



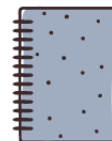
YOURSTORY

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brings to you

Presented by  Shiprocket



500

CHALLENGER BRANDS

A Brands of New India Initiative

co-presented by

Velocity | WebEngage



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#259, 6th Cross, 2nd Main, Indiranagar 1st Stage
Bengaluru, Karnataka 560038

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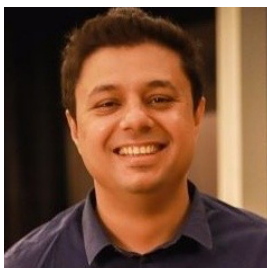
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Aiyappa S D
Head of Strategic
Initiatives

Foreword

What have the last 12 months meant for you? 2022 has been a year like no other. It is the year in which our country and the rest of the world have tried to return to some sort of normalcy post months of lockdown and the pandemic. Movie theatres and malls across the country see unprecedented crowds, and 'revenge travel' has seen people flock to popular destinations worldwide. For the Brands of New India team and me here at YourStory, the past year has been a truly satisfying journey. We launched our first set of Challenger brands reports on the 21st of December last year, and ironically, today, on the same day, we conclude with the last of the five reports. We have had an overwhelming response from thousands of brands across the country, and in the process, we have managed to interact with and meet very inspiring founders. Our aim with the '500 Challenger brands' initiative has always been to help showcase and give a platform for upcoming brands in the country to tell their stories. Therefore, this list is not a ranking but more of a selection of brands that we believe will help define what it means to be a brand from India.

I remember talking to a founder a year back who mentioned that India is a 'Brand Deficit' country and that there truly is a white space for Indian entrepreneurs to build 'Brands' and not just sell products. Brands today are building their own identity and not trying to sell a commodity at the lowest price. While I believe that, as a country, we are still a price-sensitive market, the number of new-age consumers who want to identify with the brands they consume has rapidly increased. I am sure you have heard the 'D2C' buzzword being used constantly over the last few years, but what I truly believe makes brands Direct-to-Consumer is not just their sales or channel strategy but the way they connect with their consumers. Brands today emphasise their digital communication, packaging and, in some cases, even handwritten notes while selling their products, irrespective of the distribution channel. Not only that, but no more are distributors and franchises solely responsible for returns and refunds. Brands have made customer support and feedback an integral strategy of their business models. This is what I believe makes the Brands of New India truly D2C.

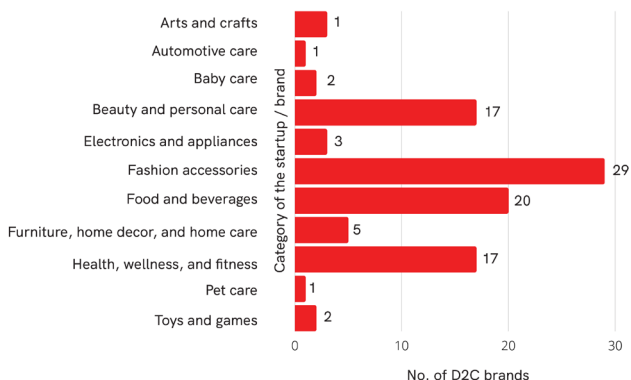
I will not go into the analysis, or the market sizing of the brands, as the team has done a great job of capturing that in detail over the following few pages of this report. I do hope you have had the chance to go through our previous four reports, which have some fantastic brands and insights about them. I look forward to 2023 and what it has in store for us. From pet care to sexual wellness, entrepreneurs across the country are building truly innovative products, and they could use all our support as not only consumers but also ambassadors who can help spread their message.



100 Challenger Brands 5.0 - Sliced and diced

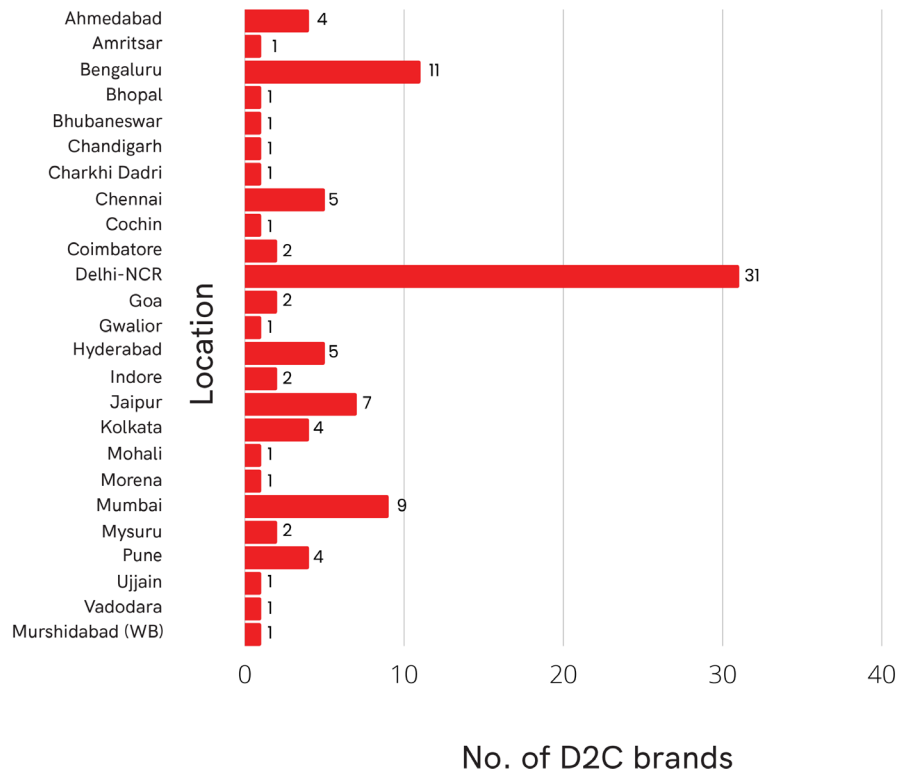
The fifth, and final batch of 100 D2C (direct-to-consumer) businesses complete the '500 Challenger Brands'—part of YourStory's 'Brands of New India' initiative. Like the previous four batches, the 100 brands in the latest batch continue to be an interesting mix. Here are some of the sliced and diced takeaways from the fourth cohort:

Which sectors do the 100 challenger brands represent?



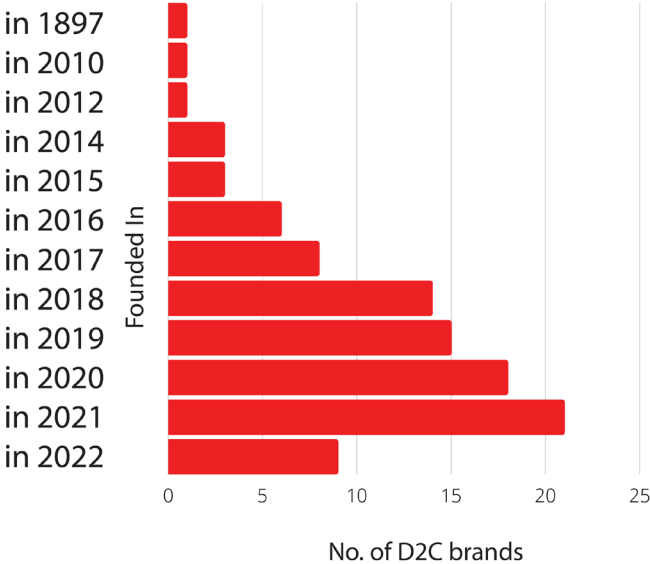
The final batch of 100 brands have representatives from 11 unique consumer product categories, where fashion accessories' category leads with 29 brands while food and beverages, with 20 brands, comes second. With 17 brands each, beauty and personal care and health, wellness and fitness claims share the number three categories' slot. The remaining nine categories have 17% representation in the final cohort.

Where do these 100 challenger brands hail from?



While 73 of these 100 challenger brands hail from Tier I cities, interestingly, 27 brands hail from smaller locations, including Gwalior, Mohali, Morena, Mysuru, Ujjain, and Vadodara, among others. The top 3 cities with maximum representation are Delhi-NCR, Bengaluru, and Mumbai with 31, 11, and 9 brands each.

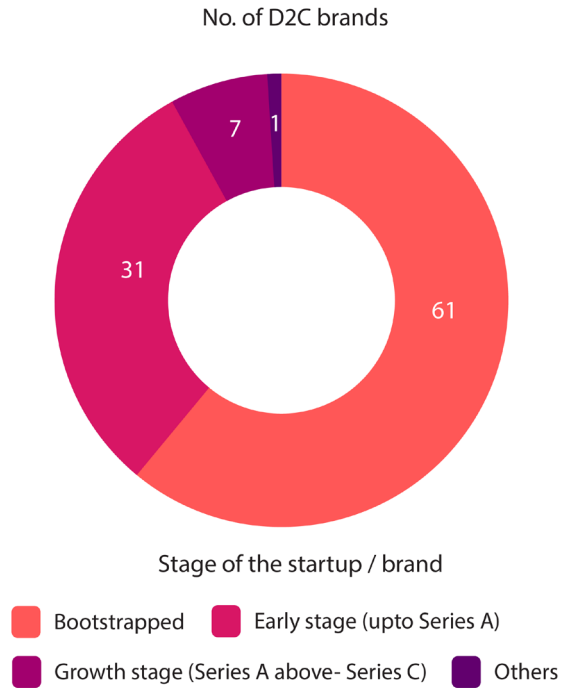
When are these 100 challenger brands born?



Out of the final batch of 100 brands, 48 have been incorporated in the pandemic and post-pandemic years of 2020 (18), 2021 (21) and 2022 (9), while 2019 (with 15 brands) and 2018 (with 14 brands) represent the years when third and fourth highest number of the current cohort's brands were incorporated.

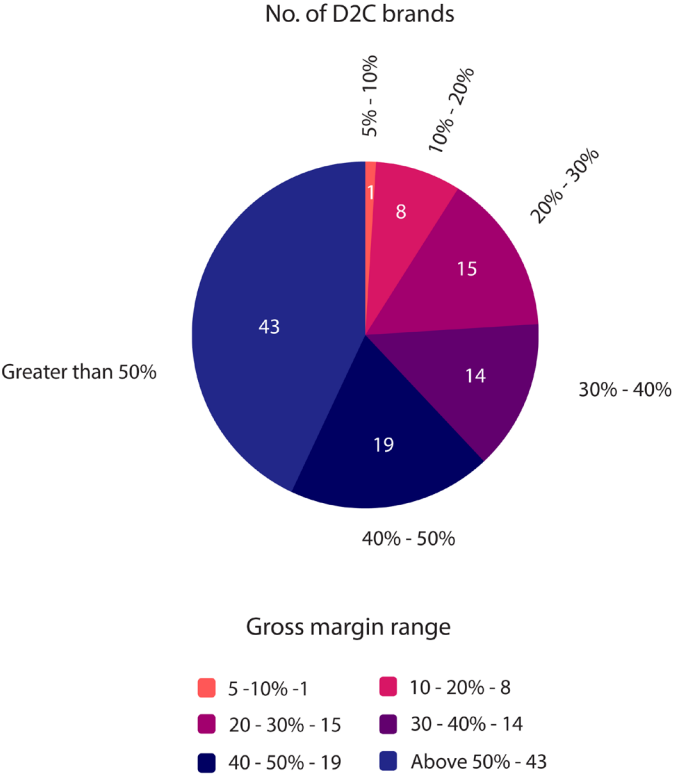
The star attraction of the latest cohort is Jaipur-based heritage jewellery brand Sangeeta Boochra Jaipur. The D2C brand which falls in the fashion and accessories category drives the legacy from a line of jewellery connoisseurs that draws traditions and expertise from as early as 1897. Yes, the family legacy dates back to 125 years, and has now become a household name for Bollywood divas, including Aishwarya Rai, Alia Bhatt, Deepika Padukone, Priyanka Chopra, among many others.

What stage are these 100 challenger brands at?



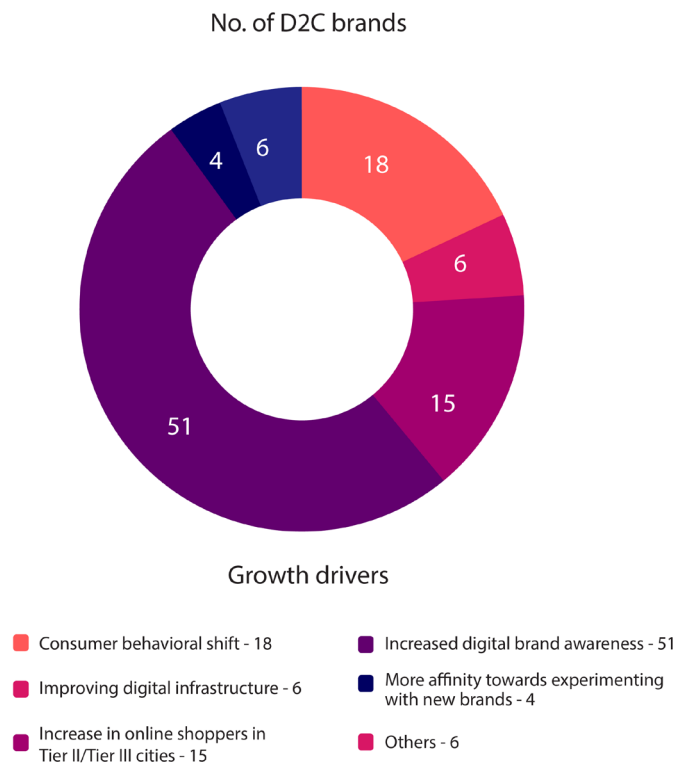
In the latest cohort, bootstrapped brands account for the majority-61 out of the 100 challenger brands-while 31 brands are in early stage and 7 brands fall in the growth-between series A and series C-stage.

What is the profitability quotient of these 100 challenger brands?



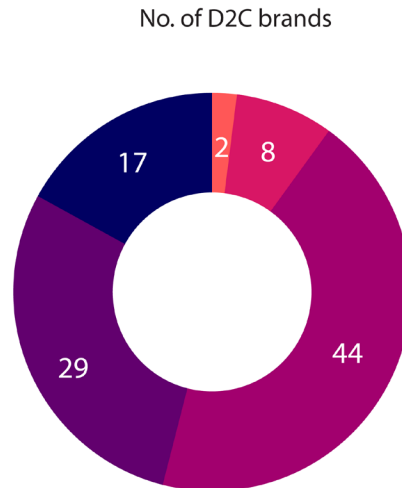
As per claims of the final batch of 100 challenger brands, 43 brands function with gross operating margins in excess of 50%, 48 brands operate with gross margins between 20 to 50%, while just 9 of these 100 brands operate on gross margins which range up to 20%.

What are the growth drivers for these 100 challenger brands?



While consumers’ behavioural shift is a growth driver perceived by 18 of the 100 brands, a majority-51 brands-believe that ‘increased digital brand awareness’ is key growth driver, while ‘increase in online shoppers in Tier II / Tier III cities’ as a growth driver finds 15 takers out of the 100.

What is customer repeat experience of these 100 challenger brands?

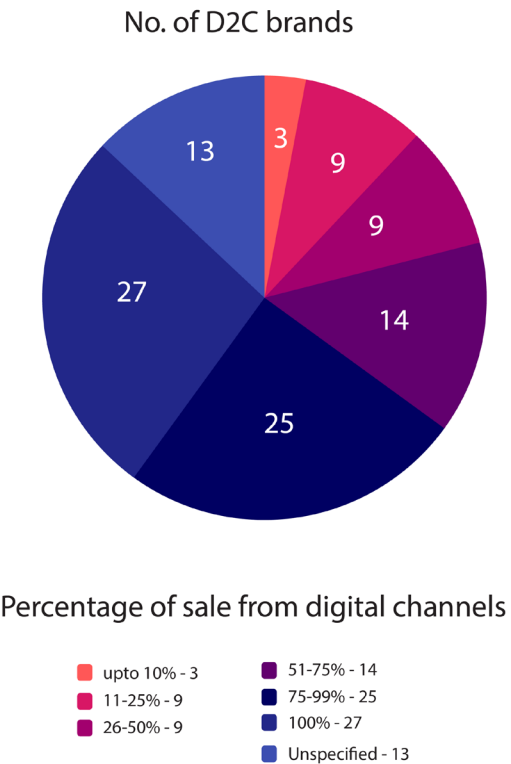


Customer repeat behaviour

- Every customer is a new customer - 2
- Low (less than 15%) - 8
- Medium (15-30% are returning) - 44
- High (30-50% are returning customers) - 29
- Very High (Greater than 50% are returning customers) - 17

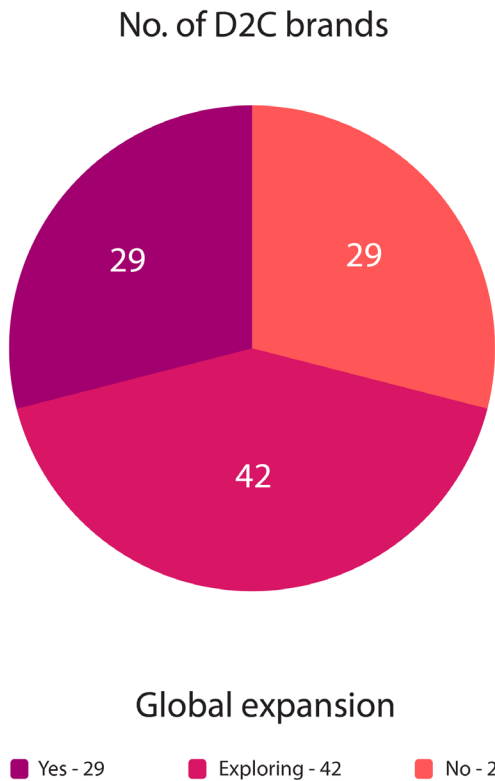
As per these 100 challenger brands' claims, just 10 brands experience a low (less than 15%) customer repeat rate, while 44 brands experience a medium customer repeat rate (between 15-30%). A strong 46% of the latest cohort experiences much better customer repeating rate—29 brands see high (30-50%) repeat rate, while 17 see very high (above 50%) repeat rate.

