one of the only omnichannel players that have fixed MRPs across both Offline, Online, and MBO points of sale.

### FOUNDER DETAILS

Estele was founded by Priyanka Jawahar and Youhan Noria in 2019. Priyanka is an Economics Major from JMC Delhi, who worked in Standard and Poors for over 12 years in Hedge Fund and Private equity research on impact enterprises. Youhan is an Electrical Engineer from Canada and an MBA from ISB post which he worked in the Inclusive Markets team in PwC that focused on facilitating access to finance to the underserved in India. Both Youhan and Priyanka wanted to practice what they had preached and quit their jobs in 2019 to build an impact enterprise to enable the democratisation of the fashion jewellery space while adopting sustainability and women empowerment. This led to the birth of Estele.

## Fabnest



### COMPANY OVERVIEW

Fabnest is a fashion brand for the modern Indian woman with a view to providing trending styles in good quality keeping in mind functionality and sustainability. It is a homegrown womenswear label that was launched in 2017. Their ensembles and silhouettes in ethnic, western, and fusion wear are retailed through different online portals and they also export to the Middle East. l.

### WHAT MAKES THEM UNIQUE

Their essence revolves around the idea of curated minimalism and ethnicity catering to the beauty of all shapes and sizes. They launch one or two new collections every month. Their styles have also been showcased by various platforms as inspiration and examples of next season's forecast. They are also in the league of a handful of fashion brands that offer sizes ranging from XS to 6XL.

### FOUNDER DETAILS

The founders of Fabnest, Divam Jain, and Aditi Jain, simply started out with a vision to create supreme quality clothing at affordable prices. Hailing from backgrounds in design, e-commerce, and fashion, they place quality at the heart of everything they do. From the popular gingham material used to the final silhouette - everything is carefully crafted to provide a seamless customer experience.

## Hatheli



### COMPANY OVERVIEW

Hatheli aims at 100% sustainable clothing under leadership of famous celebrity poet “Dr Kumar Vishvas”. “HATHELI” is a Hindi origin word that means ‘Palm of the Hand’. Hatheli’s products are the culmination of wholly human-created enchantment, hence we value rawness and inventiveness.

The idea was pulled up as an initiative for women to grow in the field of handmade clothing by women artisans of India. They feature a wide scope of women’s ethnic apparel at a reasonable value range.

### WHAT MAKES THEM UNIQUE

Fabricated minutely, Hatheli gives tastefulness to your regular style. The company is known for sustainable, fast fashion and handmade products. The artisans hand make each of the products in order to achieve sustainable fast fashion & lifestyle products.

### FOUNDER DETAILS

Richa Khandelwal is the founder of Hatheli. Hatheli was founded to spread Indian values and art to a wider audience, and to develop a further base for ladies who need to make progress and are incredibly gifted with their craftsmanship, Hatheli firmly supports women empowerment.

**IndieGood**

**IndieGood™**

## **COMPANY OVERVIEW**

IndieGood is a company that is focused towards curating comfort for pets.

The main vision of the brand is to build an ecosystem where they be more inclusive - support artisanal crafts - keep it Eco friendly and makes products for pets.

The mission of the company is to become a one stop solution to lifestyle products for pets.

The company is also working towards creating skin friendly lifestyle accessories for pets.

## **WHAT MAKES THEM UNIQUE**

The main thing which stands out about the brand is the entire user experience that they provide to the pet parent.

There are currently no gifting solutions when it comes to pets and their parents, and hence, the brand is trying to bridge that problem with their products and services

## **FOUNDER DETAILS**

Sneha Bagrecha founded IndieGood in the year 2020.

The stiffness of the Corporate World brought her to the wonderful creative journey on Design and Crafts.

With the aim to bring forth artisans and their innovative sustainability, she began Sneha Bagrecha Official 9 years ago. The vision was simple - explore India, find artisans who take pride in their work, and develop a range of products to the finest quality for the world to experience.

She loves being a part of the entrepreneurial ecosystem in India and will continue her work with immense enthusiasm and passion to achieve and see through her goals of sustainability and finest craftsmanship from India.

## InSkinn



### COMPANY OVERVIEW

Inskinn is a brand which brings a new, fresh modern way of buying socks. Buying socks have always been boring and not a fun task and hence, the team decided to change it by adding a bit of surprise and fun element to it. So they decided to source the best quality products from across the globe, get some great designers in house and ready available designs which the customers would love and deliver to them at the convenience of their doorstep.

### WHAT MAKES THEM UNIQUE

Inskinn offers a unique subscription box model for their products. The goal and ambition for Inskinn are to be the largest sock subscription box worldwide and to also become a global entity which would sell in American and European continents.

### FOUNDER DETAILS

Inskinn was founded by Anup and was later joined by Akshay. The brand was inspired by quirk and funk but not able to find socks of the right type and comfort at affordable prices. Anup is set to solve this. Anup has been into e-commerce for 12 years. Inskinn has been the first marketplace seller on Flipkart, Amazon, and Paytm.

## Karagiri



### COMPANY OVERVIEW

Karagiri is a brand of sarees that connects you to India's heritage and brings to you the most beautiful handcrafted products from every corner of India. The brand's mission is to bring the world a little closer to the real beauty of India. The aim of the company is to become the largest digital first saree brand of India

### WHAT MAKES THEM UNIQUE

Karagiri prides in providing high quality products at affordable prices.

The team discovers the best designs from artisans and craftsmen from all over India and deliver them all around the world. The brand has a saree collection of over 10,000 such sarees available online.

### FOUNDER DETAILS

Opening an opportunity in the handicrafts section, the husband-wife duo of Drs. Amol Patwari and Pallavi Mohadikar Patwari started Kargiri. This startup of a husband-wife duo brings the weaving of Indian artisans to the rest of the world.

The handicrafts sector is an important sector of the Indian economy, providing employment opportunities to many artisans across the country.



## Legwork



### COMPANY OVERVIEW

#### DARE. DEFY. CHALLENGE WHY

These are a few things the team lives by at Legwork, a company created by two passionate sneakerheads who brought European sensibility and quality to Indian ambition and attitude.

Their shoes are recognised around the world by those who move through life with purpose, pursuing and creating opportunities. Crafted with the finest calfskin leathers, hand-finished with unrivalled attention to detail, Legwork is shoes that dare to go anywhere.

Equal parts poise and performance, the Retro is Legwork's newest dress shoe built to bridge the gap between work and play. Featuring a lightweight construction, shock-absorbent cushioning, and premium Italian leather, the Retro gets you where you need to go, no matter the route you take.

### WHAT MAKES THEM UNIQUE

Legwork completely redesigned classic oxford shoes to combine the looks of an elegant office shoe, with all the comfort features of flexible & light sneaker.

Legwork was started with the mission of making the highest quality leather goods in the world. This means selecting the best materials and working with exceptionally skilled craftsmen. At the same time, it is also ensuring the highest standards in working conditions. The result is a product that moves seamlessly with you at every step of your journey.

When it comes to the leather, other brands use plastic coated, lower quality skins. The team at Legwork take no shortcuts and only use the highest quality leather for their sneakers.

## FOUNDER DETAILS

Vijay Nainani, the Founder and CEO of Legwork, believes that a shoe isn't merely a design but a part of your body language. He adds that your shoes quite dictate the way you walk. While he couldn't find classy tan and good-quality shoes for his personal wear, he decided to incubate Legwork.

Crafted with the finest calfskin leathers, hand-finished with unrivalled attention to detail, Legwork offers shoes that dare to go anywhere. Vijay Nainani empowers sneakerheads by giving them the choices they have always desired; after all, everyone is unique, and they deserve to look the best.

## Raiz Clothing and Apparel



### COMPANY OVERVIEW

Raiz is an Indian leather clothing and apparel brand founded in January, 2021. Before that, they spent over a year on researching and developing their products.

Their craftsmanship and products are inspired from Italian and British Fashion. Their revolutionary product is the leather driving gloves which is made for the motor loving flaneur. On their primary research, they found out that there are very few enterprises who are developing or thinking about the comfortable and luxury of driving a car. So the team came up with the idea of perforated leather driving gloves, which not only adds glamour to your journey but also makes it comfortable and easy.

### WHAT MAKES THEM UNIQUE

They are the only luxury leather brand selling driving gloves in India. Their products are niche and crafted with utmost love and care. Craftsmanship is key of our products.

The company strives to bring cutting-edge products to the market and they have a fiercely independent streak towards product development. Their aspiration is to be the best leather goods company. The vision of the brand is to become a one stop shop for luxury automotive apparel.

### FOUNDER DETAILS

The brand was founded by Raunak Patra in the year 2021. He is an entrepreneur, designer, and digital content creator. He has 9 years of relentless experience in designing, social media and marketing. He have been working in high capacities in ventures like Nykaa.com, Heliumformen.com & Bewakoof.com. He has 8 combined years of strong, established relationships with renowned firms and helped them to nurture their commercial growth.

## The Pink Moon



### COMPANY OVERVIEW

The Pink Moon is India's most customer-centric plus-size apparel company. They are a vertically integrated D2C brand addressing the modern Indian woman's needs in the apparel space. They manufacture and retail a wide range of apparel catering to curvy sizes which mainstream retail has largely ignored. Their range of products includes everyday classic staples, resort wear, activewear and much more.

### WHAT MAKES THEM UNIQUE

The fact that the team at The Pink Moon designs and manufactures in-house allows them to keep track of what customers are wanting very closely and move quickly depending on what the need of the hour is.

They also have very strong sourcing relationships with traders which allows them to keep minimal inventory on hand thereby allowing low working capital usage.

### FOUNDER DETAILS

After working at companies like BigBasket at Eat Fit, Divya Goenka wanted to start her own venture. After some research, she found out there are very few brands catering to the plus-size community. Thus, The Pink Moon was launched in the year 2018 directly on Myntra.

She managed to invest a huge amount of money into it, and has now grown the brand tremendously. She now runs a 20-machine production facility out of Bangalore.

## The Sandbox Clothing Co



### COMPANY OVERVIEW

The Sandbox Clothing Co. is a one of a kind kids wear brand catering to clothing between the age group of 0-14 years.

The Sandbox Clothing Co. Aims to empower kids to love themselves as is. The brand calls it The Self Love Revolution. They want the next generation to celebrate who they are and accept themselves as is. It is here to serve an emotional gap that many adults grow up with - Am i good enough ? This brand is here to teach self love in the formative years

The company deals in all categories related to kids wear , frocks , T-shirt's , bottoms , winter wear and accessories

### WHAT MAKES THEM UNIQUE

The company is addressing a human need in maslows hierarchy - the need for significance . Through their brand , they make the customers feel unique, celebrated and significant. The message of self love which they deliver via their SAND model sets them apart for every kids wear brand till date.

### FOUNDER DETAILS

The Sandbox Clothing Co emerged as an idea after founder, Gunjan Jhunjhunwala ,decided to make self love revolution her mission in life. A series of incidents in her life left her with no option but to go within and learn the lesson which life was trying to teach her - Love yourself first.

