



PRESENTS

500 CHALLENGER BRANDS

A Brands of New India Initiative

CO-PRESENTED BY Velocity WebEngage



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Bengaluru, Karnataka 560038



Foreword

Today, as you click on your online shopping app to arrange for that last minute item that slipped your grocery list, or even plan your essential supplies for the next day – how much does your preference for a brand – whether it is paneer or a specific type of clothes clips – go beyond having a transactional relationship with them? I would bet here that beyond knowing the names and trademarks of these companies, there is little that you know about their stories – who makes them, where they are located and how as loyal customers can you help them grow their businesses?

Shradha Sharma
Founder and CEO,
YourStory

However, as a kid growing up in Patna, Bihar, in the times when internet was still something you had in the office – there were plenty of local brands and vendors who were regional celebrities – whose products and stories held a special place in our hearts. For instance, I could say that my household had an emotional relationship with this local brand of sattu called Kamal.

The 2010s in India were about building scale – reorganizing the backend purchase pipelines, getting the pricing right, reach out to millions with a shoestring marketing budget through digital channels. But the times, to use the cliché, they are a changing. Scale is a game that has been already won by everyone, it is a must-have factor, not a differentiating one. With 760 million smartphone users and over 140 million households migrating to Middle Class in the current decade, the 2020s will be about personalization and building a bond with the customer as a brand. In this context, India presents an attractive opportunity for the development of a strong Direct to Consumer brand economy that addresses untapped white spaces in a highly fragmented and unorganized retail market.

It fills my heart with joy when I see so many local brands winning India and aiming for the world! Today, D2C brands are emerging from every part of the country and are looking up for their moment in the sun! The D2C

ecosystem is here to grow and stay. Be it winning the customers or attracting investors or achieving the elusive unicorn status, D2C brands are doing it all and more. Through our new initiative called 'Brands of New India', we are hoping to play a significant role in realising the \$100 billion market that would be created by India's D2C brands by 2025.

Under our initiative, we are embarking on a journey of discovering most promising, emerging D2C brands and startups, and we are giving them a platform to tell their stories not only to their customers but also the investors, policymakers, and other key stakeholders in the ecosystem. These brands fall under the category of '500 Challenger brands' and this report is a catalogue of their hard work and resilience.

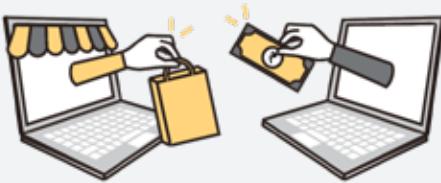
Often, doing things is an experience more humbling and revelatory than conceptualizing them. When we received thousands of applications from brands all over the country, from towns such as Thanjavur, Baramati, Verna, Rampur to name a few, we knew we have something special in our hands - the belief and aspirations of millions of entrepreneurs in a nation of makers who have been waiting for this opportunity for 75 years since independence. We had the onus of the aspirations of our founding fathers who believed that economic freedom for everyone in the society could be realized only by giving them a democratized access to livelihood and dignity in their profession.

We are fully committed to support and guide these brands to attain a firm foothold in the expanding D2C ecosystem. It makes me so happy to see that close to 50% of the current 100 have a woman co-founder; and while most of them are bootstrapped, a lot of them have grown rapidly in the past few years, some clocking in over 100% growth in revenue over the last year. These are just a few of the interesting and exciting elements about these challenger brands. You'll be thrilled to know that they are shooting for the stars and how! And as always, we will be the friend, supporter, guide, cheerleader they'll need to realise their full potential. So let's see who these brands are? Where are they from? What are their stories, dreams, and aspirations? Let's meet the first 100 out of the 500 brands who we think have the potential to shape up India's D2C ecosystem.

Love, Shradha.

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D2C Industry Overview: Keep your eyes open for these Challenger Brands

In the last decade, with the growth of Amazon, Flipkart, Myntra, and other similar players, we have witnessed the emergence of a new sales channel, D2C. This growth is collectively fueled by increasing internet connection and the rise of social media platforms across the globe.

We define D2C brands as digitally native brands that started as independent online retailers selling directly to consumers. For the context of this report, YourStory is specifically focusing on D2C companies that sell tangible products.

The major categories of products in these D2C companies can be classified under - Food & Beverage, Fashion & Accessories, Beauty & Personal Care, Health, Wellness & Fitness, Furniture & Home Decor, Baby Care, etc. to name a few.

It is not just smaller companies, but even Fortune 500 companies are foraying into the D2C market. The covid-19 crisis has only accelerated the adoption of the D2C channel for various organizations. Nike, the leading footwear

manufacturing company, reported 35% of its total sales in 2020 coming via the D2C channel and this percentage is expected to reach 50% by 2026.

An overview of the D2C market across the world

If we see the world market then in 2020, the D2C market in the US crossed US\$110 billion in sales and by 2023 it is expected to reach around US\$174 billion. This is close to 58% growth in just a span of 3 years. Casper, Dollar Shave Club, and BarkBox are some of the top D2C brands of the US market. As per a recent report by BCG, there are an estimated 20,000 D2C Fashion brands globally and these numbers are growing on a weekly basis.

Moving slightly east towards Europe, the D2C market is a bit fragmented. Initially Brexit and then the pandemic restrictions, led to a varying adoption rate of D2C channel by organizations across Europe. Where many companies saw a plummeting sale in 2020 due to the pandemic, the D2C sales of Levi's went up by 35%. As physical stores open up and things become normal, D2C brands in Europe need to be prepared with

an omnichannel strategy. For now, bigger and established brands like Armani, Puma, and Adidas plan to increase their D2C offering.

D2C market in India

In order to understand the Indian context, let us try to understand what has changed in the customer journeys in the last few years.

There is no doubt to say that the pandemic has accelerated the growth of D2C brands in India in the last two years. The customer journey for making any product purchase has also changed with time. Entrepreneurs and companies have been wary of this fact and have tried to incorporate these changing customer behaviours in their supply chain.

Consumer behaviours that led to this shift are mainly as followed:

- The smartphone penetration in India increased from around 44% in 2019 to 60% in 2021 and as compared to 2020, the internet penetration also grew by over 8% in 2021.
- The use of Shopping apps on smartphones contribute to more than 72% of all the mobile apps categories.
- Online shopping made it convenient for more people to buy daily essentials, apparels, etc. from the comfort of their mobile phones, considering the lockdowns and restriction of movement.

- With more brands leveraging influencer marketing, there is no surprise that more than 50% of Millennials and Gen Z are influenced by social media for purchases along major categories.
- Although consumers have increased their out-of-home activities, work-from-home is still prevalent for most of the tech companies' workforce and they continue to do online shopping.

Key drivers influencing the growth of D2C market in India

Out of the US\$84 billion Indian e-commerce market, the D2C market is expected to contribute approximately 50% in the revenue. Not only that, the top D2C brands of India are expected to reach a revenue of around US\$100 billion in 2025.

From a funding perspective, in 2019, D2C brands raised a funding of US\$1.4 billion which in 2021 has reached close to US\$2 billion. Although, investments in the D2C market saw a slump in 2020 due to the pandemic, it has regained growth and

Before advancing further, let us try to understand why D2C is so successful and why companies are going for a D2C model for their business?

Top reasons that attract more sellers into the D2C model are as listed below:

- Direct access to first-hand data of customers provides companies an

opportunity to personalize marketing campaigns and design better products.

- Better chances of increasing profitability by reducing the intermediary distribution channels.
- Enhance customer experience by increasing customer interaction at each step of the buying journey, right from website to product delivery.
- Use of technology to develop innovative products and scale their business at lower costs.
- The rising interest of investors in the D2C segment have boosted the confidence of D2C market players to expand their business.

Here are some of the key findings from our research of identifying and listing the first set of 100 D2C Challenger Brands of India:

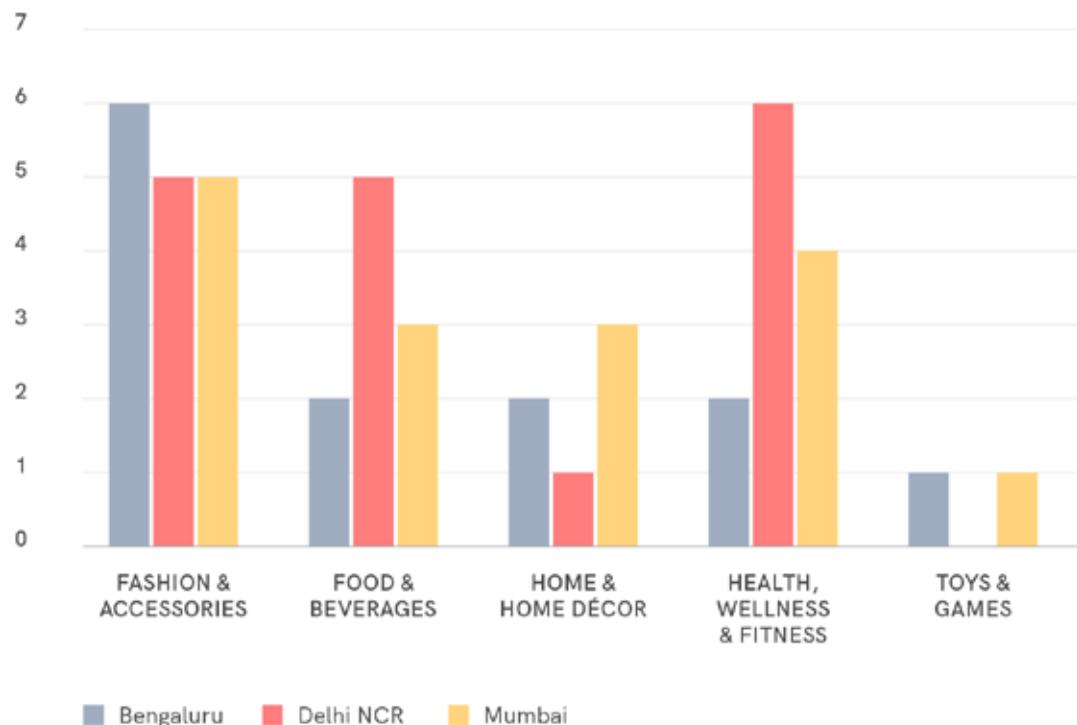
We classified these D2C Brands in 11 different categories - Arts & Crafts, Baby Care, Beauty & Personal Care, Electronics & Appliances, Fashion & Accessories, Food & Beverages, Home & Home

Decor, Health, Wellness & Fitness, Pet Care, Toys & Games, and Others.

Giving a context to the turnover of just these 100 brands, there was a revenue growth of over 650% from around US\$ 4.7 billion to over US\$ 36.7 billion from FY 2017-18 to FY 2020-21(estimated).

As per our primary research, we found that over 95% of the revenue comes from only five categories - Fashion & Accessories, Food & Beverages, Health, Wellness & Fitness, Toys & Games, and Home & Home Decor. These five categories consist of over 75 companies.

Geographical distribution of D2C brands of the top 5 categories



It is also interesting to know that more than 60% of the D2C brands of the top five categories come from only three areas - Bengaluru, Delhi NCR and Mumbai.

More than one-third of these D2C companies were founded in 2020 and 2021, of which Health, Wellness & Fitness became the leading and the fastest growing category with 10 D2C brands founded during that time and over 200% YOY growth from FY 2017-18 to FY 2020-21 (estimated). Beauty & Personal Care became the second-fastest growing category with over 100% YOY growth in the same time period.

While over 50% of these companies are bootstrapped. When it comes to funding, close to 30% of the brands are funded in the categories of Fashion & Accessories, Food & Beverage, and Health, Wellness & Fitness. What is interesting to note is that only 13% of all these funded companies are led by female founders, out of which four of them have their business in the Fashion & Accessories category.

There are multiple factors of evaluating an organization for external funding that could be the founder's profile and experience, category growth rate, company's YOY growth, product-market fit, profitability or more.

In our analysis, we found a validation to some of these criterias based on the data sets available to us. We discovered that 80% of the funded companies had a gross margin of over 30% and almost all of them showed a considerable percentage of YOY growth in revenues. Almost

40% of these funded companies have less than 10 members in their team out of which 50% of them were formed in 2020 and 2021.

Challenges that lie ahead for D2C brands

Although D2C has become a lucrative channel for a lot of businesses, there are multiple challenges that this channel brings in. The top three as per our report are as followed:

Cost of customer acquisition: Nearly 25% of our first-set of 100 challenger D2C brands have identified cost of acquisition as one of their major hurdles to grow.

Creating brand visibility: D2C is becoming a crowded market and to compete with the likes of established market players across the categories, as high as 30% of these challenger D2C brands cited brand visibility as their major challenge.

Raising funds: In competitive and saturated categories like Fashion & Accessories, almost 33% of the brands said that raising funds is a problem for them. Interestingly, more than 80% of these brands are interested in some form of equity investments.

Trends to watch out in the D2C space

Rise of subscription business model: Dollar Shave Company was one of the early movers to tap the subscription model for growing its business. This model is useful for brands of regular utility and consumption and is mainly popular in the FMCG category of products.

Last-mile delivery to become a competitive edge: The purchase decision of today's consumers is not only restricted to product quality, price and its USP, but also how fast can a company fulfill the order, makes a huge impact on the buying decision. The game now is not just about free delivery but it has gone a step ahead with free next day delivery. Companies that can manage to do so, will certainly enjoy higher sales.

Video storytelling would become a key component of marketing: Whether it is conveying a brand story or selling online via live video stream, videos will remain to be the most used mode of advertising and marketing.

Better branding, better connect: One of the major reasons for the rise of D2C brands in India and abroad has been their uniqueness in branding. Unique branding stands as a strong differentiator and attracts many potential buyers. With more companies making use of purpose-driven marketing, they are receiving high traction from Millennials and Gen Z who are willing to try new brands if they resonate with the brand.

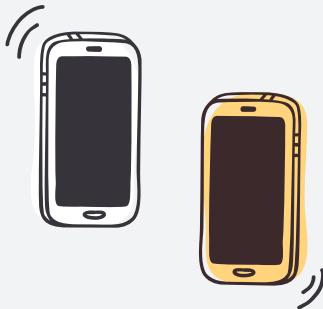
AI-based chatbots to increase customer engagement: Chatbots are a cost-effective way to increase customer engagement for D2C brands. In a survey conducted in the US, UK and Australia market, 33% of the consumers said that chatbots and virtual assistance did make it easier for them to resolve customer issues. The catch here would be to incorporate human-like conversations using chatbots and avoiding the need to hire a specialised human resource to do the same task.

Who doesn't like a personalised experience?: The D2C business model allows companies to provide more personalization options by leveraging first-hand data. Whether it is ads, email campaigns or special offers, or may be offering a just-in-time product, personalisation enhances customer experience by making them feel special.

Digital first is good, but omni-channel presence can't be ignored: Although D2C brands are also recognised as digitally-native brands, that does not mean that they cannot have offline presence. Different generations have different spending habits. While Gen Z customers prefer online shopping, Millennials and Gen X customers still do a considerable amount of their shopping through physical stores. The blend of digital and physical can help take the customer experience to the next level.

The journey ahead

D2C has opened the doors of opportunity for hundreds and thousands of entrepreneurs and businesses who wish to expand their business nationally and internationally. With technology advancements, funding opportunities, strategic stakeholder partnerships, and identification of the right product-market fit, the time is ripe for D2C brands to soar and raise the flag higher in the existing ecosystem.



D2C Sector: Here's What Is Fueling India's D2C Disruption



Saahil Goel
CEO & Co-Founder,
Shiprocket

India's D2C sector is on an all-time rise fuelled by the adoption of smartphones and affordable internet data. It is leading to a change in how customers behave as they have now turned towards online channels to fulfill their most basic and daily requirements. The ongoing COVID-19 pandemic has also been a huge push towards digital adoption.

Technological advancements have played a critical role in the sector's overall growth. Earlier, only food, fashion, and lifestyle products could be delivered at home, but now as the D2C market has evolved, even everyday items such as groceries and dairy products are delivered at customers'

doorsteps. Most brands also target growing digital shoppers and engage with them to identify their needs and market gaps to develop niche products. Also, while earlier large marketplaces had a big advantage due to hosting and supply chain infrastructure, today enablers like Shiprocket and Shopify are providing a level playing field.

D2C Model: Providing A Competitive Edge

Essentially, the D2C model is all about selling products directly to the consumers, with no interference from intermediaries, with the help of cutting-edge technology. This model is straightforward and enables the brands to

control what and how they sell. Not only does it allow you to reach a broader customer base, but D2C brands can also improve brand recall and garner a large amount of consumer data. With access to consumer data, online sellers can target consumers in a more personalized way, leading to increased sales and revenue. Most importantly they can directly target repeat purchases from existing customers in a cost-effective manner.