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



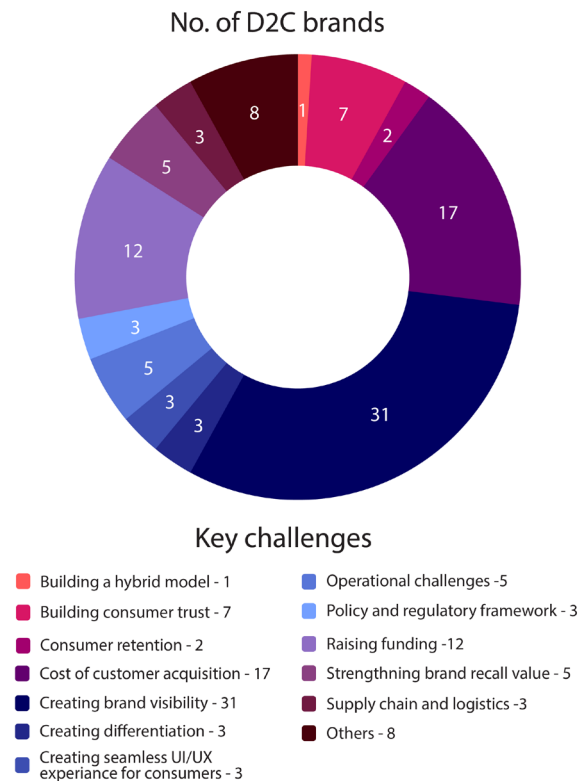
Out of the 100 challenger brands, while 13 brands have not specified the contribution of digital channels in their overall sales, just 12 brands have less than 25% contribution. While 9 brands see between 26 to 50% contribution from digital channels, a clear majority of 52 brands claims 75%-plus contribution—wherein 25 brands claim between 75 to 100%, while 27 brands use digital channels only.

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



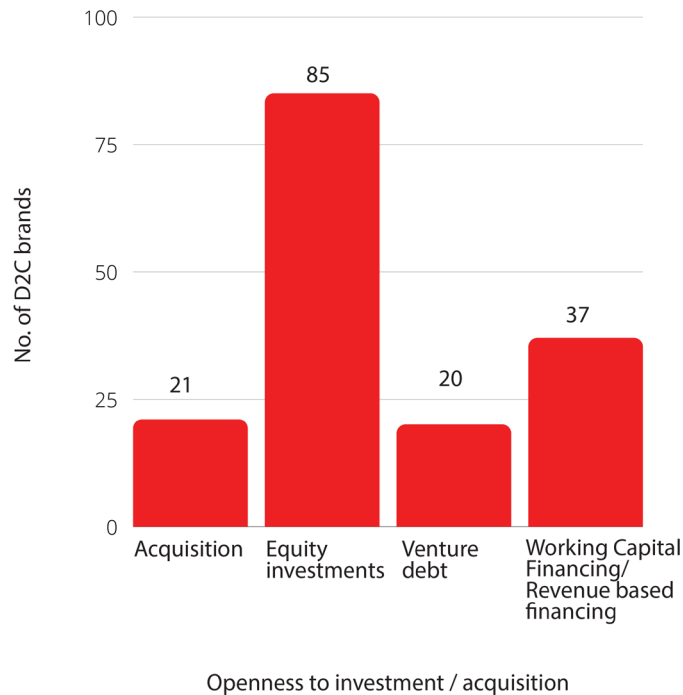
There is a 71:29 divide on the global expansion front. While 29 of the latest cohort's 100 brands do not have global expansion plans, 29 of the affirmative 71 brands are actively exporting while the biggest block of 42 brands is exploring their global expansion options.

What are the key challenges for these 100 challenger brands?



While these 100 challenger brands have listed a mix of 12 key challenges, ‘creating brand visibility’, ‘cost of customer acquisition’, and ‘raising funding’ are the top 3 challenges with a respective of 31, 17, and 12 brands pointing at the three. ‘Building consumer trust’, ‘operational challenges’, and ‘strengthening brand recall value’, cited as challenge by 7, 5, and 5 brands each together make the top 5 challenges for the latest cohort of 100 challenger brands.

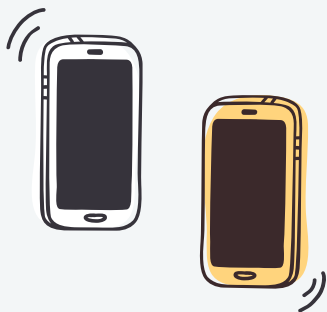
Are the 100 challenger brands' open to investment / acquisition?



Unlike earlier parameters, the 100 challenger brands had the choice to select multiple responses to reveal their openness. As 38 non-bootstrapped brands out of the latest cohort of 100 challenger brands have managed to garner varied amounts of funding, openness to 'equity investments' got 85—the maximum number of takers—both individually as well as with other factors. 'Working capital or revenue-based financing' found the second-highest number of takers, at 37, while 21 brands showed openness towards 'acquisition', while 20 brands showed openness towards 'venture debt'.

The way forward

The fifth, and final, batch of 100 challenger brands, run by a total of 194 co-founders are a promising lot with super-high potential. After all, 24 of the 61 bootstrapped challenger brands claim to have gross margins of over 50%, while 35, out of the latest 100, brands have gross margins in the range of 20-50%. While 15 of these 100 brands believe that increase in online shoppers from Tier II / Tier III cities is their key growth driver, 6 out of these 15 brands see digital channels contributing over 75% of their sales, 4 of the 15 have been witnessing 100% of their sales through digital channels. The final batch of these 100 brands completes the 500 challenger brands, and collectively signifies that the 'Brands of New India' are getting stronger in their pursuit for growth.



Why D2C brands should know the mindshare of their customers



Saahil Goel
Co-founder and CEO,
Shiprocket

Having a deep insight into the consumer mindshare enables brands to build strong, focused, market-wise strategies by distinguishing the potential of penetration in each market.

“Mindshare, before market share” is a common marketing reference used to emphasise the importance of top-of-mind recall for brands. Building mindshare is not a far-out concept, it’s rather something included in the marketing basics. Despite this, it can trickle down to the bottom half of priorities when a brand’s focus is on the market share. A strong focus on numbers rather than awareness and recall is what separates a great enterprise from a great brand. Now, there’s nothing wrong with focusing on the numbers and

the market share, but they’re more short-term. The mindshare mindset, however, enables a brand to tackle current issues, all while keeping in mind a holistic approach, and the longevity of a brand.

D2C brands have become the heart and soul of modern consumer retail, breaking the barriers of distribution networks and connecting directly with the consumer. The D2C model has enabled numerous enterprises to shift their businesses online and grow exponentially in the social commerce realm. In the face of all this, the tough reality is that while the model reduces barriers to entering the market, it also increases saturation with high competition. With growth-stage funds levelling the playing field, it has become relatively easier to raise those marketing dollars to help build

visibility for your brand. When everyone is leading from the front, no one is. This is where the mindshare mindset will make your brand a cut above the rest.

Mindshare mindset: Is there any actual value?

Having a deep insight into the consumer mindshare goes a long way for D2C brands, especially the ones at the growth stage. It enables brands to build strong, focused, market-wise strategies by distinguishing the potential of penetration in each market. It navigates brands to pursue markets that have a higher potential of building mind share rather than exhausting capital in saturated markets. A top-of-mind recall can go a long way for a D2C brand especially since most of their business is online.

In the cut-throat D2C realm, the customers have options and are determined to find a company they can trust. Focusing on building a strong recall and providing holistic customer intimacy, can help brands strengthen this trust and not lose customers to the competition. The advantages are not limited to retention, strong messaging and consumer connect also help reduce the acquisition cost (CAC) for D2C brands which is skyrocketing with increasing competition across verticals.

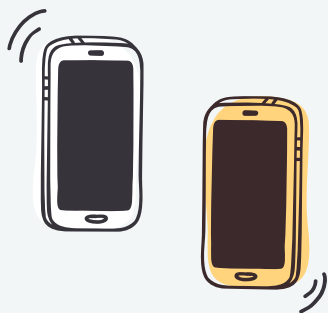
How D2C brands benefit

The D2C model unleashes the power of the internet to revolutionise consumer interaction with a brand. Social commerce has enabled D2C brands to capture consumer mindshare at a super fast pace when compared to traditional sales models. While this is a great opportunity for the D2C players, it is also a race to capture the maximum recall the fastest, before the competition catches up. A great example

would be how the launch of D2C brands like Dollar Shave Club in 2011 and Harry's in 2013 reduced the market size of Gillette from 70 percent to 50 percent in just a few years.

From mindshare to market share

So how does the “mind share” translate to “market share”? Only the biggest corporations in the world know! Capturing a market is more of a marathon than a sprint, it involves various small strides and a lot of patient jogging. If there is one constant to any market-leading brand, it's awareness. From your immediate stakeholders, to your competition, to the world, in the journey of capturing the market, a brand will eventually have to build a recall amongst each of them to get a strong competitive edge, and a loyal consumer base.



How brands can navigate the current economic downturn and slowdown in the D2C industry



Abhiroop Medhekar
Co-founder and CEO,
Velocity

India's direct-to-consumer (D2C) market landscape has seen tremendous growth in the pandemic years. A report by Avendus claims that it could be a \$100 billion addressable market by 2025. A main reason for this phenomenal upward trajectory is the rise of India's ecommerce market, guided by robust internet, affordable smartphones and better customer experience.

Despite negative market segments currently, the D2C segment remains resilient, as many players have raised funds for expansions. Though valuations have dipped this year, these are mostly an indication of the markets maturing or a means to course correct inflated estimates. India remains a fast growing market where in a 10-year horizon,

GDP has increased two times, internet users have grown six times leading to massive online retail spends.

However, D2C founders today are navigating many minefields as compared to last year. Factors include inflation raising input costs thereby impacting margins, global recession impacting consumer spending and a shift in e-commerce post pandemic, as offline channels expand. Added to this are high costs of customer acquisition, dwindling VC funding for companies across stages and the shocks of global supply chain.

But in spite of this, companies which have been resilient and mindful of their resources so far,

continue to function well. Velocity, which builds financial services for ecommerce business, has tracked this sector for two and half years, worked with over 3,000 brands and deployed over Rs 300 crore in the D2C segment. Brands working with Velocity have increased their revenue growth by 1.5 times, through strategic inputs and a suite of products built specifically to help them scale. Today, it is important for brands to take a long-term view and focus on key metrics to sail through this current period.

Though it's a tough environment, here is how D2C founders can remain relevant, profitable and enable successful business outcomes in the long term:

Building for a sharply defined niche

A lot of founders face the problem of building a product, but not finding customers when they try to sell. The solution to this is defining one's niche very sharply, when starting out. Founders have to invest time in understanding need gaps and building products that are targeted at a specific segment. The key is to not build everything for everyone. The iteration process of building can take anywhere between 2 to 12 months. But for those here for the long run, they must take the time out to build the right product market fit and then accelerate quickly after.

Brands need to differentiate from competition by addressing specific problem statements and personalising the product. Understanding unique ways of reaching out to customers through various channels is imperative.

Going after a niche market size doesn't mean limited growth. Once the right product is rolled out, not only does it cut competition and capture significant market

share, but also enables the brand to scale and expand into adjacent niches. A great example of this has been Mamaearth's trajectory. The brand started with a niche of targeting the mother and baby personal care segment in a crowded market targeted at women. Over a period of time it gained traction and has expanded into multiple personal care categories leading to great growth over the years.

Focussing on repeat customers

Constant customer acquisition comes at a cost. Research indicates that a repeat customer is twice as profitable as a new one and hence should account for a disproportionate share of time and effort to woo them back. Even a 5 percent increase in repeat customers can increase profitability up to 95 percent, according to a Harvard study. Hence, every percentage increase in repeat business makes a big difference in the profitability numbers. It is important for brands to focus on repeat customers over new acquisitions.

A great product is a starting point, but it must be supplemented with timely reminders to secure repeats. . One has to create a set of nudges, by analysing data and ensuring that customers are getting the right set of alerts at the right time.

Having one's own website is a superpower today than selling on cluttered marketplaces. Brands need to analyse data, understand customer behaviours and then segment customers for customized offers. It can be via the right set of coupons, or the right set of products that are positioned, small personalised product notes and a push for repeat buys. They need to build mechanisms to cross-sell by leveraging market

basket analysis, analysing historical purchase data and creating the right nudge for the right product that the customer is likely to buy.

Reducing cash burn

Gone are the days when a 3-5X growth year on year was the only thing which mattered. Today brands must solve for profitability or at least sustainable unit economics. One cannot push only growth at all costs. It is then imperative to religiously cut down the unprofitable growth and double down on growth which is more sustainable for the brand, even if it is a bit slower. Founders need to review their profit and loss numbers, analyse each cost and be clear about what is delivering for the brand. They need to ensure that the business is self-sustainable through means like smart pricing, increasing average order value through product bundles and improving overall unit economics. They also have to keep a tight tab on product-wise gross margins and targeting the right customer segments.

Employee costs can drain a D2C brand. It is very important to right-size the team and not unnecessarily hire people. However, as compared to last year, the cost of getting good talent today has corrected significantly. So if certain hires are critical for the business, it makes sense to include them in the brand journey at an early stage. Businesses need to reduce overheads like fancy office spaces and remain frugal by cutting down on costs that don't offer significant business benefits.

Thinking beyond digital marketing

Digital market CACs are rising rapidly. For sustainable growth, it is essential for brands to diversify their marketing channels. In particular, brands typically underinvest in leverage customer referrals, affiliate partnerships and influencer marketing - which can be great if done right. Also building high quality brand content for SEO / ASO in the long term to maximise discoverability for stores and marketplaces. If the target segment has been defined sharply, an engaged community is another attractive growth channel founders can build. Founders should plan to build engaging channels for lead generation and invest in good CRM tools to track customer behaviour. For example, can a simple survey recommending diet plans give more leads to a nutrition brand?

Regularly tracking the right set of metrics is an important enabler of effective digital marketing. Most analytics tools today cause an information overload, which then prevents quick decision making. In our experience, just regularly tracking a few key metrics (such as Revenues, Order Volume, AOV, ROAS, Repeats, COD%) is more productive. Velocity Insights solves for this by integrating with various online platforms and sharing a concise daily snapshot over Whatsapp every morning.

Optimising working capital cycles

For ecommerce businesses, cash-to-cash cycles really matter. Businesses need to make sure to manage inventory well as it can block a significant share of capital. It is not that difficult for a digital first brand to plan inventory based upon SKU level demand and supplier lead times. Even a basic analysis like this can reduce inventory days by 30-40%.

For extending your credit periods, brands should work towards building great supplier relationships and getting extended credit periods from them. This is also true for large suppliers such as Google, Facebook and Marketplaces - just ask for it! On the other hand, if brands are well capitalised, they should bargain for attractive cash discounts against earlier payments to their suppliers. Additionally, brands can also pay via credit cards to get 30-45 days of additional credit. Velocity cards and payments platform can be used to pay via cards even where your supplier does not accept cards.

To reduce the receivable cycle, brands should avoid B2B or offline sales until the business case really justifies it. Barring a few specific sectors (such as Food and Beverages), brands can comfortably grow up to Rs 50 Cr of annual revenues through their own website and B2C marketplaces.

Secure a scalable source of funding

Lastly, securing a scalable source of funding, finding partners who support the business through thick and thin, is essential. Bank loans remain inaccessible to most digital-first businesses. Even when they do get a bank loan, the amount of financing offered by banks is often grossly insufficient. Equity funding is even more inaccessible as less than 500 of the 100,000+ eCommerce brands in India get funded by VCs.

For fast growing and sustainable businesses, resources like revenue-based financing that Velocity offers can work out well, as this will entail that founders retain their equity and enable flexible repayment, when their brand is going through a downturn. While VC funding is slowing down, revenue-based financing is growing faster than ever.

100



Brands Spotlight



Arts and Crafts

EcoKaari - Humanising Fashion



COMPANY OVERVIEW

EcoKaari is a social enterprise based in Pune that UPCYCLES waste plastic using Charkha & Handloom to conserve the environment and enable LIVELIHOODS for rural women & youth.

EcoKaari conserves the environment by upcycling waste plastic such as plastic carry bags, food wrappers of chips, biscuits, pulses, flour etc., glittery gift wrappers and old audio and video cassette tapes.

WHAT MAKES THEM UNIQUE

The entire weaving process is manual as in NO electricity is used - to enable livelihoods. Also, NO chemicals or heat are used.

The products are proudly Made in India.

Their aim is to conserve our Environment and enable livelihoods for people from humble backgrounds.

FOUNDER DETAILS

Nandan Bhat has over a decade of experience working in Business Development and Procurement sectors of reputed companies like Tata Telecom, Sony, Future Group and Sify. With profuse expertise in managing projects, large teams and market relations, he founded Aarohana EcoSocial Developments. After leading Aarohana for more than seven years, he went on to found EcoKaari - Humanising Fashion. He at his heart is an innovator and has been pivotal in starting and setting up the innovative process of Upcycling Waste Plastic into Sustainable Fabric.

Lachi

LACHI
ENTWINED WITH LOVE

COMPANY OVERVIEW

Welcome to the world of "La" & "Chi".

Pamper yourself and your loved ones with their beautifully handcrafted & luxurious products. Each and every product under the Lachi umbrella is handcrafted by our local artisans & craftsmen. During the process of creation, their artisans give each product copious amounts of love and usher them with handcrafted detailed designs. All the products are proudly designed & Made In India.

WHAT MAKES THEM UNIQUE

They source the finest of raw-materials from across the globe through our channel partners, add to it the enormous experience of the in-house design team at Lachi and proudly create products that speak for themselves.

Each & every design they make is a piece of art and leaves the clients awestruck with the detailing in design, superior craftsmanship & feel.

At Lachi, they believe in sustainability & taking responsible decisions. From using recycled papers, to using eco-friendly inks for printing, their products, making 100% recyclable end products, is a practice they have been following since our inception.

FOUNDER DETAILS

Aashna Bhasin, the co-founder of Lachi, came up with "Lachi" after striving to establish a way to choose and curate a box of magnificent handcrafted things that show care and affection for the receiver.

MerlinWand



COMPANY OVERVIEW

Increased screen time has become an exasperating experience. To bring back the element of positivity and fun, the brand came up with an amalgamation of children's literature, art, and technology to interest our future generation in the form of personalized storybooks.

Now, you can personalise storybooks by choosing the name, gender, avatar of a hero character and also the storyline in a particular story. In other words, EVERY BOOK WE PRINT IS UNIQUE!

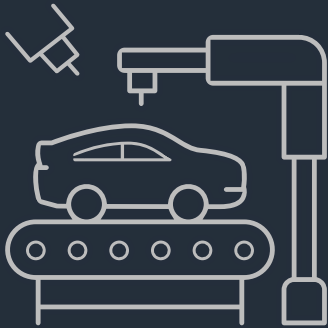
WHAT MAKES THEM UNIQUE

They have a very creative story content for kids so as to reduce their screen time, inculcate a healthy reading habit while also unleashing their imagination and creative thinking. How? By personalizing storybooks with multiple storylines where they and their friends can be the characters in each story. The stories also subtly impart values, life skills and knowledge needed as a basic foundation to the next generation.

FOUNDER DETAILS

In almost 2 decades, Sudarshan Vig has built an experience in diverse software companies where he has scaled start-ups to self-sustaining SMBs building products ground-up. Now it is his attempt at disrupting the personalized publishing industry and magically transport children into a world where they are their own heroes. MerlinWand is where he is putting all his learning over the years into practice!!