## Tiber Taber



### COMPANY OVERVIEW

Taber is an Indian children's clothing brand. They make Indian ethnic children's clothing and footwear for children aged pretermatures and newborns to 8 year olds. All the clothes are made in natural fabrics, primarily cotton. The footwear is to match the Indian clothes that they make. Recently, they have launched a collection for prematurely born children as well.

The company is well known for our comfortable, fuss free clothes made in natural indigenous materials for kids. The brand is highly focused on good ergonomic design and everything they make brings in a flavour of cultural heritage.

What sets the brand apart are their designs that aren't just good looking but thought through to accommodate ease of wearing for a child and a new mother as well. A happy and comfortable child is what gets mothers keep coming back to the company

Tiber Taber now plans to add more product lines to its range.

### WHAT MAKES THEM UNIQUE

Indian ethnic wear for children is a niche segment in itself. What sets us apart is their products' functionality, comfort and fit. The brand has done its own first hand research to develop size charts suited for the Indian body type.

The designs are developed keeping in mind the entire process of wearing the garment to taking it off with ease because for children comfort is what keeps that smile on their faces. Even for new parents, the process of dressing up a tiny delicate newborn can be intimidating, which the team is trying to simplify.

### FOUNDER DETAILS

Ridhima Goel and Dimpali Khattar graduated from NIFT in 2013 and soon after started building Tiber Taber.

Both Ridhima and Dimpali are trained in technically making a garment and that helps them make educated informed decisions in product development and understand the ergonomic needs of an infant or toddler.

**Vivinkaa**



## **COMPANY OVERVIEW**

Vivinkaa was born out of our pure passion for celebrating India's rich culture & fabrics.

They stand apart with their passion for all things Indian. Their fabrics and merchandise are sourced from local artisans spread across India. The team works closely with a lot of local karigars to develop their products with natural fabrics, vegetable dyes and animal-friendly materials.

## **WHAT MAKES THEM UNIQUE**

Everything that is made at Vivinkaa is completely exclusive. They create our own prints, and the products are manufactured by local karigars using natural & and dyed fabric.

All of the products are 100% cruelty-free and are made with animal-friendly vegan leather.

## **FOUNDER DETAILS**

Vivinkaa was founded by Vinod Naik in the year 2018. He is a retail professional with more than 2 decades of experience in planning, buying, merchandising & vendor management across brands, large format stores, hypermarket and e commerce, both at domestic & international levels.

He has also been awarded the "Top retail minds" by Asia Africa GCC Retail congress consecutively for last 2 years.

## Yeloo



### COMPANY OVERVIEW

Yeloo aims to create a credible digital marketplace of fine jewellery – a communion of trustworthy sellers and honourable customers to share the alluring affluence of precious jewels all across the world skilfully enabling a free flow of certified hand-crafted masterpieces at the best prices.

### WHAT MAKES THEM UNIQUE

Yeloo is India's first Techno Jewel Startup to use AI, ML, and VR to provide a smooth jewellery shopping experience. They provide a revolutionary jewellery shopping experience through cutting-edge technology. The designs at Yeloo are a melange of modern chic meeting India's celebrated traditionalism. They bring an incredible range of verified jewellery and articles along with ample opportunities for customisation in a hassle-free e-commerce ecosystem with relentless real-time support.

### FOUNDER DETAILS

The co-founders, Abirami Santhosh and Aarthi Logeshwaran started Yeloo in 2020. Yeloo is a visionary conception of Logeshwaran & Daughters, the renowned jewellers from Salem, Tamil Nadu having well-established tri-generational experience in the manufacture and sale of fine jewellery spanning over 75 years since its trust-worthy existence.



## Zouk



### COMPANY OVERVIEW

Zouk is a proudly Indian and 100% vegan brand for lifestyle and fashion products. Zouk is on a mission of bringing to customers stylish and functional products with an essence of India. All products are handmade by expert artisans.

Their vision is to build an iconic global consumer brand from India. The brand currently sells premium bags and wallets.

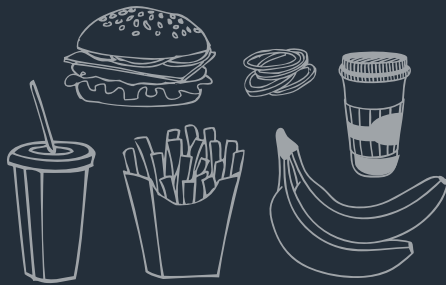
### WHAT MAKES THEM UNIQUE

Zouk is offering proudly Indian products, with Indian designs and motifs, in a market crowded with western looking products. They are also a responsible cruelty-free brand, which sets us apart.

Zouk is a PeTA approved Vegan brand and has also won the PeTA Best Vegan Wallets brand award. Zouk has 100,000+ happy customers.

### FOUNDER DETAILS

Disha is passionate about understanding and exploring the rich Indian culture and heritage. With an MBA from IIM Ahmedabad and an Engineering degree from GEC, Jabalpur, she used her experiences at Practo, RBS and Reliance Energy to launch her own company, Sea Turtle Private Limited.



# Food & Beverages

## AMBRIONA & DAARZEL



### COMPANY OVERVIEW

Ambriona is an Indian Gourmet food company, creating products to satisfy your cravings without impeding your everyday healthy lifestyle choices.

In order to satisfy our after-meal cravings, most of us resort to chocolates to give our meals that extra allure. Chocolates also act as our companions at times when we are feeling low. A simple bite into a bar of this dark blessing makes us forget our worries.

To address the demands of these consumers, the team took a decision that would change our lives as well as the lives of those consumers, forever. They took the decision to start AMBRIONA CACAO BLENDS PVT LTD.

### WHAT MAKES THEM UNIQUE

Their products offer a perfect balance between health & indulgence. The company is also addressing global issues such as global warming by promoting veganism. At a time when people around the world are becoming more & more conscious about health, nutrition and their impact on the environment, the team feels the timing is ripe for a brand like theirs.

## FOUNDER DETAILS

A chocolate enthusiast, the founder Shahzad Anklesaria began working towards setting up Ambriona in 2012 while he pursued his Bachelors In Business Administration from the UK.

He thoroughly focused on understanding, researching and learning everything about making and distributing good chocolate. Shahzad discovered that with the rise in international exposure, people across the country have become quality conscious. Moreover, being one of the youngest countries in the world, a majority of our population had already begun making healthier lifestyle choices.

Shahzad witnessed a steeping growth in the demand for dark chocolate, artisanal chocolate, gluten-free and vegan options. By the end of the same year, India was already importing chocolates worth INR 1500 crore annually, in order to cater to the demand of the Indian chocolate market.

After two years of researching this market, Shahzad was mused by the demand for artisanal dark chocolates. He then decided to put his B-school experience to the test and hence carefully began to design Ambriona's range of chocolates.

## Bartisans



### COMPANY OVERVIEW

The Bartisans' story began with the mother-son duo of Jovita & Jordan, starting on a cocktail experience service that included small-batch, hand-crafted mixers, premium garnishes and bar tools needed to shake or stir professional quality cocktails in the comfort of your own home. They eliminate ingredient hunting and pre-prep by sending you pre-packaged mixers, turning you into a professional bartender in a matter of minutes. All you need to do is add some ice and the spirit of your choice.

The cocktail scenario in India is undergoing an evolution.

The vision at Bartisans, is to turn this evolution into a revolution by creating incredibly unique cocktail mixer blends and making them available to every cocktail enthusiast.

Their blends are created in small batches, using fresh ingredients with complex flavours. Always all-natural, preservative-free and extraordinary.

### WHAT MAKES THEM UNIQUE

The following factors is what sets them apart :

1. They have an honest list of clean ingredients.
2. Their flavours are unique and the team is constantly innovating with them.
3. The team want to build a responsible culture of cocktail drinking in India.

Bartisans focusses on making premium cocktail mixes for the cocktail enthusiast who enjoys and loves serving up bar-quality cocktails with minimum effort. All their mixers are made from mostly locally sourced real fresh ingredients. They do not use any chemicals or preservatives in our mixers. Their all-women kitchen staff is trained and skilled to create their artisanal hand-crafted mixers in the most hygienic and safe conditions ensuring the highest quality and standards.

## FOUNDER DETAILS

Jovita Mascarenhas, is full of life, enthusiastic about learning and has a never-give-up attitude. She is the driving force at Bartisans. Despite a Diploma in Hotel Management, she drifted into the fields of design and product manufacture. Now, back in the field of food & beverage, she feels she is home!

Jordan Mascarenhas is a certified bartender from the European Bartenders School and a Hospitality Professional. As their resident mixologist, he not only curates their menu but also handles brand building.

## Captain G's Burger Company



### COMPANY OVERVIEW

Mammoth Foods is a pioneer of the cloud kitchen industry with one of the countries first gourmet burger cloud kitchens by the name of Captain G's Burger Company, previously Captain Grub.

Mammoth Foods played a dominant role in the evolution of cloud kitchens with one of the countries first late night delivery kitchens and played a crucial role in the growth and evolution of cloud kitchens as a dominant force in the food delivery industry in the country.

Mammoth Foods looks to take its brands national by 2023 across major metropolitans and become one of the leading gourmet cloud kitchen brands in the country. The organization is presently entirely self-funded and looks to continue its growth and dominance across the delivery industry in the country.

### WHAT MAKES THEM UNIQUE

Captain G's Burger company is a gourmet burger all night delivery brand catering to an audience that wants fresh food, made to order with premium ingredients through the night.

Captain G's was one of the country's night delivery kitchens and opened up the delivery market to late-night operations. 7 years ago, a burger of Rs. 400 in delivery was an unheard-of price range, but through its gourmet quality and penetration of the delivery burger market, Captain G's has become one of the only self-funded dominant cloud delivery kitchens in the country.

## FOUNDER DETAILS

Karan Nambiar is the founder of Mammoth Foods and started the brand in the year 2014. He worked as the Station Voice & Production head for HIT 95 FM for over five years.

Later, he decided to dive head first into his first love, food. Being one of the pioneers of the cloud kitchen industry in India with Captain G's Burger Company, he has now also launched a gourmet pizza delivery chain called Big City Pizza.



Country Bean

**country  
bean**<sup>TM</sup>

## COMPANY OVERVIEW

Country Bean helps coffee drinkers make cafe-like coffee at home. The company launched in 2018 as India's first flavoured coffee brand and have served over 4,00,000+ customers since. As a profitable bootstrapped business, they have grown 10x in the last 2 years alone.

Country Bean is on a mission to build India's most innovative coffee company through products that are easy-to-use.

## WHAT MAKES THEM UNIQUE

There is one feature which the company focuses on- convenience. They want coffee-drinkers to enjoy great coffee but without the fuss. All of their products focus on the core philosophy of convenience without compromising on taste. They offer flavoured instant coffee and other products that enhance the enjoyment of coffee.

## FOUNDER DETAILS

Country Bean was founded by Aditi and Aneesh.

Aditi Somani Satnaliwala has prior experience in startups & marketing, while Aneesh Satnaliwala has prior experience with working at Goldman Sachs, and is a Wharton graduate.