D2C Brands: A Direct Connect with Customers

The significant increase in Internet penetration has enabled D2C brands to talk to their customers directly through various online communities. Thus, brands can identify market gaps and position their products accordingly.

The main catch is that there is always consumer demand that is not mainstream but niche. D2C brands were offered a great opportunity here as big brands may not be able to create products to fulfill this demand owing to the large costs of product development. This opportunity helped D2C brands become a challenger for other established brands in the market.

Besides, the way millennials shop is different from how the previous generation shopped. Digital platforms and social media have also made things more accessible as the brands can stay in direct touch with consumers. Customers' expectations have also increased for a seamless order delivery experience.

Technological Advancements: The Stepping Stone

The D2C sector has seen an increase in technological adoption. Today, everything is automated in all major logistics processes, from order placement and inventory management to packaging and last-mile delivery. Many technological innovations have also been implemented this year to ensure the smooth functioning of the supply chain and logistics sector. Such trends are likely to prevail for a long time as technological advancements will continue to gain a stronghold in the logistics industry.

Reliable Logistics System: A Helping Hand

The D2C approach offers better reach and communication by removing the middlemen from the seller-buyer relationship. That is why most brands are ready to dive deeper into the ecosystem. However, with the rise in online selling over the last few years, the need for robust and reliable logistics and order fulfillment system is undeniable. With that, if we compare the existing logistics industry to the one that existed several years ago, there is a visible change.

Today, customers' trust, experience, and overall satisfaction depend on efficient order processing and last-mile delivery. The logistics industry is now customer-centric and focused on seamless last-mile operations. The sector is directly related to shipping and delivering orders and offers real-time order tracking, multiple channel integration, and much more. This has further helped D2C brands to deliver a fulfilling experience to their customers. With the same aim, Shiprocket has always worked

towards providing a robust customer experience to all its sellers with features like fastest COD remittance, providing security on lost and damaged shipments, etc.

Warehouse Management: The Present

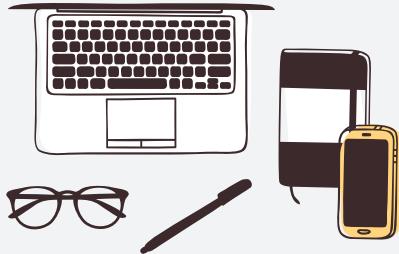
The future belongs to D2C business models, but the thought can sometimes be overwhelming. The ever-increasing consumer demand is the primary reason for this. While customer experience is the key to driving success for D2C brands, warehouse management and inventory planning are the backbone for ensuring fast deliveries, and given the pandemic, this has recently become quite relevant in the industry. It would not be wrong to call it one of the pillars holding up the industry firmly.

This is why most D2C brands are now approaching third-party logistics and order fulfillment platforms to avail services like order management, order handling, packaging, shipping, and overall order fulfillment. Not just a trend, the robust warehousing industry has become a necessity for an efficient logistics ecosystem. With automation in every aspect and the emergence of third-party logistics service providers, warehousing has become less of a complex task.

The future of warehousing management includes the introduction of robotics in order pickup and packaging functions to save time and cost and increase overall efficiency.

The Future: What it Holds?

The D2C industry will become more prominent with more new brands joining the bandwagon. According to data by KPMG, India currently has over 800 D2C brands, with the sector being worth approximately \$44.6 billion in 2021 and is projected to touch \$100 billion by 2025. The sector would majorly depend on extensive use of technology, including social media, to connect with consumers directly, remove multiple distribution layers, and directly pass on much value to the consumers.



Behind the scenes of India's D2C rush: The journey has just begun



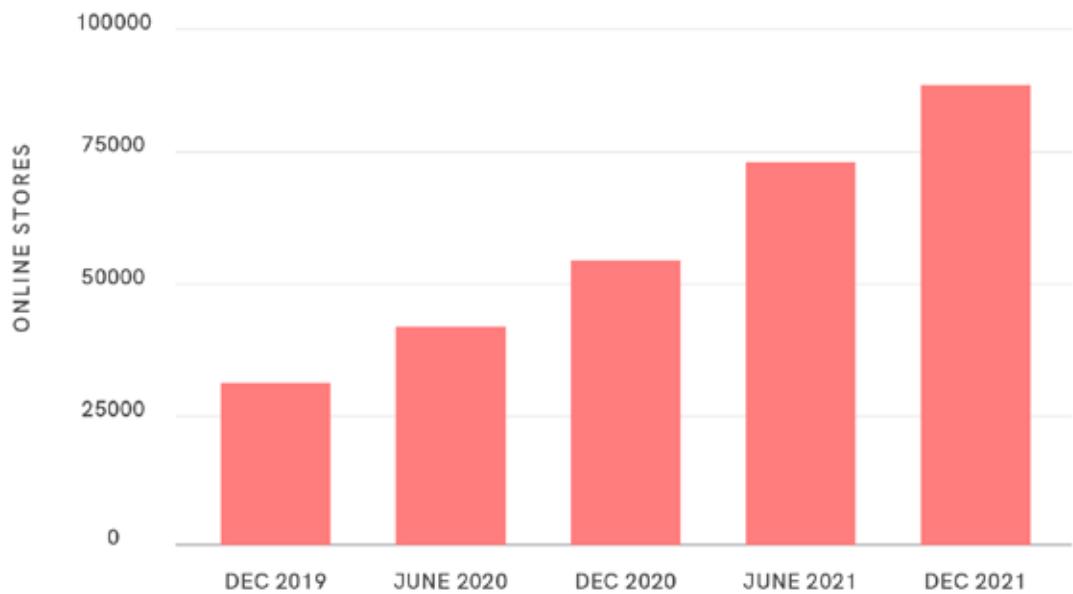
Abhiroop Medhekar
CEO & Co-Founder,
Velocity

One of the fastest-growing e-commerce markets globally, India is witnessing massive D2C growth. And it is not going to slow down anytime soon.

With the emergence of successful unicorns like Licious and Good Glamm, along with the striking

debut of Nykaa's IPO at the Indian Stock Exchange, the direct-to-consumer (D2C) sector is poised for further growth. As noticed by the substantial rise of the customer base on ready-to-use e-commerce platforms like WooCommerce and Shopify, India's D2C moment is truly here.

Growth of E-commerce Stores on Shopify & WooCommerce in the Last 2 Years



The stage is set

While India's digital transformation started long back, with affordable internet plans and readily available budget smartphones, the paradigm shift in consumer purchasing behaviour - from in-shop to online - was seen after the pandemic-induced countrywide lockdowns. With travel restrictions in place and most retail shops closed in the vicinity, people adapted to the new way of shopping online, especially in Tier II and Tier III cities. As reported by Bain & Company, 97 percent of postal codes in India were covered by e-commerce deliveries in the past year.

This change in consumer behaviour is also attributed to a dramatic demographic shift in consumer personas. The majority of online shoppers in India are now women and millennials.

While 50 percent of these shoppers are women, millennials constitute a substantial 400 million population with a spending power of \$3.6 billion, further accelerating the growth opportunities for D2C businesses.

Moreover, as the new-age consumer prefers to connect with the brand directly, seeks brand experience, offers greater brand loyalty, and associates with brands that provide sustainable products online - India is set to see D2C brands emerging in hundreds of niche categories. The D2C segment in India has much room to grow and is expected to reach \$100 billion by 2025.

Lack of financing limiting the D2C growth

The new age e-commerce and D2C brands are winning over the traditional retail market by utilising technology. Their ability to connect with consumers, listen to their feedback and evolve resulted in 88 percent order volume growth on D2C websites in 2020. However, despite this growth, capital remains out of reach for most D2C businesses.

Before starting Velocity in early 2020, we conducted a survey of 100+ D2C brands to understand their top challenges; 64 percent of D2C brands said access to financing is their biggest constraint for growth, followed by effectiveness of their marketing.

It is not surprising that out of 85,000+ independent e-commerce stores hosted on platforms like WooCommerce and Shopify in India, less than 0.5 percent are equity funded - leaving a huge financial gap. This inaccessibility to funds prevents even viable and profitable D2C brands from taking the next leap of business growth.

As most D2C businesses are working-capital-intensive, with a large chunk of capital needed for repeatable expenses like inventory and marketing, they need a constant financing partner to help them grow their business.

The most talked about source of funding for such companies has been Venture Capital. Even though VC interest in the D2C sector has been rising; it remains largely inaccessible to the vast majority of brands.

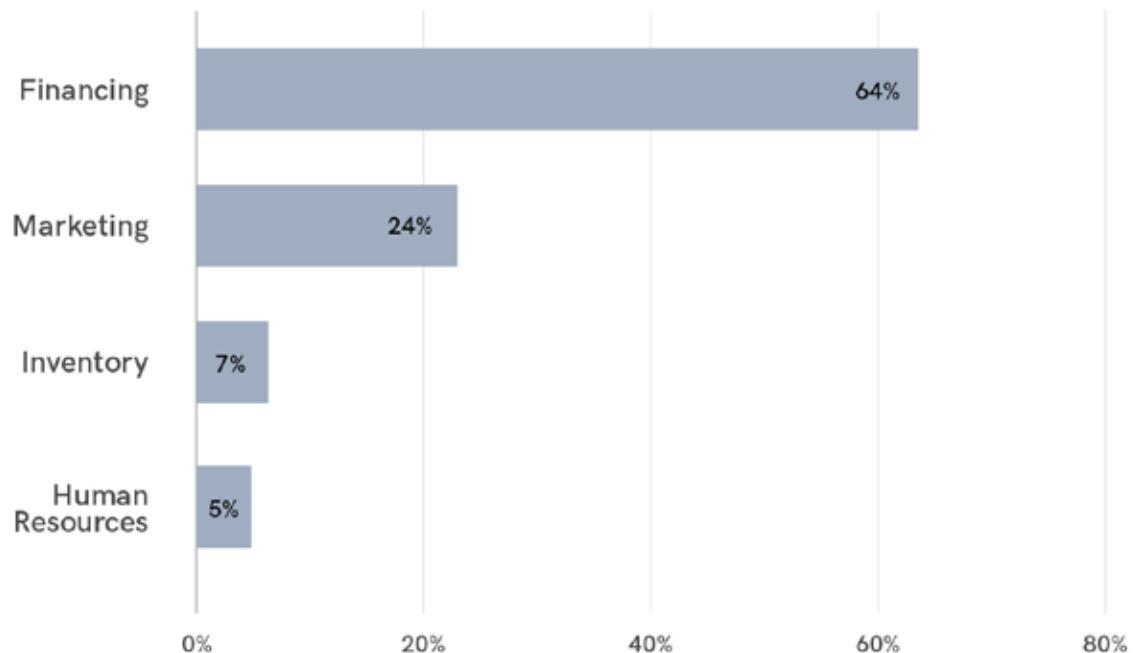
This is where equity-free revenue-based financing comes into play. Keeping in trends similar to what we have seen globally, many Indian D2C, e-commerce and SaaS companies are opting for RBF instead of VC funds. In fact, Clearco (formerly Clearbanc) -- a revenue-based financier for online companies -- has a much larger e-commerce portfolio than any VC fund, investing more than \$2 billion in 5,500+ businesses.

Since D2C brands generate a stable level of revenue based on a repeatable working capital cycle, revenue-based financing (RBF) works well for them when it comes to financing. It allows them to raise funds without diluting equity or providing collateral. Further, flexible repayments that are linked to revenues ensure that there is no fixed repayment obligation in the months with lower sales volume.

With features like smooth application processes, faster disbursal of funds, and the ability to increase credit line with business growth, RBF is sought-after among founders. In the last two years, with 500+ investments, D2C brands across India have wholeheartedly adopted this new way of financing. We have made a total of 250+ investments, and 78 percent of businesses have availed financing from us more than once.

Financing is just one part; even the most robust e-commerce businesses with good funding fail without the proper marketing intelligence. D2C brands need to constantly evolve and adopt new marketing channels that deliver higher ROI. Using analytics and technology to provide personalised experiences to their customers, D2C brands can further build brand loyalty. Besides funding, revenue-based financiers like us also offer intelligent tools to support D2C companies with their marketing efforts - ensuring their Return on Advertising Spend (ROAS) is in check as they achieve faster business growth.

What is your biggest constraint for growth?



Moving ahead

All in all, fuelled by a 639 million strong internet population and required financial support, India's D2C sector is set to observe unprecedented growth.

Now is the time for emerging D2C and e-commerce businesses to seek fast, flexible, and non-dilutive alternatives to typical funding options like banks and VCs to keep the growth momentum going and truly disrupt the Indian retail industry.

We hope to play a key role in turbocharging the growth of D2C in India by addressing their biggest constraints for growth - readily available financing. We aim to empower digital-first businesses and build the future of business financing.

About Velocity

Velocity is India's largest revenue-based financier. Within a short span of 1.5 years, over 1,500 D2C and e-commerce businesses have signed up for Velocity's revenue-based financing. The fintech player has over Rs 1,200 crore of fundable revenues connected to its platform and has already processed 250+ investments across 175 companies.

Velocity's portfolio includes many of India's fastest-growing D2C brands such as PowerGummies, Green Soul, WallMantra, BellaVita, Smoor Chocolates, and CrossBeats, to name a few.

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Brands Spotlight





Arts and Crafts

Chola Impressions



COMPANY OVERVIEW

Chola Impressions, Tanjore was launched with a mission to revive and revolutionise Traditional Art forms of India. The venture currently focuses on Tanjore Paintings and other Tanjore Art forms. The ISO 9001:2015 certification for the 22 carat Gold foil used for the painting sets it apart from other art companies. The 22 carat Gold Foil won't fade at all, making the paintings your asset or legacy that can be passed on from one generation to the next.

WHAT MAKES THEM UNIQUE

Chola Impressions strives to achieve excellence in Indian arts, preserve the art forms, empower artists and bring in a cultural revolution. Their vision is "To make the world beautiful with Indian arts". The artisans follow rigorous, time-tested processes. As a result, each of the paintings is 100% hand-made and can last across generations. The artists are from the Thanjavur district, with half of the workforce being women.

FOUNDER DETAILS

Founded by Ranjeeth R in the year 2015. He is on a mission to revive and revolutionise the Traditional Art forms of India. He is currently focusing on Tanjore Paintings and other Tanjore Art forms.

Madhurima Bhattacharjee



COMPANY OVERVIEW

The label interprets the latest global fashion trends in materials suitable for the Indian weather. Each design is done in just a few pieces to ensure exclusivity and uniqueness. The trademarks of the label are the minimal, bold, pure lines and added quirkiness.

On a mission to make “sustainable fashion glamorous”, they provide urban women with clothes that flatter their looks in breathable textiles.

WHAT MAKES THEM UNIQUE

The label offers a varied collection of well-made cotton garments that fit the average built Indian woman perfectly. It provides standard-sized and customized fits (on request) well-fitted garments in handloom cotton, linens and silks.

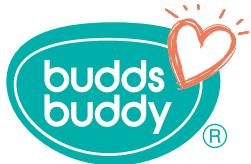
FOUNDER DETAILS

Madhurima Bhattacharjee, the designer behind the eponymous fashion label, considers that the brand stands for the fashion-conscious, independent woman of today who would not shy from trying something bold in the process of exploring her style.



Baby Care

BuddsBuddy



COMPANY OVERVIEW

Buddsbuddy currently deals in 50+ child safety products including first aid, hygiene, oral care, and safety-related products for kids.

Buddsbuddy offers large product lines of baby wipes, feeding bottles, sippers & cups, mother care, oral care and necessary first aid and daily use products that will help you to take care of your baby with more ease.

WHAT MAKES THEM UNIQUE

Their products are in compliance with international standards of childcare and health. They have an innovative in-house support team that believes in child care.

FOUNDER DETAILS

Founded by Mr Krishna Sighakolli, Mr Pradyumn Kanyadhara and Mr Shiva Kumar in 2017 and headquartered in Hyderabad. Being a bootstrapped company founded by three partners, Buddsbuddy has carved a niche for itself, filling a gap in the market.



Beauty & Personal Care



COMPANY OVERVIEW

Avni is an Indian menstrual care brand inspired by ancient Ayurvedic science and nature to bring premium quality, tested products to you so your period experience is healthy and sustainable.

Their vision is to be seen as a go-to place for topics related to women's health, while their mission is to create products inspired by time tested wisdom from Indian culture and create a network with the help of experts to create verified genuine content.

WHAT MAKES THEM UNIQUE

Their focus on cloth pads is to bring back the tradition of using a cloth pad and design it in such a way that it is hygienic and sustainable. They do not want to remain in the category of women's health unlike most other brands and keep bringing products and services in this niche.