Teaming technical knowledge gained over a decade with meticulously learnt people skills has been instrumental in him being a software solution delivery expert. His forte remains product management, and since most of his experience is in start-ups, it comes with a fair amount of Operations.



Automotive Care

ShineXPro



COMPANY OVERVIEW

They are a digital-first automotive care D2C brand selling mostly via their website and Amazon, aiming to bring world-class products to the Indian automotive enthusiast, allowing them to take care of their rides. They sell products like microfiber cloths, vacuum cleaners, tyre inflators, shampoos, ceramic coatings, interior cleaners etc.

WHAT MAKES THEM UNIQUE

They give paramount importance to attention to detail in everything, from the design, and packaging to the product experience.

At ShineXPro, they make sure the products are world-class by making absolutely no compromises on the product quality even if that means spending more on the production cost.

Due to their extensive experience and a deep understanding of consumer psychology, they're able to create content and experiences which allow them to be relatable to the modern Indian consumer whose needs are evolving at a rapid pace.

FOUNDER DETAILS

Saurabh Anand has worn different hats throughout his career, from impacting millions of users via writing code for Mozilla Firefox, enabling young engineers to contribute to open source, starting his own bootstrapped businesses in the internet/digital marketing space, from scratch and running millions of dollars in online advertising for his own eCommerce businesses in the North American markets, across various social media platforms like Facebook, Instagram, Snapchat, transitioning to eCommerce in India and understanding the fragmented Indian logistics landscape and building tools to navigate it effectively.



Baby Care

Kaarpas



COMPANY OVERVIEW

"Kaarpas" are a globally certified Organic baby clothing and accessories brand with presence in India, Dubai, Singapore and US. They make sustainable and functional baby products, which are not only good for the babies but also for our mother earth!

They make 100% Organic, Sustainable, Eco-friendly Baby clothing and accessories for the delicate and sensitive skin of babies. Their mission is to transform the current non-sustainable, non-ecofriendly clothing into sustainable one.

WHAT MAKES THEM UNIQUE

The packaging is all eco-friendly. The fabrics are specialty fabrics like Muslin which is the premium fabric for babies. Their products are not just sustainable but also very innovative. They take care of minute details and innovate in existing products to bring the best utility for today's modern parents who are quality, style, comfort and nature conscious.

FOUNDER DETAILS

The brand Kaarpas was founded by Tejasa Purandare and Rohan Kulkarni in 2016. Tejasa, a parent of two lovely kids and Rohan, a new entrant in the parents' clan- both are enterprising MBA graduates.

They are passionate about creating and nurturing brands which revolutionise the traditional products with modern touch and sustainable approach!

Tinycrawl



COMPANY OVERVIEW

They are India's 1st SANITY-SAVER brand for modern parents. They develop revolutionary baby tools to help you tackle those messy parenting moments that no one prepares you for - tools that make you think "Why didn't I think of that?"

All the products are PROUDLY MADE IN INDIA

They are a solution-based brand for modern parents like you. They prepare parents for the new-age parenting challenges by offering genius solutions that get the job done quickly and effectively.

WHAT MAKES THEM UNIQUE

The world of baby care tools and products craves more imaginative solutions.

TINYCRAWL is a brand that provides unique, genius and practical solutions that aim to minimize unpleasant baby-care situations that parents often find themselves in.

They are looking to revolutionize how millennial parents raise their children with zero compromises on safety and hygiene by providing pragmatic solutions.

They focus on innovation to put a modern spin on age-old practices. They ideate and create upgraded parenting tools that benefit modern millennial parents with their simple and genius designs.

FOUNDER DETAILS

Basant Jajoo loves finding practical solutions to problems that no one has addressed before. His innovative designs are at the core of what they do—a fountainhead of new ideas and the leading mind for all our smart and innovative products.

Pooja Biyani Jajoo, the co-founder, loves writing and styling.

She is a boss lady with infectious enthusiasm and a zeal to win. Ethical, business-minded and stylish - she drives the team to achieve higher than they dream—a strong-willed entrepreneur who is always buzzing with new ideas.



Beauty & Personal Care

Beautyfyn



COMPANY OVERVIEW

They are a natural beauty brand which provides toxic-free products to all at very affordable rates with premium quality. BEAUTYFYN provides products which are free from chemicals and made from natural ingredients with the sustainable technology.

They aim to provide every household personal care product in India in the upcoming 5 years. They understand that it is right of every Indian to look good and feel awesome.

WHAT MAKES THEM UNIQUE

The brand offers chemical free and sustainable technology products at affordable rates without harming mother nature in any way.

They also focus on Individual's personal care routine problems and related solutions.

FOUNDER DETAILS

The idea behind the formation of BEAUTYFYN was originated from the founder, Sanjay Kumar Ojha himself when he had suffered a side effect from a branded product on his scalp that resulted into itching and roughness and this triggered him to create a brand with all natural approach and chemical free.

Fix My Curls



COMPANY OVERVIEW

Fix My Curls offers a hair care range that is specifically targeted for manes that are anything but straight like slightly curly, wavy to very richly curly hair textures. A venture that started in 2019, today boasts of a close-knit community of people who don't complain, but flaunt their curly/wavy textured hair - simply embracing every feature that they were born with, instead of 'treating' it.

Their products have been designed and created with the intention of healing damaged hair, eliminating dandruff and itchiness, and redness, giving you the mane you miss.

WHAT MAKES THEM UNIQUE

Whenever they do consultations or recommendations, they always give a balanced range so there isn't an initial overload! Moreover, having curly/wavy/textured hair means that you need to look into density, porosity, and hair history for each individual when making decisions about what to use! They help with this because their range of products is vast enough to create a mix and match of a combination that works for your hair.

FOUNDER DETAILS

A young entrepreneur in the process of completing a degree in Journalism from Penn State World Campus, Anshita Mehrotra has always been keen to build a community of people who love and embrace their natural hair and can thrive in it. Launched in 2019, Fix My Curls was born out of passion and inspired by her own hair problems.

Femisafe

FemiSafe

COMPANY OVERVIEW

FemiSafe is a feminine hygiene and personal care brand built around sustainable menstruation and personal care to solve the long lived problems of menstrual health, hygiene and personal care management. Focusing on the less favourable Tier2/Tier3 cities, they have been able to create an impact and inspire thousand of women.

WHAT MAKES THEM UNIQUE

Unlike the most brands, they focus on the less favourable Tier2 and Tier 3 cities and work closely to create awareness in the grassroot level.

Their vision is to be India's No.1 feminine hygiene and wellness brand and their mission is to break the stigmas and taboos revolving around menstruation and feminine hygiene and to make a woman's life easier through innovative and sustainable products.

FOUNDER DETAILS

Launched by Noreen Aysha and her husband Naseef Nazar, Kochi-based femtech startup FemiSafe offers a range of period care and grooming products. FemiSafe, a femtech company based in Kochi, Kerala, was born out of a conversation between Noreen Aysha and her husband Naseef Nazar.

Bella Vita Organic



COMPANY OVERVIEW

Bella Vita Organic or 'The Good Life' is a leading natural beauty and skincare brand committed to building handcrafted, natural solutions invigorated by the natural elements of the earth and ancient skin and hair care practices. As a brand, they encourage their new-age consumers to analyse their skin and feed it accordingly.

They aspire to satisfy and preserve your body's necessities using environmentally responsible ingredients. They adore delivering regime-oriented skincare products and services with round-the-clock expertise navigating you through every step of your self-care journey.

WHAT MAKES THEM UNIQUE

Bella Vita Organic impersonates authentic Indian traditional herbs, driven by state-of-the-art and legacy-driven expertise — moulding pure, authentic, natural and eco-friendly products. For your service, they cherish and curate the sprouts of our mother earth. They believe in guiding and protecting the customers via our natural products that proudly stand natural and unadulterated.

FOUNDER DETAILS

Aakash Anand is a Co Founder of Bella Vita Organic. He is working as a Managing Director of IDAM Natural Wellness. Previously he worked has a VP/Head - SquareConnect of Square Yards, has a CoFounder & Chief Executive Officer of PropKaro, has a Marketing Director of NeoSpeak. He holds Bachelor's degree in Science from The University of Wolverhampton, Master's from Northumbria University.

VinzBerry



COMPANY OVERVIEW

VinzBerry was conceived from the need to acknowledge and prioritize the intimate wellness and hygiene needs of women. They are shaping the brand and products around the growing desire among women to nurture the least spoken and least prioritized body parts. They bring you a world of intimate and personal care products that are good for you and great for your body. From Intimate Hygiene Wash to Hand & Nail Cream to Chafing Lightening Cream, their range is created after careful consideration of Indian women-body type.

WHAT MAKES THEM UNIQUE

VinzBerry products are designed to make relationships with our bodies truly smooth and intimate. All the products are paraben-free, cruelty-free and made of natural ingredients.

The carefully curated products that are cruelty-free, paraben-free and made of natural ingredients cater to a host of hygiene and wellness issues.

FOUNDER DETAILS

Vineeta Agrawal founded VinzBerry, a wellness brand. The brand was a brainchild of her passion and dedication to creating something new and building an identity of her own.

Ms. Vineeta started her entrepreneurial journey with her Kolkata and Mumbai-based consultancy firm. She was a 2004 batch Chartered Accountant student and accomplished an All India rank along with being the topper of the eastern India zone. She married young but completed her education. Vineeta started working in IT in Bangalore. She started VinzBerry during Covid to develop something worthwhile. VinzBerry offers things that solve problems, but its purpose is to provide a forum and community for people to discuss lifestyle, health, sexual, job, etc. issues. All genders are welcome, but women are prioritized.

#Jungle



COMPANY OVERVIEW

Jungle is a waterless beauty brand innovating products from a water-conscious perspective. An average beauty product may contain anywhere from 60% to 85% water.

#Jungle offers skin, hair and body products that contain active ingredients, making them more concentrated and result-driven.

The products have boosted product performance, no water so no chemicals/ fillers/ synthetics, a longer shelf life without preservatives and are sustainable in a true sense.

WHAT MAKES THEM UNIQUE

Unlike other market pre-blended products that use water in their formulation, #Jungle does not use any added H₂O. Blended Products are formulated with shelf-life focused clutters like synthetics, fillers, preservatives & chemicals.

Their "NO Added H₂O" approach results in zero use of unnecessary chemicals & fillers. And since the ingredients are in dried & powdered form, the standard shelf life of 12months remains intact.

FOUNDER DETAILS

Sweetie Shimal has some corporate exposure at SimpliLearn and Yourstory. She also handled brand marketing at LetsDressup, JhaJi Store and Scalnut. She co-founded a performance marketing agency for early-stage startups like Grocery Factory, MyBy and Knitter.

Praveen P Choudhary managed a traditional B2B Business that dealt with cosmetics and household goods. He co-founded a performance marketing agency for early-stage startups like Grocery Factory, MyBy and Knitter.

Allter



COMPANY OVERVIEW

Allter is India's first sustainable, chemical free range of high performing hygiene products for babies.

At Allter, they understand the pain points of the customers and are set out to solve them via their products. The brand has shaken up the dormant diaper industry with the innovative use of Bamboo to create an offering that solves the problems.

WHAT MAKES THEM UNIQUE

What truly sets the brand apart is how it marries high performance and functionality with sustainability resulting in a user experience that is second to none. With Allter, they literally want to bring about a change in the way people consume everyday products and inculcate sustainability in each of the consumption choices.

FOUNDER DETAILS

Touted to be India's first bamboo-based baby care brand, Allter is the brainchild of Surbhi Bafna Gupta. Launched in 2019, Surbhi and her husband Arnav Gupta have successfully built a reputation for Allter products, along with an increasing demand for their products day-by-day.



COMPANY OVERVIEW

Truly Blessed is a new standard in child skincare that nourishes, nurtures, and protects the sensitive skin of our little ones by offering premium, minimalistic and clean skincare. They have worked extensively to bring safe, clean and effective solutions for your little one's sensitive skin.

WHAT MAKES THEM UNIQUE

They try to make the brands in most transparent, clean and minimalistic way that is nourishing for the baby's sensitive skin. They use handpicked and ethically sourced ingredients in every product that is most beneficial for a baby's skin. Skin wonder ingredients like Oats, Calendula, Aloe vera, Shea and Olive are some key actives used across to help strengthen, protect and nourish the skin of the little one.

FOUNDER DETAILS

Charu Smita, is the brain behind conceptualizing the product formulations and range for Truly Blessed, after struggling to find accessible range of products suitable for sensitive skin of her little one.

Gaurav Singh had worked with multiple leading corporate brands for more than a decade in product marketing. In his corporate experience, it was his journey to S. Korea where he very passionately discovered and understood the Baby and Personal care market and set out to bridge a gap on delivering clean, high standard and quality products at an affordable price in India, Made in India.

GynoCup



COMPANY OVERVIEW

Mild Cares focuses to resolve the unaddressed menstrual, intimate and toilet hygiene issues faced by over 400 million women in India. Today, their innovative products are making a significant impact in the lives of women in India as well as globally

WHAT MAKES THEM UNIQUE

They focus on creating and developing the highest quality products raising the standard of women's hygiene. The team is truly committed to engaging with the customers, constantly aiming to find solutions to their respective queries.

The products are fairly priced and super affordable and are available for retail across various online platforms all across the country.

FOUNDER DETAILS

The brand aims to provide menstrual, intimate and toilet hygiene products for women. Founded in 2020 by Sandeep Vyas and Rachna Vyas, Mild Cares is now aiming to increase its presence in the international market.

Myra Veda



COMPANY OVERVIEW

Myra Veda as a sustainable clean beauty brand solves the most prevalent problems in the Indian beauty industry.

It bridges the gap between natural + organic ingredients and 'ease of usage' of commercially available products that typically consist of harmful chemicals and toxins that lead to long-term health problems. They understand that going completely natural is both, messy and time-consuming (eg. Using Shikakai powder on hair instead of shampoo). To solve this issue while keeping up with the fast-paced lifestyles of the customers, their products satisfy both criteria all while being nourishingly healthy to the hair, skin and overall health of the end user.

WHAT MAKES THEM UNIQUE

Not only does Myra Veda comply with the most superior International standards of formulation and manufacturing, they sustainably source ingredients from their authentic place of origin (Eg. Shea Butter from Ghana, Argan Oil from Morocco, Volcanic Clay from New Zealand, Matcha from Japan, Dead Sea Minerals from Jordan, Seabuckthorn Oil from Ukraine and the list goes on).

They combine these exotic ingredients that are traditionally used in various cultures around the world with the power of the time-tested science of Ayurveda to create something truly unique - this is also the USP of Myra Veda.

All the products are Free from Sulphates, Parabens, Palm Oil, Mineral Oil, Plasticisers, Petrochemical By-products and over 400 commonly/typically used harmful chemicals & toxins.

FOUNDER DETAILS

Eesha Bhatia (Founder, Myra Veda) was at a crossroads in her life when she had to choose between a financially secured job opportunity and her passion - reviving the scientifically natural,

handcrafted cosmetics culture. Proving the old adage true yet again, she embraced her passion and built Myra Veda Luxury Organics – a women run clean beauty brand that became an instant hit after its launch amidst the first national lockdown. By creating the world’s first sustainable clean beauty brand that combines exotic ingredients from different cultures around the world with Ayurvedic botanicals, Eesha is on a mission to change the way people perceive natural beauty and perhaps completely shift the boundaries of consumerism, especially in India. She strongly believes that consumers should have the opportunity to make an informed choice about what goes in and on their bodies.

NAT HABIT



COMPANY OVERVIEW

Nat Habit is a fast-growing D2C personal care brand that offers 100% natural skin care and hair care products made from age-old Indian recipes. The techniques are based on Ayurveda and the ingredients used are fresh herbs, oils, butters, pulps and juices of fresh fruits and vegetables. The brand makes its products FRESH in its beauty kitchen as soon as the order is placed without any chemicals or preservatives and promises to deliver the products to its consumers within a few days.

WHAT MAKES THEM UNIQUE

The brand makes its products FRESH in its beauty kitchen as soon as the order is placed without any chemicals or preservatives and promises to deliver the products to its consumers within a few days. Targeting conscious shoppers, they are attempting to change the way consumers purchase personal care products. They want to bring into the minds of consumers the power of Habits, and how daily personal care regimes need to become a habit for a healthy lifestyle. Buying these fresh products without preservatives, are similar to buying fresh fruits and vegetables for consumption.

FOUNDER DETAILS

Started by Swagatika Das and Gaurav Agarwal in 2019, this D2C startup has had its backing from VC firms and Angel investors such as Venture Catalysts, Whiteboard Capital, Surge Ventures and Alteria Capital. The brand sells on their own website and on some other marketplaces online.

The vision of the brand is to grow the brand into at least a 1000 Cr Personal Care, beauty and wellness brand in 5 years.

Boomers



COMPANY OVERVIEW

Boomers is a hair care, skin care and body care brand owned by Saine Life India LLP.

Fueled by natural ingredients to fuel up your hair with healthy nutrients, their flagship product, called "fuel-up", is scientifically developed and primarily solves hair fall and promotes hair growth.

Saine Life India LLP is incorporated in India. With the experience of over 25 years, the company has grown to become a global integrated infrastructure player with businesses in key industry verticals -consumer care and personal care products.

WHAT MAKES THEM UNIQUE

They develop their products by selecting the best ingredients present in nature. The ancient formula for the new generation.

Their company works to create a better future every day and helps people feel good and look good by providing quality consumer products.

FOUNDER DETAILS

Mr. Sagar Pandya is an Engineering Graduate and a young entrepreneur, visionary with a forward-looking attitude. His specialties include Project Management and Business Development. His positive steadfastness has proved to be a remarkable credential in his work area. He is fundamentally a non-conformist professional. Mr Pandya is associated with various organizations.

Spicta



COMPANY OVERVIEW

Spicta is a new-age D2C oral care brand with the purpose to redesign the complete oral care experience. Their products are curated with natural plant-based extracts backed by research and without any harmful toxins. All the products are Cruelty-Free, Vegan and Made Safe Certified by Safe Cosmetics Australia.

WHAT MAKES THEM UNIQUE

They are a product-first brand with a focus on consumer-centric products. They are building products after detailed consumer research and category insights and developing truly natural and premium oral care products. Their products are having best in class new age flavours and lasting freshness with a strong repeat value and high LTV

FOUNDER DETAILS

Spicta was launched in 2022 by husband-wife duo Jigar Vachharajani and Kavita Yajnik.

Jigar, a CA & MBA from IIM Bangalore, has over 8 yrs of work experience across consulting and startups into finance, growth and strategy areas. His previous experience include roles across PwC, ClearTax. He is also nominated as Mentor for Change at NITI Ayog.