Eggoz

**EGGOZ**  
NUTRITION

## COMPANY OVERVIEW

Eggoz is building a brand of perfect nutrition in every egg. Founded by IIT Kharagpur alumni, they are a vertically integrated farm-to-consumer startup building a brand in a \$12B egg consumption market that is growing at 15% CAGR and 98% loose. The team works closely with farmers under a fully assisted integration model ensuring 100% natural feed to birds and deploy IoT & farmer app tech platform.

Eggoz is building the next Amul in India and aim to sell more than 1 Crore eggs daily in the coming 5 years. They are a brand of eggs selling raw eggs packed in SKU boxes. All eggoz eggs have higher bioavailable nutrition compared to other eggs and are 24 hour fresh (freshest in category). At the backend, farmers use our feed formulation which is dependant on herbal ingredients and no usage of anti biotics, chemicals, hormones.

The company is also working on fortification to improve bioavailability of certain nutritions. Our nutraplus product line come with lab-certified enrichment of Vitamin D & B12.

## WHAT MAKES THEM UNIQUE

Eggoz stands for delivering nature's perfect nutrition. They deliver that by providing following functional benefits:

- (1) 11 Safety checks
- (2) Herbal hen feed
- (3) Local farm fresh.

As a brand, they stand for giving that extra. While eggoz egg may look like any other ordinary egg from outside, but it has that extra backend development and nutrition to give you the required diet to deliver that extra in your life.

## Founder Details

Abhishek Negi is the co-founder of Eggoz - India's first egg-focused consumer brand. Mr. Negi intends to develop Eggoz into an indigenous brand that would focus on bringing high-quality, chemical & antibiotic-free, farm-fresh eggs from local farmers straight to consumer tables. Within a short span of four years, Eggoz has emerged as a leading name in the Delhi NCR-sector for top-quality egg distribution & supply.

## Get-A-Whey



### COMPANY OVERVIEW

At Get-A-Whey, the team believe in no compromises. That is why they make premium ice creams that are outrageously healthy yet tasty. With Whey Protein added to them, they are high in protein with no added sugar.

The company believes in giving people choices that are healthy without compromising in taste.

### WHAT MAKES THEM UNIQUE

All their ice creams are made with real ingredients, are gluten-free and with no added sugar. They in fact taste better than regular ice creams.

They are India's first healthy ice cream brand. Power-packed with 12 g of protein per 100 g serving and just 7 g of fat per 100 g serving, they are convinced you will lick the bottom of the tub. Their ice creams are tastier than your regular ice creams.

### FOUNDER DETAILS

Jash Shah and Pashmi Shah Agarwal, along with their mother Jimmy Shah, founded Get-A-Whey, a healthy ice cream brand. This brand was founded in Mumbai in 2018. This company idea emerged in the mother's kitchen. Jimmy Shah is the true founder of this company because she created this concept.

## Good Fettle

**GOOD FETTLE**  
NO-GUILT ICE CREAM

### COMPANY OVERVIEW

Good Fettle is truly India's first healthy ice cream brand that actually tastes good. The founders found a huge gap in the market for guilt-free, post meal sweet cravings in 2018.

The tubs have 2x protein and zero added sugar while being completely affordable. Home to first of its kind products like Minis and Mini Cones, the products are currently selling in Mumbai, Pune and Banaglore online and offline.

Good Fettle believes in clean eating. They follow a calorie deficit lifestyle and all their products are true to our mission. The products are free from all colours and artificial flavours.

Good Fettle aims to be India's leading clean snacking brand for frozen and ambient products.

To adapt to changing customer preferences, in Summer 2021, the company launched Good Fettle Minis; India's first no added sugar bite-sized ice creams. These come in six delicious flavours and have as low as 14 calories only. To add to this, they launched Mini Cones in January 2022 making it India's first no sugar 50 calorie ice cream cones. Apart from this, they offer low calorie, low fat and diabetic friendly ice creams.

### WHAT MAKES THEM UNIQUE

Good Fettle is the only low-calorie ice-cream brand in the country that is free from all artificial colours and flavours. Good Fettle is home to revolutionary first of its kind products like 14 calories no sugar Minis and Mini cones. They have a low CAC and high ROAS while being EBITA profitable.

## FOUNDER DETAILS

A brainchild of cousin-duo, Akhil Gupta and Ayush Gupta to satiate their weakness for something sweet and healthy, Good Fettle taps into the increasing health awareness trend of low-calorie ice creams, the craze for which is huge abroad.

In August 2018, the founders started off their entrepreneurial journey by ordering an ice cream maker and learning to make regular ice creams on YouTube. They then hired a consultant who introduced them to a commercial facility where they could run trials on a larger scale. After eight months of R&D and a few blasts in the kitchen, they cracked the perfect product and launched Good Fettle in April of 2019, to become the first low-calorie ice cream brand in the country.

## Habbit



### COMPANY OVERVIEW

Habbit is a digitally native platform that creates, launches, and scales health-oriented food and beverage products. They are building the FMCG company of the 21st century, focused on health and nutrition, for the premium urban target group. Habbit is taking large consumption categories that households regularly buy and have not seen innovation, and significantly disrupting them, without changing the consumption pattern.

### WHAT MAKES THEM UNIQUE

Habbit aims to build the world's largest full-stack healthy consumption ecosystem. Their approach is to grow horizontally where they play within the same segment and keep selling products for different consumption occasions and needs, to the same households. With products being consumed regularly as an inroad into the household, a complete ecosystem around healthy consumption can be built with layers of subscription, personalization, content, services, and gamification to add massive scale.

### FOUNDER DETAILS

It was started by Dhruv Bhushan, Dev Kabir Malik, and Rajat Hooda in 2019. Dhruv is a serial entrepreneur and an angel investor. His last start-up Excelsior-StudyBud was acquired in 2019. Dev is a brand design expert and also a founding team member Bira91 and brings strategic brand growth expertise into the business. Rajat launched and scaled an AI Health app to 50k users, under Northwestern's Garage Residency program.

## Honey Twigs



### COMPANY OVERVIEW

Honey Twigs is a result of our ambition and aim to transform honey, to a trendy, mess-free healthy superfood as well as establishing Honey Twigs as a healthier alternative to table sugar. It is a teaspoon (8grams) of pure honey, available in single serves that can be used anytime, anywhere.

They pride ourselves on their innovative and high-quality products. Today, they are an international brand with presence in 5 countries available across retail (physical and online) as well as food services.

The company's client roster includes several hotels, cafes, airlines & corporates like Starbucks, Café Coffee Day, Chai Point, Lavazza, Coffee Bean & Tea Leaves, Radisson Blu Hotels, Hyatt Regency, Westin Hotels, Le Meridien, The Marriott Courtyard, Sarovar Hotels, Park Inn by Radisson, PVR Cinemas, Air Vistara, Spice Jet, Licious, PwC, Google, Bloomberg and Barclays amongst others

### WHAT MAKES THEM UNIQUE

Honey Twigs are making honey truly mess-free. Being able to carry honey with you anywhere, anytime be it on your run or having it with your food was never easier.

They ethically source all our natural ingredients to fulfill our promise of farm to home. They are building the first global honey brand from India for the world.

The brand has 6 different variants – Himalayan Honey, Natural Litchi Honey, Cinnamon Infused Honey, Vanilla Infused Honey, Lemon Infused Honey & Turmeric Infused Honey that they offer in packs of 10 Twigs and packs of 30 Twigs.

The mission of the company is to help individuals live healthier lifestyles by making small changes in everyday habits, offering



them easy to use and convenient alternatives while their vision is to take the best of Indian honey and its infusions to the world, and becoming a leading global brand from India.

## **FOUNDER DETAILS**

Paras Fatnani is the Chief Executive Officer and Co-Founder at Nectwork Foods Private Limited. He co-founded the company Honey Twigs along with Jigar Mehta. The company aims to help consumers adopt healthier lifestyles by making small changes in every day habits. It offers easy to use, healthier alternatives in convenient and innovative packing solutions. The brand of Honey Twigs is a part of the Nectwork Foods family.

## India Hemp and Co



### COMPANY OVERVIEW

Hemp is a gift from the Himalayas, waiting to be rediscovered and snatched back from the mists of time. It is both nutritious and great for the environment, proven to be an effective tool against deforestation as well as in absorbing CO2 from the atmosphere. The team now feel responsible for not just protecting it but actively promoting Hemp. Mis-understood for decades, Hemp is poised to re-emerge into the sunlight and take its place as a versatile and ultra-healthy lifestyle choice in nutrition, wellness & personal care and clothing.

As creative problem-solvers and entrepreneurs, the company would like to merge their love for nature along with our worlds of sport, art, and business to demystify this plant and bring to your table some natural, nutritious goodness, from the hills.

### WHAT MAKES THEM UNIQUE

Hemp is both nutritious and great for the environment, proven to be an effective tool against deforestation as well as in absorbing CO2 from the atmosphere - the team now feels responsible for not just protecting it but actively promoting Hemp. It's their hero - and they're here to spread the good word. Not only is it one of the most sustainable, planet-friendly plants around - it's also one of the most nutritious super seeds that are perfect powerhouses of goodness. Some of its benefits include:

**Good Fats:** Positively overflowing with Omega-3, 6 and 9 - and you can't get better fats than these. Say hello to healthy hearts, brain boosting and great skin, hair and immune systems.

**Protein Power:** Complete protein that comes entirely from plants. No whey! With all 20 amino acids, including the nine essential ones, it's pretty good stuff.

**Fab Fibre:** Packed with healthy fibre that'll keep your digestion tip-top, and help stave off heart disease and diabetes.

**Vitamins and Minerals:** With Vitamin E for healthy skin and nails, iron for healthy blood and potassium to help your organs do their thing, hemp hits the nutritional jackpot.

## FOUNDER DETAILS

India Hemp & Co. was created and is curated by Jayanti and Shalini Bhattacharya, two sisters living across the world from each other - one in Bangalore, India and the other in Barcelona, Spain. Their active life styles led them to explore healthy and natural alternatives to typical food choices in everyday life.

## Kharawala



### COMPANY OVERVIEW

Kharwala is a Food & Beverage Company specialising in Dry Fruits. The company has a legacy of over three decades. Kharwala started as an importer and wholesaler of dry fruits in 1989. With time, they also introduced new product categories of Seeds and Berries along with the launch of their private label. They have two in-house processing units with a daily capacity of 2.5tons a day.

### WHAT MAKES THEM UNIQUE

Every year they add at least 3-10 new products to their list and try to offer customers what they want. Be it consumers using premium quality to a confectionary brand using low quality, they cater to all types of customer needs.

### FOUNDER DETAILS

Kharwala is the brainchild of Shailesh Kharawala. It is a family-run business of Shailesh (Father) that is supported by his son Siddharth Kharwala, and daughter Rinki Chandawalla. Shailesh looks after the procurement of Indian products and local sales. Siddharth developed the import of Indian dry fruits and spices to other parts of the world. Rinki is a Chartered Accountant by qualification, handles the corporate sales and marketing at Kharawala

## Kunafa World



### COMPANY OVERVIEW

Kunafa is a traditional, Middle Eastern dessert made with fine semolina dough, soaked in sweet, sugar-based syrup, then layered with cheese, or with ingredients such as cream and nuts. It is a well-loved dessert across the world.