FOUNDER DETAILS

The company was founded by Sujata Pawar and Apurv Agrawal in the year 2020. Every period is different. At Avni, they make clean, tested, sustainable, functional products that work for every woman. The inspiration behind Avni comes from Sujata's personal experience.

Belora Cosmetics



COMPANY OVERVIEW

Gurgaon, Haryana based Belora Cosmetics is currently working on solving an everyday problem for women by bringing makeup products that double up as skincare. Belora is the First Made Safe Certified makeup brand across Europe and Asia. Based on the 'High-Performance Natural Goodness' philosophy.

WHAT MAKES THEM UNIQUE

Belora natural & clean makeup collections are deeply pigmented, long stay, transfer-proof and powered by natural ingredients. They are always formulated without Paraben, Talc, Asbestos, Artificial Fragrances & other harmful ingredients. It's also Vegan, derma tested & Cruelty-Free. Additionally, they are infused with bio-actives to nourish the skin. All their products are crafted to make you look your glamorous best with deeply pigmented colours that are long stay and smudge-proof.

FOUNDER DETAILS

Belora Cosmetics is a D2C brand co-founded by Ainara Kaur and Akaljyot Kaur in 2019 and headquartered in Gurugram. They offer natural and clean makeup collections while delivering deep colours, luxurious textures and great pay-offs.

Bdiapers



COMPANY OVERVIEW

Bdiapers is India's only brand of hybrid diapers that work with washable and disposable inserts. It was founded in the year 2020. Their product range includes other products like diapering accessories and essentials, nursing aprons, baby t-shirts and other accessories.

WHAT MAKES THEM UNIQUE

Their design of hybrid diapers (patent pending) takes away the pains of cloth diapering and reduces the harmful effects of disposables. These work in a 2-part system with a cloth shell and a detachable pouch. The cloth shells are made from plush cotton while the pouches that hold the disposable inserts are waterproof. The system of cloth and disposable allows for the passage of air, reducing growth of bacteria and making the diaper completely rash free.

FOUNDER DETAILS

The founder, Amrita Vaswani, is a mother herself and the idea of creating Bdiapers came via her motherhood journey. Prior to this, she also launched another diaper brand BumChum Diapers that was into modern cloth diapers. Soon she realised that with working moms, cloth diapers were not convenient. Her constant search to solve issues of leaks and rashes caused due to diapers, gave birth to these hybrid diapers. Amrita plans to launch more products like pant style diapers, diaper bags, and other related baby care products in the upcoming months.



COMPANY OVERVIEW

Founded in 2020, HairVeda is India's first and only company that brings for you a range of hair care products specifically using 5000 years old Ayurvedic formulation. All their products are certified by the Ministry of Ayush (Govt. of India) and are recommended by trichologists. Passionate to enrich lives, HairVeda believes in a philosophy that ancient Ayurveda can resolve any individuals' hair problems. Through understanding and honouring individual needs, they nurture the cultivation of health and beauty from within.

WHAT MAKES THEM UNIQUE

All their ingredients are procured in the raw form to make superior quality products. They offer ancient tradition to the modern world, with an objective to reconnect people to their innate body wisdom. They make use of jute bags and eco-friendly recyclable paper boxes in packaging, to encourage sustainability in their business.

FOUNDER DETAILS

Varun Vashistha, the founder of HairVeda, started this company out of his own personal experiences and his struggle to find the right product for himself. In 2016, he suffered from excessive hair fall, dandruff and patches and he had to spend fortune on national and international brands along with home-made remedies but all in vain. After two years of constant research and extensive survey, he found that Ayurveda is a miracle for mankind and HairVeda became a reality in 2020, which works on the ancient principle of Ayurveda.



COMPANY OVERVIEW

iORA is a skincare brand launched in 2020 during the pandemic. It is a clean and effective beauty brand with innovative products, powered by Prebiotics. The basic idea of its product range is to have an intuitive skincare range that understands the physiology of skin and works in tandem with it.

WHAT MAKES THEM UNIQUE

iORA is India's First prebiotic skincare brand powered by superfoods, microalgae, and essential oils. iORA products are designed to respond to the physiology of the skin's needs. Regeneration of new skin cells, inhibiting a healthy microflora and a well-balanced pH are the main pillars of iORA's Prebiotic philosophy. Since it nurtures skin from within, there is no classification and their products adapt to different skin types.

FOUNDER DETAILS

iORA is the brainchild of Anita Golani, who has been a part of the Beauty and Wellness Industry for almost two decades. Anita is an aromatherapist and is also the founder of the leading parent B2B company Anita's Aromatic Solutions, which supplies professional skincare products to reputed spas and salons across India. During the pandemic she realised the changing trends and consumer behaviour in the beauty industry and decided to launch a new line of products to bridge the gap and offer a solution. Hence, iORA was born to feed the skin with the correct Prebiotic ingredients that fight imbalances like oiliness, dry skin, and breakouts, etc.

Juicy Chemistry Private Limited



COMPANY OVERVIEW

Juicy Chemistry is a truly organic brand that offers a complete range of certified organic and natural skincare products as per Ecocert under Cosmos standards.

The company believes in complete transparency in every aspect of our operation right, from sourcing to manufacturing to packaging and labelling.

Juicy Chemistry was born with a simple goal - dig deep into every aspect of the product and deliver the highest quality to create the most positive impact for our consumers.

WHAT MAKES THEM UNIQUE

They pride themselves on being eco-conscious to the core. Everything from sourcing, manufacturing, packaging and much more is undoubtedly environmentally friendly.

FOUNDER DETAILS

Juicy Chemistry was born out of Pritesh and Megha Asher's relentless ability to question everything they knew about the world of beauty and personal care. Right from when they founded Juicy back in 2014, they've completely transformed the landscape of organic and natural personal care, just by asking the right questions every step of the way.

Kold Press



COMPANY OVERVIEW

The company strives to provide wholesome and purest of what nature has to offer in the form of cold-pressed oils consciously. Their mission is to provide healthier alternatives to adulterated and highly unhealthy food products (loaded with chemicals and preservatives) flooded in the market that affects every family today.

WHAT MAKES THEM UNIQUE

Kold Press does not outsource the products from third party manufacturers. They manufacture the products themselves to assure the quality of the products.

FOUNDER DETAILS

Deepak Paranthaman founded Kold Pure Press in the year 2018. Post-engineering, he steered himself into an Analytics firm where he got opportunities to work with the Global Marketing Intelligence team and the Analytics Centre of Excellence team of Fortune 500 Companies which gave him an insight into how businesses work end to end.

When he ventured into the cold pressing of the Moringa Oil, the whole new tangent of the cold pressing edible oils opened up. After becoming aware of the ill effects of the substandard oils available in the market and having experienced firsthand the goodness of the wholesome cold-pressed oil – the best way to retain the maximum nutrition, he started pressing edible oils for consumption.

Now they have an array of cold-pressed oils including, Coconut, Sesame, Groundnut, Castor, Neem, Sweet almond and avocado.

ST. D'VENCÉ

ST. D'VENCÉ®

COMPANY OVERVIEW

ST. D'VENCÉ is a quality-driven affordable-premium global bath and body care brand that specialises in developing unique and innovative products that deliver visible results.

All their products are proudly designed, engineered and manufactured in India adhering to all the international standards and best practices.

WHAT MAKES THEM UNIQUE

St. D'vencé strongly believes that every single individual deserves healthy skin and body. Their products, engineered and manufactured in India, adhering to international standards and best practices.

Their products are 100% natural, safe, ethically globally sourced ingredients, and are free from Parabens, Sulphates, Mineral-Oil and all nasty chemicals.

FOUNDER DETAILS

Yash Hisaria is the founder of India's next-generation skincare consumer brand St. D'vencé. He's on a mission to make high-quality clean skincare products at affordable prices and believes that luxury is not just for the extraordinary, but for everybody. His team has created vegan, safe and effective skincare essentials to address several skin problems.

Tattvalogy (Earlier Nature's Tattva)



COMPANY OVERVIEW

Tattvalogy is India's first and only "Do It Yourself" beauty brand. The brand provides raw materials with easy DIY tutorials, enabling the consumers to make their cosmetics suited to their skin and hair type. Since these products are freshly made at home by the consumers, there are no added preservatives to them and are chemical-free. It offers a variety of skincare items such as body butter, essential oils, facemask, gel, and hand sanitisers. The startup raised \$150,000 from Bollywood singer Sukhbir Singh and Rakhee Singal, Co-founder of Startup Buddy in April 2020. Their products are also sold through speciality offline stores in Delhi-NCR and Goa.

WHAT MAKES THEM UNIQUE

Tattvalogy provides a truly personalised experience to its customers. They work with women self-help groups and other farming groups.

FOUNDER DETAILS

Founded in 2018 by Karnesh Mahendru and Megha Wadhwa, Tattvalogy (formerly Nature's Tattva) sells online through marketplaces Amazon, Flipkart, Nykaa and its own website.

WUba Nature's Secret



COMPANY OVERVIEW

Wuba 'NATURE'S SECRET' is the next step in natural skincare. The brand delivers products of the highest quality, free from sulphates, parabens, artificial colours and fragrances, silicones, and so much more.

WHAT MAKES THEM UNIQUE

Their products are more than natural skincare alternatives and use more than 250 natural ingredients across their range of products.

FOUNDER DETAILS

Founded by Reema Jain and Balbir Singh in 2018, located in Gurgaon. Their vision is to deliver formulations that work, proving that people don't need to compromise on efficacy for natural ingredients.

Whatever the skin type, and their routine, they want to help all of their customers discover the power of natural ingredients. They want everyone to love, take care of their skin, and see how natural and pure ingredients can get the results without compromising.



Electronics
& Appliances

Studio Backdrops



COMPANY OVERVIEW

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COMPANY OVERVIEW

Geek Appliances, based in New Jersey, USA. Their main objective is to put more emphasis on product customization and technical innovation. Geek has grown tremendously in its three years of existence in India.

Presently GEEK is the category leader in electric pressure cookers and will continue to focus on this range. It has its eyes set on the Vacuum Cleaner category, for which it has built a formidable product lineup. Air Fryer Oven is the next promising category where the brand sees potential in the Indian market.

WHAT MAKES THEM UNIQUE

Geek constantly monitors the developments in the global arena and plays the pioneering role in bringing innovative product ideas to the Indian market. Geek is a premium brand in its respective segments encompassing exceptional qualities of craftsmanship, technology, and consumer convenience.

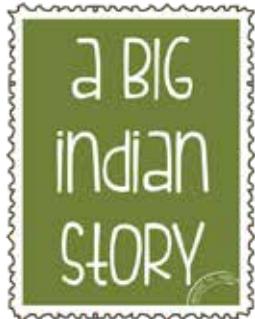
FOUNDER DETAILS

Founder & Managing Director D.Murugan has over 23 years of versatile experience in sectors like FMCG, Telecom, Internet of Things, Enterprise Mobile. Marketing management & Brand Strategy are his core domains apart from drafting Corporate Strategy for many large organisations like Reynolds, Sify, K7 Computing & Plintron.



Fashion & Accessories

A Big Indian Story



COMPANY OVERVIEW

A Big Indian story is a D2C sustainable fashion brand with an exclusive range of bag clothing, footwear and accessories made using a fusion of plant-based materials and Indian crafts. They are the first brand to introduce materials like Piñatex Cactus Leather Texon into India. The main focus is to build India's most sustainable fashion brand.

WHAT MAKES THEM UNIQUE

Their USP is the fusion of Indian crafts, contemporary design and plant-based materials. The products give customers a chance to make an impact on the planet and in supporting artisan livelihoods.

FOUNDER DETAILS

In 2019, Anuradha Alurkar and Sriram Swaminathan co-founded A Big Indian Story. It was born out of their passion for Indian crafts & the desire to bring them back to the market in a contemporary form. Anuradha Alurkar truly believes "Creative people can change the world."

Adwitiya Collection



COMPANY OVERVIEW

Adwitiya Collection is a fashion jewellery and accessories brand. They offer a wide range of products in the unreal gold jewellery segment. They sell their jewellery on various e-commerce portals like Amazon, Flipkart, Mirraw, and Myntra. Their vision is to make Adwitiya Collection as a world leading brand for fashion jewellery and accessories.

WHAT MAKES THEM UNIQUE

They promote "Local for Vocal" and they source their products directly from artisans. Adwitiya Collection provides high finishing copper-based handcrafted jewellery with 24 CT gold plating. CZ which is used in real jewellery is used in their products. That is why they call their pieces "The Unreal Gold". Bangles are one of the hot-selling categories of their brand.

FOUNDER DETAILS

Noida-based Aditi Garg, the founder of Adwitiya Collection is a commerce graduate and also a semi-qualified CA having corporate experience in corporate accounting. Her desire to start something of her own and her passion for jewellery led her to form Adwitiya Collection in 2014. In 2019, she started selling her products over Myntra and ever since there has been no looking back. She wants to expand her brand presence internationally too, in the US and Dubai markets in the coming few years.

Anthrilo



COMPANY OVERVIEW

Anthrilo is a Ludhiana based apparel brand launched in 2020. The brand offers Smart Casual Quality Kids clothing at affordable prices.

WHAT MAKES THEM UNIQUE

Anthrilo is a one-stop shop for kids' apparel needs. In a world where design meets comfort, style meets functionality, Anthrilo is here to make a difference.

FOUNDER DETAILS

With 15 years of experience in the textile family business, Aditi founded the brand, Anthrilo in 2020 to capture the kidswear market to make a difference.

Assembly Luggage & Travel



COMPANY OVERVIEW

Assembly Luggage is a business luggage brand that aims to create products that make the travel experience better, enabling smoother transit and better organisation on a trip. The brand's luggage has features like noise-reducing wheels, a stable trolley to enable comfortable grip and gliding zippers among other features. The brand launched its label in 2018 and its workshop is located in the outskirts of New Delhi.

WHAT MAKES THEM UNIQUE

Assembly's uniqueness is driven by its full-stack approach on both product & distribution. For modern travellers, the founders saw the potential to add better functionality such as charging port/better packing aids, better lifestyle & personalization such as new colour options/monogram. For them, maintaining a high standard of quality is the most important. They design and manufacture all the products in their own workshop and factory.

FOUNDER DETAILS

Aditya Khanna and Mohit Garg, the cofounders of Assembly Luggage & Travel, have had the experience of working with start-ups in similar domains.

Aujjessa



COMPANY OVERVIEW

Aujjessa is a women wear brand started in 2011. Aujjessa or "Ojas" in Sanskrit means something which has a strong power within. Started out of passion to build a brand which will not only be based on exploring creativity out of traditional crafts of India but also to work on humanitarian ground to provide employment to underprivileged artisans. They are presently working through their own portal and with all major marketplaces like Myntra, Ajio, Limeroad, Tatacliq and many more.

WHAT MAKES THEM UNIQUE

They want to create a legacy of honesty, artisans, and value systems and to create sustainable art forms which are affordable at competitive pricing. They make use of traditional needles (Kantha work, Parsi embroidery, Rabari work, Zardosi work, Chanderis and Silks) and woven arts and convert them into other categories to give the brand a more contemporary look to meet today's demand.

FOUNDER DETAILS

Aujjessa was established by Aishwarya Priyadarshini who is a design alumnus of AJP school of Design with MBA in Marketing. She started this brand with the mission to fulfil the aspiration and dreams of artisans engaged in hand-made apparels. Her dedication and hard work led her to take this brand as a success story and Aujjessa has been incubated at Indian Institute of Management, Bangalore and Indian School of Business, Mohali.

Berrylush



COMPANY OVERVIEW

Berrylush is an online-first manufacturer and seller of apparels like dresses, tops, jumpsuits and skirts. Founded in 2018, this brand is for women who are looking for affordable, good quality, well fitted, and extremely bold and stylish western wear products for work and social events. Their mission is to empower real women and inspire a new generation of girls uninterrupted to be themselves, realise their dreams and dress however they please.

WHAT MAKES THEM UNIQUE

They make use of technology in every aspect of the production, right from manufacturing, inventory planning to trend analytics which gives them an undue advantage over their competitors. This is helping them to scale their business and grow at a scale of over 350% year-on-year.

FOUNDER DETAILS

Berrylush is a brain child of IIM graduates, Anusha Chandrashekhar and Alok Paul. Anusha is a designer, dreamer, and doer by passion. With her in-depth knowledge of fabric, design and pattern, she drives the force within Berrylush. Alok manages the online channels, operations, and digital marketing for Berrylush. With his knack for numbers, eye for detail, and vision for future trends, he provides valuable insights for business development.