Kavita, an IIM K alumna, has over 6 yrs of work experience in Marketing across Telecom, FMCG E-Com industries. Her last role was in Flipkart as Category Manager, Personal & Baby Care.

Minimalist

Minimalist

COMPANY OVERVIEW

Minimalist was founded in 2020 with the belief that the beauty industry requires a revolution with respect to TRANSPARENCY. There is a lot of inaccurate advice and incorrect claims being made by beauty brands which result in fear-mongering, misconceptions and eventually consumers making wrong decisions.

Minimalist offers skincare products that are backed by science, efficacious and affordable. They believe in removing obscurity and unveiling objective truth.

WHAT MAKES THEM UNIQUE

They offer well researched products instead of market trends, along with comprehensive solutions, making their products efficacious.

They are transparent. Not just the ingredient list, but they share supplier details, the concentration of ingredients, pH, test results and everything that matters to the consumers.

FOUNDER DETAILS

Minimalist was launched in 2020 by Mohit Yadav and Rahul Yadav. The firm said it is a mission-driven brand committed to bringing high levels of efficacy and transparency to the personal care segment and is rapidly gaining popularity due to its values and ethos.

ZeméFresh



COMPANY OVERVIEW

They are building India's first truly 100% natural haircare brand. They are building a brand that builds on ancient Indian kitchen-made recipes and deliver them in a modern format. All the products are made using only fresh and whole herbs and kitchen ingredients. They do not add any chemicals or preservatives to the products - so much so that all the products need to be stored in a fridge.

WHAT MAKES THEM UNIQUE

They believe that customers should be aware of what they are using and make a conscious choice while selecting their products. All the ingredients that they use have been used by humans for centuries - not just in food but for personal care. They want to bring back the same purity and honesty back to the consumers.

FOUNDER DETAILS

Prerna has been a marketer, an entrepreneur and a venture capitalist. If you meet her, she will most likely end up giving you some tip from her huge repertoire of home remedies, that she has picked up from her mom & her never-ending extensive research!

Angbooti



COMPANY OVERVIEW

Vrikshavas enterprises manufacture herbal cosmetic products under the brand name Angbooti. Their products are natural and chemical free, enriched with natural herbs, glycerine and essential oils, suitable for all skin types which would make your skin natural and glowing.

WHAT MAKES THEM UNIQUE

So basically the word “ANGBOOTI” we derived it from “ang” i.e, part of your body, and “booti” from “jadibooti” as we all know the importance of Ayurveda in our lives.

Their mission is to satisfy the diverse needs of customers who seek natural paraben-free products that are not only environmentally friendly but also budget-friendly. Angbooti products are based on authentic Ayurveda recipes, taken from our rich ancient culture without any chemicals and preservatives.

FOUNDER DETAILS

Angbooti was started by Anshuman Srivastava and Kartik Dandotiya in 2021. Although, they both don’t possess any experience in this domain and don’t have any education background from IITs or IIM, unlike other founders. It was at the time of covid, Kartik observed the awareness of people towards natural things which are chemical-free, particularly beauty and skincare products, and discussed this scenario with anshuman then they both started doing research on this project. At first, they both thought of doing third-party manufacturing but in order to maintain the quality and stand

Habbits

Habbits

COMPANY OVERVIEW

Habbits is a D2C oral care brand which focuses on modernising and upgrading your oral health routine with ethical, clean, and innovative products backed by experts.

Habbits is here to help you modernise and upgrade your oral health routine with ethical, clean, and innovative products backed by experts.

WHAT MAKES THEM UNIQUE

Currently oral care routine is boring and full of toxins. They are trying to make the oral care routine more fun, motivating, exciting and clean.

For them, improved oral health translates into more sincere assurance, unadulterated compassion, and sincere connection.

FOUNDER DETAILS

Prashant Chourasia is an Ex - Ernst and Young(Gov. Consulting) employee. He has 8+ Years of Exp. in Incubation Ecosystem and Govt. Consulting. He has completed Exec. General Management from IIM Bangalore,(2019-2020), along with PGPM ICFAI Mumbai, B.E. (CSE) from Nagpur University.



Electronics & Appliances

Hawa



COMPANY OVERVIEW

HAWA is the brand of Avance Future pvt ltd which is an Indian based company established in 2021. They are one of the fastest growing smart home appliances brand which is into full scale development and manufacturing. Their fans are India's most energy efficient and fully loaded with features. Their products are all made in India and available across all southern states spread over a network of 800 dealers and in majority E-market places.

WHAT MAKES THEM UNIQUE

They provide fine and fast-growing energy-efficient fans in the market. The brand has been awarded 5-stars by the Indian Government's Bureau of Energy Efficiency (BEE) under the Ministry of Power, which promotes energy efficiency. The products are energy efficient and consumes only 28W, saving up to 65% of energy. They are also inverter friendly and runs 3-times longer on an inverter battery.

FOUNDER DETAILS

Anil Bonda is an Aircraft engineer turned entrepreneur with a vision to revolutionize energy inefficient home appliances to highly efficient smart home devices. He started the brand HAWA to bring world class tech to Indian ceiling fans segment. His role is HAWA is centered on driving, product strategy, R&D, business development and innovation. Sanjeev Joshi, the Co-founder and COO is a start-up enthusiast with an IT experience for over 22 years in various Technologies varying from banking to IoT. He is a perfect synonym for growth after retirement. He along with the founder contributes to HAWA's core vision. His role is centered on finance, supply chain, logistics and business strategy.

Teqta

TEQTA

COMPANY OVERVIEW

TETQA is an ambitious Indian brand that focuses on ever changing electronic accessory needs of consumers. It was established to create products that enables users to connect multiple accessories and to enable multi-port and multi-generational accessory support.

It is known for its USB C Hubs for MacBook, with a collection of more than 12 products across USB Hub category. TEQTA has made its mark as one of the top choice brand for USB Hubs in the fast-growing industry. TEQTA has established itself among the top Indian brands on eCommerce sites like Amazon & Flipkart. Recently, it has started expanding globally into Middle east and Singapore.

WHAT MAKES THEM UNIQUE

Their products are all about quality, they are the only Indian brand to offer 2 year replacement warranty on USB Hubs. They have a very straight forward, hassle free replacement policy. The company is EPR certified by the Ministry of Environment. Their constant endeavour is to remain agile and evolve the brand in response to changing consumer requirements, markets etc.

FOUNDER DETAILS

Mouneshwar Kalaikumar is the founder of TEQTA. He started with a vision to revolutionize the industry with high quality, durable accessories. His knack for creativity and an eye for detail has helped TEQTA come up with products that consumers love and want. TEQTA is a self-funded start-up launched with a capital investment of Rs.1 lakh.

Cap2O



COMPANY OVERVIEW

Cap2O- India's most advanced, patent filed, stainless steel insulated water bottle with inbuilt UVC technology for sterilization. Cap2O is India's most advanced smart reusable water bottle. It can sterilize water using UVC technology in just 5 mins , provide intelligent reminder to drink water and can display temperature of bottle.

WHAT MAKES THEM UNIQUE

Their packaging is 100% biodegradable which can be converted into table top planter. Their upcoming products will be standard bottles with customization , AI enabled water bottles & Pitchers ; and in-built filtration mechanism in the caps. Currently there is no direct competition in India and indirect competition is premium reusable water bottles. Their main strength is product development capability.

FOUNDER DETAILS

Ruchir Raj Singh, the founder, has done his B.Tech in Production Engineering from Bharti Vidyapeeth University in Pune and MBA in Marketing from MDI-Gurgaon.

He has over 15 years of experience in Sales, Marketing, and Product development in organizations like Atlas Copco., Crane Co. and Red Lion Controls.

He was always a passionate student and is happy that this passion spilled over to everything that he did during his corporate journey making it enriching in every possible manner.



Fashion & Accessories

Gogirgit™

GOGIRGIT.COM
MADE WITH ♥ IN INDIA

COMPANY OVERVIEW

“Design, decorate and adapt.” are the three solid pillars on which they have laid the foundation of Gogirgit™. They print and decorate finished apparel blanks like t-shirts, hoodies, aprons, bags and other home & living products using vinyl, sublimation, direct-to-garment, embroidery and other decoration techniques.

WHAT MAKES THEM UNIQUE

They consciously wanted to offer more to customers but also wanted to keep a check on inventory and print-on demand which helped them achieve this sweet spot. So when you place an order with them, the team at the backend takes an apparel blank sourced and stocked by them from some of the finest manufacturers in our country and the product actually gets printed and packed to be shipped to your doorstep.

FOUNDER DETAILS

After 7 years of banking career, Kanchan started her entrepreneurial journey as a founder of Gogirgit™

Gogirgit™ help customers buy apparel and accessories from their curated collection based on different themes and also help in custom-made and gifting products with design and printing support for individuals, institutions and corporates.

Klamotten



COMPANY OVERVIEW

Klamotten a D2C brand in the women's nightwear and loungewear category enjoys a large online presence and is sold on all major e-retail channels in India as well as on their own website: www.klamotten.co.in.

They deal in women's nightwear and specialize in the intimate wear category. They are one of the only few brands which offer sizes in these products and even offer customization for sizes beyond the offerings.

WHAT MAKES THEM UNIQUE

They offer value-for-money products and do not sell knockdown copies on marketplaces as many other sellers do. Thus quality is the top priority. They offer a wide range of plus-size intimate nightwear which most brands do not do. They own their design and manufacturing setup which reflects in their designs.

FOUNDER DETAILS

Since 8 years as a Co-Founder of 'KLAMOTTEN', an apparel and accessories brand, Ashish Lamba has had plenty of experience in sales and business development. He also looks after the finances and compliances of the company. He looks after the customizing solutions of the company wherein they provide customized apparels and accessories like T-shirts, Sweatshirts, Masks, bags etc. to their clients.

The Dance Bible



COMPANY OVERVIEW

Community platform turned e-commerce business, The Dance Bible (TDB) was started by two professional dancers in 2017 to create a supply of domestically available affordable dancewear including shoes and accessories for the ever-growing dance market in India. TDB's products are designed, tested, and sampled by professional dancers themselves making them perfect for the market.

WHAT MAKES THEM UNIQUE

TDB aims to be a one stop shop providing quality dance and performance wear at affordable prices with a multi-dance styles portfolio.

TDB designs and produces its quality & unique products through established raw material vendors, in-house designing and community sampling & testing

With a community of over 21k on Instagram, 2 lakh followers on Facebook and a private FB group of over 5k community members, TDB has created a friendly abode where you can seek guidance on dancing, workshops, and your wardrobe.

FOUNDER DETAILS

Aditi Kaushiva is the co-founder of the company. She leads strategic marketing and planning, brand management, D2C sales and revenue growth strategies, digital marketing, public relations, content creation and community building at The Dance Bible - a first of its kind dance e-commerce brand in India, providing quality, accessible & affordable dance clothing, performance activewear & accessories, with a community driven ethos.

Almo



COMPANY OVERVIEW

Almo is an emerging D2C men's premium essentials brand that aims to fulfil the aspirations of upgrading to international style, quality and trends and cater to the day-to-day essential needs of the urban evolved men.

With a focus on bringing an elevated experience to the new-age digital users, Almo is constantly iterating its product to solve the consumers' problems of accessing premium quality essentials wear with the right style & comfort balance delivered seamlessly.

WHAT MAKES THEM UNIQUE

From launching with innerwear in 2020 to now having a broader range of loungewear & winterwear, Almo has been making everyday premium essential wear with a modern twist. The team is driven to imbibe sustainability in every part of the value chain to make a long-term positive impact.

FOUNDER DETAILS

The Gurugram-based startup was launched in June 2020 by Abhishek Shah, ex-Founder and CEO of online men's fashion retailer Fetise.com, and Muskaan Jain, third generation entrepreneur from TT Ltd (a vertically integrated textile company) along with core team member Chhavi Bhardwaj (ex-Myra Meds).

Ascaa



COMPANY OVERVIEW

Inspired by the Sanskrit word for wonderful, comes ASCAA - a name that reflects the essence of joy, happiness and exemplary wonder.

Ascaa is all about celebrating the joy of dressing up, looking and feeling great. The brand creates clothing that inspires confidence to radiate from within and makes you feel lively, while their philosophy is derived from the thought that when we feel good, we look confident and exude happiness.

WHAT MAKES THEM UNIQUE

Drawing inspiration from the latest trends, from street style to runway, their brand offers an array of styles that are perfect for men & women of today! And keeping the environment and eco-friendly practices in mind, their experts stay on top of the latest fashion trends and bring them to the production line.

Ascaa combines the design, fabric, styles, colours and shades with human emotions to spark a feeling of happiness and self-worth. From workwear to street style, summer styles to fall vibes, Ascaa is your one-stop destination for the latest trends that make sure you're always runway ready!

FOUNDER DETAILS

Power Couple Abhijit Nath Bhowmik and Monika found each other and their love blossomed over a mutual love for fashion and style. With 10 years of experience in the export industry dealing with luxury fashion brands across the globe, Abhijit brings his analytical prowess on board while Monika's love for fashion and foresight allowed her to experiment with the latest trends. Through Ascaa, she wishes to make fashion accessible to the world.

Balloonfight



COMPANY OVERVIEW

Balloonfight aims to put the right step into the Indian street lifestyle. BFC can be introduced as an Indian homegrown brand that brings real stories to the table. Indian street style needs to be channelized in a way so that it procures a larger segment of the consumers & BFC is the exclusive brand that starts the culture.

WHAT MAKES THEM UNIQUE

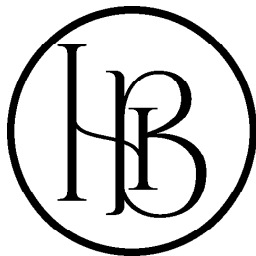
They are making authentic Indian streetwear which no-one is doing. Their upcoming collection will be shown with artisans documentation because the main aim is not only personal growth but growth in terms of whole community which needs highlight of their achievement and their hardwork and precision.

FOUNDER DETAILS

The brainchild of BFC is their co-founder Shaibal Mitra, a product and lifestyle designer from Nift Bengaluru having an ample experience of 11 years in apparel industry who worked with India's leading brand like Arvind Mills, Motocult- a fashion brand for bikers, and has worked for RCB, cricketer Mayank Agarwal, and will be working for K L Rahul for his upcoming fashion brand.

His co-founder Anubhav Jain, an MBA from finance and marketing from one of the prestigious B-schools of India SDMIMD, Mysore, is a serial entrepreneur whose existing other ventures is in the field of building housing projects in Bhopal, who also has a experience in food industry with his latest venture Café Craft.

Banjara India



COMPANY OVERVIEW

They are a new age brand for exclusive traditional wear styles for women & kids with range of products like chaniya choli, kediya dhoti, dupattas, skirts, ethnic jackets etc.

They strive to become a brand which is synonymous to festive wear. They want their range of products to reach the smallest village and bring smile to people when they wear the products to showcase their spirit for traditional festive wear.

WHAT MAKES THEM UNIQUE

Every season, their experienced artisans bring the most trendsetting pieces from their latest collection. Their products are made with Traditional Kutchi / Rajasthani embroidery work and prints which resemble the true Banjara spirit. Banjara India customers enjoy personalized attention from trained fashion consultants who help select and style each outfit.

FOUNDER DETAILS

Banjara India founded by Mr. Deepesh Parswani in 2014, and has become a leading seller on all leading ecommerce marketplaces with its unique variety of products like Embroidered Dupattas, Chaniya Cholis, Jackets, Skirts, Leggings, Dress Materials, Bags, etc. They envision bringing Indian craftsmanship to the forefront of global retail, and are committed to delivering an extraordinary shopping experience.



COMPANY OVERVIEW

BownBee specializes in Indian Ethnic and Indi-casual wear for newborn babies up to 15 years. Passionate about making Indian wear fashionable and enjoyable for kids, they pay special attention to fabrics and silhouette to design functional and comfortable kids traditional outfits. While history and culture pose as starting point for the brand, tradition is approached with a renewed outlook to lend a present-day relevance to each collection. Their designs represent the right amalgamation of modern silhouette with variety of Indian regional crafts such as Benarasi, Bandhani, Gota, Kutchi mirror work etc to make ethnic wear stylish and comfortable for kids.

WHAT MAKES THEM UNIQUE

The USP of the brand is the wide range of regional collection where each collection whispers its unique tale from different traditions of India. They have unique collections for all major occasions and festivals - right from Republic Day in the beginning of the year till Christmas. In order to maintain the right blend of regional textile crafts and modern designs, they work with artisans and job-workers from different states in India. This not only helps them to bring in uniqueness and variety of cultural artform in the product range but also helps them serve the demands of heterogeneous Indian market.

FOUNDER DETAILS

Their story began in 2015, when the founder Monika Chaudhary while exploring business ideas to promote Indian cultural artforms, noticed a gap in the ethnic kidswear market. Inspired by dressing up her daughter in different traditional Indian wear, Monika decided to launch an online ethnic kids wear brand 'BownBee'. Today, BownBee is one of the leading kids ethnic online brand in India with 500+ products across categories. Since last 5 years, BownBee been constantly been ranked as top 5 mompreneurs brand on Firstcry and as one of the top ethnic-wear kids brand on Myntra.

Chappers

CHAPPERS

COMPANY OVERVIEW

Initially launched with the vision of taking the iconic Kolhapuri chappals to the world for men, Chappers rapidly evolved as a brand that is solving various shortcomings related to the men's footwear sector in India. The brand name 'Chappers' is a smart mix of 'Chappal (Hindi for sandals) + slippers. Though initially started off as men's footwear brand, Chappers now caters to women's footwear too. The company has built India's first virtual customization software that allows customers to create personalized designs in simple steps.

WHAT MAKES THEM UNIQUE

Chappers operates in the footwear sector, and anyone who wishes to wear high-quality, customized footwear is the target audience. Being passionate about technology and indigenous products from India, they decided to merge both to cater to the audiences. Through its unique combination offerings of ready-to-wear shoes as well as custom footwear, Chappers offers an unmatched experience to the customers.

FOUNDER DETAILS

After doing a lot of research on the leather industry and identifying soft leather to make Kolhapuri sandals and the thermoplastic polyurethane (TPU) material for making soles, Pune-based Harshwardhan Patwardhan started Chappers in 2014 at age 24 with about Rs 5 lakh working with a few artisans in Kolhapur.

Coup



COMPANY OVERVIEW

COUP is an lifestyle brand which mainly operates in Eastern India. Their unique fusion art design and Natural Hand dye products are making their customers so happy that they have acquired more than 20k customers in just 2 years. Since inception they are growing at 3.5X year on.

WHAT MAKES THEM UNIQUE

Their aim is to provide Natural dye clothing for Every Indians at affordable price. COUP primarily operates from rural india because of generating oportunity for rural india, So far they have skilled more than 11 people and employed them. They want to work on that vision as well.