Kunafa World started its flagship outlet in Frazer Town, Bengaluru. It serves 100% veg product and also it opened its 2nd outlet in Kamanahalli, 3rd in Koramangala, 4th in New BEL road soon more outlets were established in other parts of the country like Vijayawada (AP), Bandra (Mumbai), Mysore, Kochi, Kasaragod and very soon to open 20 outlets PAN India in 2022 along with international territories as well.

### WHAT MAKES THEM UNIQUE

This brand is India's first Kunafa centric dessert brand. Their high quality blend which is a secret sauce that goes into the making of Kunafas makes us unique in the market.

### FOUNDER DETAILS

The founders of Kunafa World come from engineering backgrounds , and furthermore, Mr. Zamzeer Ahamed has pursued MBA in international business from Manipal university . Zamzeer also owns a Facebook group called "goodfoodmangalore" with 30,000 plus members through which he had the idea of the current markets trends related to food , and when he came across the dish kunafa served by his wife, who is also the co-founder of Kunafa World, he realised the potential to take this as a product centric concept in the market. That's when their first home run business bake angel was formed .

## NE Origins



### COMPANY OVERVIEW

NE Origins is an online marketplace that sells products sourced from amidst the greenest hills and the pristine Himalayas and made with the goodness of raw resources, precision in the creative process and a load of affection of the north-eastern diversity.

NE Origins strives for operational excellence and works with a love for inventions and creation. A passion to sustainably manage supply and demand is what drives a long-term thinking process in their vision. The team believes that their products will induce a heightened sense of belonging to the northeast of India which directs our motive of customer centrality rather than competition centrality.

### WHAT MAKES THEM UNIQUE

The brand is aiming towards creating a sustainable business. The products have tasted the air of the gushing Himalayan rivers, aromatic herbs and spices, lengthy creating processes and the sturdiness of the people's character who produce pure and class goods that hold true to the face of a quintessential North eastern experience.

All of their products such as tea, spices, pickles, handicraft, handlooms, meat products etc., are all from Northeast India.

### FOUNDER DETAILS

Serial entrepreneur Rewaj Chettri studied forestry in college, has launched over 38 enterprises. NE Taxi is currently operational in four countries, India, Nepal, Bhutan & Sri Lanka. During the pandemic, he started NE Origins which is e-commerce for North-East India products.

## Nino Burgers



### COMPANY OVERVIEW

Nino Foods launched Nino Burgers and entered the rolls and bowls category through a new brand Kudo. The firm is in the process of launching another food brand with chicken wings as its major focus. Currently, the firm has four locations in Mumbai.

### WHAT MAKES THEM UNIQUE

Nino Foods currently serves over 13,000 orders per month compared with 900 orders in the same period back when they started in August 2020. The firm claims to have a repeat purchase rate of 40-50 per cent and also aims to grow its monthly orders to 50,000 by 2022.

### FOUNDER DETAILS

Founded in 2020 by Nishant and friend Pranav Mehra, Nino Foods creates new brands in the digital-first food space. The duo started by taking over Francesco's -- a well-known Mumbai-based pizza brand, which was struggling to function during the pandemic-- and turned it into a digital-first brand.

## POTFUL



### COMPANY OVERVIEW

The team at POTFUL is obsessed with India's favourite food Biryani and have delighted consumers with more than 1.5MN+ fresh dum handi biryanis since July 2017.

They currently operate 14 cloud kitchens in Bangalore and Hyderabad cities and are expanding rapidly. They are customer and people obsessed and are building the business slowly but surely and profitably. They believe, that they have laid a very strong foundation to achieve their vision in the years to come. The mission of POTFUL is to be the world's most loved and the largest Biryani brand.

### WHAT MAKES THEM UNIQUE

They also make every biryani fresh on order. Each biryani is cooked in a Handi and delivered to the customer in the same Handi. Hence, their product is always fresh, authentic and sustainable compared to the biryanis made in bulk today in the country.

Their Product USP combined with their customer obsession makes the brand unique compared to their competition. In addition, the low-cost cloud kitchen model gives the company an advantage on costs and help them scale faster with lesser capital. POTFUL is probably one of the few food delivery brands who are profitable at this scale.

### FOUNDER DETAILS

Lokesh Krishnan founded POTFUL in the year 2017. Lokesh holds a B.Tech degree from UAS, Bangalore and EPBM from IIM Kolkata. Prior to his entrepreneurial journey with Potful, he had held various strategic & leadership roles in FMCG and retail industry for 18 years. He was also the Director for Food and a Member of the Board at Metro Cash & Carry, India.



## Sahaja Aharam



### COMPANY OVERVIEW

Sahaja Aharam Producer Company is a federation of farmer collectives which is into direct to consumer marketing of organic food. Sahaja Aharam is marketed through own retail stores in Hyderabad and one in Vishakhapatnam and a mobile store. Online store also takes orders and delivers produce to home in these two cities.

The aim of the brand is to increase price realisation for farmers through direct to consumer marketing.

### WHAT MAKES THEM UNIQUE

Sahaja Aharam is the first organic retail owned by the farmers and into direct to consumer market. It has set itself as a unique brand with every product traceable to the producer and offer wide range of products. Each packet also carries ecological foot prints labelling first of its kind in India.

### FOUNDER DETAILS

Dr G V Ramanjaneyulu or Dr Ramoo as he is known, was born in a family where his grandfather practised agriculture but had quit and moved on to work for the Indian Railways. Ever since, most successors of the family continued to work for the national carrier. But Dr Ramanjaneyulu embarked on a road less taken. Much to the surprise of everyone, he decided to pursue a PhD in agriculture.

Passionate about the civil services, he even put in several hours of hard work to crack the Union Public Service Commission examination in 1995.

But when he was selected and presented with the option to work with the prestigious Indian Revenue Services, he refused. Instead, he opted to work as an agricultural research scientist with the Indian Council for Agricultural Research (ICAR) to work with the tillers of the soil.

## Smart Cookie Foods



### COMPANY OVERVIEW

Smart Cookie Foods is a healthy bakes brand. They specialise in gluten free, vegan and diabetic friendly products. Their audience is between the ages of 30-45. Their products are healthy with a fun flavor appeal. Their philosophy is that healthy eating shouldn't feel restrictive and it is possible to eat cakes and bakes without worrying about empty calories. All of their products are nutrient dense.

### WHAT MAKES THEM UNIQUE

The current key offerings of Smart Cookie are cookies and brownies. They are nutrient dense products made with organic and healthy ingredients like tapioca flour, ragi flour, dates, coconut oil and freeze dried fruit powders.

All of the products are known for their freshness, innovation and customer service.

### FOUNDER DETAILS

Smart Cookie was founded by Nitya Sunil in the year 2021.

Nithya Sunil holds a diploma in Pastry Arts, Food Science from the Institute of Hotel Management. Pusa New Delhi. She founded Blackboard Bakery in 2018 before starting Smart Cookie Foods.

## Snack Amor



### COMPANY OVERVIEW

Snack Amor is a health food and snacking brand.

The aim of the company is to contribute to a healthier India by offering a choice of tasty, healthy, affordable and natural 4PM snacking varieties.

### WHAT MAKES THEM UNIQUE

The brand offers health food and snacking across multiple categories including breakfast cereals, fitness, 4 pm snacking, on-the-go snacking, and so on. All the products are natural and clean labelled.

### FOUNDER DETAILS

Deepak has over 15 years of experience in the food industry, It was during his stint at a food ingredient company that Deepak stumbled upon a realization about the snacking industry in India – a market which, at that time, was dominated by the companies who managed to hold on to their customer base because of their affordability, but at the cost of health and nutrition. So Deepak decided to change the 4pm snacking culture of India and introduced Snack Amor to the indian market

## Spice Story



**The End of Boring!**

### COMPANY OVERVIEW

Spice Story is a ready to cook food brand that curates, manufactures and markets authentic Chutneys from various regions of India, making it easily accessible to all in an easy and convenient modern-day format.

The companies' vision is to become enablers of great food stories with friends and family by offering authentic taste, good value and convenience.

Spice Story brings to the customers a variety of authentic flavours of chutneys that have multiple uses. These can be used as dips to add zing to the meal or as a key cooking ingredient to enhance the flavour of a dish.

### WHAT MAKES THEM UNIQUE

Spice Story is the only brand in the world that offers a wide range of Traditional Indian Chutneys in a modern-day, easy to use, bottle. The brand curate recipes from different regions of the country and manufacture and market them. In their endeavour to create authentic tastes, the team makes sure they use fresh produce and ingredients in all their products.

These chutneys are packed in a modern-day, eco-friendly, squeezable bottles which are easy to use and store and have a year-long shelf life. The wide range also satisfies the consumer's need for newness & variety.

## FOUNDER DETAILS

Founded in April 2019 by Soumyadeep Mukherjee, Gayatri Gogate and Vibhor Rastogi, Spice Story started its entrepreneur journey by launching its products in select Modern Retail outlets and subsequently expanding its footprint into General Trade.

Having launched the online platforms in August, the start-up saw a growth of over 100% QoQ. Operating in the FMCG/ Processed Foods Market, Spice Story offers a range of premium, authentic chutneys and sauces inspired by popular versions of traditional

## The Baker's Dozen



### COMPANY OVERVIEW

The Baker's Dozen is a neighbourhood artisan bakery, which offers an exquisite variety of bakery products with no added chemicals and no preservatives. The central idea behind their concept is to serve high quality, freshly baked, authentic European bread and bakery products.

Each product is special, baked with love and attention almost as if it were baked in your own oven! That's also the reason why they are different from everybody else. No two loaves of theirs might look exactly the same. Just like no two pieces of art when made by hand are ever exactly the same.

The vision of the brand is to be the world's trusted neighbourhood bakery serving you simple authentic goodness. They make products with the highest quality and consistency standards while being true to the origin of their products. They also pride in serving all customers at "Indian prices".

### WHAT MAKES THEM UNIQUE

Their product range, quality and availability across cities is what sets them apart in the bakery industry. The Baker's Dozen is the only artisan bakery brand available at this scale.

They are India's largest artisan bakery, with all products being sold across more than 12 cities through more than 500 retail points (own stores and partnerships with large modern trade formats, e-commerce partners and high-end general trade stores).

They are one of the strongest brands in the Bakery category on Swiggy, Zomato and on Big Basket, MilkBasket, SuprDaily. They are also the largest bakery supplier to Nature's Basket stores pan-India and one of the largest branded suppliers to Future group (Big Bazaar, FoodHall, and Hypercity stores) and to chains like Star Bazaar etc.

## FOUNDER DETAILS

Aditi Handa and Sneha Jain started The Baker's Dozen in 2013 with their love for sourdough, the pate ferment, the culture of what makes a bread sing.

