

**in 2025**

# LOCAL samosa

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Stories of Brands and Businesses

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**#LocalKaro**





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# EDITOR'S NOTE

I am immensely proud to present the second edition of Brands to Watch Out For. India is experiencing exponential growth in the startup ecosystem and has seen several individuals donning entrepreneurial hats and launching brands that are not just successful but also provide solutions to everyday problems; brands are now shaping the Indian economy and making it truly LOCAL.

At Local Samosa, our commitment to fostering a thriving ecosystem for homegrown businesses remains stronger than ever. Brands to Watch Out For is not just a list—it is a platform to recognize and uplift visionaries who dream fearlessly, innovate boldly, and build from the ground up. It is a series that highlights

some of the most promising brands across various sectors.

The incredible response to our inaugural edition released last year reaffirmed our belief in the power of homegrown brands and local businesses. This year, we are even more thrilled to put forward the next wave of innovators and changemakers shaping India's entrepreneurial landscape.

From fashion to fintech, wellness to clothing, and beyond, this edition continues our mission to highlight brands redefining innovation, sustainability, and consumer experience. The overwhelming number of nominations we received speaks volumes about the creativity, resilience, and ambition of Indian entrepreneurs. Curating this

list has been an inspiring journey, and I extend my heartfelt congratulations to every brand that has made it.

To everyone reading this, please take a step in supporting and celebrating these homegrown brands and the entrepreneurs building them. Every purchase, every word of encouragement, and every moment of recognition plays a role in fueling their success.

The pages of this edition are filled with the great future of the Indian Startup Ecosystem. Here's to dreaming bigger and supporting local. Presenting to you the curated list of some of the most promising brands in this edition of 2025-2026.

Thank you for being a part of this journey—we can't wait to see what comes next!



Abhishansa Mathur  
Founder & Editor  
Local Samosa



# 100 BRANDS TO WATCH-OUT FOR in 2025

LOCAL  
samosa

बेबेCoffee



a little  
EXTRA

AMINU



ARTIMEN



AYUVYA



BEANLY



BRAND  
NAME INDIA



CHUTNEFY.  
THE T-SHIRT CATEGORY

CONSCIOUS  
मिठाईवाला



dafftar  
CO-WORKING SPACE

DREAM  
LATE



Farmley



FlyTrail

FROZEN  
BOTTLE  
- FOR EVERY MOOD -

FURLENGO



PRISCA



ISAK  ISHHAARA JAIPUR RUGS JOKER 9<sup>th</sup> WITCH KAZO  KENSTAR

khaaki.  KITSTERS  LA FOLIE<sup>®</sup>  LAKSHYA  LAVIE  lea

 Lxme  MAG ST.  MATHANOURISH  MENECHAI  MILA  MIVI

moody<sup>®</sup>  movieme<sup>™</sup>  Mūl   nischals  NIYARA

 ODETTE  omeo  Park+  PHUE  pilgrim<sup>®</sup>  PHL

 Plix  PLUSH<sup>®</sup>  PRP  put-chi  ragavi  RENÉE

 SALAD DAYS  salt.  SCRAP  SCUZO<sup>®</sup>  SKINVEST  SNITCH

 SOLITARIO  sooper  stashfin  STOK  TASH BAGS  TEEJH

 TERRY SENT ME!  THE BARE BAR  TNW  THE  THE SKIN STORY<sup>®</sup>  THE SLEEP COMPANY

 TYPE  WVLD  X  zouk.



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TO OUR NEWSLETTER



# A LITTLE EXTRA

By Diksha Singhi

2020



DELHI



TEAM SIZE : 07



**PRODUCT/SERVICE LINE:**  
Jewellery

A Little Extra is a fashion brand crafting unique, handcrafted accessories by Indian artisans. Specializing in beaded, embroidered, terracotta, and brass jewellery, it blends tradition with modern expression. Signature pieces like “Dulhaniya” and “Durga” cater to various occasions. Backed by Shark Tank India’s Anupam Mittal and Vineeta Singh, the brand champions self-expression and body positivity.

# ABCOFFEE

By Abhijeet Anand

2022



MUMBAI



TEAM SIZE : 400+



**PRODUCT/SERVICE LINE:**  
Coffee

abCoffee is a tech-enabled specialty coffee brand, making high-quality coffee accessible nationwide. It offers expertly crafted blends of Arabica and Robusta beans from top Indian estates through retail outlets, collaborations, and online delivery. The brand is dedicated to delivering superior quality, innovative flavors, and a unique coffee experience.