FOUNDER DETAILS

Susmita Saha is the co-founder. She manages product development and operations at the company. Shyam Sundar Chatterjee is also the co-founder. He leads the designs and concept development of COUP which is one of USP of COUP. Sukanta Pal is the third co-founder. He manages the resource and marketing of COUP.

Dennison



COMPANY OVERVIEW

Dennison is a workwear lifestyle apparel brand with a vision of pocket-friendly ready-to-wear men's shirts through its retail store in Gwalior.

In 2014, Dennison started its eCommerce journey with a vision to explore a new channel of business which directly connect with consumers.

WHAT MAKES THEM UNIQUE

Dennison brand strength is in its style curation. 75% of the product sold by Denison is through organic visibility and has one of the highest consideration in the workwear category approx. 3.5 - 4% on Myntra.

They provide functionality clothing Auto Fit Waist for ever-changing waist and more comfort while sitting. They also offer Bio-Engineered Men's Shirts Like Anti Stain and Water repellent, Quick Dry-Antibacterial shirts, Temperature Controlled Shirts (Thermostatic) Etc.

FOUNDER DETAILS

Ashwini Seth holds an MBA in International Marketing from ITM University (Gwalior) and a degree in Fashion and Apparel Technology (JD institute Huaz Khas Delhi). He finished his schooling from the prestigious Scindia House School (Gwalior). Before stepping into his father's shoes, Ashwini worked with Namrata Joshipura and also did his internship in a media analytics startup (Scribe).

Sonalika is a qualified MBA in Marketing and HR from ITM University (Gwalior) and also a Diploma in KATHAK from Raja Mansingh Tomar University, Gwalior. She has shared stage with the best in the field of kathak dance including Pandit Birju Maharaj. She has been awarded repeatedly for her stellar performances. She now inspires innovation and creativity within the brand.

Eco Clothing India



COMPANY OVERVIEW

Inde' Loom is a Maker-to-Market Fair Trade Startup with a mandate to improve the lives of the artisans from the rural hinterlands of India and help market sustainable, artisanal, traceable products globally. They are a fair trade D2C startup which caters to global audience by selling indigenous Weaves Handcrafted By Master Artisans-Natural Fibers, Sustainable, Handmade.

WHAT MAKES THEM UNIQUE

They provide handmade, sustainable fabrics made by master artisans from rural hinterlands of India and shipped globally at fair prices. The brand interlinks the India's rich heritage with modern-day elements of fashion, trends, colors, patterns creating slow fashion apparel - both ethnic and western which are handcrafted straight from the looms of artisans directly. No Machines, No Factories, No To Fast Fashion, No Overkill- The Real Fashion Revolution.

FOUNDER DETAILS

Suren Chowdhary, is Management Graduate with global work experience working with start-ups and consulting firms across the globe in USA, UK, Europe and East Asia.

He carries more than a decade of Entrepreneurial experience and is well versed with consumer facing start ups for more than a decade working in domains of FinTech, Digital Media, Internet Services & Aviation Industry.

Sandhya is graduate of Goldman Sachs 10,000 Women Entrepreneurs Certificate Programme from ISB (International School of Business).

She has a strong sales and marketing experience working with brands such as Amway, Max Life Insurance etc.

Brown Bear



COMPANY OVERVIEW

"Brown Bear" indicates exclusivity, and it is also the mark of the company. "Brown Bear" was started almost 3 decades ago in Germany. After its success all over Europe the brand launched in India in 2019. "Brown Bear" is committed to its family and members with high quality leather, finest craftsmanship and classic design.

WHAT MAKES THEM UNIQUE

They present a wide selection of premium quality men's and women's leather accessories, meticulously crafted, wide range of colors and select design mark on each of our products. Their products are excellent gift items and ideal for personal use also. Each piece is embossed with the exclusive "Brown Bear" embossing or Metal logos. Savvy domestic customers or choosy overseas clients, each one with diverse choice and individual preferences is sure to find just the rare piece they are looking for.

FOUNDER DETAILS

Ankit Agarwal is a postgraduate from University of Manchester in M.Sc. Human Resource Management, Ankit Agarwal is a partner at Geekay International, heading the marketing and production of the company. With his experience in international marketing and expertise in computers, he also co-heads the e-commerce of 'Brown Bear.' - an online store of leather accessories. Born and brought up in the vibrant city of Kolkata, he was raised in a business-oriented family that engaged in readymade garments, and manufacturing & export of leather goods.

That background in this field encouraged him to join the same business in the year, 2010 and later, to pursue an entrepreneurship course from MIDAS University Pune. Over the years, he has represented Geekay at various International trade shows in Europe, Japan, and USA and continues to lead the company towards growth.

Gavin Paris

COMPANY OVERVIEW

Gavin Paris is a new age “Gender Neutral Fashion” brand, for the Indian fashion enthusiasts. All the products in Gavin Paris are being manufactured in India to support the local market and make in India campaign by the government of India.

Their aim is to provide economic streetwear and high street fashion to mainstream population of the country i.e. middle class and lower middle class

WHAT MAKES THEM UNIQUE

They are providing their customers with the best of high-street fashion at very reasonable rates. Their designs are unique and updated every week.

FOUNDER DETAILS

Ashutosh Roy is an experienced Director with a demonstrated history of working in the information technology and services industry. He is skilled in ERP Solutions, Clean Technology, E-commerce & Digital Marketing. Strong professional with a successful entrepreneurship background and Bachelor of Technology (BTech) focused in Computer Science.

Go Devil



COMPANY OVERVIEW

Go Devil has been involved in the manufacturing and exporting of readymade garments for more than a decade now. The company has carved a place for itself thanks to the high quality, affordable price, and variety of designs it offers to the target market. Especially the appeal of the Go Devil among the young consumers is enviable as this target segment just loves the way the company has presented each and every aspect of its business to them. Be it product, communication, or just the name of the brand, Go Devil is winning the hearts of the consumers like no other brand did ever before.

WHAT MAKES THEM UNIQUE

The uniqueness of the company lies in its brand values- best quality, affordable prices, and responsive customer service. Go Devil is leading from the front as its USP of offering a wide variety, affordable prices, and first-rate quality is helping the brand to stay ahead of its contemporaries.

Nowadays people show their personalities with their outfits and Go Devil helps them to express through its prints and designs patterns. It enjoys a very special appeal among the young generation who are confident, outgoing, and self-made.

FOUNDER DETAILS

Vinish Arya is the director of the company and oversees the strategic and tactical operations related to the functioning of the organisation. Some of the important functional areas which Vinish Arya handles on a daily basis include cutting and promotion of the products, acquisition of new customers, retention of existing clients, and ensuring the highest standards of quality in the after-sales support.

Just lil things



COMPANY OVERVIEW

Just Lil things was founded about 4 months pre-covid. It was started with the goal to provide affordable premium minimalistic western jewelry for women. The company is held by Deepika Jain and Anup Deepika who manages the sourcing and product part of the business, whereas the finance and operations are managed by Anup.

WHAT MAKES THEM UNIQUE

Just Lil things brings in affordable trendy fashion. The designs and the curation is what sets them apart. They have processed more than 27000 orders from incorporation and have more than a lac customer online and offline combined. They aim to achieve a similar number in the next upcoming year.

FOUNDER DETAILS

Just Lil Things was founded by Deepika Jain when she couldn't find the perfect jewelry for her western clothes. She saw a wide range of accessories available for her ethnic wear but not the right range for her western attires. She started searching for options to realize it's monopolized by very expensive brands which is not the right fit for millennials. Seeing this gap she started to solve it.

Butt-Chique



COMPANY OVERVIEW

Butt-Chique is an innovative lingerie brand, that's 99% women-led and promises to mould to the body with alluring shapewear, body tapes, and nipple pasties. Whether it is during a wedding, a milestone event at work, post-childbirth, weight-gain issues during PCOS, the objective is about discovering the body's evolution and finding intimate apparel to match its needs.

WHAT MAKES THEM UNIQUE

They aimed to reinvent shapewear as a tool for versatility and empowerment. Fabric after fabric, style after style, every piece from Butt-Chique is curated with a thorough understanding of the body. Having done multiple fittings on 'real women', the brand has actively listened, modified, revamped, and re-created shapewear from the thinnest fabrics as a solution for every single Indian body type and color.

They use Indian sizing for all the products (created their own size chart visiting women door to door in India). They have design copyrights for all their shapewears and they pride ourselves to be the only lingerie brand in India that is founded and led completely by women.

FOUNDER DETAILS

Kamakshi Agarwala did her schooling from Montfort School, Delhi and had secured a stellar 97%, post which she did my B.Com hons from Hansraj College (DU). She also pursued Judgment in Decision Making for Management from London School of Economics and Political Sciences, London. She has a post graduate diploma in International Marketing as well from Delhi School of Economics where she completed her research work in "Gender pay disparity in India".

The Amritsar Store



COMPANY OVERVIEW

The Amritsar Store manufactures and promotes ethnic fashion accessories that are culturally apt and make a style statement while restoring the interests of the youth in Punjabi fashion accessories like Shawls, Lohi's, Phulkari Dupatta, Punjabi Jutti, Kashmiri Shawls etc., by personalizing and making them available worldwide market through eCommerce.

WHAT MAKES THEM UNIQUE

The Amritsar Store is the online extension of Khanna Impex. It is an utterly appealing luxury store for sophisticated and well-groomed shawls, foulards, scarves and other fashion accessories for every generation. It provides high end fashion exposure that shall seduce your eyes through design and your skin through finest quality.

FOUNDER DETAILS

Varun Khanna started with The Amritsar Store in 2014 which is a brand of Khanna Impex, a partnership firm. The dream took seed a few years ago when our parent company Khanna Impex, envisaged a line for women that was trendy, cosmopolitan and of the finest quality. A simple thought that went on to rewrite the history of the humble scarf and transform it into a garment capable of pulling off an enviable look on its own merit. A valiant dream of three friends that managed to touch incredible heights, it took a heady belief in their work and utmost dedication to bear fruit.

Lazo Store

LAZO STORE

COMPANY OVERVIEW

They are a responsible consumption women's western wear brand that specialises in chic and contemporary clothing. With their own production and sales channel, they provide premium quality products at affordable prices. Their network of the best partners from logistics to content creation is helping them in building a seamless customer experience and a loyal community.

They have a simple mission: spreading the joy of dressing and helping women fall in love with themselves with mood enhancement through dressing.

WHAT MAKES THEM UNIQUE

Their affordable price point and product quality give them an edge over their competition.

While they offer standard sizes from XS-XL, they also provide an option for size customisation which is appreciated by many who don't fit the standard sizes.

Their customer-first approach and customer experience are what sets them apart.

FOUNDER DETAILS

Lazo Store was founded by Chanaya Gupta, a graduate from Hindu College, in 2021 as an attempt to carry on her father's dream of building a garment business. As Lazo turns 2 in Feb 2023, what started as a legacy has now become so much more with a more clear vision.

NeceSera



COMPANY OVERVIEW

They started to bring that warm fuzzy feeling of being home through a range of butter-soft fabrics by infusing it with new colors, ideas and a unique design aesthetic. Your Happy Place. That's what they stand for – they provide you a comfort zone through our sleep-enhancing fabric blends. Be you, be confident and be comfortable in every sphere of life. Clothing that you can sleep in, travel in, work in & workout in. NeceSera's clothes are multitaskers, for the multitasker women.

WHAT MAKES THEM UNIQUE

They work on with the softest and the most durable fabrics, to give customers the best quality. They are able to bring out new blends, that are unique to the market and keep customers coming back for more.

They work with designers across the world, each of whom brings a unique aesthetic to NeceSera. From animated sketching specialists, to watercolour artists and even mental health advocates, their team is constantly on the look-out for artists that make NeceSera unique.

They also focus on a sustainable manufacturing process, while recycling 70% of water and using sustainable versions of fabric qualities. With an in-house manufacturing set-up, they are able to spend time on research and development on more sustainable methods of production, and reduce environmental impact.

FOUNDER DETAILS

NeceSera, a women's loungewear brand, was founded in 2017, by 22 year-old Riddhi Jain, and 21 year-old Sudiksha Jain. NeceSera, derived from 'necessary' and 'evening', they provide an experience: essential and unforgettable.

They're on a mission to make the world more comfortable and look good! Bringing together the best quality and well-researched products to help you move and lounge with ease, while being sustainable.

Misskurti



COMPANY OVERVIEW

Misskurti is a brand that offers an extensive range of ethnic wear and loungewear for contemporary women with a modern voice, yet close to her roots. Their clothing captures the unpredictable essence of today's fashion lovers, confident, stylish, and on-trend. They seek to explore different cultures, designs, and aesthetics - introducing new fusions and unions by connecting to the rest of the world through our work. Each piece of clothing by Misskurti is characterized by its versatility, honoring the individual styles of women. They are resolved to continue evolving with the flow of change and serve our community with wonderful products.

WHAT MAKES THEM UNIQUE

They offer a wide range of ethnic wear as well as office, casual and festive wear. With unmatched quality and pricing, their designs always stand out and are extremely comfortable to wear.

The women's clothing brand is host to a wide variety of apparel which includes Designer and Traditional Kurta (Straight Kurta, A-Line Kurta, Flair Kurta) along with, Kurta Palazzo Set, Kurta Pant Set, Kurta Skirt Set, Kurta Sharara Set (With and Without Dupatta), Ethnic / Traditional and Western Bottom ups, Indo Western and many more.

FOUNDER DETAILS

Shan Moondra, founder of Misskurti, is one of the youngest fashion entrepreneur of India. He started at an early age of 16 with just an Instagram page,. In 3 years, now with more than 250 designs in various verticals, presence in over 15 portals, 7 social media platforms and 8 content publishing platforms, Misskurti is now one of the fastest growing Women and Ethnic Fashion brands of the country.

Sangeeta Boochra



COMPANY OVERVIEW

Coming from a line of jewellery connoisseurs, Sangeeta Boochra Jaipur is named after its eponymous designer Sangeeta Boochra. With traditions and expertise drawing down from as early as 1897, the company derives its design language through a perfect blend of rustic bohemia and the luxurious elements of Indian heritage.

A legacy that dates back to 130 years has made us a household name for celebrities like Deepika Padukone, Alia Bhatt, Vidya Balan, Priyanka Chopra, Aishwarya Rai, and many others. Our patrons also include politicians, industrialists and royal family members from across the world.

WHAT MAKES THEM UNIQUE

They make traditional jewellery designs. Each design is different from other and can be worn for any occasion.

The client list of the brand includes Celebrities, Heads of States, Royal Families of the World from Her Highness Majesty The Queen Elizabeth II of England to The Nizam's of Hyderabad to John. F. Kennedy President of United States to Audrey Hepburn, Deepika Padukone, Madhuri Dixit, Alia Bhatt, Priyanka Chopra. The brand is seen in various Movies as Official Jewellery Partner.

FOUNDER DETAILS

Abhineet Boochra Abhineet Boochra is the Co- Founder , Director and Designer of the Brand Sangeeta Boochra. He began his career in Vicenza , Italy in 2008, as CEO & International Marketing Head for his Father Sudeep Boochra's Gemstone export company.

Sasha Wear



COMPANY OVERVIEW

Sasha is driven by the belief that people need the joys of craft, rarity, exclusivity, luxury and discerning eclectic taste to explore needs to self esteem and identity while leading a more authentic, fulfilling life.

They are driven to explore, collaborate and co-create with customers to create a new-age luxury and lifestyle brand that maximize experiences, revels in high taste and sets style trends. A journey that starts with inbuilt- sustainability- but, constantly builds and explores to bring better, hipper, cooler and more stylish ideas.

WHAT MAKES THEM UNIQUE

Sasha is a Fashion First, Born Sustainable brand with never seen before products. They can do personalization on every product which is a first in the category. They are India's only homegrown brand to have own manufacturing for wooden eyewear.

FOUNDER DETAILS

Satyam Singla, Founder & Chief Designer at Sasha, has inherited the art of woodcraft from his Father, Darshan Singla, Director at Mac International, to bring forth the most exquisite designs. With a woodworking legacy of more than 40 years, Satyam personally oversees the design & execution at their facility in Noida, spread over one lac square feet. With rigorous research and development, in tandem with a team of experts, Sasha has developed an exquisite menu of products to suit individual sense-style-fit-and-function.

Kalānkit

Kalānkit®
Bringing art alive

COMPANY OVERVIEW

Kalānkit is a platform for every artist to find joy in transforming their colorful canvas into delightful modern lifestyle products. Kalankit aims to help Art reach out and let Artists have creativity gains across all aspects of their lives. It's necessary to develop world-class products and manufacture them, and successfully spread the essence of Art and Artists' ideology behind it. Through Kalānkit, their mission is to build a space where a community of artists can enjoy the joy of creating art, while they produce it in the form of various lifestyle products.

WHAT MAKES THEM UNIQUE

Every art/ design which has been created, always has a story behind it & every artist has a different experience to share. They are bringing the art designs alive by these stories & are making it a part of our daily lifestyle through high quality products. While creating a platform that supports the artist community and offer something really connecting for everyone. You will not just buy a product and use it, you will feel connected with it.

FOUNDER DETAILS

Ankit Jain, the founder, from a young age, had this collection of colorful artsy objects, and what fascinated him more was the process of their production. Living in heart of the city of Jaipur, he had seen various crafts transforming into useful products and knew someday he will be doing something around it.

Starting his career from 'City of Dreams', he got the opportunity to observe the melange of people, thoughts, creativity, work process, the intricacies of management, and how everything leads to the creation of a single product from just a thought. This experience inspired confidence in him and led him to his exploration in the product industry.

Stories.Label

Stories.Label

COMPANY OVERVIEW

They are a fashion retail brand that offers best quality trendy fashion essential products to women, men and kids. With a direct-to-consumer approach, the company sells directly to final customers via Ecommerce Marketplaces like Amazon, Flipkart and Ajio. Their products are loved by women of all age groups. They also started to offer plus sizes based on customer demand (3xl-5xl).

WHAT MAKES THEM UNIQUE

The brand offers the most competitive high demand fashion essential apparel such as Casual T-shirts, Dresses and Winter Sweatshirts. They noticed a huge gap in the market between large scale popular Brands like Levis, Veromoda and small scale unorganized brands. There was no right product available in the market, especially on marketplace sale channels which meets the Indian customer expectation in terms of design, price, sizes and quality. They identified the missing design type, fabric qualities, fit and launched their first collection in 2020. From then they have grown exponentially every year.

FOUNDER DETAILS

Amit studied Bachelors in Fashion Technology and Post Graduation in Fashion Design. He has been working in the Fashion Retail Industry for more than 10 years with well established brands . He has major expertise in Category Management, Private Label Development, Sourcing and Marketing.