Aditi has trained as a psychologist, HR expert and as a baker! In short, a unique concoction of skill sets which drives The Baker's Dozen. First, she successfully established India's first branded college merchandise store, The Wimwian at IIM Ahmedabad. However, life had something else in store for her and she decided to become a baker instead! After honing her skills at the esteemed French Culinary Institute, New York and at Le Cordon Bleu, Paris, she decided to bring authentic artisan bread to India in the way it should be - authentic, tasty, healthy and affordable.

An MBA from IIM Ahmedabad and B.Tech Pharma from UDCT, Mumbai, Sneha Jain worked with McKinsey and Co. on projects all over the world and was living it up as a high flying consultant (literally with all the travel!). However, the itch to do his own business finally overpowered any corporate aspirations and led to the birth of The Baker's Dozen. His leadership and vision helps power The Baker's Dozen to greater heights.

## The Gourmet Jar



### COMPANY OVERVIEW

As the name suggests, The Gourmet Jar is a food brand founded in 2012. They use real and natural ingredients that can be found in an average home kitchen, with no E & I numbers. They make a range of preserves, fruit spreads, honey, mustard, sauces, dips, and savoury spreads in traditional as well as unique flavour combinations.

### WHAT MAKES THEM UNIQUE

Their USP lies in the perfect balance of flavours in every jar, with modern and clean packaging, premium, real, yet affordable. They follow a made-from-scratch, small-batch philosophy, that ensures every jar is packed with flavour. All their products are made with a lot of love, care, and attention put in by hard-working women who ensure that get the perfect balance of flavours in every jar!

### FOUNDER DETAILS

The Gourmet Jar is cofounded by Apeksha Jain and Rishab Suresh. The idea of the business came from Apeksha's home kitchen in 2012. They source most of their ingredients from farmers across the country to use only the best quality of produce.



## The Taste Company



### COMPANY OVERVIEW

The Taste Company or as we call it TTC is an Instant Food Brand that is cooked with home-style recipes taken up by a Notch. In simple words, they prepare ready-to-eat meals which have already been cooked and can be consumed by just adding hot water with no further preparation required.

The vision of the brand is to make fresh, tasty and healthy hot Indian food accessible to consumers anytime-anywhere. The mission is to become a most trusted brand in the instant food segment, through their process and commitment to excellence.

### WHAT MAKES THEM UNIQUE

Their food is produced with the help of state-of-the-art infrastructure and technology which involves a freeze-drying process which is ultra-hygienic and ensures retention of original nutrients, tenderness, flavour, aroma and texture. The Taste Company comes with a minimum of 6 months shelf-life under Normal room temperature. Their products portfolios cover the right mix of non-veg and veg categories which serves all stages of life and everyday routine.

### FOUNDER DETAILS

Vinay Kumar founded the brand in the year 2018. He has 11 years of experience in Marketing Communication, Brand Upliftment, Strategic Market Positioning, Market & Competitive Analysis, and Product Promotions.

He is proficient in analyzing consumer insights and concepts and ascertaining who the target audience is and how best to reach them and going on-air in the most cost effective and flexible manner.

Vinay is currently building "The Taste Company (TTC) which aims to revolutionize ready to eat food category with tasty, healthy and

## WickedGüd



### COMPANY OVERVIEW

WickedGüd are on a mission to rebuild India's trust in its food and make comfort foods guilt-free, more sustainable, nutritious, and wholesome.

Their delicious range of pastas are made with the goodness of chickpea (chana), red lentil (dal) and brown rice (chawal), so it is 100% refined wheat flour (maida) free with 50% more protein & 350% more fiber & 25% fewer net carbs when compared to regular pasta.

Additionally, the WickedGüd pastas are 100% vegan, 100% gluten free, made with 100% plant based ingredients and 100% approved and loved by moms.

### WHAT MAKES THEM UNIQUE

There is 50% more protein and 350% more fiber and 25% fewer net carbs when compared to regular pasta. They are 100% plant based, and the first brand in India to make pastas using ingredients such as chickpea, red lentils, brown rice, moong lentils, buckwheat, etc.

### FOUNDER DETAILS

WickedGüd was founded in July 2021, by Bhuman Dani, Soumalya Biswas and Monish Debnath. The company also has Rinka Banerjee as an advisor. Studies have demonstrated the necessity of nutrition and protein-rich foods. WickedGüd plans to change the way the world consumes comfort food.

## Yogabar



### COMPANY OVERVIEW

Yogabar is India's leading health food & clean-label brand. Started by two sisters based out of Bangalore in 2014, Yogabar has seen exponential growth over the last few years. Starting with just snack bars, we now have disrupted the categories of Muesli, Protein Bars, Peanut Butter, Oats, Infant Food, Ayurvedic Juices & Kids Cereal. Yogabar is on a mission to change India's eating habits

Yogabar is India's leading health food & clean label brand. Starting with just Snack Bars in 2014, they now have a wide range of product offerings in Protein Bars, Muesli, Oats, Peanut Butter, Infant Food, Kids Cereal, Ayurveda Juices, Essentials & Whey Protein. They believe in 100% honest labels. They believe in curating meals that are the next best alternative to your Mom's food.

### WHAT MAKES THEM UNIQUE

There are three key reasons why Yogabar brand stands out.

1. Ingredients: Packing their food with all the good things and ensuring that none of the bad things goes out.
2. Innovating with new flavours after understanding the market
3. Their pop packaging and youthful vibe!

### FOUNDER DETAILS

Anindita, co-founder and CEO of YogaBar, was a manager for Ernst & Young in New York, while Suhasini, co-founder and COO, was a manager for KPMG in Bengaluru. While both were tied to the United States via work and education, the sister duo was inclined to set up their entrepreneurial idea for snacking back home in India.



Gifting

## Pine & Lime



### COMPANY OVERVIEW

Pine & Lime is a brand that creates products and services with a focus on relationships and sharing memories.

Their most popular product are Memory Maps - a way of sharing a point in space and time that's special to people. It allows for memories that can't be captured through photographs to be shared.

So far, the brand has:

18,000+ Orders Fulfilled in India

1000+ repeat purchases

40,000 + followers across platforms

Combining Art and Technology to Create and Celebrate Memories.

### WHAT MAKES THEM UNIQUE

The brand has created a way of sharing a configuration of information that's special to people. Their Memory Maps can be personalised to emphasise the location and date. It allows for memories that cannot be captured through photographs to be saved and shared.

Their approach to personalised gifting focuses on meaningful methods of expression is also well-known. They think about different kinds of relationships and moments in them that are significant. They then try to design ways of sharing that moment to convey its importance.

Exploring gifting memories created in digital spaces such as chats or video calls differentiates them from their competitors. They develop products that help signify the importance of relationships that started online on platforms like Tinder and Instagram.

## FOUNDER DETAILS

Bootstrapped with an investment of Rs 50,000 in 2018 by Aishwarya Choudhary and Ishaan Shrivastava, Pine & Lime started as a way for the founders to “stay creative” by showcasing handcrafted home décor products.

The two founders are professionals — Aishwarya, 28, is a lawyer who has worked extensively in the Intellectual Property Rights domain with several international brands, and Ishaan, 28, is a computer engineer who has worked at Sapient Nitro — and were clear that they wanted to do more.



# Health, Wellness & Fitness

## DuraFit



### COMPANY OVERVIEW

DuraFit is a digitally focussed business that deals with fitness equipments. With a presence in Amazon, Flipkart and their own website and a 70-strong team based out of the tier-2 city of Trichy in Tamil Nadu, they are laying the seeds to build a challenger brand in the fitness industry.

DuraFit aims to be the #1 brand for fitness equipments in India. They believe that fitness will be a key part of everyone's lifestyle in the near future due to nature of sitting jobs. The team believes that they will be a key enabler in the undeniable addition of fitness into daily lifestyle.

### WHAT MAKES THEM UNIQUE

DuraFit has a vast team set up in India who are focussed on providing the best of customer care and after sales service network to all of their customers.

They believe that customer service and personalisation plays a vital role in creating a powerful community.

### FOUNDER DETAILS

DuraFit was bounded together by Antony and Preethi with the idea and passion for health. They are from totally contrasting spheres, but together they bring unique experience and insight into each aspect of the business.

Antony Anand has 4 years of experience in Ecommerce and has scaled categories 10X at Snapdeal & Myntra. His areas of interest are Macro-Economics, Neuroscience, MBTI.

Preethi has 8 years of Software Development Experience with 4 years at Huawei and 4 years at Informatica, Bangalore. She specialised in Java, Zoho Creator, Zoho CRM and is passionate about Product Management.



## MuscleEXP



### COMPANY OVERVIEW

The mission and vision of the brand is to develop and bring to market the most scientifically advanced, safest nutritional and sports supplementation products possible. The purpose of every MuscleXP product must be to enhance athletic performance, strength and overall personal health—all without the use of banned substances.

The team's philosophy is that every product will be a formulation that they, as former professional athletes, believe in and use every day. For more than a decade, MuscleXP has been a brand name synonymous with premium-quality and top-of-the-line sports supplement products.

Protein Powders, Multivitamins, Nutritional Supplements, Fitness Accessories and Gym Range.

### WHAT MAKES THEM UNIQUE

Their objective is to offer the highest quality products at the lowest possible prices. They have quality checks in place throughout their production process, to ensure that they have top quality products which are the best.

At MuscleXP, the team guarantees the authenticity of their sports nutritional supplements. Therefore, they meticulously verify products at every possible customer touchpoint. They also randomly assess the quality of our products available in the market. MuscleXP sets the standard in the nutritional supplement industry by demanding truth in labelling, ingredient safety and product potency, all while remaining on the cutting-edge of nutritional science.

## FOUNDER DETAILS

Sahil Mehta founded MuscleXP in the year 2017. A Bachelor of Technology Graduate from Electronics & Communication, he further pursued an MBA in International Marketing & Business from Sydney. Mr Mehta belongs to a family of successful business people, with his father being a successful businessman too. Therefore, he was born with an entrepreneurial streak and had always been looking for the right opportunity to bring his knowledge into practice before coming up with his business.

## Nature's Velvet



### COMPANY OVERVIEW

Nature's velvet is a nutritional supplements brand that started in 2014. They cater to supplements in ayurvedic, vitamins, proteins, health food and drink items, and other fitness supplements. Their products are manufactured at facilities adhering to strict GMP quality practices. They have all Government of India certifications like FSSAI, MSME, AYUSH.

### WHAT MAKES THEM UNIQUE

The packaging is carefully designed with detailed labels that help a customer to understand the product use and safety. Although their products were designed to keep athletes and sportspeople in mind, they have high traction from the general population taking up fitness and understanding the requirement of daily nutrition and supplementing the lack of it in their diet.

### FOUNDER DETAILS

The founder, Rakesh Kumar Gupta is a sportsperson himself and it was his search for quality nutrition products for his daily requirements of Proteins and Vitamins that gave birth to nature's velvet. Eight years into the business, nature's velvet is still run by a small team of fewer than 10 people and is growing strong with more doctor's prescriptions coming their way.