Bollywoo



COMPANY OVERVIEW

Bollywoo is a digital marketplace that brings apparels and accessories worn by Bollywood filmstars to the doorstep of fans. In a country like India that is crazy over Bollywood, they bring celebrity fashion accessible to their fans. They licence the fashion from movies, replicate its fashion and sell it online via their portal.

WHAT MAKES THEM UNIQUE

Bollywoo sells officially licensed fashion from movies. They have exclusive licences for hundreds of movies and partnerships with 10+ huge production houses to sell fashion. They have partnerships with production houses like Viacom18, Zee5, Eros Now, Maddock Films, etc. Their portal allows searching for a favourite look either by searching for songs, actors, movies or the conventional apparel type search. Their "pizza box" and "popcorn box" inspired packaging makes it unique and adds a complementing experience to their customers' love for Bollywood.

FOUNDER DETAILS

Both the co-founders, Raja Mamidi and Vinayak Kalani have a total of 8 years of industry experience each. In the months to come, they plan to launch kids fashion, explore new marketplaces and start film merchandise.

BugShield Clothing



COMPANY OVERVIEW

BugShield Clothing is a specialist clothing brand specialising in protective and performance wear. It presents the nation's first-of-its-kind mosquito-protection apparels. With Insect Shield as the company's technology partner, BugShield Clothing has been able to transform everyday wear clothing into an effective, long-lasting protection solution against mosquitoes and other dangerous insects. Odourless and invisible, this type of insect protection seeks to carve a place for itself in the Indian mosquito repellent market that is projected to reach \$900 million by 2024.

WHAT MAKES THEM UNIQUE

BugShield Clothing has roots in the Indian landscape where insects, especially mosquitoes, continue to pose a big threat. BugShield clothes conform to the highest global standards for repellency against mosquitos, ticks, ants, fleas, flies, chiggers, and midges. It is approved by the US Environmental Protection Agency (EPA). Its testing parameters include Knockdown Testing for evaluating efficacy of insect repellent treated textiles. Insect Shield Technology for BugShield apparel has been tested for Wearer Safety Testing parameters, including Bio Monitoring for evaluating any potential risk when skin makes contact with insect-repellent apparels. BugShield has proven safe for every member in your home - including the kids and even pets!

FOUNDER DETAILS

BugShield Clothing is a brainchild of cousins Reetinder Singh and Sukhanpal Singh. The duo has been active in the e-commerce domain and are attracted towards lifestyle and wellness products that make a real impact. Their journey started with the realisation that their kids were not completely safe from insect-borne diseases even after vaccination. Even the most recommended insect-repelling products can lead to severe allergic reactions. The privately-funded company seeks pan-India presence, catering to discerning parents who understand the challenges of carrying mosquito coils, using bug sprays or forgetting to add patches every time their kids step outside.

Cozywalks



COMPANY OVERVIEW

Cozywalks is a sneakers brand made from 100% sustainable materials. It was founded in 2021 to provide sustainable fashion to the masses by making products with organic textiles or fabrics that are certified by the Global Organic Textile Standard (GOTS).

WHAT MAKES THEM UNIQUE

Cozywalks is a Department for Promotion of Industry & Internal Trade (DPIIT) recognized startup. Their goal is to innovate plain clothes and footwear and turn them into a fashion statement without compromising on quality. Their sustainable and innovative design with Tencel fibres, make Cozywalks a true carbon-zero sneaker brand.

FOUNDER DETAILS

The founder, Nagaraj Dara, is a Metallurgy & Material Science engineer from JNTUH, Hyderabad and has worked with corporates like Wipro Technologies and Hindustan Aeronautics Limited. He realised that lack of innovation in materials was one of the major reasons for slow growth in the manufacturing sector. With the aim of aligning with the UN SDGs, Cozywalks wants to bring sustainability to the core of innovation in manufacturing. Currently, the team consists of highly motivated individuals from JNTUH, NIFT, FDDI.

DOG-O-BOW PVT LTD



COMPANY OVERVIEW

Dog-O-Bow is a pet clothing and accessories brand based out of Hyderabad.

The foundation of Dog-O-Bow can be traced back to 2018, a time when pet clothing was still in its infancy in India and was widely unexplored by the leaders of the Indian pet market.

The company strives to provide the best quality clothing for pets from festive sherwanis, tuxedos, dungarees, bandanas, beds and a lot more.

WHAT MAKES THEM UNIQUE

What sets them apart is the quality of work and finishing provided in the products. Their products are known for the variety and quality that no other pet clothing brand can compete with.

They also focus on giving the customers a great experience at our retail outlet. The calming yet elegant interiors give a luxurious experience to anyone that walks in. The company also has a grooming parlour for pets which has picked up exponentially in the past few years.

FOUNDER DETAILS

The founder Nimisha Dixit bagged the runners up award for "Entrepreneur of the year" - 2019 at the IIPTF Expo in Delhi. This brand was inspired by a 45-day old pup "Mylo" who was brought in, in 2017.

The company is now tied up with 50 retail outlets pan India and is winning hearts - one doggo at a time.



COMPANY OVERVIEW

Today's modern millennial consumer in India is looking for more than a great product, they are looking for a brand that aligns with their values and takes the time to truly understand their needs as people. Eske Paris is a bridge-to-luxury lifestyle and travel brand. Their product portfolio spans a wide variety of handbags, laptop bags, accessories, luggage and travel items, for both men and women. With sophisticated tastes, awareness of international trends, more people are looking for premium products that represent quality, authenticity, versatility and sustainability.

WHAT MAKES THEM UNIQUE

Eske is built on the bedrock of a lean and vertically integrated structure, using its low-cost base to democratise luxury. Using new-age sustainable materials their products are innovative, versatile, lightweight, and built for a modern lifestyle. They also make use of tools like personalisation, which allows them to connect deeper with their consumers, a trend which they are keen to accelerate further.

FOUNDER DETAILS

With an industry experience of 11 years, the founder, Shivam Khanna and his company have been working as a lead manufacturer for many global premium brands. Their domain expertise, product proficiency, operating leverage, and direct-to-consumer model, enable Eske to bridge the unreasonable gap between price and cost, that most brands command. They envision to be the global lifestyle brand from India that is built on the bedrock of versatility, sustainability, and responsible commerce.

Exhale Label + Inhale by Exhale Label



COMPANY OVERVIEW

Exhale label is a clothing brand with a conscience that understands that positive mental health is a journey. At Exhale Label, the team creates affordable, comfortable, everyday wear that is anything but to empower the mind, body, and soul. The idea behind the brand stems from the lack of awareness and acknowledgement that mental health is just as important as physical health.

Their vision is to be a household name and create a community that can easily communicate their feelings, to be able to provide quality while still being price-sensitive and to also have a successful running kidsware brand alongside the adults that allow them to express and dress like young adults.

WHAT MAKES THEM UNIQUE

They pride themselves in the concept of being able to provide trending designs while creating a change and creating a community where it is ok to not be okay!

It is not just a clothing brand, it is a worthy and valued clothing brand with a mind of its own because we strongly believe that you are what you wear.

Their first collection has 21 different designs and is made of comfortable fabric and easy to wear, properly aligned with the ongoing leisurewear trend.

FOUNDER DETAILS

Started by Palak Shah, this label aims at creating empowering products to encourage conversation and awareness towards mental health. The idea is to fill the void between the existence of mental health problems and the lack of awareness around it. Through Exhale, Palak brings together people with heart-rending stories who narrate them, spark a conversation and build a symbiotic community. She designs everything by herself.

Fabshield



COMPANY OVERVIEW

Fabshield is a brand that offers a complete shoe cleaning kit and a nanotechnology-enabled shoe protector that helps people keep their shoes clean and tidy. It was launched in 2019 to cater exclusively to shoe aficionados. Fabshield's Complete Shoe Cleaning Kit is designed for the everyday shoe lover.

WHAT MAKES THEM UNIQUE

The shoe cleaner has been created to effectively clean shoes with minimal effort, help extend their life, eliminate germs and bacteria, and keep them fresh, tidy, and ready for use. The FabSpray is a superhydrophobic product that protects your sneakers from spillage and stains (liquid damages). Recently the brand launched super-comfy, Washable, and Reusable 2in1 Face Masks that are easy to breathe in and gentle on the skin. The brand keeps in mind the modern consumer's needs and, with the help of experts building innovative, useful products from the ground up.

FOUNDER DETAILS

Fabshield was founded by Jarvis Gracias and Clinton Paul in the year 2019. Jarvis specifically leads all aspects of the business from Marketing to New Business Development. He created a digital strategy to land customers at different stages of the funnel by running google and Facebook ads.



COMPANY OVERVIEW

Fashor is a fast growing fashion D2C brand in the women's apparel space. Fashor wants to democratise fashion by offering designer styles at an affordable price. They believe in making fashionable stuff available for everyone. That's why they have kept the pricing pocket-friendly.

WHAT MAKES THEM UNIQUE

Fashor's products focus on Indian textiles and crafts and reflect Indian culture. They launch 300 new styles every month across office wear, everyday wear and occasion wear and cater to the fashion needs of a wide audience across the country. The company works closely with many artisans specialising in traditional Indian prints like Bandhani, Batik, Ikat, Ajrakh etc and talented craftsmen specialising in Indian arts like Hand block-print, Phulkari, Gota, Zardosi and Zari.

FOUNDER DETAILS

Vikram Kankaria and Priyanka Kankaria started Fashor in 2017. Priyanka is an accomplished fashion designer and brings with her strong experience of over 14 years. Owing to her direct experience with over 15,000 customers, Priyanka has a deep understanding of Indian consumers and their fashion needs. Vikram on the other hand, is a CA and an investment banker. He handles the operations at Fashor.

Flatheads



COMPANY OVERVIEW

Flatheads is a casual footwear brand founded in 2018. They aim to create an urban lifestyle brand of all-day casual footwear by reimagining shoe design and materials from the ground up. Their shoes are designed for everyday wear, ultra-lightweight (less than 500 gms a pair), highly breathable, and optimally cushioned for 14+ hours of comfort everyday.

WHAT MAKES THEM UNIQUE

Flatheads is the first Indian brand and 3rd in the world to create bamboo fibre sneakers, which are ideal for the Indian tropical environment. They are at the forefront of design and material innovations in shoes, with state-of-the-art upper fibres, insole and sole materials.

FOUNDER DETAILS

Utkarsh Biradar and Ganesh Balakrishnan, co-founders of Flatheads, are friends from their college days in IIT Bombay 25 years ago. After varied career trajectories and experiences, they met again and led an intrapreneurial initiative for Honeywell in 2011. They began their entrepreneurial journey together in 2013, and have been together across 3 startups, one of which is Flatheads. While Utkarsh is the creative right brain at Flatheads, a design thinker with a keen focus on customer insights and product leadership, Ganesh is the analytical left brain, a business builder with expertise in P&L ownership and marketing.

HeSpoke Originals



COMPANY OVERVIEW

HeSpoke Originals is building the fast-fashion brand on earth for the Digi-sapiens & fashion-forward.

They launch new styles made digitally (using AI & 3D), faster and guilt-free. With no sample ever being made, they cut down the lead time, fashion wastage and introduced trends inspired by the ramp at breakneck speed. This made them the only fast fashion brand with a sustainable approach at the same time.

WHAT MAKES THEM UNIQUE

The team wants to change how the fashion is made & introduced, reducing the design-to-sales cycle by 80%.

While brands are still following seasonal approaches to launch new styles, HeSpoke is launching a new collection every 300 hours. This way, the company has an edge over others by reduced time to market, lowered development costs, faster market validation, increased product innovation and a smaller environmental footprint.

FOUNDER DETAILS

Prem Shah is an MBA graduate who has the experience of starting his businesses at an early age. Sonal Jain is an experienced fashion designer and stylist. From her past stints, she has strategised & executed things across the fashion domain- right from textile to designing, styling and apparel production.

Prem Shah and Sonal Jain founded the brand HeSpoke with a vision to build the fastest fast-fashion brand on earth for the young, digi-sapiens & fashion-forward. At HeSpoke, Prem mainly looks after the Product & Growth department, while Sonal looks after the Operations & Design department.

Jaanvi Fashion



COMPANY OVERVIEW

Jaanvi Fashion is a women apparel brand from Surat. Their products are not just available in India but also internationally in countries like the US, the UK, Germany, France, Spain, Kuwait and South Africa. They offer a variety of Indian wear outfits, sarees being their prominent selling category. They aspire to be the first preferred ethnic wear D2C Brand for urban working women.

WHAT MAKES THEM UNIQUE

Three generations of experience in the textile business and knowledge of modern-day business best practises, gives Jaanvi Fashion a competitive edge over others offering the same range of products. They currently deal with products like saree, dupattas, saree shape-wear and kurtis.

FOUNDER DETAILS

Jaanvi Fashion was founded by Ankit Nandwani and Nikit Nandwani. Ankit is a mechanical engineer and as he returned to Surat after completing his graduation, he realised the importance of taking the business to digital platforms. He led the online launch of Jaanvi Fashion in 2013. Their vision is to create an ethical fashion brand by using planet-friendly, natural and sustainable fibres.

Ribbon Candy



COMPANY OVERVIEW

Ribbon Candy is a homegrown label that makes handmade apparel and accessories for little girls only with 100% natural fibre that are non-toxic, skin-friendly, eco-friendly and biodegradable.

The company strives to be sustainable with the least wastage which is why, with every dress, they give free hair accessories made from the waste fabric.

WHAT MAKES THEM UNIQUE

They make 100% cotton, breathable, comfortable garments made from the best quality of fabrics with fun and unique prints. The company keeps in mind the principles of sustainability and inclusive growth.

FOUNDER DETAILS

Inspired by her two daughters, Meghna Gandhi founded Ribbon Candy Kids – a hair accessory brand for girls in India, in the year 2017. With her daughters by her side as critics, the mommy founder herself checked each finished product's quality, since they were all handmade.

Rock N Roll Originals



COMPANY OVERVIEW

Rock N' Roll Originals is India's Only Licensed merchandise and memorabilia online store curated by the Bangalore Open Air festival. With a vast catalogue of official Rock and Heavy Metal Music merchandise, this endeavour provides fans with authentic, high-quality band apparel and accessories from all over the world.

WHAT MAKES THEM UNIQUE

Rock N' Roll Originals provides end to end merchandising solutions for artists, bands and music festivals, including printing, manufacturing, distribution and promotion. The brand aims to bring back Rock N Roll Fashion.

FOUNDER DETAILS

With 14 years of experience in the International Music Business, Salman U. Syed founded Rock N' Roll Originals in 2020 along with Saurabh Zutshi, the founding director of Rock N' Roll Originals. With nine-plus years of experience in the live events and exhibitions industry, he specialises in rock & metal genres.

Shobitam



COMPANY OVERVIEW

Shobitam is an ethnic fashion brand started in 2019 to make Indian ethnic wear affordable, elegant and available globally. Their vision is to "Democratize Ethnic Fashion Globally". They work with weavers and artisans across 20+ cities in India and deliver directly to thousands of customers globally through an e-commerce driven model..

WHAT MAKES THEM UNIQUE

Their team works closely with weavers across India in designing unique collections and making a difference in their lives and popularising lesser known and unique weaves. They sell those directly to customers through an online platform, offering beautiful selections with quality, prices and 5-star service. They realised a growing need and desire among Indian women living outside India to catch up with the latest trends and hence Shobitam was born.

FOUNDER DETAILS

Shobitam was founded by fashionistas and creative sisters Aparna and Ambika who are based out of Seattle. They are powered by a passion for wearing good clothes, an interest in designing them, and a drive to make them available to all.



COMPANY OVERVIEW

Beej is a premium conscious accessories brand that works with plant-based uniquely flavoured Dessert weather. They work with multiple materials that are not just vegan but sustainable, for example, cork, Pinatex (pineapple leather) and Desserto (cactus leather).

Their vision is to make sustainability a mainstream fashion movement. "Conscious Fashion for the Fashion-Conscious" is what Beej offers.

WHAT MAKES THEM UNIQUE

The DNA for Beej is rooted in sustainability. Everything that goes into a Beej product, including choice of materials, design, packaging etc., is carefully curated for its environmental impact. The idea is to minimize impact and waste.

FOUNDER DETAILS

Beej was founded in 2019 by Arundhati Kumar. Arundhati had worked as an HR professional for 17 years across multiple industries before she took the plunge to become a business owner.

Styched



COMPANY OVERVIEW

Styched is an affordable fashion e-commerce brand targeting the youth and millennials, with a vision to democratise fashion. Through the use of Machine Learning and technology and a proprietary production on-demand mechanism, Styched is a zero inventory, zero wastage brand, with a huge assortment of designs and styles at extremely affordable pricing. With scalable tailoring hubs, modular approach to apparel-making, Styched has appealed to modern youth through thousands of designs and hundreds of celebrity fashion labels.