Untung



COMPANY OVERVIEW

Untung is a contemporary womenswear brand with an Indian soul. It aims to bring the perfect confluence between ethnic and western design sensibilities. Each piece in the repertoire is created with the utmost detail in printing, dyeing and beautiful intricate embroideries. The designs are minimal and clean, making the garments extremely versatile. To democratize sustainable fashion and designerwear and make it affordable for everyone

WHAT MAKES THEM UNIQUE

The brand offers premium quality designer wear at affordable prices, quick turnaround for latest trends. The brand beautifully blends in Indian styles with modern contemporary aesthetics bringing in best of both worlds. The label believes in creating pieces which are so versatile that you can effortlessly sway between AM to PM without needing to change.

FOUNDER DETAILS

Prakhar Gupta, alumni of NIFT Bangalore is the Co-founder of Bangalore based bootstrapped sustainable label UNTUNG!

A visionary he wanted to democratize designer fashion wear in India hence he coupled his NIFT education into Textile design with a degree from Indian School of Business that educated him on the nuances and dynamics of doing business in fashion at scale.

Tiesta



COMPANY OVERVIEW

TIESTA believes in 'no one size fits all' and make customised luxury women footwear from sizes euro 32 to 46. Truly built around catering to a customer's every need with its unmatched customization and personalization offering contemporary and fashion forward designs. Tiesta also caters to issues such as broad, narrow, arch, flat feet or LLD who find it extremely difficult to source a perfect a designer footwear.

WHAT MAKES THEM UNIQUE

They are only involved in customising footwear and have never stocked inventory. Since they have started, they have understood the gap and the need of custom made luxury footwear. Over the years they have made more than 1500 designs and have made small presence abroad as well.

FOUNDER DETAILS

A lawyer by education and profession for a while, Janvi Jogatar gave up a potentially lucrative career to pursue her dream of designing and selling shoes. She found success quite fast with her designs being worn by models at Lakme Fashion week 2017 and Amazon Fashion Week 2016. Along with her sister Ms Helly, she is looking to take her company to great heights fuelled by the belief that any day not in pursuit of one's dreams is time wasted.

Twee In One



COMPANY OVERVIEW

They are a sustainable brand specialising in reversible and convertible clothing for women and kids.

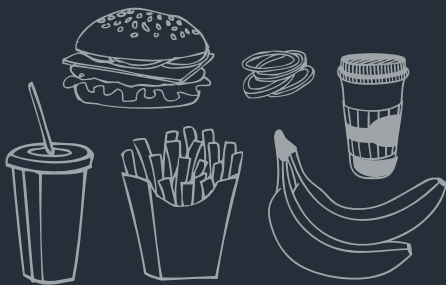
Their aim is to promote 'Less Is More' and break the cycle of fast fashion, and to convince the world, that it's ok to repeat your clothes, and let's reduce the waste in the landfills.

WHAT MAKES THEM UNIQUE

They offer reversible and convertible clothing that transform 360 degree looks. Also, its not just a few products that transforms, but every single product that they work on transforms.

FOUNDER DETAILS

Seen on Shark Tank India's finale episode, and also featured as the 'Amul' girl, Niti Singhal is an experienced Founder with a demonstrated history of working in the apparel and fashion industry. Skilled in Textiles, Sketching, Fashion Design, Adobe Photoshop, and Product Development. Strong arts and design professional with a Masters in Fashion Design focused in Women's wear from Istituto Marangoni.



Food & Beverages

Asesaa



COMPANY OVERVIEW

India is one of the world's largest producers of tea, and the country produces over 3.5 million tons of tea annually. India is flooded with unhealthy and bad-quality tea leaves. However, India's tea industry has been facing a major problem: the quality of its tea leaves has been deteriorating.

Their vision is to see a better and healthy world, impacting the lives of millions and setting them free from the addiction to unhealthy and highly caffeinated teas. Facing a major problem: the quality of its tea leaves has been deteriorating.

They want to make it easier for people to make their own healthier choices by providing them with the knowledge and resources to remove the outside influence of advertising.

WHAT MAKES THEM UNIQUE

Giving back to society! They reserve 1% of what you pay them to solve the problem of global hunger. Current estimates are that on the earth, nearly 690 million people are hungry, which is 8.9 percent of the world population – up by 10 million people in one year and by nearly 60 million in five years. The majority of the world's undernourished are still found in Asia. Hence, they want to give back and contribute.

FOUNDER DETAILS

ASESAA is founded by Vishesh with the vision of making India healthy through healthy foods and drinks.

Vishesh has experience in creating D2C brands from zero and providing a world-class FIGITAL user experience. He has scaled a pet care brand from scratch and this is his second venture.



COMPANY OVERVIEW

They are India's largest Tier-2 focused Multi-Brand, Omni Channel Cloud Kitchen Company, minimizing the delta between Fine Dine Experience and Home-Delivered Food! They make great food accessible to the Tier-2 Cities in India and are backed by the finest equity investors of Asia.

Since the beginning of their establishment, the goal has been to bring fine-dine food experience to people's doorsteps and to make exceptional food accessible to the tier-2 cities of the country, all while holding the critical policy of HETH (Health - Economy - Taste - Hygiene) central to the execution and experience. The uncompromising quality of food at BigSpoon is the legacy and they aim to surpass their own standards every time they serve you.

WHAT MAKES THEM UNIQUE

They offer a marriage of hybrid and centralized food production and prep, to become the only fresh-prep cloud kitchen Pan-India, maintaining stringent food quality. They have an open kitchen policy where transparency, trust-building, and honest food preparations are present for customers to experience. They also provide premium quality, multi-layered, tamper-proof packaging, providing fine-dine experience

FOUNDER DETAILS

Kapil Mathrani looks after the strategy, business, marketing, growth and product and has 16+ years of leadership and P&L roles across Unicorns like Uber, Go-Jek, Yum! Brands etc.

Poojan Thakkar looks after the Culinary Management, Kitchen Ops, and Production is a top-trained chef, and has over 5+ years of experience as a Kitchen Consultant. He has previously worked for ITC Hotel, Peshawari, Sankalp, etc.

Gladful



COMPANY OVERVIEW

73% of Urban Indians including kids are deficient in protein. Gladful makes foods that kids crave with the protein they deserve. This FMCG brand aims to surpass the prevailing nutrition gaps and help Indian families become protein sufficient. With intense research, multiple recipe trials and receiving inputs from hundreds of mothers they launched December 2021 with protein-rich mini cookies made with unrefined cane sugar.

WHAT MAKES THEM UNIQUE

They are the only ones talking about protein to kids in India and they make power snacks that they love! NABL Lab tested snacks with no cholesterol, no trans fats, no maida and high protein and fibre content. They use proteins from peas, sprouts, milk and brown rice to make our snacks full of goodness.

FOUNDER DETAILS

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

GOODB



COMPANY OVERVIEW

Dessert Flower Private Limited is startup by 3 brother who wants to bring revolution in the Food & Beverage Industry. The company believes in the concept of 100% Purity and Zero adulteration. Hence it started with 100% Raw and Pure Honey in 4 variants.

WHAT MAKES THEM UNIQUE

The brand GOODB believes in 100% Purity and zero adulteration. They firmly stick to their ideals. They support the beekeepers of India and also educate and provide nutrition to the bundles of smile, children of our nation in hand with PLAY FOUNDATION.

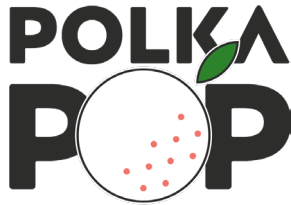
FOUNDER DETAILS

As Managing Director of the company and founder of Dessert Flower Private Limited, Ankur Tayal leads the company with his extensive experience in the field. He was born in Shri Muktsar Sahib, Punjab and has a vast knowledge of the industry as at a very early age he was asked to join the family business. Mr Ankur Tayal invests in enriching his business knowledge not only through his active involvement in the company but also by attending different programmes.

Pankaj Tayal is the Director and the Chief Financial Officer of the company. He has been associated with the Company since its inception as promoter. He is responsible for the finances of the Company and is instrumental in making strategic decisions for the Company.

Narendra Gupta is the Director and the Chief Operating Officer of the company. He looks after the entire manufacturing and packaging department. He has an experience of 15years in the Field.

Polka Pop



COMPANY OVERVIEW

Polka Pop is India's first homegrown flavoured sparkling water brand. For fun-loving, health-conscious individuals, Polka Pop is a way to keep yourself hydrated with a refreshing, flavourful, fizzy drink without any calories or sugar making it the perfect replacement for unhealthy sodas and mixers. It is currently available in 4 flavours - Cranberry, Peach, Lemon-Lime & Orange and is a product that is completely made in India.

WHAT MAKES THEM UNIQUE

We are building the first truly clean beverage brand in India. Not just that, we truly care about sustainability and want to build an ecosystem that can help promote truly clean & healthy living. Their vision is to build the largest clean beverage brand to help further their mission of making healthy living more fun & accessible. Clean for them is a three-pronged approach - Clean label, transparent communication and circular approach to all operations.

FOUNDER DETAILS

Polka Pop is founded by Gaurav Khemka and Jagdish Prasad Khemka.

Polka Pop is on an exciting path to change the beverage shelf in India forever by building India's first clean-label beverage brand. They're on a mission to make healthy living fun and accessible and they've embarked on that journey by building India's first homegrown flavoured sparkling water brand.

Eat Confetti



COMPANY OVERVIEW

An eccentric balance of candy and desserts merit dominating our Instagram feed, Eat confetti may be a distinctive luxury course cafe started with the hope to assist individuals to know their childhood recollections.

Since its beginning on April fifth, 2018, they have enlarged into franchises all around the Southern Republic of India. the primary outlet took solely four months to open once the primary store once that they have with success launched fifteen shops in the Pan Republic of India.

WHAT MAKES THEM UNIQUE

They're first in India to come up with Candy floss based desserts. Keeping in mind, candy floss is almost forgotten today even though it is a famous historic delicacy and has an exclusive fanbase. They have curated close to 80 variants of dessert combinations with Cotton Candy which look like.-Candy floss burrito, Candy floss Sandwich, Candy floss cake and many more.

FOUNDER DETAILS

Niharika Gollapalli is the 23 year old founder of Eat Confetti, a startup enthusiast and a philanthropist.

She is highly skilled in growth hacking, design thinking, funding, product building, and marketing. She has scaled her startup from 1 outlet to 15 outlets in 4 major cities of the Indian Subcontinent, within a span of 2 years.

She started her entrepreneurial journey at the age of 19yrs old her Luxury Dessert Brand in Jubilee Hills, Hyderabad and now has expanded the reach to Mumbai, Vijayawada, Vizag, Kakinada.

Fespro



COMPANY OVERVIEW

Fespro Foods is an assorted mix of quality and safety based foods aiming to conserve traditional values yet tapping on newer variants. Being managed by eminent food technologists and marketing professionals, the company works collectively on the principles of mutual trust, transparency and integrity.

Collating a unique range of healthy breakfast options, exotic pasta and vermicelli variations, beverages like instant tea and many more interesting instant foods, they provide a global experience which is cherished by their valued customers. With health standards being at a constant high, they are continuously working on providing health and wellness, dedicated towards achievement of success with utmost honesty.

WHAT MAKES THEM UNIQUE

Their major motivation that drives all the product development activities is to convert traditional ingredients into contemporary products to fit the need and the taste buds of the evolved consumers and this is what differentiates them, this is their USP . A dedicated team of Food Technologists is working continuously on different options developed for targeted consumers.

Founder Details

In 2016, two food enthusiasts Mr NareshMaheshwari (Food Technologist, Founder and C.E.O of FTI Food Tech Pvt. Ltd.) and Mr Pankaj Bairoliya (Marketing Professional, Founder and CEO of Aryavrat Marketing Pvt. Ltd.) came together to explore health, food and taste. Deliberation gave way to the idea of combining food products with traditional ingredients infusing nutrition and innovation and voila "Fespro Foods "was born.

AWSUM



COMPANY OVERVIEW

They are a bunch of young food innovators who wants to kick start a wellness revolution where in they intend to use the power of real whole food and blend it with powerful herbs and botanicals that are mentioned in the ancient Indian wellness science of Ayurveda to help working millennials and GenZ people lead a better lifestyle and help them deal with lifestyle related issues and disorders. They create food products that are effective and delightful

WHAT MAKES THEM UNIQUE

They are one of the first brands globally that is using the wisdom of Ayurveda and mixing it with real whole food to create products that are effective and exciting.

The vision of the brand is to kickstart an alternative wellness revolution by building a community of likeminded people that is keen on unleashing the greatest vision of themselves using what we call "Natures pharma"

FOUNDER DETAILS

Pranav is a young and dynamic first generation entrepreneur having an experience of creating and establishing one of India's first Healthy Mid meal snacking brand "POSHTICK". He is passionate about Nutrition and has personal interest in researching and exploring the space of Nutraceutical and Functional Food.

Pranav has done Certificate course in Strategic Retail Management from one of India's prestigious Business Schools "Indian School of Business ". Having a keen interest in New Product Development and Formulation, Pranav has also done a course in "Product Formulation for Healthier Choices "from Food and Agriculture Centre of Excellence, NIFTEM Sonipat

BRB



COMPANY OVERVIEW

Forbidden Foods aims to build India's leading better-for-you snacking brand targeted to the Gen-Z consumer. The company has launched a range of innovative, tasty and healthier packaged snacks under its fun and quirky brand identity - BRB. The initial product range includes BRB Popped Potato Chips and BRB Popcorn Chips. Forbidden Foods is pioneering the Popped Chips category in the country.

They aim to build India's leading better-for-you snacking brand targeted to the Gen-Z consumer. The product philosophy encompasses the following - 1) global contemporary snacks, 2) better-for-you, 3) tasty and indulgent, and 4) unique and innovative.

WHAT MAKES THEM UNIQUE

As a brand, they are trying to address what they call the Golden Trifecta of Snacking. This includes taste, better-for-you and affordability. They are currently offering new-age global contemporary products with unique and differentiated flavors at a slight trade up to the mass market offerings. Also, they are trying to build a brand for the Indian Gen-Z which is the largest urban cohort amongst the affluent Indians. This cohort has very unique characteristics such as digitally native, changing food preferences, etc., which they are trying to resonate with through both product offering and brand communication.

FOUNDER DETAILS

Anuj Krishan and Abhishek Agarwal founded Forbidden Foods (BRB Chips) in 2018. They have known each other since their time together in college at IIT Bombay. Based on their time spent in Europe and the US, both of them felt there was a paucity of new-age products and brands in the Indian market resonating with the Indian Gen-Z. This got them together again in 2018 with the mission to build India's leading better-for-you snacking brand.

Anuj has been an entrepreneur in the consumer sector for almost 10 years. Previously he was co-founder at the iconic craft beer brand BIRA91. In an earlier avatar, he worked in investment banking in London.

Abhishek worked with oil & gas services, majorly in Schlumberger for almost 15 years. He worked in various roles across the world including product champion in the US. He comes with a lot of operational and new product development experience.

Tearaja



COMPANY OVERVIEW

Tearaja brings together the expertise of great Tea selection & blending of varieties of teas, giving them the best taste & making them healthy at the same time. They have one of the largest collections of Teas & Tea Gifting options in India.

Tearaja sells its products from its online website & also through other ecommerce platforms like Amazon, Flipkart etc.

WHAT MAKES THEM UNIQUE

They curate amazingly unique, tasty & healthy Tea Blends using Indian traditional herbs, spices & flowers. They make boutique blends which ensure that the teas are fresher when they reach consumers. Fresh Blends, Beautiful Packaging & Fast Delivery is their forte.

Most of the blends are unique to the brand. Their packaging and offerings are different from the market.

FOUNDER DETAILS

Manish is the second generation Tea-preneur in the business. His family was involved in the trading of Tea & has been in the Tea Business for over 30 years.

Manish started Tearaja as an online digital first direct to consumer brand in the year 2016 & is on a mission to make Tearaja a Global Brand. Manish has also been a Sportsman, He has played Billiards & Snooker professionally for India.

Poonam was born & brought up in Assam amidst the lush green Tea Estates. She got married to Manish and fell in love with Teas ever since. She is an MBA & takes care of the Admin & Production at Tearaja.



COMPANY OVERVIEW

Zerobeli provides delicious, wholesome, and nutritious breakfast and snacking options for the entire family. They help you feel fuller for longer and avoid the untimely cravings for junk food. Keeping the theme of “wholegrain and fiber rich”, they have developed an entire new range of innovative and fresh products such as Oats, Muesli, Corn Flakes, Cookies, Choco Flakes etc. Their products have been developed after cutting edge R&D and are quite different from the rest of competition. They manufacture many of things in house which allows them to maintain high quality standards.

WHAT MAKES THEM UNIQUE

Zerobeli products are wholegrain and fiber rich, use premium ingredients and incorporate balanced amount of carbohydrates, proteins, vitamins and minerals. Unlike other brands, they are complete wholesome meal and people who eat the products find themselves fuller for longer. This prevents them on binge eating on junk food that directly contribute to “belly” fat. Hence our name “Zerobeli”.

FOUNDER DETAILS

Sparsh Mittal is the founder of Zerobeli. He has an MBA in Marketing from University of Georgia and BE in Mechanical from MDU. He worked briefly in US with companies like AT&T Inc but returned soon back as his interests were always in entrepreneurship. He was part of few businesses that he grew substantially before venturing into Zerobeli.

Divya Mittal is the co-founder of Zerobeli and a keen Social Media enthusiast. An avid chef, she is an MBA from University of Liverpool in UK. A mother herself, she understands the necessity of incorporating healthy ingredients into everyday life eating.

Bili hu coffees



COMPANY OVERVIEW

Bili hu coffees curates some of the finest Indian estate coffees for HORECAs across India and are here to help you brew spectacular cafe like coffee in the comfort of your home now!

They're a young homegrown Indian coffee brand and we're based out of Noida.

They work with farmers in Chikmagalur, Karnataka and curate some of the finest Indian estate coffees for uber luxury hotels, fine dining & award-winning restaurants, gourmet cafes and boutique home-stays across the country.

They source naturally grown coffees with no pesticides or chemicals used, at least in the last few years. They're roasting coffees that are wildlife conservation certified, bird-friendly habitat certified and IMO, UTZ and USDA certified organic or simply farmer certified organic coffees.

WHAT MAKES THEM UNIQUE

They focus a lot on communication - they're the first ones in the country to actually put recipe for a perfect cup on the label of the packets. Each pack contains a different recipe that changes with a different variety of coffee and a different grind size.

They also source recipes for coffee desserts and cocktails, mocktails from customers. They also develop products from waste coffee like soaps and compost. They have worked with lots of young homegrown brands on collaborative projects like India's first tea coffee blend, a coffee kombucha, the best tiramisu in town can be bought on the website, coffee macarons, coffee granola in a jar, coffee cookies and so on.