## Oxie Nutrition



### COMPANY OVERVIEW

Oxie nutrition is a health and lifestyle brand providing healthy snacking options with a concentrated effort on not just high protein like the others, but making sure all our products are made up of well-rounded macro-nutrients. That means that the products are not only high in protein but also high in healthy fats and carbohydrates.

The mission of the company is to provide delectable and healthy snacking options with well-rounded macro-nutrients and to be India's first lifestyle and nutrition brand.

### WHAT MAKES THEM UNIQUE

What sets them apart is the philosophy behind what we stand for. As mentioned before, Oxie Nutrition concentrates on a well-rounded mix of macronutrients, i.e. protein, carbs and fats.

They also concentrate on the community-building aspect. They have multiple athletes on board from a variety of fields and they like to practice what they call the 80%-20% rule for sustained fitness as a lifestyle. It's a principle they developed that states that a person will generally set a goal and work on it. This philosophy is what has helped them and all their customers in creating a long-lasting fitness journey and they tend to develop products and communicate with our audience in the same way.

## FOUNDER DETAILS

For the beginning, it all started when the co-founders Harman Virk, Kunal Rana and Vanil Mehta met in their first year of college studying at Coventry University in the UK. Both were starting out on their fitness journeys and connected on that. As both of them grew and gained more and more knowledge about health and lifestyle, they also realized that talking to each other and exchanging thoughts led to the betterment of both of them. Gradually the circle grew and more and more people joined in and it basically became a community on its own.

Gradually as new products were tried and became a part of daily routine, whenever they came back to India, the gap could be felt on a personal level. Come 2019, from those experiences and the realization that more and more people feel the same way, Oxie Nutrition was incepted with a singular goal, to disrupt the norms of a normal F&B company and create India's first health and lifestyle brand.

## Paree Sanitary Pad



### COMPANY OVERVIEW

Founded in 2012, Paree Sanitary Pad is a women's personal hygiene brand of Soothe Healthcare. A "Spirit of Manufacturing" award winning company, Paree is a leading brand of sanitary pads trusted by lakhs of girls and aims to create awareness about the importance of menstrual hygiene, access to sanitary pads and more. Paree's vision is to improve the quality of life of its community with high-quality and affordable products.

### WHAT MAKES THEM UNIQUE

Paree is a research-focused and innovative brand. It is India's only sanitary pad offering the innovative Heavy Flow Champion technology that absorbs the heaviest of flows in just 3 seconds, a claim that has been tested and proved. Paree pads are designed using best-in-class raw materials and design innovations such as channel flow technology that provide greater comfort and prevent leakage. Paree has an omnichannel sales approach and has strong distribution tie-ups with Walmart, Metro, Reliance etc.

### FOUNDER DETAILS

Paree was founded by Sahil Dharia who has an industry experience of almost two decades. He is dedicated to making a difference in the lives of women, both at the workplace and with his products. Paree thrives in challenging the status quo, with 65% of the employees being women and is a young organisation 'of the women, by the women and for the women'.

Sirona, PeeBuddy

**SIRONA**

## COMPANY OVERVIEW

Sirona is an FMCG brand that is striving to create a better tomorrow with its range of innovative products for accessible and holistic intimate and menstrual health of all women across the country. At Sirona, they are committed to creating innovative products that solve unaddressed feminine hygiene issues from Puberty to Menopause.

## WHAT MAKES THEM UNIQUE

They drive conversations that question the cultural construct around feminine hygiene, to ensure women make informed decisions for their holistic wellbeing. The Sirona Hygiene Foundation provides underprivileged women with period and intimate care products and educates them regarding menstrual health and hygiene, thereby empowering women at the grass-root level.

## FOUNDER DETAILS

It was founded by Deep Bajaj and Mohit Bajaj in 2015. Both of them have a total work experience of over 10 years in the female hygiene industry. Their goal is to go aggressive in the domestic offline market and increase its presence in the US market with exports.

## Wellversed



### COMPANY OVERVIEW

Wellversed is a platform for the creation and scaling of wellness brands.

The company aims to maximise human wellness by creating and backing genuine wellness brands.

The goal is to become a tech platform to launch and scale wellness brands quickly across all eCommerce Channels.

### WHAT MAKES THEM UNIQUE

Wellversed is a platform for the creation of brands. The methodology they have perfected allows them to identify the market gap and create a WELLNESS brand centered on an unmet need. They have created a tech layer to automate this process of creation and scaling of Wellness brands and used it to create the following brands: Ketofy, Wellcore, Ovego, Unsnack, Gutwell & Mystic Fit.

### FOUNDER DETAILS

Aanan Khurma is the Co-Founder and CEO of Ketofy and Wellversed Health, a technology-enabled micro-manufacturing that allows the production of quality ensured clinical food at a personalized scale. Additionally, Aanan Khurma has had 3 past jobs including Co-Founder at Ketofy.





# Furniture & Home Decor

## Aliste



### COMPANY OVERVIEW

Aliste manufactures and curates smart home solutions. They aim to make home automation truly accessible to the Indian masses. They are India's fastest-growing home automation company and also gained overwhelming traction post their Shark Tank India Appearance.

### WHAT MAKES THEM UNIQUE

They have highly reliable and affordable home automation solutions like smart-switch, smart-lock, smart-curtains, and more. Their endeavours is to become the first Smart Home Subscription that will make the so-called inevitable smart home tech truly accessible to the masses.

### FOUNDER DETAILS

Aliste was started by 6 college flatmates from VIT, Vellore, Anant Ohri, Bhavya Kansal, Konark Gautam, Aakarsh Nayyar, Shreyansh Jain & Udit Pandoh. Their personal experience of existing home automation devices was not so good in terms of user experience and performance of the product. They discovered that the market lacked a reliable solution for cost-conscious customers. So, with their technical knowledge and earnings from freelance software and hardware projects, they were able to create Aliste.

## Avias



### COMPANY OVERVIEW

Avias is a fast-growing kitchenware company, driven by passion, commitment and zeal in order to offer the best quality and innovative products.

They have a presence across various cities in India and are growing at a rapid pace every year.

Avias strives to be known as India's best kitchenware company in India in terms of quality and they aim to be a part of every household in the country.

### WHAT MAKES THEM UNIQUE

Avias assures all of its customers the best of quality in all of their products. The company utilises premium materials in their products in order to maintain the best quality and durability.

Their customers have also built an immense trust in the company over the past few years, which has contributed to Avias building a great community for themselves.

### FOUNDER DETAILS

The founder brothers Arvind lodha and Bharat lodha are native of Rajasthan and born & brought up in Chennai (Tamilnadu). They come from a entrepreneurial family and have experience in manufacturing and marketing of pharmaceuticals formulations for more than 25 years .

They were one of the first to launch epharmacy app "medsgenie" which was forced to be shut down due to then prevailing laws which termed it illegal .They have extensive experience in branding , marketing and sales and travelled across India to personally stay in touch with dealers and consumers.

**Boingg!**



## COMPANY OVERVIEW

Boingg! is a furniture, decor and accessories brand designed exclusively for kids. They design and manufacture in India, based out of Gurgaon. By providing innovative designs that can be customised for size, colour & storage, they have been able to create a loyal customer base that has loved their experiences with our products.

Boingg!'s vision is to be the go-to place for parents when they need anything for their kid's room. They want to be a cohesive, one-stop solution for all that a parent might need or a kid may want for furniture, soft furnishings accessories, bags, bathroom accessories and everything in between right from infancy, all the way up to teenage.

## WHAT MAKES THEM UNIQUE

The team works with a vast portfolio that is continually expanding and designed in-house to provide customers with a variety of options to choose from. It allows parents to customise each product in real-time based on their colour preferences, size requirements, and storage needs.

Boingg! offers a unique range of children's furniture. Beds, storage, study tables, nursery, and decor are just a few of the categories in which the company offers a varied array of items and designs. Strength, durability, utility and safety are the key focus areas while designing the products. The brand aims to assist parents in creating a functional, safe and beautiful environment for their children.

## FOUNDER DETAILS

Boingg emerged from existing manufacturing setup, 'Couched' which offered furniture leasing solutions for budget service housing companies. Couched was established by Neha Indoria and her brother-in-law Dhruvan Barar in 2015. With their in-house manufacturing setup, they were able to make customized furniture.

Soon they got a lot of queries from young parents who needed ideas for setting up kid's space and customized furniture for their children. This made the duo realize that the children's furniture category was almost completely unaddressed. After one and a half year of groundwork, they established Boingg in February 2019.

## Born Good



### COMPANY OVERVIEW

Born Good offers India's first USDA certified range of eco-friendly, plant-based home cleaners that are non-toxic yet effective. At Born Good, their vision is to be India's largest plant-based home care brand.

Their mission is twofold:

- a. To develop effective home cleaners that have high plant-based content and
- b. To nurture a relationship with their community and educate them on how small changes make our planet more sustainable.

Born Good offers an entire range of home cleaners - from liquid detergents and fabric conditioners to floor cleaners and dishwash gels.

They also have innovative products such as Plant-based Shade Revive detergent that restores the colour in dark coloured clothes and Anti Microbial detergent formulated specifically for activewear.

### WHAT MAKES THEM UNIQUE

Their USDA certification proves that the products contain a higher percentage of naturally occurring ingredients.

Lab tests done at Bureau Veritas show that their products clean just as effectively.

They are EPR complaint and recycle twice the plastic we sell.

All their products contain a minimum of 72% BioBased content as certified by the USDA BioPreferred program

## FOUNDER DETAILS

Mohit Belani founded the brand in 2020.

As the founder & CEO, Mohit Belani, watched lakes and other water bodies around him foam-up with toxic effluents and eventually catch fire, he knew a systemic change had to be made at the very source of this toxic water pollution. Close to two decades in the textile processing industry put Mohit in a unique position to lead this change.

He drew on the 50+ years of experience of our parent companies, Ramsons Garment Finishing Equipment (Ramsons) & European Textile Chemical Corporation (ETCC), to understand the most efficient ways to minimise the negative ecological impact of traditional detergent effluents.

## Earth Tattva



### COMPANY OVERVIEW

Earth Tatva is a material-led design-driven brand. They make recycled ceramic tableware that is 35% stronger, 100% recyclable, and 100% food safe. The applications of their newly developed recycled ceramic material are such that consumers relate to it instantaneously and not just want to use it but also want to share their fascination with these products. Their product range includes planters, sanitaryware, home decor, furniture, tiles, paver blocks, etc.

### WHAT MAKES THEM UNIQUE

Earth Tatva is the only brand in India to design and sell recycled ceramic products at scale. They work towards reducing mining for natural resources by 60% through recycling fired ceramic waste. They turn this non-biodegradable waste into beautiful, functional products that motivate people to make conscious buying choices. They practice closed-loop processing to achieve zero-waste manufacturing. Adhering to the principles of circular economy and directly supporting SDG-12.

### FOUNDER DETAILS

Earth Tatva was started by Shashank Nimkar in 2020. Shashank is a multi-award winner cross-disciplinary designer who enjoys working with materials and developing solutions that add value to our society.