# ADUKALE

By Bharath Kaushik

2009



BENGALURU



TEAM SIZE : 35



**PRODUCT/SERVICE LINE:**  
**Traditional South Indian Snacks**

Adukale is a culinary brand dedicated to reviving traditional South Indian flavours, offering a true taste of the region's diverse culinary heritage. With a focus on using hand-picked, high-quality ingredients, Adukale creates a minimal-processed, authentic dining experience for its customers. Specialising in dishes like Chomai, Gojavalakki, and Kolakattas, the brand blends the rich culinary traditions of Kerala, Karnataka, and Tamil Nadu, offering a unique gastronomic journey. Whether for Indian expatriates longing for the tastes of home or food enthusiasts exploring new flavours, Adukale delivers the essence of South India with every bite. Adukale operates through D2C channels, e-commerce, and in-store sales, with plans for international expansion and targeting significant growth.



# AMINU SKINCARE

By Aman Mohunta,  
Prachi Bhandari, Sanjay Doshi

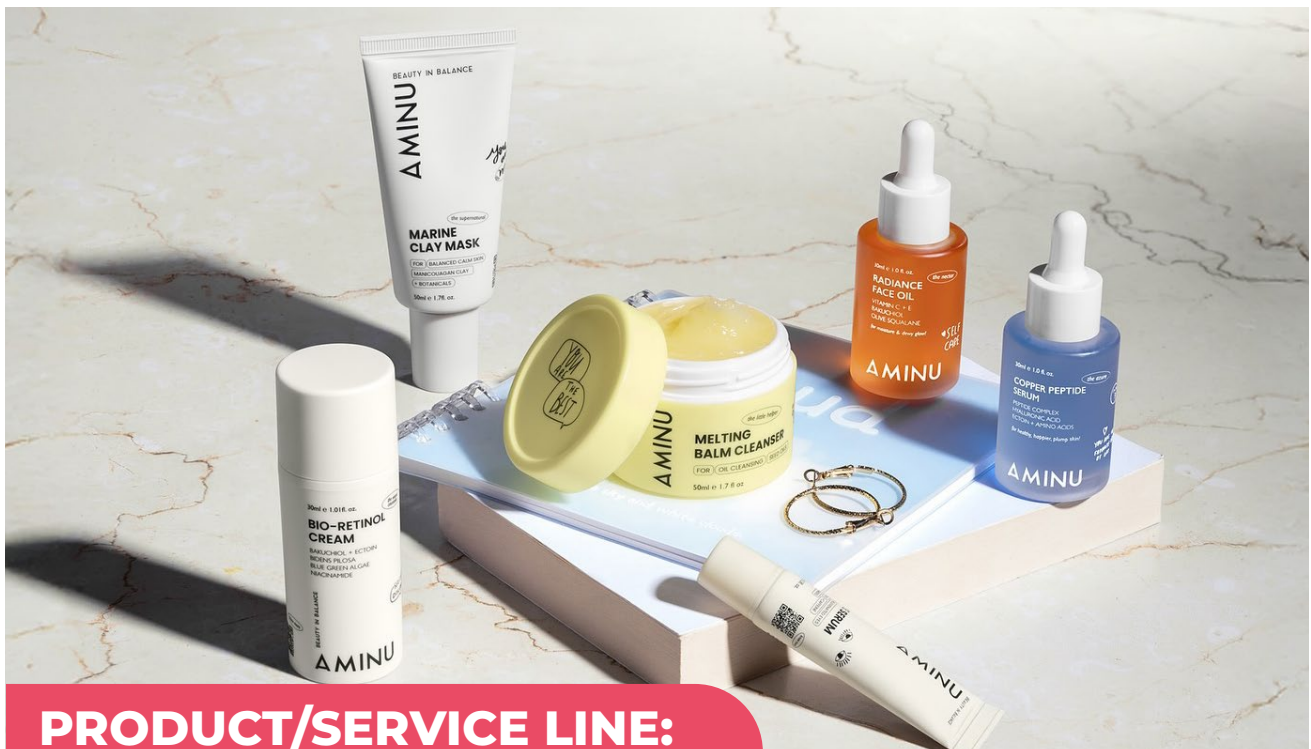
2019



MUMBAI



TEAM SIZE : 40



**PRODUCT/SERVICE LINE:**  
Skincare

Aminu offers a melange of the best of science and art to give you the healthiest skin possible. Intending to make skincare easy, their products feature multi-pathway ingredients and the latest bio-technology to respond to skin chemistry, nutrition, environment, and genetics. The brand offers clinically proven ingredients and technology.