FOUNDER DETAILS

Bharat Singhal is an experienced retail designer with a demonstrated history of working in the food & beverages industry. He is skilled in Market Research, Management, Business Development, and Marketing Strategy. He is also a strong arts and design professional with a keen eye to detail. He is passionately working towards creating a luxury coffee brand out of India.

Supply6



COMPANY OVERVIEW

Supply6 aims to solve the problem of accessing nutrition for individuals leading busy lifestyles and those who are always on the go. It does so by making nutrient-rich food products in extremely convenient formats that can be consumed anywhere and at any time.

Supply6 offers a range of wholesome meals, snacks and functional foods in innovative formats that individuals can have anytime, anywhere.

Its flagship product is the Supply6 Drinkable Meal, which is nutritionally complete, vegan, and functionally convenient. It provides 25% of the daily required nutrients in under 30 seconds. Supply6 is on a mission to make Nutrition accessible for individuals on the go.

Supply6 stands for supplying the six essential nutrients the body requires on a daily basis to lead a healthy lifestyle.

WHAT MAKES THEM UNIQUE

While most of the Healthy foods in the market lack some key nutrients and have added sugar, every Supply6 product is the most wholesome when it comes to the Nutrition profile.

Each Supply6 Meal can keeps an individual full for about 3-4 hours, making it a great alternative to major meal options and can be consumed for Breakfast, lunch or Dinner.

FOUNDER DETAILS

Supply6 is founded by Rahul Jacob and Vaibhav Bhandari. Supply6 aims to solve the problem of accessing nutrition for individuals leading busy lifestyles and those who are always on-the-go. It does so by making nutrient-rich food products in extremely convenient formats that can be consumed anywhere and at any time.

KOKM



COMPANY OVERVIEW

The brand serves the Goan superfruit in a quirky cool bottle and make people happy.

Their aim is to spread healthy alternative beverages made from local natural products, such as Kokun, at a pocket-friendly price, across the country.

WHAT MAKES THEM UNIQUE

They make bunny drinks for a locally growing superfruit, Kokum. Kokum has amazing health benefits and is a staple part of the Konkan and Goan diet. They want to spread the goodness of this superfruit to the world.

FOUNDER DETAILS

Nikhil Divekar was born in Goa on 13 of September 1985.

After completing his high school, he started working with a European company sourcing Indian products for their stores.

In 2005, he set up an incense company making only authentic and natural incense for export. He has been exporting to europe for over 16 years now.

He also built the worlds largest incense in New York in 2013, which was a Guinness world record then.

Barosi



COMPANY OVERVIEW

Barosi is a Direct-to-Consumer authentic food brand based in Gurgaon. Barosi caters to educated and aspirational middle class residing in urban India. They produce pure, local and wholesome Indian food products. From the farms to your doorstep, the product you receive is the best quality locally produced in the most economically sustainable way. They connect Bharat to India through their products and thoughts.

WHAT MAKES THEM UNIQUE

They have a unique brand positioning and voice. Barosi talks about simpler times, and it opens a window for you to peek into the Indian Rural Life (villages/ farmers/ nature/animals/ traditions). They believe in the age-old traditional wisdom and think local and wholesome products are best fit for our taste and health.

FOUNDER DETAILS

Durlabh Rawat was born and brought up in a small village in UP. He is a first-generation entrepreneur and holds several years and generations of farming experience. He completed his Diploma in Mechanical Engineering from PUSA Institute of Technology in Delhi. Later, he worked in the auto sector for 12 years before starting Barosi, an authentic food brand providing pure, local and wholesome food products.

FarmDidi



COMPANY OVERVIEW

They are a technology Led Lijjat Papad Company. Their aim is to provide quality traditional handmade food by empowering 1 million rural women.

WHAT MAKES THEM UNIQUE

They have the ability to create tasty handmade food products . They use quality food ingredients that are farm-fresh and healthy. They are on a mission of empowering rural women.

FOUNDER DETAILS

Manjari and Asmita are the founders of FarmDidi where they are on a mission to provide healthy, natural, and authentic food products by empowering over one million rural women. Just a year old, it has enabled 1,080+ women entrepreneurs through an initiative impacting 40+ villages in rural Maharashtra.

Safe Bee



COMPANY OVERVIEW

Safe Bee is a health-conscious food brand. Every ingredient which goes into the making of a product is sourced where it is grown best. All products are completely free from any kind of chemicals/preservatives.

They aim to empower the consumers about why they are eating what they are eating and that every ingredient has a purpose in their bodies.

WHAT MAKES THEM UNIQUE

Every single product is carefully curated and processed keeping in mind how the nutrients in each ingredient are retained. (Ex. they do not heat seal their honey jars as applying heat initiates a micro chemical reaction which will affect the nutritional content of our honey)

FOUNDER DETAILS

Nidhitra Rajmohan is the founder of the brand. Enterprising her mother as a role model, she followed her footsteps in business and wanted to play my part in creating a health-conscious community. SafeBee is a culmination of her discipline ingrained by sports, passion for healthy food and entrepreneurial spirit inherited from her family.

At SafeBee, she manage operations, marketing and maintain the vibe!

Six Seasons Coffee



COMPANY OVERVIEW

Six Seasons is synonymous with coffee-round-the-year. Its robust composition makes it a beverage for all the seasons. The taste of Six Seasons acclimatizes effortlessly across ambiances and geographies. Since their inception, they have endeavoured to bring the richness of exotic flavours to expand your coffee horizons.

WHAT MAKES THEM UNIQUE

Six Seasons blends perfection, finesse and a disproportionate passion for coffee within the forthy confines of its brews. Six Seasons is an enabler of the finer experiences from simpler things in life. Their curated range of products introduces unique flavours with the same relish.

FOUNDER DETAILS

Raunak Jain belongs from a business family, particularly FMCG, having experience of about 10 years in the FMCG domain. A go getter, never give up attitude is what makes him stand out. Specialised in the General Trade, he started Six Seasons in the year 2021 after seeing a shift in the coffee culture in India and majorly amongst youngsters.

India being one of the largest producers of coffee never marked a milestone in this space, as majorly coffee is exported from the country to the European and western countries.

The journey started with sole belief to provide and elevate the best quality and experience by providing Grade A quality pure Arabica Instant Coffee to the consumers of India.

True South



COMPANY OVERVIEW

TrueSouth offers Aathentic filter coffee decoction in various blends to suit a wide range of coffee lovers. It has grown exponentially in the last 8 years and is now humbled to have a strong D2C and B2B audience. TrueSouth has now pioneered and launched an exclusive range of Ready to Use Chai Brews as well.

WHAT MAKES THEM UNIQUE

Convenience, consistency and authenticity are the fundamentals on which the company is built. All the products launched are completely natural and have no preservatives or additives in them. The products also ensure a quick Chai/Coffee of great quality is available in a jiffy with no fuss at all.

FOUNDER DETAILS

“Why should beverages treasured for centuries take more than a few moments to prepare?” This was the question that sparked the idea of ready-to-use filter coffee decoctions, and tea brew.

The credit goes to Harold Pereira, a jolly and equally proud bearer of the family’s legacy that gave the love for these beverages a whole new meaning.

As of today, TrueSouth stands proud with Harold as he leads the way with his focus, passion and a child-like tenacity for innovation.

The Vedas



COMPANY OVERVIEW

They aim to create products that are naturally derived so that they are health friendly. As nowadays people are getting more and more health conscious, they prefer to use natural as well as effective products.

In our country, many are becoming aware of the bad effects of normal chai, so many have shifted toward herbal teas, and many more are shifting. Their approach is purely research-based. Before using any herb, they research and test it with the help of valid sources. Even when the herbs are brought from the farms to the facility, they go through a natural scientific process to adhere to our nutritional and quality standards.

WHAT MAKES THEM UNIQUE

What is unique about these products are it's taste, its health benefits, the monopoly in manufacturing, and Bio-E leaf which makes it more nutritional as compared to other herbs in it.

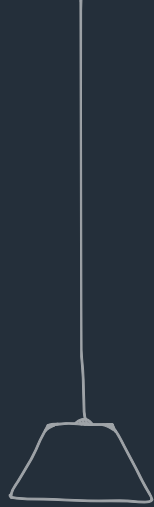
They also focus on empowering not just the tea farmers but the whole farmer community, as they are firm towards our culture, "vasudhaiv kutumbkam," which in their terms is interpreted as all the farmers being one family to us. So, for example, any herb, they source roughly 80% of it, and they work directly with farm owners and farms to obtain the herbs.

FOUNDER DETAILS

Vikram Kataria is a B.tech Chem Eng graduate. He also has Minor in Finance, and is an ex NCC cadet. He graduated from Nirma university Ahmedabad.

Bhavya mehta is also B.tech Chem Engg who graduated from Nirma university.

Their aim is to create natural and effective products that can help an individual deal with his or her general health problems.



Furniture & Home Decor

Cananor Guild



COMPANY OVERVIEW

Cananor Guild is one of Kerala's first handloom luxury brands that focuses on scaling traditional weaving craftsmanship worldwide. Cananor Guild was built to support and revive the handloom industry of Kannur, Kerala. Founded in 1939, their legacy spans across four generations. At Cananor Guild, timeless designs are customised for the client in creating home furnishing products.

WHAT MAKES THEM UNIQUE

The brand works directly with the weavers and factories that ensure they get the best quality products for the best price as they are able to take away all the middlemen in the process making the brand truly direct to customers. The designs they create are fresh in the Indian market making the brand a perfect combination of quality, price and design which appeals to a large segment of the market. Their workforce comprises 95% women across all departments in the factory making it a women-centric brand.

FOUNDER DETAILS

Manjul Jayakumar and Vandhana Sunil founded Cananor Guild with the aim to revive this dying industry by providing quality home décor and home furnishing fabrics to their customers.

Healux



COMPANY OVERVIEW

Healux is a premium brand which sells the best-in-class products among similar product categories sold in India. The products sold are carefully chosen and responsibly sourced to help home makers to manage her family and home more efficiently as a Smart Home Maker.

WHAT MAKES THEM UNIQUE

Their aim is to be a one stop shop for best-in-class products and services that will help transform an ordinary homemaker into a Smart homemaker. They want to transform from a Social Selling company to a Social Commerce company.

They also want to empower ordinary women from all walks of life to become successful entrepreneurs.

FOUNDER DETAILS

Founder of Healux International is David Stanley ,an MBA, who has worked at Eureka Forbes & AMC Cookware a Swiss German MNC as Managing Director before starting Healux International. David and the co-founders Manoj K George & Gireesh Narayan were working together for 20 years in Eureka Forbes & AMC Cookware.

They have been in the Retail Direct to Home distribution channel for Consumer Durables & Kitchenware during most of their Careers, they have also been in retail sales of Consumer Products. The founders who have been catering to the Homemaker segment for 2 decades found an opportunity to launch Lady Cool, a Boutique Ecommerce Marketplace, a one stop shop for the homemakers.

Nurture India



COMPANY OVERVIEW

Nurture India is a product design company and manufacturer of eco-friendly sustainable homewares founded in 2018. They work with grass root artisans in rural India to create one of kind products for the home. They're a women founded company coming from diverse background in fashion & finance and bring to the fore new products for a new India.

Their mission is to employ 10000 artisans by 2030 with fair wages and have micro facilities in these clusters that enhance their working conditions so they can do dignified jobs in their villages. They also aim to promote all things Indian to the world and want to 'Nurture India' across the world.

WHAT MAKES THEM UNIQUE

They work with sustainable materials and grassroots artisans, which is a twofold mission of our brand. Over the years, they've built quality that will last couple with sustainability at the core. From production, packaging to waste generation at source all while making a truly made in India brand. Alongside, they have a community of decor enthusiasts, chefs, interior stylists, designers, lifestyle influencers and others who appreciate the products.

FOUNDER DETAILS

Nurture India has been conceptualized by school-friends, Pratima Sinha and Somya Suresh, both from diverse backgrounds with a shared passion for art and craft. Pratima worked as a strategy consultant with KPMG after completing her MBA from S.P.Jain Institute of Management and Research, Mumbai and her B.Com Honours from Shri Ram College of Commerce, University of Delhi. Somya served as the Fashion Editor for POPxo.com, after majoring in Journalism from Xavier Institute of Communications, Mumbai, and her undergrad in English Literature from Hansraj College, University of Delhi.

Both worked for a total of 5 years before getting back to their first love, design!

COMPANY OVERVIEW

They transform boring walls into creative & personalized wall graphics. WallDesign has a huge collection of graphics that can inspire homeowners, offices, schools & various other interior spaces to customize their ambiance.

Their aim is to make your living space more aesthetic using surface graphics products such as wall stickers, wallpaper, glass film, canvas art, wall hangings, graphic panels and paint stencils.

WHAT MAKES THEM UNIQUE

They design creative graphics and functional products that speak to art & craft enthusiasts, interior designers, home decoration enthusiasts. They provide solutions to Architects, Interior Designers & Graphic Design Studios to enhance and decorate almost any surface.

They ensure right media selection, timely production, good packaging and delivery and easy installation of products.

FOUNDER DETAILS

Eva Camarasa is a French national living in India for 15 years. She holds a Master's Degree in Business Administration from EM Strasbourg (2004). She has 10 years of freelance experience as a Language Specialist in the fields of translation, transcription, voice-over and outsourcing back-office services. She also has exposure to videogames, educational softwares, hotels & tourism websites, etc.

Rahul Sunder is an Engineer from IIT, Chennai (1997-2001). He worked in Software development and Pre-sales in Yasu Technologies (now acquired by SAP) (2001-04), and completed MBA from NITIE, Mumbai (05-06).

The Yellow Dwelling



COMPANY OVERVIEW

The Yellow Dwelling's humble journey began in early 2017 with a search for the finest quality home furnishings that were unique, tasteful yet affordable. Over the past few years, it has grown not only as a business but is continuing to carve a niche for itself in bringing the best of cotton and natural fibre home furnishings in contemporary design. Today the brand ships across the country as well as internationally via our website. We also have five retail stores in Bangalore, Hyderabad, Gurgaon and Pune.

WHAT MAKES THEM UNIQUE

The Yellow Dwelling offers originally designed, all natural products including cotton & linen curtains, cushion covers, bedding, dining, wall décor, woven décor products!

The vision of the brand is to become the most preferred national home furnishing brand with a unique contemporary design philosophy using a wide range of sustainable natural fiber's

FOUNDER DETAILS

The creative spirit that The Yellow Dwelling embodies is through Abhinayah Sundaramoorthy's vision and drive. A true believer in all things beautiful, simple and rustic; furthermore an ardent advocate of all things sustainable and eco-friendly, The Yellow Dwelling is a true reflection of this founder. A management graduate by education, with over 12 years of corporate experience in finance and strategy in corporates like ITC Limited this hard working individual, driven by passion; fondly today strategizes and looks beyond the horizon for the brand. A storyteller at heart, she handles Branding & Marketing and Designing of products for The Yellow Dwelling.

An ardent technology advocate for the latest inventions and trends on his fingertips, Nanda Kumar, the co-founder, follows this very passion in manufacturing management, product improvements, website and system implementation to allow the brand to move forward. With over 15 years of corporate experience in Sales & Marketing in Corporates like ITC Limited, Pepsi Co followed by a 2 year journey as an entrepreneur for a fashion start-up; The Yellow Dwelling was only the next step for this self-driven individual. .



Health, Wellness & Fitness

Skulptz



COMPANY OVERVIEW

They are a fitness superstore with a multi-sport vision to take on Decathlon.

Their mission is to make sports and fitness more accessible to India.

Their vision is to take the No.1 place for anything sports or fitness and overtake their competitors globally.

WHAT MAKES THEM UNIQUE

They are not just an 'Activewear Brand'- they are India's first fitness superstore, with an equal focus on Activewear, accessories & Nutrition. They cater to A-Z needs of a fitness enthusiast. They have an omnichannel strategy from day 1. They are already placed in 100+ counters of leading textile counters across south India like Kalyan silks, Pothys etc. They are super affordable and a brand made for India targeting the mass of the population.

FOUNDER DETAILS

Avienash SL is a BE ECE, MSU Cyber security(Uk) graduate and an MBA graduate.

He is a passionate sports enthusiast. He dropped his career in cybersecurity at London to pursue the dream of entrepreneurship.

Better Alt



COMPANY OVERVIEW

Better Alt is a sustainable nutritional brand, operating in the US geography.

Their vision is to offer people simple ways to elevate the performance of their body, mind and soul.

Their mission is meeting the health and wellness needs of today by taking inspiration from the age-old Indian culture.

WHAT MAKES THEM UNIQUE

They are building a brand in the US geography & taking our Indian wellness practices global.

With the rising popularity of Yoga and wellness, especially post covid, there is a rise in awareness about India's age-old wellness practices.

In this hyper-quantified environment where everyone's tracking the number of steps, sleep time, and HRV, they are promoting a simplified approach to wellness - it's about consuming right and practising the Better Alt lifestyle- which is simple and sustainable.

FOUNDER DETAILS

Akash Dhoot & Akash Shah have known each other for more than 6 years now. Having met during their CA training days, they bonded over bouncing off business ideas and having similar aspirations. 4 years after discussing a lot of ideas, they finally decided to take the plunge and start-up on their own with a single mission - To help people make the switch to BetterAlt lifestyle - one which is wholesome and sustainable.

Akash Dhoot is a Chartered Accountant (All India Rank 18) and CFA (US). His passion lies in health and fitness. Also a triathlete, he has successfully completed Ironman 70.3 and aims to complete the full Ironman distance in a few months.

Akash Shah is also a Chartered Accountant and CFA(US). He has been passionate about businesses since his college days and always aspired to be an entrepreneur. After spending a few years at an Investment bank and a D2C startup, he decided to take the plunge himself.

Born Reborn



COMPANY OVERVIEW

Born Reborn, as the name suggests, is a refined state of being by adopting a healthy lifestyle and habits. They strongly believe that both food and fitness is essential and a growing industry, as more and more people are adopting to a better lifestyle. They are curating products that are genuinely healthy for consumption.

WHAT MAKES THEM UNIQUE

Each of the product has been very selectively curated and they are getting very positive response on all of them. They are adopting innovative ways of reaching out the products to customers. They sincerely mean business and ensuring each and every customer sticks to them for their entire life. They are creating a best buying journey for the customer and are flooded with positive reviews.

FOUNDER DETAILS

Prashant Peshawaria, the founder, is a digital marketing strategist with 4yrs+ experience across multiple verticals/ brands. He has been working primarily as a digital content creator, internet-marketing as well as website creator. He has dealt with corporates in relation to marketing and understand the working of this industry. He plans and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.

EzeRx



COMPANY OVERVIEW

EzeRx is a Med-Tech & BioTech startup committed towards providing innovative solutions by manufacturing highly advanced medical devices. EzeCheck, a non-invasive portable device which can indicate Blood Glucose, Anemia, and predict Kidney, Liver and Lung Problems instantly without a single drop of blood from the human body.