WHAT MAKES THEM UNIQUE

Styched is a homegrown fashion brand that aims to democratise fashion globally through its three value differentiators: affordability, unlimited designs, and tech intelligence to understand the youth pulse. With a zero-inventory model, they can maintain a price effective model. Their backend intelligence tracks and gathers the latest parameters to optimise fabrics and design inputs creating a youth fashion ecosystem.

FOUNDER DETAILS

Styched is started by fashion enthusiasts, who have been in the fashion e-commerce business for most of their careers. IIT Kharagpur & ISB grads by education, Soumajit Bhowmik and Durga Madhab Dash have been associated with brands like Jabong, Amazon, Foodpanda to name a few, at leadership positions. Customer care and quality, along with the latest trends in fashion and garment technology is the chief guiding principle at Styched.

Zevar Amaze



COMPANY OVERVIEW

Zevar Amaze is a D2C eCommerce silver jewellery brand dealing in minimalist jewellery across India.

Founded in 2014, Zevar Amaze embraced a humble beginning with consumer fairs to understand the crux of Indian customers' needs and tastes.

To craft awe-inspiring jewellery that is conceived, designed and curated to bring creative concepts to life, the brand has come far in its journey of delivering inimitable customer experiences.

WHAT MAKES THEM UNIQUE

The company offers the availability of multiple sizes of rings from size 5-26 along with relatable yet unique designs, jewellery spa kits(which includes jewellery cleaning solution, free refinishing service, microfiber cloth, magic paper, certificate of authenticity) and lifetime exchange.

FOUNDER DETAILS

A brand that came to life as a brainchild of Mr Pragnesh Doshi and nurtured by co-Founders Akshay Doshi and Nishchay Doshi, Zevar Amaze has delighted more than 10000 patrons across India till date and has efficiently become a name to reckon with.

In a world of vivid imagination, where tales and inspirations are given the form of jewellery, Zevar Amaze established a small boutique in the heart of Mumbai in 2016, to make a spectacular range of jewellery accessible by all.

COMPANY OVERVIEW

Svenklas is a design-driven sustainable luxury lifestyle brand creating thoughtful products using plant-based natural materials for life's everyday journeys.

They commit vegetable-tanned products that would act as a vehicle for change and would speak to the generations of people who know the distinction between quality and quantity and also care about our planet. That's our brand and our mission.

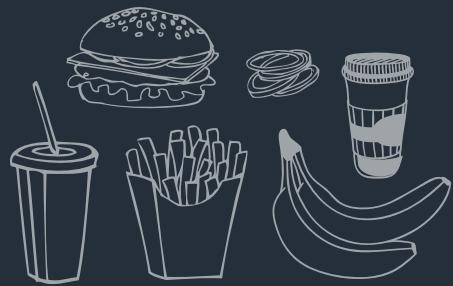
WHAT MAKES THEM UNIQUE

Their minimalist and modern line of products are made from eco-friendly and sustainable materials like organic cotton, vegetable-tanned natural leather and recycled post-consumer materials. The company is looking to create a significant difference with how people view sustainability in our country and also show the world that aesthetics, design, and sustainability don't have to be mutually exclusive.

FOUNDER DETAILS

Inspired by minimalism and brought together by the love for simplicity, Nikhil and Nischal started Svenklas with a shared vision to build a design-driven lifestyle brand that focuses on creating artfully designed products to aid in your everyday journeys and make quality a part of your life.

What emerged from this partnership were products that emboldened the best of luxury while combining modern functionality and minimal aesthetics. Products that would speak to the generations of people who know the distinction between quality and quantity.



Food & Beverages

Aadvik



COMPANY OVERVIEW

Aadvik is a Rajasthan-based company dealing in camel milk and camel dairy products.

Camel milk and its products have been in demand for its medicinal benefits. It is considered a very healthy food and home remedy for many ailments like diabetes, cancer, heart diseases, and autism. It has proved itself to be an immunity-boosting food.

Aadvik foods made a lot of fame in this industry as it is one of the first Indian brands to process camel milk. The company has helped many camel breeders to create a better standard of living by giving them a source of income.

WHAT MAKES THEM UNIQUE

The brand focused on creating a social impact by helping the farmers at ground level and providing pure products to consumers across the globe.

FOUNDER DETAILS

Hitesh Rathi founded the company in 2015 in Delhi, and in 2017 Shrey Kumar joined the company as a co-founder of Aadvik Foods to reach new heights.

Hitesh Rathi is an engineer turned entrepreneur. He quit his civil engineering job to start something of his own, which was his first choice. He invested only Rs 2 Lakh during the starting of his company. Initially, he got orders through the ads posted on Facebook and Instagram.



COMPANY OVERVIEW

Alpino is a health food product brand that offers various high protein food products. With its head office in Gujarat, Alpino has established itself as a notable name for products that are hygienically prepared with the best quality raw materials and strict quality control. It is majorly known for its peanut butter. They aim to revolutionise the health foods segment in India by offering a wide range of superfoods for every household and cater to every age group as well and make a real difference in their everyday lives.

WHAT MAKES THEM UNIQUE

Alpino is working in a highly competitive market but what makes them unique is the variety of flavours as per Indian taste. They are the first in India to offer peanut butter powder that contains twice the amount of protein and 80% fewer fats than traditional peanut butter. They also offer super muesli, apple cider vinegar, and organic green tea. Their products cater to all age groups and are adaptable to every household.

FOUNDER DETAILS

Alpino was started in 2016, by a team of six co-founders Chetan Kanani, Umesh Gajera, Mahatva Sheta, Milan Gopani, Hiren Sheta, and Priyank Vora. They are classmates from engineering and business backgrounds. They entered the health food market when it was on the rise in India and in the coming years they plan to explore new sales channels and introduce new product lines.

Amaara Herbs

amaara

COMPANY OVERVIEW

Launched in 2018 by brothers Rupan and Raunak Oberoi and cousin Karan Chadha, Amaara Herbs brings together different varieties of teas and herb blends. The team decided to create a platform where people can get a cup of chai personalised to their liking.

Amaara Herbs' retails products via several e-commerce sites, including Amazon, Flipkart, and HealthKart. They also retail via their website. With herbs being a highly perishable product, the team ensures that the latest produce reaches a potential buyer within the minimum time.

WHAT MAKES THEM UNIQUE

Amaara Herbs strives to provide traditional herbs (Indian expertise) to the Modern You! They believe that India is a land of herbs - Ashwagandha, Shatavari, Gokshura, Basil, Tulsi, Gotu Kola, and Stevia, to name a few. It, therefore, made sense to blend the teas with Indian herbs. They also want to educate on the therapeutic advantages of these herbs.

FOUNDER DETAILS

Rupan and Raunak Oberoi started Amaara Herbs to offer unique tea blends and educate people about the health benefits of their products.

During their initial research, the brothers visited plantations in Northeast India, South India, and other plantations in different countries to interact with numerous tea masters and sommeliers. It helped them to select leaves that were of the highest quality, based upon which they created the brand, Amaara Herbs.

Anveshan



COMPANY OVERVIEW

Anveshan provides high-quality, natural, and minimally processed food products directly sourced from Indian farmers embracing traditional methods. Their mission is to bring food processing at the farm level and empower the rural food producers.

WHAT MAKES THEM UNIQUE

Anveshan produces everything in villages with the help of rural food producers. Every package has the information of the micro-entrepreneur behind it. They are bringing back traditional superfoods like turmeric, goond, moringa, ghee to create innovative health products for the modern consumer. Their end-to-end traceability solution ensures complete transparency to the end consumer and effective quality control.

FOUNDER DETAILS

IIT Guwahati graduates - Aayushi Khandelwal, Akhil Kansal, and Kuldeep Parewa; started the Anveshan revolution when they witnessed first-hand the duress of farmers at Kuldeep's ancestral village. Driven by a desire to help Indian farmers alleviate their financial hardships and enrich their lives, Anveshan strives to empower farmers to add value to their produce and democratize access to resources and markets.

Auspice



COMPANY OVERVIEW

Founded in 2021, Auspice is a purpose-driven social enterprise pursuing meaningful profits. They produce 54 varieties of naturally dried culinary herbs, spices, and seasonings. All their products are handcrafted and are free from any artificial additives, colours, preservatives, essence or MSG.

WHAT MAKES THEM UNIQUE

They adhere to ISO 22000: 2015 / HACCP standards for the consumption of products. All their products are processed by persons with Autism. They aim to foster skill development and employment generation for persons with Autism. Through their work, they are bringing the autistic people into the agriculture value chain and enabling their economic and social inclusion in the mainstream.

FOUNDER DETAILS

Parag Ghosh, the 47 years old founder, is a social entrepreneur with executive and hands-on experience, developing strategic business initiatives leveraging technology and human innovation to deliver bottom-line benefit and growth. Having an autistic child himself, Parag is deeply interested in the economic empowerment of underserved communities, sustainability, and businesses that include social issues at the core of their existence.

Blue Tribe Foods



COMPANY OVERVIEW

Founded in 2019, Blue Tribe Foods is a plant-based meat manufacturing brand. They are on a mission to revolutionise how the world eats their meat. They provide meat from sustainable plant-based sources that are natural, delicious, and also help to be environment-friendly.

WHAT MAKES THEM UNIQUE

In India, a significant number of the non-vegetarian population is increasingly turning to plant-based food options. Blue Tribe Foods' mission of creating plant-based meat for non-vegetarians is something that sets them apart. Most players in this space are making food products for the vegetarian and vegan population. Their products use a combination of Soy & Pea Protein to mimic meat as closely as possible. All their products are frozen just like animal meat would be.

FOUNDER DETAILS

Sandeep Singh and Nikki Singh Arora are co-founders of Blue Tribe Foods. Both Sandeep and Nikki are responsible for building the core team from scratch, envisioning the brand's overall growth roadmap. Sandeep manages the operational side of the business whereas Nikki manages human resources, marketing, and oversees the quality of the brand's key plant-based products.



COMPANY OVERVIEW

BoYo is a food brand which offers healthy snack products. They have a range of close to 50 different products that includes premium raw nuts, dried berries, seed mixes, etc. This Delhi-based brand wants to bring health at the forefront of snacking and encourages people not to indulge in oily and excess salt snacks.

WHAT MAKES THEM UNIQUE

Considering the sedentary lifestyle that most of the people nowadays live in, BoYo's product offering includes functional products that are targeted to solve unique health problems.

FOUNDER DETAILS

BoYo was founded by Amar Chadhaury in 2018. Accordinging to Amar, the name Boyo celebrates the incredible human spirit to bounce back, no matter what. It is an innovation to celebrate human boldness and courage. Amar himself keeps a close watch on the production, supply and deliveries of the products to ensure safety and satisfaction of customers.

Brawny Bear



COMPANY OVERVIEW

Brawny Bear Nutrition is a brand set out to revolutionize the health food market. It is a date-based food brand created in Mumbai, offering healthy and delicious food products. All their products are sweetened using dates and contain no added sugar, artificial ingredients, additives, preservatives or palm oil.

WHAT MAKES THEM UNIQUE

Brawny Bear doesn't compromise on taste, health, quality of ingredients, or manufacturing process. This is to give the customers the experience they deserve.

FOUNDER DETAILS

Founded by Shubham Tibrewal and headquartered in Mumbai, Brawny Bear has potential as an early-stage food brand in the health and wellness segment and already has global expansion plans in place.

Canebot



COMPANY OVERVIEW

Co-founded by Milind and Kirti Datar, Pune-based Canebot brings an exclusive range of cane juice based natural beverages. Their product named GannaPanna is a combination of mango PannaDr d sugarcane juice. These contain no antioxidants and preservatives and come with a shelf life of six days in refrigeration.

WHAT MAKES THEM UNIQUE

The main USP is freshness and wellness in every sip. Canebot pivoted and launched sugarcane juice-based natural beverages in packaged format. With no added preservatives and no added sugar, it has a shelf-life of 1 year. They have also designed and developed a fully automatic fresh sugarcane juice vending robot.

FOUNDER DETAILS

Milind and Kirty Datar duo from Maharashtra worked in the IT sector for 13 years before launching Canebot. The couple identified farmers in Maharashtra who could assure consistent quality, quantity and supply of the farm produce through the year. After preparing the ground, they quit their jobs in 2012 and, later that year, launched the proprietary firm Canectar Foods Pvt Ltd in October, targeting IT companies.

Chai Kings



Chai Kings

COMPANY OVERVIEW

Chai Kings, is a chain of Chai retail outlets, the largest in Chennai. They opened their first outlet in Kilpauk in Oct 2016 and now operates with 53 outlets in 3 cities. Currently, Chai Kings is present in Chennai, Hyderabad and Coimbatore. Chai Kings offers a sumptuous range of chai in exotic flavours in a hygienic ambience and at justifiable prices. Chai Kings has multiple formats and has many retail stores in high streets apart from Malls, Colleges, Metro Stations, Food Courts, and many IT Parks.

WHAT MAKES THEM UNIQUE

Considering the love for tea in India, Chai Kings serves many varieties of Milk Chai, Black Chai, Herbal Chai and Ice Chai. Apart from chai, it serves coffee, milkshakes, and other popular Indian snacks. Chai Kings' vision is to become the largest player in India selling Chai as the anchor beverage. What sets them apart is their accessibility to consumers hailing from varied backgrounds.

FOUNDER DETAILS

Chai Kings was incorporated in 2016 by Jahabar Sadique and Balaji Sadagopan. At times, the simplest needs happen to be sadly out of reach.

In the quest of finding a refreshing cup of chai on the go, or while at work one ends up making compromises and resorts to a not-so-hygienic tea shop on the road or having an inconsistent quality of chai at tea outlets. Being chronic chai buffs themselves, these co-founders wanted to put a stop to all those compromises. So they thought the best way to do this is to blend high-quality chai with top class service and give a wholesome experience to chai lovers with Chai Kings. In the months to follow, they are looking to expand their product portfolio and enter new markets with strategic pan-India partnerships.

ChocoCraft



COMPANY OVERVIEW

At ChocoCraft, the company creates gifting solutions by combining exquisite chocolates in beautiful packages. They make chocolates with designs, logos or messages printed on them.

The company has worked with more than 200 companies across India and a few companies overseas.

WHAT MAKES THEM UNIQUE

The team developed a concept with printed chocolates in beautiful customised packaging. They have made designs for all occasions and are now selling in all the segments successfully and profitably.

What sets them apart is the products and the ability to conduct a complicated customisation process at a mass scale. The well-defined processes right from taking the orders, production and delivery system are super fast and foolproof. The beauty of this business is that we can expand it globally.

FOUNDER DETAILS

The story of ChocoCraft began in 2013 by Saurabh Mittal and Amrita Mittal. The basic idea was to do something new and exciting with chocolates.



COMPANY OVERVIEW

Coffeeza is a Smartisanal® coffee brand that makes it easy for coffee lovers to enjoy gourmet café-style coffee, conveniently at home or office. The brand is paving a modern way for people to prepare and enjoy great-tasting, café-style beverages like Cappuccino, Latte and Espresso with convenience by bringing together technology (in the form of machines) artisanal coffee (in the form of coffee capsules) in its product range.

WHAT MAKES THEM UNIQUE

Coffeeza allows coffee lovers to enjoy authentic café-style Cappuccinos, Lattes, Espressos, Americanos and, so much more, conveniently at home. They are the only Indian coffee brand offering state of the art coffee machines for brewing and coffee capsule blends that match the offerings of international players.

Each capsule contains the exact quantity of coffee grounds, perfect for one serving the rich and indulgent café-style coffee is extracted by the machine by forcing nearly boiling water through the coffee grounds under high pressure, just like a café. All this takes place at the touch of a button.

FOUNDER DETAILS

In 2008, Rahul Aggarwal joined his family business, Siva Group – which identifies and makes asset tracking applications – but wanted to explore and build something he was passionate about. Following his intuition, he enrolled on an MBA programme at Babson College in the US in 2010. He took the entrepreneurial plunge to start Coffeezain 2017. The idea was to let people enjoy gourmet-style beverages from the comfort of their homes and offices. The three-year-old startup, currently valued at \$3 million, has served over 100 clients globally and has an annual recurring revenue (ARR) of \$300,000.

Diet 'S' Mart



COMPANY OVERVIEW

Dietsmart is a company that sells proprietary foods that are low in carbs and high in protein.

These products are best suited for people suffering from lifestyle diseases like diabetes, PCOS, heart conditions along gym-goers.