He innovated TatvaMix as a part of his graduation project for his Master's programme at the National Institute of Design, Ahmedabad, India. Using this recycled material he aims to turn linear ceramic production into a circular process.



Femora

Femora®

## COMPANY OVERVIEW

FEMORA is a sustainable D2C Kitchenware brand in India. The main focus of the brand is to develop problem solving kitchenware products which should be functional yet designer to excite everyone into the kitchen.

The main goal of the company is to become a popular household name across India.

## WHAT MAKES THEM UNIQUE

The main feature of the brand is that all the products are recyclable in nature. Every product is focused on improving health and well being of individuals.

The functional design of each products is created in a manner which improves the health of a family.

## FOUNDER DETAILS

Manushree Khandelwal from Jaipur is the brain behind this idea and vision of Femora. During his college days, he realized the fact that the E-commerce market has a never-ending scope in today's world. Consequently, he planned to sell commodities via digital platforms like Amazon, Flipkart, Snapdeal, Myntra, and many others.

Initially, he modified some old Jewel pieces and listed them out for sale. In the following months, he received a positive response, and his interest in this field grew more. Therefore, he widened his product range to office supplies, inks and cartridges, Kitchen & Household Items, Furnishing, and much more.

In 2017, he finally decided to break his ties with his allies and start a new brand, Femora.

## Lal Haveli



### COMPANY OVERVIEW

Lal Haveli are manufacturers, wholesalers and exporters of home furnishings and home decor items.

The main aim of the brand is to expand the reach to all major countries in the world through online marketplaces

They offer a vast selection of products ranging from furnishings to home decor items and accessories

### WHAT MAKES THEM UNIQUE

The Lal Haveli brand is predominantly an ecommerce-based company, offering a vast variety of products, ranging from home furnishings, handicrafts, artifacts and lamps to small furniture items. Apart from India, Lal Haveli sells to customers based in America, UK, Canada, Mexico, UAE, Australia and Japan via various e-commerce marketplaces.

### FOUNDER DETAILS

The Lal Haveli brand was formed in 2012 by the Kasliwal family, descendants of Munshi Dhannalal Ji Kasliwal "Fauzdar." In 1876, Prince of Wales, Prince Edward VII, visited India for the first time. Dhannalal ji was in charge of the welcome preparations for the prince. Under his suggestion, many prominent buildings in Jaipur were painted the color pink, leading to Jaipur being known as 'The Pink city' worldwide.

Neha Kasliwal is the current founder of the brand Lal Haveli.

## Pelican Essentials



### COMPANY OVERVIEW

Pelican Essentials aims to be the largest online-only home improvement products company in India.

They are designing products for a large set of customers that are looking forward to purchasing home products hassle-free online. These customers right now are offered a huge set of products online that are highly opaquely priced, and opaquely characterized. The company want to change that. They are trying to bring a sense of brandedness, fair pricing and standardization with selected catalogs in various home categories like tables, sofas and shelves.

### WHAT MAKES THEM UNIQUE

Pelican Essentials is a product-first home essentials company. They design very thoughtful products that are flat-packed, simple, adaptable, and affordable. All their current products are completely self assemblable with no tools required. They want to bring certainty in online-furniture buying, and differentiate themselves by designing only a few highly researched products and going deep into the market with these products. For example, their current tables are one of the sturdiest in the market, yet requires only 2 minutes to assemble with any tools.

### FOUNDER DETAILS

The founders are Pushpender Hudda (IIT Guwahati, HEC Paris) and Shahnawaz Aalam (IIT Roorkee).

The idea emerged in 2019 when they ordered our sofa from a major online player. The sofa was delivered in 30 days and it was damaged.

Their motivation is to reinvent the online furniture for millennials that are looking for desreption in this space for a long time using new technologies, new mechanisms and new processes.

## Story@Home



### COMPANY OVERVIEW

#### Introduction

Founded by Ankit Rungta in 2012, Story@Home has now evolved as a leading brand in the home furnishing category. A part of Elite Decor Private Limited, they are much more than just a source for beautiful home furnishings and decor items. Their brand works on transforming its customers' decorating ideas into reality, with inspiration and excitement.

At Story@Home, the team aims to dress up homes and give them a fresh feel that one has never experienced before. They help find inspiration, excitement and all the ingredients needed to transform a persons decorating ideas into reality.

The company mainly deals in home furnishing products like bedsheets, curtains, towels, doormats, comforters etc. and an entire range of home textiles as well.

### WHAT MAKES THEM UNIQUE

Over the years, the brand has worked and brought in a lot of modernization in infrastructure and technology to keep abreast of changing trends. Story@Home provides products which have supreme design, the best of quality, and most importantly, the are at an affordable price.

Story@ Home also boasts of a team of designers who constantly travel around in search of new trends in fashion, colour and style and translate these into exclusive products.

## FOUNDER DETAILS

Founded by Ankit Rungta in 2012 in Vadodara, Gujarat, Story@Home was self-funded and was incorporated as a family-owned business. With the ecommerce boom, the business grew, and 34-year-old Rungta brought in his father Sohan Rungta to grow different verticals. At present, both father and son are actively involved in the business at different levels.

## The Honest Home Company



### COMPANY OVERVIEW

The Honest Home Company is a group of aspiring changemakers, who are always looking for better choices and effective ways to help realize a more sustainable future and safe environment. They are trying to provide easy and accessible everyday product options, to use less plastic, recycled packaging, sustainable products, organic raw material, and any number of ways to make healthy choices.

### WHAT MAKES THEM UNIQUE

The Honest Home Company's commitment to transforming conventional products and moving in the direction of becoming more sustainable and eco-friendly sets us apart from other not-so-green products in the same category. Our mission is to create a waste-free future. The technology exists, it just takes the right company with the right mindset to make these products the new normal.

The Honest Home Company aims to create a sustainable and eco-friendly product range and empower every person to make responsible decisions so that little by little we can move towards a greener and waste-free planet.

### FOUNDER DETAILS

The company was started by Mayank Sisodia in the year 2020. He has demonstrated a history of working in the FMCG market. Mayank is skilled in Sales, Market Research, Business Development, Marketing Strategy, and Competitive Analysis. He also possesses a strong business development professional with a PGDM focused in Marketing from Jaipuria Institute of Management, Lucknow.

## The Indus Valley



The Indus Valley®

### COMPANY OVERVIEW

The Indus Valley is a direct to consumer (D2C) healthy cookware company. They make products from health-friendly materials like Iron, Cast Iron, Clay, Wood and copper. They sell their products through their website ([theindusvalley.in](http://theindusvalley.in)) and other e-commerce portals.

The brand provides reliable alternatives to non-stick/chemical coated cookware that are easy to use, functional and aesthetic

### WHAT MAKES THEM UNIQUE

The Indus Valley is India's first Health friendly kitchenware brand to provide healthy, better for you options for Indian consumers to cook healthy.

The team at The Indus Valley are on a mission to make all Indian kitchens 100% healthy without chemicals/plastics.

The company provides reliable alternatives to non-stick, chemical coated products in the kitchen with options including Cast iron Kadai, Cast Iron Tawa, Cast iron skillet, Iron Tawa, Iron Kadai, Wooden spatula, Wooden chopping board

### FOUNDER DETAILS

Founded in 2016 by Jagadeesh Kumar and Madhumitha Udaykumar, The Indus Valley offers toxin-free kitchenware, providing alternatives to chemically-coated products.

They managed to raise USD 1.1 million (₹8.25 crore) funding for The Indus Valley from Rukam Capital, DSG Consumer Partners (DSGCP) and The Chennai Angels.

## ThrowPillow

THROWPILLOW

### COMPANY OVERVIEW

The Throwpillow is a women-led startup that has more than fifteen years of research and development experience in economics and consumer research.

The online store was born in 2018 with the idea of creating pillows and throws reflecting an individual's unique style.

The team realised during lockdown that people were shopping differently and were spending more time in homes than normal, so the Throwpillow launched their maximalist collection to bring colour and happiness into spaces which include pom-poms, tassels and a variety of shapes and sizes.

### WHAT MAKES THEM UNIQUE

Their exclusive collection of home goods are manufactured in-house with premium raw material, artisan craftsmanship, and time-tested techniques.

The brand's design philosophy revolves around the idea of sustainability as people can buy one trendy pillow and mix and match it with their existing ones. The range of cushions and couch covers has an eclectic mix of designs and colours which allow for multiple looks to be created.

### FOUNDER DETAILS

The Throwpillow store was founded in the year 2019. The idea was formed when Komal could not find the perfect pillow for her own house. So she went on to conceptualize an entire line dedicated to just pillows which reflect the individualities and personalities of various people.



Torque

**TORQUE<sup>®</sup>**

## COMPANY OVERVIEW

Torque is a furniture D2C company majorly dealing with household furniture including sofas, recliners, beds etc. They have manufacturing units in Mumbai and Bangalore and upcoming factories in Lucknow, Jaipur and Kolkata, while delivering our products pan-India with additional services like furniture assembly at no additional cost.

The aim of the company is to provide good sustainable furniture to customers at the best possible rates.

## WHAT MAKES THEM UNIQUE

Torque has factories in multiple locations in order to help deliver the product at the best possible price and as quickly as possible to customers in those zonal regions. This service is hardly offered by any of the online brands.

## FOUNDER DETAILS

Torque was founded by Sagar Shah in the year 2019.

Business runs in his blood as he hails from a Gujarati family, and he was mostly surrounded by family members running businesses of their own. Growing up, he has always dreamt of having his own set up which would be very different from what they have traditionally seen in their household. As life hit, he took the typical route of pursuing Mechanical Engineering, all the while wanting to make it on his own. Sagar's father's business was his last resort and he would have only joined it, had he failed everywhere else. As they say, people find their true calling after their engineering and something similar happened with Sagar. He failed his placement interviews but eventually landed a position in a startup where he worked for close to 2 years.

During this stint, the need to have something of his own hit me harder than ever and so he bootstrapped his startup. They started Torque furniture in Jan 2019 with a “Zero” investment, a small corner space in his father’s office, and his old laptop. Initially, they were a one-person company. He focused all my resources on establishing an asset-light business model for Torque. Growth soon embraced us and we went from being a ‘One Person Company’ to having multiple employees onboard.

Uberlyfe



## COMPANY OVERVIEW

A D2C company since March 2018, Uberlyfe has made a small dent in the utilitarian furniture landscape of the country by creating a whole new vertical in Sofa beds. They sell in all major marketplaces and are amongst the top category leader.

Over the last 2 years, the brand has sold over 20000 sofa beds. Last financial year, they clocked a revenue of over INR 10 crores and were profitable. Currently, they operate out of 3 cities and are a team of over 40 members.

UberLyfe's mission is to design intelligent solutions for every Indian home keeping the quality, design and price as the topmost consideration.

## WHAT MAKES THEM UNIQUE

The company's vision is to create a homegrown brand that stands at par with international brands in terms of product quality, designs and after-sales service.

They offer sofa beds in multiple sizes (to fit different needs of various customers). They utilise high quality raw material to create aesthetically pleasing designs that are detail oriented with a customer centric approach.