WHAT MAKES THEM UNIQUE

What makes them unique is that they also aim to make preventive healthcare affordable trying their best to bridge the gap between screening and diagnosis. With several accolades to their name, they rely on cutting-edge technology to bring affordable and accessible services for all.

FOUNDER DETAILS

Partha Pratim Das Mahapatra is a technocrat, working on a portable non-invasive, non-contact device which can detect anemia, oral cancer, urinal bladder cancer and predict liver and lungs problems within less than a minute and without taking a single drop of blood from the human body.

As an information technology consultant, he works closely with some of the fortune 500 clients to provide technology based solutions. Having worked in multiple regions gives him a unique perspective of working with a diverse set of clients and teams across the globe.

Fuelled

FUELLED™

COMPANY OVERVIEW

At Fuelled, the mission is to help people become the best version of themselves through fitness. They do that by making foods that help them stick to their diets for longer and reach their goals faster.

Their upcoming range consists of performance focused products (both dairy-based and vegan) that will help people get the best results in the least amount of time.

WHAT MAKES THEM UNIQUE

They are on a mission and are excellence driven. In a world where brands try to manufacture the cheapest products possible in order to cut costs and earn the maximum amount of profit, they make the best products possible. That's because they truly believe these products can help people in their fitness journeys and help them lead a better overall life, which directly ties to their mission of helping people become the best version of themselves.

FOUNDER DETAILS

Fuelled was founded by Viren Hariyani, the Co-founder and CEO, and Rashmi Roy, the Co-founder and President, in July 2020. Before Fuelled, Viren was running a family-owned distribution business and Rashmi was working with India's top company-law firm, UKCA and Associates. They were in a typical mid-life crisis where they were making money but were not completely fulfilled in life and wanted to do something that had a much greater impact.

That Sassy Thing



COMPANY OVERVIEW

That Sassy Thing is a feminist, new age body brand designing all natural products that are safe for people with vulvas. The brand has a bigger purpose—it aims to normalise conversations around women’s bodies—periods, sex, pleasure, masturbation, body hair, the list goes on. Their goal is to help women reclaim different spaces and provide them with credible information to take ownership of their bodies and sexualities.

They are transparent about all ingredients used in the products and they openly mention them on the back labels and website. They believe that people deserve to know what they are putting in their bodies.

WHAT MAKES THEM UNIQUE

They are a strong community-driven brand. They have built a community of over 8000 people organically on Instagram. The brand is consumer-first and inclusive of all types of people and bodies. Since a major part of That Sassy Thing is normalising all bodies and body hair (an example of that is using full bodied, hairy women illustrations in our communication) and they have somewhere been able to lead conversations about body and body hair positivity.

Apart from the approach towards body positivity and sex positivity, their brand purpose, products and communications set them apart.

FOUNDER DETAILS

Sachee Malhotra is a Founder of the company. Previously she worked as a brand strategist of The Brewhouse, as a lead marketer of Investopad, as a team lead and strategist of Creativa India. She holds a Bachelor’s degree in Commerce from University of Delhi and Master’s from VCU Brandcenter.

BabyOrgano



COMPANY OVERVIEW

BabyOrgano wants to be a friend as well as a companion to every parent so to enjoy and experience the joy of parenting together. Every product of BabyOrgano is derived from the natural resources and the goodness of abundant Ayurveda. With its continuous and intensive research on natural herbs and plants, BabyOrgano provide the best care to every baby as well as to the mother through its easy-to-use and safe products. BabyOrgano products are free of any artificial and chemical-based ingredients, which may harm a baby's growing years.

WHAT MAKES THEM UNIQUE

There are lots of brand in baby care segment. They started BabyOrgano with focus on creating Ayurvedic, Organic and Natural products for the kids. There are very less brands offering products focused on Ayurveda.

By the coming years, BabyOrgano is planning to expand further with a larger distribution network and channels. Furthermore, every product meets the Quality Assurance Standards and GMP certification and is Cruelty-free.

FOUNDER DETAILS

BabyOrgano is the brainchild of an Indian Mompreneur, Riddhi Sharma, who realized that there are very few baby and mother care brands available in the market which are absolutely natural or safe to use. Despite, having rich Ayurveda, hardly any baby care brand utilises the benefits of it. Hence, with the vision of providing 100% natural and safe products to every mother and child, BabyOrgano took birth.

Laurik



COMPANY OVERVIEW

They offer the world's 1st Lauric enhanced coconut shots developed for millennials focus, hair, skin and sleep problems by top scientists.

They aim at saving millennial liver damage caused by supplements they consume for Focus, Hair, Skin & Sleep problems by providing alternative options to supplements.

WHAT MAKES THEM UNIQUE

Not just in India, but they are the only brand in the world who focuses on the miracle element Lauric and the products made around it have 83 times efficacy and higher absorption.

Lauric is a compound that is very uniquely found in few sources, apart from mother's milk it's also found in Palm Kernel oil & Coconut Oil. Out of which the healthier option would be coconut oil as it contains MCT's that are soluble and beneficial to the human body.

FOUNDER DETAILS

Lavanya Sunkari - Founder & CEO Lavanya Sunkari, the brain behind the brand, produces 14+ years of experience from MNC in Marketing, Strategy building & Execution. She is spearheading Lauriko with her insightful wealth of knowledge, skills and expertise and travels the extra mile to help people.

Aalayam Selveer



COMPANY OVERVIEW

Aalayam Selveer YouTube Channel was started by 2 friends/ Professionals in the year 2018. From YouTube, it slowly became an E commerce Company The brand MaPa Solutions operates under the brand name Aalayam Selveer.

Their purpose is to become the market place for traditional products while connecting small farmers and small artisans of Tamilnadu.

WHAT MAKES THEM UNIQUE

They only have the traditional mode of business models like Poombuhaar as of now.

With their Community of 1.26 Mn loyal followers created through content, they can leverage the same to help artisans and market their products directly to consumers.

Their products can cater to the many people who value traditional knowledge and traditional products for Herbal and Divine Segment.

FOUNDER DETAILS

Madhan and Param were colleagues during 2000s, who turned friends and eventually became entrepreneurs in 2014.

MaPa Solutions which started at 2019 is their first E commerce Venture after many attempts.

Madhan is a dynamic result oriented, dedicated and enthusiastic professional with a flair for entrepreneurship.

Before MaPa, he has worked with leading Telecom giants like Airtel. Param brings 15+ extensive years of operational expertise and experience in telecom. Param has also authored a self help Book "STOP doing the crime of NOT GROWING".

Varco Leg Care



COMPANY OVERVIEW

Varco Leg Care is the world's first leg care dedicated brand which provides end-to-end leg health and beauty solutions with products designed to make you feel great from the feet up.

WHAT MAKES THEM UNIQUE

Varco leg care is the world's first leg Care dedicated brand made with plant molecule technology which helps to address the need to end leg health. It also co-creates its products helping it have the most meaningful leg care product portfolio.

FOUNDER DETAILS

Veeky Ganguly is an entrepreneur with 10 years of marketing and business development experience in Asia. He has created - and successfully executed - business, marketing & distribution strategies in health care brick and mortar business, and OTC pharma products with typical FMCG DNA.

Bold Care



COMPANY OVERVIEW

Bold Care is India's leading men's health and health brand, providing free consultations with experts and discreet delivery of high-efficacy products for men's health issues like sexual health, hair care, and daily nutrition-all in a single beautifully crafted experience.

Their aim is becoming the go-to men's health company in India for all minimum friction health problems.

WHAT MAKES THEM UNIQUE

They are the only brand in the space that provides such high success rate solutions. They have built an in-house team of experts that is able to do effective outreach and create unique solutions that have not been seen in their category so far-legacy or new-age side.

FOUNDER DETAILS

Rajat Jadhav is the founder and CEO of Bold Care – a men's health and wellness startup. They started building Bold Care in mid of last year and since then, they have built a lean and fast-moving team here.

His role entails taking care of the team's needs and helping them perform optimally. Apart from that, it is the awesome team at Bold Care that does the lion's share of work!

Jollywell



JOLLYWELL

COMPANY OVERVIEW

Jollywell is a brand of clean, plant-based supplements to help people be in the best of health. What's not in the supplement matters as much as what is in it - no preservatives, no synthetic ingredients, no harmful additives - just powerful healing derived from nature.

Today, people are more willing than ever to buy supplements. But the 'templatised' messaging is creating confusion, resulting in impulse purchase and fads. They are trying to restore reason into the buying process by informing and guiding people using an AI-enabled individualised approach.

WHAT MAKES THEM UNIQUE

All their supplements are plant-based and free of side-effects. They not only sell supplements, they help people follow a healthy lifestyle. So they are a healthy buddy to the customers. Their vision is to become the most trusted brand of plant-based nutrition supplements.

FOUNDER DETAILS

Jollywell was co-founded by Bindu Sujeesh and Sujeesh Sukumaran in July 2020. Their product range includes supplements for strength and fitness, beauty and skin health, stress and sleep support, sexual and hormonal health, gut health and immunity.

Thinai organics



COMPANY OVERVIEW

Thinai organics is a passionate startup created to create healthier generations. From morning to night anything that you need we provide conscious and healthy alternative at Thinai organics. Their mission is to create a healthier generation by providing them easy healthy tasty options in their day to day food.

WHAT MAKES THEM UNIQUE

Thinai organics is a organic Super store with more than 500+ organic products. From morning to evening, they give you the best and better alternative for the commercial chemicals that they consume and use for their family, be it a tooth paste or mosquito coil, they replace it all. This is shop of a mother to all mothers out there.

FOUNDER DETAILS

Saranya Rajendran is the founder of Thinai organics which sell a lot of healthy organic products. Thinai organics has a wide range of products such as millet noodles, coffee and cocoa soap, country sugar, porridge mix, cold pressed coconut oil, aloe vera gel, bajji bonda mix, and many more. Saranya has won many awards such as SuyaSakthi Homepreneur Award, Home Icon 2021 Award, and Synergy Singapenne Award 2022. Thinai Organics exports to 20 countries. Let us hear from Saranya about her journey.

AllThatGrows



COMPANY OVERVIEW

AllThatGrows is an online gardening superstore selling over 200 varieties of non-treated seeds and gardening supplies.

They strive to become an all-in-one store and resource guide for home gardeners and urban farmers to help them create a sustainable future.

WHAT MAKES THEM UNIQUE

Nat products rely on authentic Ayurvedic processes like slow heat infusions, herb decoctions & deep soaking. While each Nat Habit package is administered by certified cosmetologists & doctors, it is also made with a lot of love like any kitchen preparation. For the first time in India, you shall experience such fresh beauty & wellness products.

FOUNDER DETAILS

Karan Mahajan is a third-generation agripreneur, by passion and profession. Coming from a family of agriculturists, Karan has been instrumental in making his family business, Durga Seeds, a leader in quality seed production. Post his MBA from Punjab University, Karan is now the Managing Partner at Durga Seeds.

Driven by the deep desire to make nutritious produce more accessible to more communities, specifically in urban India, Karan co-founded the brand AllThatGrows which is changing the landscape of homegrown produce in India.

Sarthak Aggarwal is a serial entrepreneur, and design geek. Born to a family of bureaucrats, Sarthak founded Cue Blocks, an e-commerce agency in 2004. AllThatGrows was born out of his friendship with Karan Mahajan and his unrelenting passion for design. Since then Sarthak has managed to build a number of other brands including, Threater, a clothing and lifestyle brand, and MadUlf, selling instant vegan delights. For AllThatGrows, Sarthak is now working on creating all-inclusive home gardening solutions.

IN2 Nutrition



COMPANY OVERVIEW

IN2 is a sports & lifestyle nutrition company.

Their vision is to encourage healthy lifestyle choices with innovative nutritional solutions that bring joy.

Their mission is to develop and bring to market products that provide you with the edge you need in fitness and in life.

WHAT MAKES THEM UNIQUE

Their decades-long presence in the nutrition industry gives them a unique insight into the consumer psyche and the shifting trends among them. Its Omni channel strategy, unique packaging, sustained on-ground activations and grassroots influencer network has helped establish a recognisable IN2 brand identity in the mind of fitness-conscious consumers that keeps them coming back.

FOUNDER DETAILS

IN2 was a labour of love started by Shashi Thadani. A classic ectomorph and college basketball player, he was constantly on the lookout for high-quality nutrition to supplement his diet.

As a young resourceful athlete looking for information on nutrition he sourced old international sports magazines to stay updated about new trends in sports supplements in search of what would help him in his nutrition journey. Inquisitive and looking for solutions he dove feet first into the Sports Nutrition Industry.

At 19, he walked into the New York office of the Global leader in the industry and asked for official distribution rights for India. Thereafter, for over 20 years, he built one of the most well-known companies in the space- Unlimited Nutrition- distributing and marketing leading global brands in the Indian Market. However, despite his success, he still felt that he hadn't quite found a brand that answered all the questions that had set him on this path all those years ago. With an unrelenting drive for the "perfect" product, he decided to use his years of experience in creating one from scratch. After 2 long years of RnD on products, he and his team of experts created proprietary formulations made with the highest quality ingredients sourced Globally.

VEDARTH



COMPANY OVERVIEW

Vedarth Organic was engaged in the manufacturing and supply of premium quality natural food and health products.

At Vedarth, their vision is to reach and provide pure and natural, chemical-free organic products to every person and make them aware to living a healthy and happy life.

WHAT MAKES THEM UNIQUE

They offer 100% chemical and preservative free organic products, directly sourced from the farmers. They offer organic gourmet products inclusive of spices, pulses, flour, dry fruits, seeds, edible oil, bakery products and many more along with health and wellness products.

Zymrat



COMPANY OVERVIEW

Zymrat is an innovation-led D2C performance wear brand with technology at its core. With an extensive focus on superior raw materials, they are the makers of world-beating products with industry-first IPs to their credit. Boasting a 70% repeat rate over 12 months on their own website, with strong backing from a community of 500+ coaches and 30+ studios, their engineered performance products have garnered instant love across India.

WHAT MAKES THEM UNIQUE

While design and fashion are strong pillars within the company, their hero is performance (tech + innovation + solution to a specific problem). Exhibit A - SuperSilva is a zero-odour tee with a sustainable infusion of silver ions into the t-shirt. This approach has resulted in them in building one of the most sticky and loyal brands out of India.

FOUNDER DETAILS

Zymrat is an innovation-led performance wear brand. Founded in 2018 by Ujjawal Asthana and Ankita, the company offers a wide range of products such as training and running t-shirts, shorts, joggers, and outerwear for men. Zymrat, through its extensive focus on raw materials, has created world-class products and IPs that are an industry first.



Petcare

Oscar Daisy



COMPANY OVERVIEW

Oscar Daisy offers Human-Grade, fresh pet dog food made with real and natural ingredients and delivered direct to your doorsteps. The recipes are nutritionally balanced and formulated by World Integrative Veterinary Nutritionist.

Their food doesn't contain any by-products, preservatives, additives or rendered meats. As a Pet-parent, it's convenient to feed the pet by just serving the pre-portioned custom meal pack thereby ensuring the right intake of calories. They care for the pets health which is reflective of our culture of pet-loving individuals.

WHAT MAKES THEM UNIQUE

Their products are made fresh with real, human-grade ingredients without any preservatives. Made as per the profile of the individual pet's calorie needs. Their treats are also infused with natural healthy herbs for the overall well-being of the pets.

Oscar Daisy is a direct to consumer subscription-based pet nutrition brand with a mission to reinvent the pet food industry in India.

FOUNDER DETAILS

Almost every pet owner in the world would have at least one large yellow 'branded' bag of dog food. But very few really know the kind of ingredients that are mixed to make this food. After discussing with similarly concerned pet parents, Praveen Mohan decided to set up 'Oscar Daisy' along with co-founder Jaikanth Chinnathambi, a direct-to-consumer personalised pet nutrition company that provides freshly made balanced dog food.



Toys & Games

Avishkaar



COMPANY OVERVIEW

Avishkaar is building a global platform for young innovators (5-15 years) where they learn next gen tech skills like Robotics, Artificial Intelligence, Electronics, IoT, App development and coding. We are the category leader in India and have seen strong traction, having established over 1500 robotics labs in schools and 100,000 children using our kits and courses. They are part of the Google Startup Accelerator program, Amazon Global Launchpad program and Amazon Propel Global Accelerator.

WHAT MAKES THEM UNIQUE

Avishkaar kits are designed for children of age groups 5 to 15 years and are on the bestseller list on Amazon India. While Tweak has been designed to develop skills of sequencing, fine motor skills and visual spatial thinking for 5 to 8 year olds, ER series can be a tool for firing up the imagination of 8 to 12 year olds by enabling their mechanical and programming ideas to life. Last but not the least, the Makerboard series takes the users from closed hardware and software environments to open environments like Arduino and RPi. All these kits can be programmed from common software Avishkaar Maker Studio (AMS) that can work both on Desktop and phones.

Finally to ensure that these experiences are available at an affordable price to everyone, we are creating a virtual robotics platform to improve access.

FOUNDER DETAILS

Devidutta Dash, CEO and Founder at Lemme Be speaks about Tarun is a quintessential maker who strongly believes "Making is better than consuming". It's this belief that led him to start Avishkaar in India when no-one had heard the term of "Making" in the country. He has single-handedly created a market for Robotics, Tinkering and Making Products in India.

Memesys Games Studios



COMPANY OVERVIEW

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

WHAT MAKES THEM UNIQUE

The 21st century has seen games emerge as not only the most profitable, but also the most engaging art form. Gadfly is uniquely positioned to bring a new breed of creators to the fore. Their aim is to create content that is both innovative and politically relevant at the same time. SHASN, their award winning board game about electoral politics is a fruit of this pursuit. Their future projects are an examination of topics such as Indian mythology, genetics, and fascism.

FOUNDER DETAILS

Zain Memon, the co-founder, is a story-teller, media specialist, game designer and producer based in Goa. A pioneer of the media-tech industry in India, Zain introduced the country to virtual reality with ElseVR, India's first VR journalism platform. Zain is recognized as the leading Indian authority on game design and is actively driving the tabletop ecosystem in the region.

Anand Gandh, the co-founder, ushered in a new wave of Indian cinema with his seminal *Ship of Theseus*. He brought a paradigm shift in genre cinema with *Tumbbad* and revolutionized the documentary cinema landscape by producing *An Insignificant Man*. He produced the groundbreaking tabletop games *SHASN* and *AZADI*, now played in more than seventy-five countries. He created *ElseVR*, one of the world's first Virtual Reality journalism channels. His feature films have premiered at Toronto and Venice and have been awarded at Transilvania, Tokyo, Hong Kong, London BFI, Dubai, SITGES, and Mumbai, among several other international film festivals. His brand films have won multiple craft awards at Cannes Lions, Spikes, Andes, Adfest and D&AD.

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