WHAT MAKES THEM UNIQUE

They have created a range of sweets and savouries for the Indianised palette that use only almonds and other super seeds. All of their products have no sugar or jaggery in them.

FOUNDER DETAILS

Founded by Meghana Ambati in 2021, and is located in Hyderabad. The company aims to become the one-stop shop for healthy dietary needs, both in terms of products and information required to follow and sustain long term lifestyle changes.

HYP Protein Snack



COMPANY OVERVIEW

HYP is a high protein snack foods company. It was founded in 2015 by two engineering graduates. HYP is targeting a niche segment of the audience who are health-conscious and want to switch to healthier alternatives for satisfying their hunger. Competing in a market that is dominated by local snacks across the streets as well as other branded products that have a relatively lower nutritional value, HYP wants to establish itself as a go-to snack for fitness conscious Indians.

WHAT MAKES THEM UNIQUE

Natural ingredients when combined with nutrition, taste, and easy to consume products, makes HYP a relatable brand that is backed by good intent and FSSAI certification. Their current portfolio has meal replacement protein bars, zero-sugar protein bars, high protein cookies and choco pies. HYP makes it easier and convenient to inculcate the habits of healthy and on-time eating by replacing fats with proteins and consuming less sugary stuff.

FOUNDER DETAILS

Their brand inception story comes from the personal experience of their co-founders, Arun and Gowthaman, who have engineering and management degrees. Due to busy lifestyles, they had unhealthy bodies. Gymming wasn't a sustainable option for them. They just wanted normal exercise and a convenient diet plan. They realised that they are not alone and there are others like them and thus HYP was born.

J.A.B Rocktails



COMPANY OVERVIEW

Goaah Ventures flagship non-alcoholic beverage brand, J.A.B Rocktails, is crafted to inspire the beach holiday vibe of Goa, which is synonymous with Fun and Freedom. J.A.B. (an acronym for Just Add Buzz) Rocktails are available in four classic flavours: Cuba Libre, Mojito, Cosmopolitan, and Blue Lagoon. These mocktails and mixers are perfect for enjoying at home, on the go, as well as at events and parties.

WHAT MAKES THEM UNIQUE

What sets J.A.B. Rocktails apart from other beverages available in the market is their unique flavour profile, which comes from premium ingredients sourced worldwide. Enriched with vitamin C, these mocktails and mixers can be consumed on their own or mixed with white or dark spirits without any skill or preparation.

FOUNDER DETAILS

The company is led by Sameer Seth, who has 20 years of experience in the AlcoBev industry, and Varun Krishna, who has over 19 years of experience as a marketing professional with leading organizations across India.



COMPANY OVERVIEW

JustCook is a Food & Beverage brand that currently offers ready-to-cook products of Indian meals. With their products, they offer professional assistance to authentic Indian meal cravings, helping to rustle up 100% hassle-free and authentic Indian meals in a jiffy; with no chemicals, preservatives or artificial flavours. They strive to become India's leading ready-to-cook production and supply company.

WHAT MAKES THEM UNIQUE

They take pride in their home-grown manufacturing style, using state-of-the-art equipment, and ultra-hygienic formulas that follow the best-in-class manufacturing processes. For the team at JustCook, the mission is to ensure that healthy organic food doesn't become a casualty in the maddening rush of everyday life. They make use of proprietary recipes to maintain the authentic regional taste in all their products.

FOUNDER DETAILS

Founded by neighbours turned co-founders, Aakanksha Satnalika and Khushbu Malu started JustCook in 2020. Aakanksha is a fashion designer by profession and Khushbu is a CA. Their love for Indian food and the need for simplifying the cooking process helped them to form JustCook. In the coming years, they are looking to build key strategic alliances and reach out to more markets nationally and internationally.

MasterChow



COMPANY OVERVIEW

Founded in June 2020 by Vidur Kataria and Sidhanth Madan, MasterChow is a ready-to-cook Asian cuisine brand. The brand focused on solving daily woes for two broad categories of demographics. For millennials aged between 25-44 years who are leading fast-paced lives, are crunched for time and are looking to experiment with world cuisines, MasterChow is their one-stop solution for both health and taste.

Since its inception in 2020, the brand has served over three lakh families and has witnessed traction in Tier-I and II cities. Currently, the brand is shipping to 2,800 cities in India and has products available on online marketplaces like Amazon, Bigbasket, Grofers, Instamart, and offline stores such as Modern Bazaar.

WHAT MAKES THEM UNIQUE

MasterChow wants to disrupt the existing market - which mainly comprises artificially processed, unhealthy sauces which are low on flavour. They aim to create a better-for-you Asian food brand that gives an elevated flavour palette with high-quality ingredients.

Their product range of stir-fry sauces & noodles is 100% natural and free of artificial preservatives, colours and flavours.

FOUNDER DETAILS

Vidur Kataria and Sidhanth Madan have been entrepreneurs in the F&B space for 5+ years. They originally started an Asian QSR Chain 'Wok Me' that served the meal bowl concept with a wide range of our stir-fry sauces.

Unfortunately, when the pandemic struck, they were forced to reassess the business model and pivot to the CPG space. Vidur and Sidhanth conceptualized and launched MasterChow in June 2020. Their dream is to build a loved Indian brand that offers you premium Asian pantry essentials for great, restaurant-style Asian food at home.

Moonshine Meads



COMPANY OVERVIEW

Moonshine meads make meads which is an alcoholic beverage made by fermenting honey and then blended with various fruits and spices. Founded in 2016, Moonshine meads is Asia's first meadery and is responsible for re-introducing meads to India.

WHAT MAKES THEM UNIQUE

Mead is the oldest alcoholic beverage in the world and has its roots in every ancient civilisation known to man. Moonshine worked to get the laws changed and went on to launch the brand in Maharashtra. Their products are available in Assam, Rajasthan and launching soon in Karnataka, Himachal and Daman. Unlike the meads from across the world, their meads are of low ABV (Alcohol By Volume).

FOUNDER DETAILS

A garage project in 2014 to Asia's & India's first Meadery in 2018, this is the journey of Rohan Rehani and Nitin Vishwas and the creation of Moonshine meads. Meads are the oldest and the most versatile drink known to mankind, and Moonshine's mission is to bring back the elixir of the Gods to this and future-century lovers of all things craft. Their USP is the ingredients that they constantly experiment with, to bring fresh varieties of meads that take the palate on a soothing journey.

Naagin



COMPANY OVERVIEW

Naagin is the original Indian hot sauce brand. Every batch of hot sauce bottles brings a blend of ethically sourced produce, entirely prepared from real vegetables and the highest quality of premium locally grown Indian chillies.

Naagin Sauce is perfect for anyone looking for an instant taste upgrade. It is versatile and can be used as a condiment, cooking sauce or marinade, and offers quality and convenience at an affordable price point.

WHAT MAKES THEM UNIQUE

Naagin wanted to reimagine Indian spices with unique flavours.

FOUNDER DETAILS

Naagin was founded by Arjun Rastogi, Kshitij Neelakantan and Mikhel Rajani in the year 2019 with a rebellious spirit and no small objective: to offer instant taste upgrades to people (of passion) who want better food, and to bring a modern twist to India's historic and passionate relationship with spices

Natureland Organics



COMPANY OVERVIEW

Founded in 2016, Natureland Organics is a leading organic food brand. Its mission is to build a robust and sustainable organic produce value chain management. They deliver pesticide-free food products to the consumers and ensure healthy food for all. Their product range includes cereals, dry fruits, spices, oils, etc.

WHAT MAKES THEM UNIQUE

They follow an integrated approach where the farmers become their partners. Their activities begin by offering organic certification and training to the farmers. Through adequate training, they ensure a supply chain of quality organic goods. Natureland Organics pays their farmer partners a premium over market prices and subsequently makes agriculture a viable option for them. They work on a concept of farm-to-fork where they serve quality organic food at affordable rates.

FOUNDER DETAILS

Started by two agriculturist brothers Ajeet Godara and Arvind Godara in the year 2002, the venture was conceptualised for assisting the farming community and for improving the farming yield. Their D2C journey started in 2016, but ever since they laid their foundations of the business, they wanted to create an effective and efficient bridge between Indian marginal farmers and buyers across the world seeking high-quality organic produce.

NATUREWELL



COMPANY OVERVIEW

Naturewell, a brand introduced by Digimarc Eventures Pvt Ltd, has devoted itself to the Indian healthcare sector. With products like Edible Seeds, Dried Fruits, BerriesNuts, Baking Products, Weight Loss and Wellness Products, VitaminProtein Supplements, Herbal JuicesVinegars, BeautyCosmetic Products, Naturewell Organics has helped several people maintain a healthy lifestyle.

WHAT MAKES THEM UNIQUE

The multiple deficiencies in the body is a wake-up call to include protein-rich food, chemical-free nuts, and other essential minerals in one's diet.

Naturewell offers chemical-free and preservative-free products to health-conscious Indians.

They offer premium quality products sourced from farmers and producers.

FOUNDER DETAILS

Tushar Agarwal founded Naturewell in the year 2019. He is an experienced professional with a demonstrated history of working in the consumer goods industry. He is also skilled in Internet Business Strategy, Online Retail, eCommunications, Microsoft Excel, and E-commerce.

Tushar holds strong entrepreneurial skills with an M.Com (master of commerce) focused in Accounting and Finance from the University of Rajasthan.



COMPANY OVERVIEW

Open Secret is a purpose-driven brand, with strategists & marketers from IITs, IIM & HBS passionate about building one of the most iconic, challenger brands in the \$15B snacking industry. Their only goal is to Un-Junk families' favorite snacks, all while keeping mothers at the forefront - because they truly believe, no one knows better than a mother about what is best for her family.

Their mission is to make every Indian family snack better by Un-Junking their favorite snacks.

WHAT MAKES THEM UNIQUE

Open Secret is a brand for mothers, made by mothers. As a women-led brand, they are committed to bringing and empowering more women, especially mothers, in their journey to become the go-to household brand. They also launched the Open Secret Mother Program - an initiative to empower more mothers, provide opportunities across verticals to help claim their financial independence with comfortable work hours.

FOUNDER DETAILS

Founded by Ahana Gautam and Udit Kejriwal in 2019, Open Secret has experienced 10X growth over the past year driven by strong consumer demand across their expanding portfolio of products: cookies, chips, spreads, nuts and shake mix.

Rishta



Your Everyday Food Partner

COMPANY OVERVIEW

Founded in 2016, Rishta is into the Fresh foods business in the food & beverage category. Their parent company is registered by the name of Shri Jrg Food Products Pvt. Ltd. that has a legacy of almost 100 years in the food processing business. Their product innovation is focused to ensure that it is easy to adopt in a modern lifestyle and is loved by the whole family especially kids. They ensure the best quality ingredients are processed in a traditional manner and made easy to cook.

WHAT MAKES THEM UNIQUE

They currently focus on batters, multigrain staples, and Gir cow milk products. They follow a simple principle of "we serve what we eat at home". With time, their business has evolved from various food businesses like flour, rice, and oil milling across India to fresh food ventures in 2016. Beginning with idli dosa batter, their business has been rapidly growing ever since. With over 50% returning customers, Rishta enjoys a high repeat purchase.

FOUNDER DETAILS

Harsh Gupta and Manisha Gupta are both post-graduates with a collective entrepreneurial work experience of over 20 years. With their family legacy in the food business, they want to leverage the use of increasing e-commerce opportunities to expand their brand presence in the Top 30 cities across India.

Sleepy Owl Coffee



COMPANY OVERVIEW

Sleepy Owl is a homegrown Indian coffee brand. Their vision is to redefine the in-home and out-of-home coffee experience, and make your cup of coffee better, every day. Today, the brand stands over five years strong with a strong product portfolio that includes Cold Brew Packs, Hot Brew Bags, Ready-To-Drink Cold Brew Bottles, Ground Coffee, Brew Box and a range of Merchandise.

WHAT MAKES THEM UNIQUE

Sleepy Owl focuses on creating innovative products that are easy to use, easy to store and easy to drink.

These are made with Grade-A 100% Arabica Coffee from select plantations in Chikmagalur, Karnataka.

The brand emphasizes sustainability and has eliminated using plastic in all its packaging.

FOUNDER DETAILS

The inception of Sleepy Owl can be traced back to three friends - Arman Sood, Ashwajeet Singh and Ajai Thandi, who despite their love for coffee, couldn't find a good cup when they needed it. Hence, they decided to brew their own and invented a product they loved.

The Divine Foods



COMPANY OVERVIEW

The Divine Foods is a homegrown food brand from Tamil Nadu with an objective to promote traditional foods. They started their business in 2019 with a range of turmeric products and are currently sourcing other more products. Their product is US FDA approved and it is available in the UK, Canada, Singapore, the USA, and Australia.

WHAT MAKES THEM UNIQUE

They closely work with native farmers around Tamil Nadu to make traditional foods available around the world. They are trying to address the health issues with traditional food from India. They partner with native organic farmers in India to procure quality turmeric and pay them three times more than the fair-trade price.

FOUNDER DETAILS

The founder, Kiru Maikkapillai, with his strong foothold wants to disrupt the traditional supply chain by taking the local spices from Tamil Nadu to the international market. Their idea is to maintain quality and provide authentic products to the end consumers.

Drink Tales



COMPANY OVERVIEW

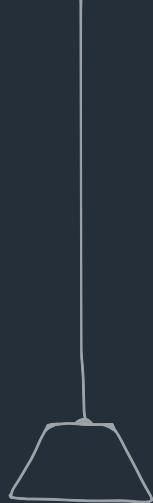
Drink Tales is a cocktail mixer brand that aims at making innovative party products for solving cocktail making as a process. It is a story of 3 friends who went from creating classic drinks for college parties to building an authentic cocktail mixers brand to give a one-stop shop for your favourite drinks. They converted a simple idea to reality by doing some home experiments with the help of friends. With the help of their team of experts, Drink Tales created natural-flavoured products which evolved from the constant feedback of mixologists.

WHAT MAKES THEM UNIQUE

Drink Tales made India's 1st powdered cocktail mixers. They operate on imagination and creativity, to make your tales even more special! With every product, they believe in innovation and brewing magic to deliver the experience of a bar without the hassle of creating cocktails from scratch.

FOUNDER DETAILS

Drinktales was founded in 2020 by a team of innovative forward-thinkers, Aakriti Goyal, Bhanujeet Choudhary and Tulika Priya, who wanted to help shape cocktail culture for tomorrow's progressive consumers. The company is headquartered in Delhi.



Furniture
& Home Decor



COMPANY OVERVIEW

Artment is an online luxury home decor store constantly curating unique artistic finds for your home. They design and offer art pieces in multiple categories like dining, barware, decor, lighting, etc.

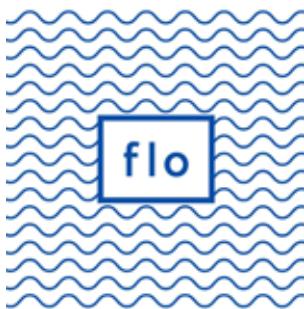
WHAT MAKES THEM UNIQUE

They are keen on spreading awareness about the magic of art. Art is subjective, and its importance in everyone's life is different. Hence, the artistic decor pieces are curated to help people express themselves daily. All products are 100% made in India, which allows the brand to scale its products to cross-border markets.

FOUNDER DETAILS

Aditya Agarwal and Aanchal Agarwal founded Artment in 2019. They have touched a milestone in bringing the uniqueness of art and utility of home decor together.

Flo Mattress



COMPANY OVERVIEW

Flo Mattress is a sleep solutions brand that caters to products like mattresses, beds and other sleep accessories. In a market that is highly dominated by unorganised players (close to 65% of market share is from unorganised players), Flo Mattress brings in technology, quality, comfort, and convenience at increased savings for its customers.

WHAT MAKES THEM UNIQUE

Their mattress covers are infused with aloe vera gel and a 3D air-flow technology to keep them cool and ventilated. These mattresses are reversible and can be used on either side depending on how much support you need. They also sell pillows and aloe-vera gel-infused mattress protectors. What makes them unique is their proprietary responsive foams, and 100-nights free trial. The fact that they are in the D2C space, they can cut down middlemen and other retail overheads and hence can provide savings of up to 50% to the end customers.

FOUNDER DETAILS

The founding team comprising Gaurav Zatakia and Kshitij Rihal comes with over a decade worth of experience in building high specification sleep solutions for leading hotels, and some of the most discerning consumers across India. According to them, Flo Mattress is for young shoppers with on-the-go lifestyles who enjoy their much-needed sleep and appreciate innovation.