# ANAAAR

By Tanushri Biyani

2024



MUMBAI



TEAM SIZE : 25



**PRODUCT/SERVICE LINE:**  
Bridal Footwear

Anaar is a modern luxury footwear brand that redefines bridal fashion with its handcrafted sneakers, combining comfort with the rich elegance of traditional Indian designs. From classic flat soles to chic wedge heels, Anaar's collection is infused with intricate embroidery, including Zardozi, Aari Work, and Chikankari, offering a contemporary twist on heritage styles. Perfect for brides, bridesmaids, and wedding guests, Anaar provides a unique fusion of style and comfort, allowing you to express your individuality while keeping comfort at the forefront. With a focus on sustainability, the brand ensures eco-conscious production and supports traditional artisans.

# ARTIMEN

By Sukrit Khanna

2016



NEW DELHI



TEAM SIZE : 20+



**PRODUCT/SERVICE LINE:**  
Ethnic Footwear

The brand, whose name suggests, 'Art for Men' creates each unique handmade pair with inspiration drawn from a melee of timelessness grounded in tradition and an experimental quirkiness unique to the modern soul, setting it far ahead of any other custom footwear brand in India. The brand also provides a lifelong service till the shoe can last for no extra charges unless it's torn and worn out because of the clients' usage.



# ASUKA COUTURE

**By Gaurav Mohnani, Piyush Mohnani, Varun Mohnani, Priyansh Mohnani, Aryan Mohnani**

**2022****GURUGRAM****TEAM SIZE : 35**

**PRODUCT/SERVICE LINE:**  
**Ethnic and Western Menswear**

Asuka Couture, founded in 2022 by the Mohnani brothers, blends traditional Indian styles with contemporary menswear. Known for its exquisite craftsmanship, the brand offers a range of premium clothing, from sherwanis to tuxedos, using fine fabrics. With flagship stores in major cities and a growing international presence, Asuka Couture is redefining luxury fashion for men.

# AVNI WELLNESS

By Sujata Pawar,  
Apurv Agrawal

2021



MUMBAI



TEAM SIZE : 06



**PRODUCT/SERVICE LINE:**  
Personal Care & Wellness

Avni Wellness deals with a range of menstrual and intimate hygiene products and nutrition products and offers sustainable products like Reusable cloth pads, Reusable panty liners, Reusable period panties, Nutrition mix for women's health and more. Their flagship product, a patented reusable cloth pads and panty liners are first tested anti-microbial cloth pad and panty liner in the market that lasts for a minimum of 100 washes/uses and thereby saves around 78% per cycle in costs.

# AYUVYA AYURVEDA

By Astha Jain, Pawanjot Kaur,  
Tanishk Pandey

**2020****NEW DELHI****TEAM SIZE : 100+**

**PRODUCT/SERVICE LINE:**  
Ayurvedic Wellness, Supplements, Skincare

Ayuvya Ayurveda, founded by Astha Jain, Pawanjot Kaur, and Tanishk Pandey, blends ancient Ayurvedic wisdom with modern solutions to address issues like sexual health and weight gain. Offering a range of supplements and skincare products, the D2C brand prioritises affordability, sustainability, and personalized wellness. With over 1.1 million customers, Ayuvya aims for 500 crores in revenue within three years.



# BARE NECESSITIES

By Sahar Mansoor

2019



BENGALURU



TEAM SIZE : 16



## PRODUCT/SERVICE LINE:

Zero Waste FMCG Products & Sustainability Education

Bare Necessities, founded by Sahar Mansoor in 2019, is India's first FMCG brand to achieve B Corp certification, offering eco-friendly, zero-waste products like waterless cleaners and spa bars. The brand uses compostable packaging and promotes sustainability through its Bare Learning initiative. With a focus on conscious living, Bare Necessities aims for global expansion, empowering consumers to make environmentally responsible choices.



# BEANLY

By Samayesh Khanna, Rahul Jain

2019



NEW DELHI



TEAM SIZE : 20+



## PRODUCT/SERVICE LINE:

Premium Coffee Products & Convenience Solutions

Beanly is transforming India's premium coffee industry with innovative and convenient solutions. Founded in 2019, it introduced India's first nitro-flushed hot brew bags and the world's first zero-oxygen cold brew packaging. Catering to busy professionals and coffee enthusiasts, Beanly offers instant coffee and drip bags with a strong focus on sustainability, reducing plastic use by 70%. Expanding into cafes in Delhi and Gurgaon, the brand creates an immersive coffee experience while driving innovation in the industry.