Uberlyfe also offers fast deliveries due to their multi-city presence along with exceptional customer experience.

## FOUNDER DETAILS

Uberlyfe was founded in the year 2007 by Aditya and Ruchika.

After spending 5 years in the US, where he worked as a hardware engineer, Aditya returned to India in 2007 to join his family business. After understanding the nitty gritty and the challenges of the offline business, Aditya forayed into the online retail space. His international exposure + a strong understanding of the Indian market drives him to relentlessly pursue his long term vision of creating a brand in India that competes with top international brands.

Ruchika holds a double masters in Math and Statistics, the latter from a top university in the US. She brings her passion for data and its analytics to make everyday decisions and processes as optimized as possible. As any founder, she wears multiple hats, but is passionate about two critical elements of UberLyfe: Operational Process optimization and Customer Experience.

Ruchika believes that the customers' are the biggest stakeholders in a company and she spends a good part of her day at UberLyfe, interacting with the customers to understand their issues or needs better. Every feedback/review left by a customer is closely monitored by her, to ensure that the customer centric value is not diluted at any stage.



Miscellaneous

## SHREENIWAS INNOVATIONS PVT LTD



**SHREENIWAS**  
INNOVATIONS PVT. LTD.

### COMPANY OVERVIEW

The company is engaged in manufacturing multifunctional herbal fuel additives.

The vision of the company is to continuously expand the company, by elevating the standards of our products and services that will further help in customer satisfaction.

They are also striving to diversify their product range based on elaborate research and development while creating growth opportunities and maximizing shareholder value.

The brand also wants to evolve as a world-class company by offering manifold business solutions. They wish to have PAN India presence with dealer networks in each and every

### WHAT MAKES THEM UNIQUE

They are providing an easy and unique solution as without any changes or alterations in the vehicles & industries the results are seen & one offers results like our herbal product.

Just by adding 2 ml to 1-litre fuel the average increases by more than 40% & co2 emission reduce by more than 80% as well as o2 oxygen increases by more than 80% which is a boon to the planet by saving fuel as well as reducing emission for a cleaner greener earth.

### FOUNDER DETAILS

Shreeniwas Innovations Pvt. Ltd. was started by Mr Deepak Rane in the year 2010. With a lot of research and hard work starting from 2003, Shreeniwas Innovations was born. Mr Deepak Rane is a nature lover and so was interested in doing something that would save the environment from pollution. He took the help of Ayurveda and under his father's Mr Prakash Rane's guidance started working on the development of Bio Additives and clean Bio-Fuel production.



Petcare

## Dogsee Chew



# Dogsee Chew

### COMPANY OVERVIEW

Dogsee Chew makes health food for family, which includes both humans and pets. They have two brands - Himalayan Natives (for humans) and Dogsee Chew (for pets).

The brand is present in most states of India and in 30 other countries of the world including most of the EU, UK, Japan, China, USA, Canada etc.

### WHAT MAKES THEM UNIQUE

Dogsee Chew is a 100% natural and vegetarian pet food brand. They believe in cruelty-free pet products and are working to make world a better place by bringing healthy and quality food and treats for dogs.

They make Himalayan Cheese based Dog Chew which is made from Yak and Cow milk, and is smoked dried at high altitudes in the Himalayas. The product is handcrafted and one of the best dental treats for dogs in the World. This makes them uniquely placed in the pet industry.

### FOUNDER DETAILS

Founded by Bhupendra Khanal and Sneh Sharma in 2015, along with their dog, their Chief Fun Officer Mowgli to lead the way, their team runs on a lot of passion, energy, and shared love for dogs.

As pet parents themselves, they are committed to serving the best health and nutrition to their furry friends. They steer away from processed treats that are infused with preservatives and other harmful chemicals and instead handcraft each dog treat with equal love, care, and attention.

Their products are the result of years of careful research focused on the precise nutritional needs of dogs. They put research and innovation at the heart of everything we do. From the time Dogsee began, they have been working with the sole mission of providing dogs with 100% natural, delicious, and grain-free dog treats.



## PoochMate



### COMPANY OVERVIEW

PoochMate is an aesthetically made pet accessories brand created with sustainable materials. The products are made in India, designed for the comfort of pets, and to blend with home interiors. The mission of the brand is to changing the lifestyle of pets, one pet at a time.

### WHAT MAKES THEM UNIQUE

All the products are specifically aesthetically designed while being subtle and minimal. The products are 100% washable. They also offer breathable cotton beds for dogs that complement home interiors and are safe for the dog's skin.

### FOUNDER DETAILS

PoochMate was founded by Preeti Sood in the year 2014. She was working with Insurance and Banking for 15 years before she decided to start PoochMate. The start really stemmed from a lack of professional grooming services for pets in India back in 2014. Preeti went to London to pursue a course in Dog grooming and came back in September to set up PoochMate.

They started stocking a lot of brands at their retail store and that's when it occurred to her that everything made for pets was made using nylon, polyester and loud/comical prints. Preeti has always had a knack for home decor and these products never really fitted with their subtle decor. So she started designing products that not only benefit dogs but have a minimalist appeal, and are made with natural fabrics and longevity.

Her family's background in design and manufacturing helped her understand fabrics, and create a small in-house sustainably managed manufacturing set up. Today, most of PoochMate's products are made in-house and our fabric scraps are used for making smaller products for humans or bags used in our packaging. They mainly sell online and have a few niche partners who share our vision.

## Wiggles.in



Curated by Vets for Your Pets

### COMPANY OVERVIEW

Trusted by over 30,000+ pet parents, Wiggles is India's award-winning D2C preventive pet care brand with a wide range of products and services, curated by vets for pets.

Founded in 2018 by pet parents Anushka Iyer, Rajh Iyer & Venkat Mahadevan, it is built on the ease of doorstep convenience for pets & pet parents and offers services such as vet on call, grooming, training, boarding, online veterinary & behavioural consultations and custom diets for pets.

Their vision is to be the leading D2C petcare brand in the preventive healthcare space and the number one choice for pet parents across India by combining simplicity, affordability and convenience at their doorstep.

### WHAT MAKES THEM UNIQUE

Wiggles is radically improving the pet healthcare space with its mission of keeping pets healthy and happy by taking responsibility. Having served over 25000+ pets by offering doorstep convenience of veterinary consultations, grooming sessions, dog training and boarding along with Pan-India delivery of its 42+ innovative and safe-to-use products; Wiggles has gained a sticky habitual customer base with a strong and consistent retention rate of 52%.

The brand forayed into the pet food industry by launching Wet Food for Dogs and Ykibble oven-baked Dry Food for puppies and adult dogs which is 100% human grade, along with launching India's first Pet Sanitizer which sold out in 48 hours, in response to the pandemic.

With the belief of giving back, Wiggles also conducts free vaccination drives and health checkups every month across India. Lockdown or not, Wiggles has delivered on its promise to its customers, by delivering pet food, products, services and peace of mind when most brands couldn't due to import restrictions and other challenges that the company is consistently overcoming.

## FOUNDER DETAILS

Wiggles was founded in the year 2018 by Anushka Iyer. She has woven her professional journey extensively around social entrepreneurship, making a difference, and ecosystem building. Featured in Forbes 30 under 30 Asia, Class of 2021 and named one of Silicon Asia's 30 Best Business Leaders, her colleagues describe her as a progressive leader and



# Toys & Games

## Ariro



### COMPANY OVERVIEW

Ariro was launched on 27th June 2020 with the help of a few artisans who were skilled and were trained to handle the manufacturing and designs of the products once the raw materials were handed over.

The main vision of the company is to:

1. Currently they are providing a stable income to 90 artisans, and now they want to expand their artisan network to 1000 within the next 3 years.

2. 90% of toys are imported in India . The team strongly believes that they can become a household brand providing indian toys for indian kids for 0-3 years.

### WHAT MAKES THEM UNIQUE

Most of the toys manufactured at Ariro have Neem Wood as the primary material. This makes the toys safe to use for kids of any age without worrying about any health hazards. The brand's product lines are simple, purposeful, ecofriendly and are handmade by artisans.

### FOUNDER DETAILS

Vasanth and Nisha together founded the brand Aririo.

Vasanth Tamilselvan has completed his Bachelors of Commerce and Masters in Social Work from Madras School of Social work. He has

10+ years of experience in Business Development. He has worked with MD Market makers for 3 Years before starting his own brand.

Nisha Ramasamy is a passionate mother and a B. E Computer Science graduate. She holds a diploma in Elementary Montessori and worked as a teacher in Sprouts Montessori for 2 years.

## Gadfly Studio Inc



### COMPANY OVERVIEW

The 21st century has seen games emerge as not only the most profitable but also the most engaging art form. Gadfly is uniquely positioned to bring a new breed of creators to the fore. Their aim is to create content that is both innovative and politically relevant at the same time. One of their award-winning board games is SHASN that is about electoral politics.

### WHAT MAKES THEM UNIQUE

Gadfly Studios is a high-end interactive media studio that uses game design and applied game theory to create experiences, stories, and products. Founded by award-winning filmmakers, game designers, and storytellers, the studio has been crafting IPs that translate seamlessly across multiple media formats.

### FOUNDER DETAILS

It is co-founded by Anand Gandhi and Zain Menon. Anand is a filmmaker, entrepreneur, and creative enthusiast. Zain is a ludologist, storyteller, media tech specialist, and media producer. SHASN was his brainchild that was kickstarted by the largest ever Indian crowdfunding

## Propfactory



### COMPANY OVERVIEW

PropFactory is an online brand specialised in curating exclusive products bought exclusively under one roof. They specialise in themed and curated products and are fast growing their products into other genres as well. Started in September 2019, PropFactory is a young brand making it's presence in the Indian online space.

### WHAT MAKES THEM UNIQUE

The name propfactory was chosen because they were already into a business of printing and selling phone cases name "CaseFactory" which was very famous back then, especially with the 90s kids. Propfactory just became an extension to this, but for millennials.

Today their offering vary from stationery, keychains, bags, make up, ceramics, flasks, collectibles, phone cases, scrunchies, etc. everything that millennials need today - a "good" looking product

They have always found young parents around them finding it extremely difficult to buy gifts for their small kids/teenage children which are easy on budget but at the same time excite their kid at the same time, and hence, they created hamper boxes. Their ready to ship hampers start at as low as ₹400/- and offer more than 10-12 items in a box.

## FOUNDER DETAILS

Dr Ankita Shahasane has studied MBBS, MD Obstetrics and is a gynaecologist Resident doctor. She is also the Director at Roana Industries Pvt Ltd.

Dr Ankita is an engineer turned surgeon and is extremely passionate about social media marketing. She personally curates the entire collection at propfactory and looks after all marketing activities

Mr. Rohan Dubal has studied mechanical engg and MBA NMIMS. He is also the Director at Roana industries Pvt Ltd.

Rohan has keen interest in cryptocurrency, block chain technology and is a freelancing marketing consultant in the crypto industry.

Rohan and Ankita together got into business when they were students and today, 9 years later, they are married and are looking after this business together.



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