Sleep Expert & Oyasumi



COMPANY OVERVIEW

It is the fastest-growing D2C brand for buying high quality yet affordable home furnishings products like pillows, cushions, bolsters, memory foam contour pillows, mattresses, comforters, bedsheets and much more. Each of their products is beautifully crafted to deliver superb quality and ultimate convenience.

WHAT MAKES THEM UNIQUE

The company takes great pride in being referred to as Rated #1 by Consumer Choice of the country. Their USP is of good quality products at an affordable price. They have invested in world-class research and development to produce high-quality products.

FOUNDER DETAILS

The company was founded by Indarpal Uppal, Harmeet Kohli & Harvinder Kaur Kohli.

Their journey began in 2018 as a D2C home linen company and in the last 3 years, they have enhanced the elegance and home decor of more than 1 lakh clients. Being a customer-centric & environmentally conscious company, they use sustainable materials to ensure that our homes and our home planet always look beautiful and serene.

Sleepy Cat



COMPANY OVERVIEW

Sleepy Cat is an online platform that provides luxury mattresses and other bed linens.

It curates a range of premium sleep products, freshly manufactured and delivered to your doorstep at factory price. Sleepy Cat provides products like The Original - 6 inches Mattress, The Latex - 7 Inches Mattress, The Plus - 8 Inches Mattress, The Baby Mattress, Protectors, Pillows, to name a few.

WHAT MAKES THEM UNIQUE

SleepyCat aims to be a brand that offers ease of shopping, affordability, best-in-class sleep products, the fastest delivery options and customer satisfaction. They also take customer feedback seriously to improve the quality of products.

FOUNDER DETAILS

SleepyCat started in 2017 when founder Kabir Siddiq entered the old and unchanged mattress industry. He saw a gap in the market between manufacturing a mattress and eventually delivering it to a consumer. To simplify this and make the process of mattress-shopping fun and easy, SleepyCat was born.

Kabir is a graduate from Indiana University, USA, with a double major in Economics and Telecommunications. He has also worked as an Investment Banker before joining his family business.

SOLARA



COMPANY OVERVIEW

SOLARA is based out of Silicon Valley, USA, with roots in India. SOLARA offers premium Sleep (Mattress, pillows), Kitchen and Home Fitness categories products with trendy designs.

They sell directly to customers cutting down all the layers. The brand has developed a mobile app which ties all its products and serves as the content hub. Some of the best-selling Solara products include Air Fryer, Motivational Water Bottle, Certi-Pur US mattress, Resistance bands, weight machines. The Core Tenets of Solara is to emerge as a customer-centric brand, providing the best experience & quality products at an affordable price.

WHAT MAKES THEM UNIQUE

SOLARA customizes the products to Indian aesthetics and also for Indian kitchens. For most online brands, the relationship with the customer ends at the point of purchase. For SOLARA, the relationship starts with the purchase. They engage their customers with a lot of content about cooking, home fitness etc.

FOUNDER DETAILS

SOLARA was founded in 2020 and started operations in 2021 by Gopal Kolli, Amazon alumni. They have seen high growth and are currently doing ~2 Crore per month with only 10 SKUs.

Transteel



COMPANY OVERVIEW

Transteel is a furniture solution provider based out of Bengaluru. Founded in 1995, Transteel aims to sell ergonomic office and home furniture to SME & MSME consumers in Tier 3, Tier 2 and Tier 1 cities using an asset-light and digital-first approach. Traditional furniture market is increasing the culture of fast furniture, and overpricing due to the involvement of multiple actors in the value chain. With its direct to consumer approach, Transteel is making furniture purchase more sustainable, ethical, and hassle-free with furniture solutions that are just a click away.

WHAT MAKES THEM UNIQUE

Currently, Transteel has 95 SKUs in the two categories of office furniture and utilitarian home furniture. They believe in designing products that suit people's lifestyle and do wonders for the planet. During the pandemic too, they rightly identified the market needs and worked to provide a product that can solve a genuine user need. Their computer desk emerged to be a saviour for thousands of customers who were working from home and wanted to have a proper work station. As per the founders, they envision to launch another 50-80 home products as a part of their strategic initiatives and achieve a PAN-India rollout.

FOUNDER DETAILS

Transteel is a family-run business with two founders Shiraz Ibrahim and Nasreen Shiraz. With a total entrepreneurial experience of over 25 years each, both of them are eyeing to explore their business in the online furniture market with a focus on Tier 2 and Tier 3 cities of India.



Health, Wellness
& Fitness



COMPANY OVERVIEW

Bibo is a fast-growing consumer healthcare products company with a global outlook. Bibo stands for “breathe in, breathe out”. They have a range of premium products for catering to both acute and chronic needs. Their products help to deal with cough, cold, nasal congestions effectively and naturally.

WHAT MAKES THEM UNIQUE

Bibo products are unique in formulation compared to mass brands owned by big pharma or FMCG companies. They launched premium variants looking at the white space available in the categories. For example, they modified the use case of vaporub balms to patches which are touch free and mess free. Same way when it comes to nasal spray category, they entered the market with saline spray with tulsi. They are the first to use Tulsi in a saline solution.

They have tasted some early success in terms of selling products and have an in-depth understanding of pharma and healthcare trade and have tie-ups as with Pharmeasy, Amazon B2B, Paytm etc. They have sold more than 3 lakh pieces since their inception in 2020.

FOUNDER DETAILS

Bibo brand is owned by Hilt Brands India Private Limited. They have a team of healthcare experts and have multiple globally-recognized partners for product development and curation of wellness ideas. Bibo is exclusively marketed by Hilt Brands with its headquarters in Bengaluru, India.

BIOPHILIA



Health | Science | Nature

COMPANY OVERVIEW

Biophilia is a one-stop e-Commerce solution for different health, wellness, beauty & FMCG products for men and women who are trying to conceive (TTC).

WHAT MAKES THEM UNIQUE

Biophilia provides innovative, natural & research-based fertility enhancing products targeted to the TTC community. They also offer comprehensive content including, product reviews, how-to videos & articles by experts.

FOUNDER DETAILS

Biophilia was founded in 2020 by a Docpreneur Dr Somendra Shukla after years of clinical research for quality & scientifically validated fertility enhancing products with natural ingredients to provide natural wellness of life, health and fitness including prevention and modification of lifestyle diseases targeted to fertility.

Boldfit



COMPANY OVERVIEW

Boldfit is a D2C health and fitness brand that is standardizing health and fitness products. Boldfit aims to be the fast-growing industry by delivering products for their performance and quality that meet the Indian customer at an affordable price range.

WHAT MAKES THEM UNIQUE

BoldFit delivers high quality and high performing products at an affordable price, to make the fitness lifestyle available to everyone that seeks it. In simple terms, BoldFit delivers "Fitness Everything"

They have tasted some early success in terms of selling products and have an in-depth understanding of pharma and healthcare trade and have tie-ups as with Pharmeasy, Amazon B2B, Paytm etc. They have sold more than 3 lakh pieces since their inception in 2020.

FOUNDER DETAILS

Pallav Bihani started BoldFit in Bengaluru in 2019 to make fitness accessible to all. In two years, the company now deals in 30 SKUs across fitness and yoga, nutrition, health and wellness categories and has an annual turnover of Rs 30 crore.

Flexnest



COMPANY OVERVIEW

Flexnest is a Fit-Tech Startup on a mission to make At-Home workouts truly engaging and irresistibly convenient for everyone. They combine technology, content and best-in-class instructors to empower their community through fitness. Their products range from connected Indoor bikes to adjustable strength equipment and more.

WHAT MAKES THEM UNIQUE

Flexnest is a leading premium fitness brand. They also have iOS and Android apps to provide game-changing workout content to consumers.

FOUNDER DETAILS

In the summer of 2020, partners Rhea and Raunaq Singh Anand watched their friends and family dive into a newfound rigour of complying with daily workouts. Behind the frantic endeavour was the belief that being fitter than they meant their body's chances of contracting COVID.

They decided to make space for and build a home gym in their Delhi house. It was then that a business idea took shape. Close to a year later, the partners have launched Flexnest, one of India's first personal fitness brands selling 12 essentials solely for home use.

HIMALAYAN ORGANICS



HIMALAYAN ORGANICS

COMPANY OVERVIEW

Himalayan Organics is an organic and plant-based Health and Dietary Supplement company. Started in 2019, it is a bootstrapped startup with over 100 SKUs and has an international presence in over 7 countries.

The brand's vision is to become No.1 Health & Dietary Supplement brand in the world by solving people's problems with organic and plant-based ingredients.

WHAT MAKES THEM UNIQUE

They are a leading dietary and beauty supplements brand with over one million customers. They want to bring the Himalayan nutrition right at the door steps of its customers. Their key emphasis is on innovation and unique product offerings that are 100% vegan. In the first year of their launch, they were able to attract 100k customers and ever since there has been no looking back.

FOUNDER DETAILS

Vaibhav Raghuwanshi, hardcore animal lover & a philanthropist, realized the need for vegetarian dietary supplements & nutraceuticals when he struggled to find an ethical one for himself. Diagnosed with Vitamin D3 deficiency his search became difficult as there were hardly any vegetarian options available in the market. Back then, most dietary supplements were derived either from animals or available as Gelatin (non-veg Source) based capsules. Together with Co-founder Suditi Sharma, who is an Honours in Consumer Psychology, art enthusiast, and a humanitarian, they delved deep into the world of nutraceuticals. Their analytical approach & research lead them to establish Himalayan Organics.

My Fitness Gel



COMPANY OVERVIEW

My Fitness Gel is a subsidiary of My Cube Ventures, a D2C brand interested in progressive and innovative consumer brands in the Health, Fitness & Wellness, Natural & Organic, Flower Wellness, succession & estate planning services space. They offer three variants: Sound Sleep Gel, Warm-Up Gel, Cyclist Gel. Get Ready To Experience The New Fitness Culture.

WHAT MAKES THEM UNIQUE

My Cube Ventures believes in creating new product categories, introducing/launching innovative products and keeping today's consumers in mind.

FOUNDER DETAILS

Founder Gurjeev Singh Gulati, with over 15 years of experience in the Events & Hospitality Industry, came up with the idea at the start of the ongoing pandemic to start a D2C company with products around health, wellness & fitness space. His goal is to take brands globally across all major marketplaces and build an omnichannel retail presence.

myDaily



COMPANY OVERVIEW

myDaily is India's leading Advanced Nutrition Brand. They have carefully crafted nutrition products for Weight management, Thyroid, and PCOS conditions along with comprehensive personal consultation with experienced dieticians in-house. In the last seven months, myDaily has launched a Dietary Supplement product range for Thyroid, PCOD, Weight management, and Skincare in the form of teas & foods.

WHAT MAKES THEM UNIQUE

myDaily is working towards solving India's lifestyle health problems through easy form dietary supplements combined with AI-driven personal guidance. The formulation & range of micros in each of the products are very research-driven & specific to the problem making it very effective.

FOUNDER DETAILS

Founded by Anurag Kedia, Saurabh Garg and Sunil Rao, myDaily is positioning itself as a 'perfectly engineered meal replacement shake' that provides the exact nutrients required by the human body in one meal. The founders have almost 10 years of prior experience in the health and fitness space through the parent company, Four Fountains De-Stress Spa, which they have been running for close to a decade.

Navvayd



COMPANY OVERVIEW

Navvayd is an online healthy food and beverages brand, making delicious, fresh & healthy teas affordable and accessible. Products offered are pure region-based teas - Darjeeling & Assam, Blended teas with herbs, spices, fruits and flowers, problem-based teas like teas help to sleep well, reduce stress, period cramp relief, PCOS and PMS management, etc.

WHAT MAKES THEM UNIQUE

Navvayd works on creating innovative blends with natural ingredients for blended teas.

They are authentic source-based products with the same delicious taste and flavour throughout the year.

FOUNDER DETAILS

Navvayd is founded by Sachin Mitruka, an MBA in Marketing and Operations from IMT, Nagpur. After completing his MBA, he came back to his family business and then after training for 2 years in tea plantation and tea manufacturing, he started www.navvayd.com to make better teas available and affordable for the world.

Nutrizoe



COMPANY OVERVIEW

Nutrizoe is India's first women centric brand that develops nourishment products in the forms of OTC Food Products and Nutraceuticals. They intend to analyse the pain points across different phases in women's life from Puberty to Menopause and address them through a set of niche solutions to comfort her and make her life easy.

WHAT MAKES THEM UNIQUE

Their first product "Lactobites" is a lactation aiding bar. One of its kind, these bars are enriched with 18 Indian superfoods that help in enhancing milk supply naturally. These bars are also preservative and chemical-free. The bars have been made keeping in mind great taste, texture, flavour, are very palatable and very easy to carry and use. They are in the process of filing a patent application for Lactobites.

FOUNDER DETAILS

Nutrizoe was founded by husband-wife duo, Richa Pendake and Saanket Pendke in 2019. Richa has over 15 years of work experience in Sales, Marketing, Distributions and Strategy with a large conglomerate while Saanket is an ex-founder of a financial services firm and brings in his expertise of Finance, Technology, and Operations to Nutrizoe.

Origins Nutra



COMPANY OVERVIEW

Origins Nutra is a one-stop-shop for the entire family's nutritional needs: be it from immunity boosters for kids to multivitamins to various supplements for elders. They have a total of 27 products right now and a few more in the pipeline. The product range has some unique plant-based products that have shown great promise abroad, and some products are vegan alternatives to popular animal-based supplements. The supplements cover different health issues from immunity, metabolism, heart problems, cholesterol, vitamin deficiencies, Bone strength, Joints support. The platform offers products for all age groups, from a multivitamin, mineral chewable tablet for kids (KidActiv) to Vegeflex, a complete joint support supplement for elders.

WHAT MAKES THEM UNIQUE

The company offers products based on proven sciences from around the world, be it Ayurvedic, Chinese Herbal Medicine, Japanese Foods or researched concentrates from the west. They work with the best ingredient manufacturers worldwide to procure the highest quality and efficacy ingredients.

They are also experimenting with the latest technologies.

FOUNDER DETAILS

Surya Tej Chinni co-founded Origins Nutra along with his mother Dr. Rajani Chinni. His entire family has been working for over 20+ years in the pharmaceutical sector, and over the years all he had heard at home is that they never compromise on quality because medicines are something that people consume with utmost hope and when they are at their most vulnerable self. This experience helped him while opening and running the company.

Praakritik



COMPANY OVERVIEW

They are a young and growing family of people who are aimed at a common goal - To uplift and improve the lives and livelihood of our farmers while at the same time enabling Clean, Authentic and Organic foods to reach the homes of our consumers. They are certified by the NOP, NPOP, USDA and USFDA.

Today, the company's journey has brought them to a farmer network of close to 2000 farmers, over 85 SKUs, 100000 homes touched, available across 280 plus stores across the country and expanding our operations to Singapore and the East.

WHAT MAKES THEM UNIQUE

Praakritik aims to create an ecosystem of availability & affordability for our consumers in their organic needs while ensuring a direct farmer to consumer supply and fair trade for our farmers.

FOUNDER DETAILS

The company was started by Aghalya Ram's aunt, Richa who initiated by supporting just one gaushala. She knew the benefits of Desi Gir Cows and believed that every household should have the best form of natural products. She started from home by supplying hand-churned Vedic processed ghee and propagating the health benefits it had.

PRO2FIT



COMPANY OVERVIEW

PRO2FIT offers vegan health and wellness supplements to help people bridge the daily nutrition gaps and achieve their health goals. With veganism compounding every year, PRO2FIT wants to be the brand that contributes to a sustainable plant-based lifestyle.

WHAT MAKES THEM UNIQUE

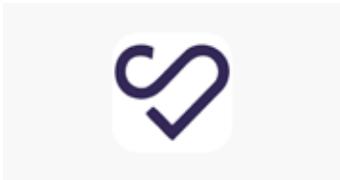
PRO2FIT holds utmost love and respect for the life of animals and believes in a future where animal agriculture becomes rare if not non-existent.

The company aims to commit to a new age of living with supreme quality of 100% plant-based products to help you look and feel amazing without costing the Earth.

FOUNDER DETAILS

Payal Shah and Saurabh Shah, the co-founders of PRO2FIT, have had expertise in nutraceutical formulation designing and product development since 2005. Saurabh has 14+ experience in dietary supplements with a holistic understanding of domestic and international understanding making the two perfect partners to run this company.

SanketLife



COMPANY OVERVIEW

SanketLife, is the first consumer facing medical devices brand of India which is focused on developing highly accurate, medical grade devices. These devices are launched under their parent organisation, Agatsa. Their mission is to create a healthier world by producing more efficient health monitoring devices through innovation that are affordable to all.