# BEARCARE

By Aditya Jain

2022



BENGALURU



TEAM SIZE : 04



**PRODUCT/SERVICE LINE:**  
Sneaker Care

A sneaker care brand BearCare focuses on providing the best care solution for sneakers at affordable prices and has a wide range of products for sneaker care including sneaker travel bags, and claims to have come up with the world's first automatic Sneaker crate along with cleaning kits.

# BERGER PAINTS

By Lewis Berger

1923



KOLKATA



TEAM SIZE : 20,000+



Burger Singh is India's largest 'Made-in-India' burger chain, offering Indianized flavors that cater to local tastes. With over 175 outlets in 75 cities, it blends traditional flavors with innovative twists, all at affordable prices starting at Rs. 39. The brand has become a major player in India's fast food industry.

# BRAND NAME INDIA

By Rahul Jain

2024



JAIPUR



TEAM SIZE : 03

**Brandable**  
Domain Names

**Descriptive**  
Domain Names



**PRODUCT/SERVICE LINE:**  
Brandable Domain Name Service

At 'Brandable Domain Name Service Provider', Brand Name India mainly deals in pre-owned hindi domain names for Indian start-ups and businesses. It offers pre-owned domain names and claims to be one and only market player who deals in Hindi brandable domain names to the customers.



# BURGER SINGH

By Kabir Jeet Singh

2014



GURUGRAM



TEAM SIZE : 201-500



**PRODUCT/SERVICE LINE:**  
 Food and Beverages, Fast Food

Burger Singh is India's largest 'Made-in-India' burger chain, offering Indianized flavors that cater to local tastes. With over 175 outlets in 75 cities, it blends traditional flavors with innovative twists, all at affordable prices starting at Rs. 39. The brand has become a major player in India's fast food industry.

# CAMBRIDGE APPARELS

By Mohanlal Bhatia

1960



MUMBAI



TEAM SIZE : 55



**PRODUCT/SERVICE LINE:**  
Fashion & Accessories

Cambridge is a leading brand in men's fashion, offering a complete wardrobe solution for men aged 23 and above. Founded by Mohanlal Bhatia in 1960, the brand provides an extensive range of formal and casual wear, including shirts, trousers, blazers, ethnic wear, and accessories, all at affordable prices. Known for its innovative products, Cambridge was among the first to introduce bamboo fibre shirts at accessible price points. With 65 exclusive brand outlets and over 100 multi-brand outlets across India, Cambridge targets the modern man who values both style and value. The brand continues to expand, aiming for 100 outlets by 2025.



# CHINESE WOK

By Aayush Agrawal

2015



MUMBAI



TEAM SIZE : 3000+



**PRODUCT/SERVICE LINE:**  
Food and Beverages

Chinese Wok is India's largest Chinese Quick Service Restaurant (QSR), specialising in desi-Chinese cuisine, with over 200 locations across the country. Known for its high-quality, hygienic, and budget-friendly offerings, the brand serves a wide range of dishes, such as Superrr Bowl, Hakka noodles, chili chicken, Manchurian, wheat momos, and more. The affordable Super Bowl at Rs.99 is a popular choice for students and young professionals. Chinese Wok provides a vibrant dining experience and also operates dark kitchens for convenient food delivery. With its commitment to taste and quality, the brand connects families and friends through delightful meals.

# CHUTNEFY

By Prasanna Natarajan,  
Shreyas Raghav

2022



CHENNAI



TEAM SIZE : 60



**PRODUCT/SERVICE LINE:**  
Ready-To-Eat Food

Crafted from a blend of traditional Indian recipes, perfected through extensive research and food science, the brand offers quick food. The products require water to activate, giving one the taste of homemade chutney without the hassle. The brand uses a combination of global-standard machines and processes to source, clean, cook and package our foods in a way that makes them 100% shelf-stable, and retains quality its freshness for extended periods (12 months at a minimum).



# CONSCIOUS MITTHIWALA

By Harsh Kedia, Arihant Jain

2023



MUMBAI



TEAM SIZE : 55



**PRODUCT/SERVICE LINE:**  
Healthy Mithai

Conscious Mitthiwala is on a mission to redefine traditional Indian sweets by offering guilt-free, healthier alternatives. Understanding the rise of health issues such as obesity and diabetes linked to refined sugars, the brand focuses on using organic, ethically sourced ingredients in its innovative recipes. By incorporating natural sweeteners and superfoods, Conscious Mitthiwala provides a delicious yet nutritious twist to traditional mithais. With eco-friendly packaging and a commitment to sustainability, the brand aims to deliver tasty sweets that cater to health-conscious individuals without compromising on authenticity or flavour.