WHAT MAKES THEM UNIQUE

These medical devices are miniature forms of the existing large machines (that are only available in hospitals, diagnostic centres). They started with innovating the world's smallest 12-Lead ECG which became a rage among doctors and heart patients equally due to its sheer size and simplicity of use but also high grade quality and accuracy. Till now Agatsa has launched five products which are targeted directly to customers and are getting great feedback from the market. These devices are sold globally and the devices are patent protected with USFDA 510(K) in process.

FOUNDER DETAILS

Agatsa, is the brainchild of Rahul Rastogi and Neha Rastogi, both electronics and telecommunication engineers having around 18 years of experience in the industry. While Rahul worked with core consumer electronics brands like LG, Samsung, and ST Ericsson, Neha had a good corporate stint with software giants like CSC, Hewitt, and Xerox before they both started Agatsa in 2014.

Saroyce superfoods



COMPANY OVERVIEW

The company is on a mission to inculcate a healthy lifestyle in millennials and help people sustainably gain health. They are on a mission to make deficiency a thing of the past, one superfood at a time.

Saroyce Superfoods is a simple solution to this complex problem.

WHAT MAKES THEM UNIQUE

Saroyce superfoods offer 100% natural, nutrient-dense, convenient superfoods at an affordable price in the Indian price. Its mission is to be a one-stop destination for all things health and wellness.

FOUNDER DETAILS

Sangeetha Madhan, the founder of Saroyce Superfoods, is on a mission to make the world a little healthier one superfood at a time. After being deficient in iron and vital vitamins, Sangeetha understood how deficiencies affected every area of her life. From hair fall, pcos, diabetes and all lifestyle disorders, food was the root cause of everything. She realised that she had to change her food and lifestyle and began to look for natural products that could help her sustainably gain health and thus embarked on this journey of Saroyce superfoods.

Soulify



COMPANY OVERVIEW

Soulify, a Mumbai-based company, was launched in 2019 with the mission is to optimize the body & mind with the best quality organic functional foods like Granola & Nut butter fused with functional foods with herbal supplements like superior quality Shilajit, Curcumin, Ashwagandha, Amla extract.

WHAT MAKES THEM UNIQUE

The brand makes organic products focusing on nutrition with high-quality ingredients. The making process is slow and handcrafted to keep the nutritional value high and taste fresh. The products don't contain any preservatives, binders or refined sugar. All packaging is eco-friendly.

FOUNDER DETAILS

Praveen Sirohi founded Soulify in the year 2019 to provide people with superior quality health products. Praveen Sirohi is a popular Indian Actor. His net worth is USD \$1 Million approx in 2021.

The Ayurveda Company



COMPANY OVERVIEW

The Ayurveda Company, also known as TAC, aims to bring Ayurveda to every household through its cosmetic range of products. TAC focuses on getting to the root of any concern, finding a solution from Ayurveda, and then combining it with contemporary solutions of science. Founded in 2021, TAC wants to build India's first tech-enabled ayurveda company which is integrated with science and promotes ayurveda as a lifestyle.

WHAT MAKES THEM UNIQUE

TAC's product categories include - Beauty, Baby & Personal Care, Wellness & Nutrition and Makeup. They all seek inspiration from Ayurveda. With their products, they promote a 30-seconds skincare or beauty routine that is easy to sustain and helps in solving modern day problems. Their products have been formulated with extensive experience and research and are 100% pure, toxin-free, and fuss-free.

FOUNDER DETAILS

The co-founders of TAC, Param Bhargava and Shreedha Singh have a total industry experience of close to 19 years and an entrepreneurial experience of 6 years. They want to establish the highest experience and efficacy in products with inputs from their users in response to unaddressed user needs.

The Body Vitals



THE BODY VITALS
NATURE'S THERAPY

COMPANY OVERVIEW

The Body Vitals is a new age ayurvedic company that understands the imbalances of our body due to modern lifestyle and seeks to achieve healthy living through nature's line of therapy. They aim to bring the ancient Indian Ayurvedic medicine system back into the mainstream and help people to lead healthier lives.

WHAT MAKES THEM UNIQUE

Derived its root from the 100-year-old Ayurvedic family heritage, The Body Vitals strives to bring the traditional, time-tested, ancient and inherited ayurvedic formulations to 21st-century customers. In a country like India which has an estimated 77 million diabetic population, DiabCare is one of the most sought after products of the Body Vitals. Their idea of healing is by creating products with a nature-centric approach.

FOUNDER DETAILS

The Body Vitals is run by 27 years old Yash Pandya, who is trying to integrate the knowledge of modern scientific innovations with a broader perspective for applications of Ayurvedic principles that can help in its wider acceptance globally.



COMPANY OVERVIEW

Founded in 2020, Zingavita is a nutritional products company. Their launch began with the introduction of multivitamin gummies in the child nutrition space and expanded their product range with Muesli for kids and adults in the healthy breakfast category. Subsequently, they spotted great traction happening in the adjacent category of women nutrition. To leverage this situation, they launched products in innovative formats like gummies and effervescent tablets, etc. for the women customers.

WHAT MAKES THEM UNIQUE

Zingavita tries to address the pain points of the Indian customers by creating delicious, healthy, and fun to consume products delivered in an innovative format. Their products are for smart moms who look for creative hacks to feed nutritional food to their children. Zingavita collaborates with nutritionists and doctors to create products that take the best that nature has to offer and deliver it in a playful, creative package that is easy for our consumers to use.

FOUNDER DETAILS

Zingavita was founded by Sachin Goel and Rohit Anand who have a collective business experience of four decades. Rohit is a serial entrepreneur, active angel investor, and a mentor and has worked in some large blue chip organisations across the world. While Sachin is an engineer by profession, he brings the nimbleness of a young entrepreneur and expertise in marketing. Their deep historical connections in the pharma manufacturing industry helps them to source the highest quality ingredients from the best producers and suppliers in India.



Home & Home Decor



COMPANY OVERVIEW

Beco aims to provide eco-friendly, sustainable, and budgeted alternatives for essential household commodities such as trash bags, kitchen towels, and tissue rolls, among others. Even though their products offer the flexibility of single-use items, they have no detrimental effects on the surroundings. With the support of investors like Sequoia, Better Capital, Titan Capital, Rukam Capital, Climate Angel Funds, and celebrities such as Dia Mirza, Beco hopes to urge more consumers to be a part of our green army.

WHAT MAKES THEM UNIQUE

Beco is the only company in India making bamboo-based tissues. They provide a basket of natural chemical-free home care products to the consumer at an affordable price thus being a one-stop go-to brand for the consumers

FOUNDER DETAILS

A beach clean-up in Mumbai made the trio Aditya, Anuj & Akshay wonder how environmental damage is real. Thus, they wanted to help every individual contribute to saving the environment for a better tomorrow by providing them eco-friendly and sustainable products.

BubbleNut Wash



COMPANY OVERVIEW

BubbleNut Wash is a brand of natural detergents that brings out some of nature's gifts in formats that consumers can readily use in their daily lives. BubbleNut Wash provides a natural alternative that can replace chemical-intensive products.

WHAT MAKES THEM UNIQUE

BubbleNut Wash works with communities to create a sustainable source of income from collecting products from the forest.

FOUNDER DETAILS

Founded by Manas Nanda in year 2017. Manas started working as an analyst for five years in the financial services industry. After a change of heart, Manas decided to use his business skill for the public good and thus joined an NGO where he managed rural development projects in India. He has a bachelor's degree in engineering from the Indian Institute of Technology, BHU and is a CFA charter holder.



COMPANY OVERVIEW

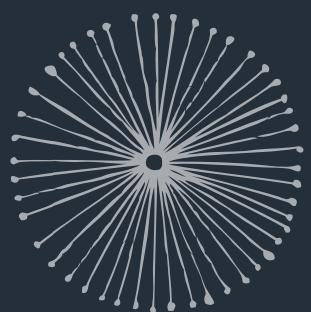
Rubberfy is a one-stop destination for eco-friendly, reusable, and pure silicone household products. A majority of the Indian households use toxic and low-quality household accessories that are primarily made up of plastics. Silicone is adaptable, durable and is capable of withstanding both high and low temperatures, thereby making it a great alternative for plastics.

WHAT MAKES THEM UNIQUE

Rubberfy offers over 50 different products under the categories of Home and Kitchen accessories, Bathroom accessories, Toys and Gaming, Fitness and Health-care accessories, Shoe-care accessories and other miscellaneous products. The average order value is Rs.200 and the company sees a decent 15-30% repeat purchase from its customers.

FOUNDER DETAILS

Rubberfy is run by Taher Dhanerwala, a BCom graduate from Mumbai. The pandemic saw his family business losing customers and that's where his corporate experience of working with Pharmeasy made him explore the opportunity to shift his family business completely online. Rubberfy's long-term vision is to capture the household product market and educate the Indian population on how to lead a greener life.



Others

Oye Happy



COMPANY OVERVIEW

Oye Happy is one of India's leading gifting startups specializing in making occasions memorable. They do that by handcrafting unique gifts rather than curating flowers and cakes most competitors do.

Their innovation and uniqueness set them apart.

Headquartered in Hyderabad, they have a team of 45 and a customer base of over 750,000 across India.

WHAT MAKES THEM UNIQUE

Oye Happy is the first to launch innovative product categories such as naughty board games, virtual gifts, social gifts and photo rakhis. They are also the first to be an official gifting merchandise partner of an IPL Team - Chennai Super Kings.

FOUNDER DETAILS

Co-founded by Varun Todi and his cousin Harshvardhan Khemani in 2014, Oye Happy offers 'out-of-the-box (sometimes literally) products and experiences. Their innovative ideas have not just won them popularity but also the Tissot Signature Innovators Club Award for December 2016.

Rabitat



COMPANY OVERVIEW

Rabitat is a parenting brand founded to enhance each parent's life with safe and innovative solutions. Rabitat's products are a harmonious blend of health & safety, design and functionality, at a great value.

Their mission is to eliminate the need for consumers to ever compromise on safety, aesthetics and price.

WHAT MAKES THEM UNIQUE

Rabitat is the only Indian parenting brand that focuses on health and safety, offering designs and standards of an international brand at Indian price points.

FOUNDER DETAILS

In 2016, Merlin brands (then Merlin First & Co) was founded and started reselling Global baby brands. Early 2018, Sumit Suneja and Siddharth Suneja put together all the learning & customers' feedback and imagined a brand that cares about the "Little things that matter" under the name "Rabitat."

Bare Necessities



COMPANY OVERVIEW

Bare Necessities provides zero-waste alternatives to the conventional toxin-formulated and plastic-packaged personal, lifestyle and home care products in the market that are contributing to the largest global garbage crisis. Their solution is holistic, providing awareness around sustainability and sustainable solutions in the form of products. This approach has helped them to build a strong community of people, motivated to make a change through their individual actions.

WHAT MAKES THEM UNIQUE

Their personal care, lifestyle and home care products are "zero waste". This includes the product itself, primary and secondary packaging that is made from natural, local and ethically sourced ingredients. All their packaging is either repurposable, recyclable and/or biodegradable. They are currently working on innovations in product formulation that will help them reduce energy, plastic waste, and carbon dioxide emissions by approximately 80-90 percent as compared to the traditional alternatives.

FOUNDER DETAILS

Founder, Sahar Mansoor, in her own words is an accidental entrepreneur. Bare Necessities started in the pursuit of zero waste living and living a lifestyle congruent to her own values. She felt overwhelmed with India's trash problem and she wanted to stop being part of the problem. Her solution was to live a lifestyle that best reflects the values she cared about. In her zero waste journey, she realised that it was impossible to find personal care and home care products that didn't contain harmful chemicals and weren't packaged in plastic. In response to this problem, she wanted to create a company that mirrored the values of zero waste, ethical consumption and sustainability and hence, Bare Necessities was born.



Petcare

BASIL



COMPANY OVERVIEW

New Delhi-based Basil Pet is a pet product brand aiming to make pet parenting enjoyable with quality-focused products. Established in 2015, they aim to bridge the wide gap of quality products for pet care and provide high quality, premium pet products that enrich the pet ownership experience and tighten the bond between families and their pets.

WHAT MAKES THEM UNIQUE

BASIL prides itself in providing quality products that are affordable and have great packaging.

The company focuses on regular needed products in pet care by pet owners in daily life. BASIL has created a vast product catalogue aiming to be present in every pet household in Pan India.

FOUNDER DETAILS

Founder Shubhesh Goel left his job to follow his dream of providing affordable quality products for pets.

Graduated with BBA from IP University, he left for Masters in Finance from Sussex University in the UK. His father had a distribution business and was associated with Pedigree since its inception in 2007 in India becoming one of the leading business contributors and top distributors. Throughout this period, they realized that the pet industry is not streamlined enough and there was a shortfall of quality products that could be trusted by pet parents with confidence. After an in-depth study and careful selection, they developed a brand called BASIL and launched multiple products to fill in the gap that was earlier prevalent in the industry.

Vama Leathers



COMPANY OVERVIEW

Vama Leathers was established in the year 2019 with the vision to provide solutions that make pet handling easier. Rural Artisans of Kanpur manufacture the products. The accessories are handmade, which gives the product strength and class. We supply all over India and are present in 90 stores, mainly in Bangalore, Mumbai & Hyderabad. Vama Leathers as a brand has a considerable digital presence on Amazon, Flipkart, Facebook, and Instagram.

WHAT MAKES THEM UNIQUE

Vama Leathers is a New Age pet accessories brand that combines age-old manufacturing skills with modern design. Their products are strong, durable, sturdy and easy to use.

FOUNDER DETAILS

Director of Vama leathers, Vartika Vish, brings ten years of industry experience in Hospital Administration and Academics. She also holds experience in operations, customer engagement, and service.



Toys & Games

PLAY PANDA



COMPANY OVERVIEW

Founded in 2018, PLAY PANDA is into the business of educational toys for kids. Their mission is to manufacture and design toys that will make learning fun and nurture the imagination of young minds. Their vision is to establish themselves on all major global e-commerce websites and start more innovative and up-to-trend product lines.

WHAT MAKES THEM UNIQUE

Currently they have around 50 SKUs and all their toys are high quality educational and value for money toys. Their toys are designed and manufactured at their Mumbai factory. They focus on making optimised and creative designs by using their knowledge of materials and manufacturing. Till date, they have sold more than a million toys.

FOUNDER DETAILS

The co-founders of PLAY PANDA, Tusshar Saigal and Ashok Saigal have a collective industry experience of close to 60 years. Tusshar started the company after he graduated from NID. One of his favourite things during childhood was to make different things out of broken toys. With this creative mindset and learnings from NID, Tusshar created PLAY PANDA that helps nurture imagination.

R for Rabbit



COMPANY OVERVIEW

R for Rabbit is a baby products company that was founded in 2014. The primary objective of the team is to make the parenting experience wonderfully simpler and amazingly easier. They focus not only on baby's development and safety but also on hand-holding parents through the parental journey. Their diverse range of baby products are developed by putting in special focus and understanding the needs of both the parents and the child.

WHAT MAKES THEM UNIQUE

R for Rabbit has a pan-India presence and a diverse range of baby products, including Baby Gear, Ride-Ons, Nursing & Feeding Range, Activity & Bathing toys, and many more. They intend to provide babies with the best facilities, safe technologies, and a comfortable lifestyle for their healthy development. R for Rabbit offers products that are safety standards certified, innovative, robust in quality and excellent in service.

FOUNDER DETAILS

Founded by the entrepreneur couple Kunal Popat and Kinjal Popat, the company focuses on developing safe baby products that meet international quality guidelines at accessible price points. It was after the birth of their daughter Aarna, that they observed a huge gap in the design and quality of the baby products available in the market, and R for Rabbit was conceptualized to fill the space of high quality, "Designed in India" baby products brand.

Dice Toy Labs



**DICE
TOY LABS**

COMPANY OVERVIEW

Dice Toy Labs is on a mission to create engaging gender-neutral, culturally relevant and uniquely Indian board games for the world. Over the last three years, they have worked with and licensed games from several local inventors.

WHAT MAKES THEM UNIQUE

Dice Toy Labs is India's only board games publisher. The company firmly believes in championing the work of independent board game designers, especially from India, to narrate facets of our rich Indian culture through board games.

FOUNDER DETAILS

Dice Toy Labs was founded by Phalgun Polepalli and Shwetha Badarinath, a husband and wife duo in 2018. They are committed to designing wholesome games that engage, stimulate and cultivate.

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Published by: YourStory Media Pvt Ltd

Lead Producer: Shradha Sharma, Rajiv Bhuva, Tenzin Pema, Naini Abbas, Aiyappa

Somayanda

Research Production: Amrutha Bhaskar, Meha Agarwal, Ramarko Sengupta, Naina Sood,

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