# COPYLOVE COMMUNICATIONS

By Gunjan Pai

2015



MUMBAI



TEAM SIZE : 07



Copylove is a creative studio that aims to deliver powerful brand stories that connect deeply with audiences. The brand works on creating compelling content that helps brands not just communicate but engage and build lasting relationships with their audiences. An all-women team, they thoroughly understand a brand's emotions, values, and core identity, to craft storytelling that is engaging and perfectly aligned with its raison d'être, ensuring a genuine connection with its audience.

# DAFFTAR COWORKING SPACE

By Utkarsh Gupta

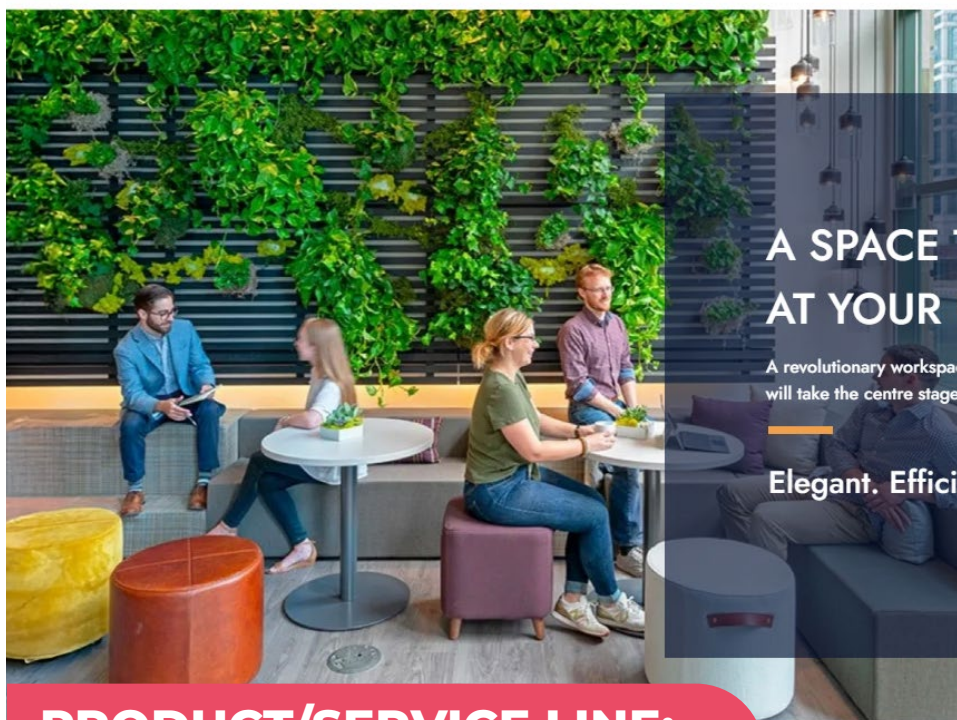
2021



JAIPUR



TEAM SIZE : 06



**dafftar**  
CO-WORKING SPACE

A SPACE TO WORK  
AT YOUR PACE

A revolutionary workspace where your innovation and creation  
will take the centre stage.

Elegant. Efficient. Inspired.

**PRODUCT/SERVICE LINE:**  
Coworking/Real Estate

Dafftar Coworking Space is a workspace solutions company, dedicated to offering top-notch coworking spaces and fully managed offices to a diverse clientele ranging from freelancers to large corporations. The brand has collaborated with a leading IT company to implement cutting-edge systems that ensure complete transparency and security for their clients.



# DREAM SLATE PICTURES

By Kushaal Chawla, Gaurav Chawla

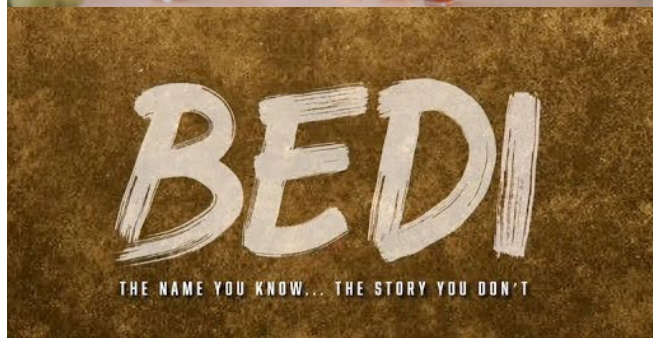
2020



DELHI



TEAM SIZE : 10



**PRODUCT/SERVICE LINE:**  
**Entertainment**

Dream Slate Pictures is a film and advertising production house producing some of the finest creative film content for top global brands in the Indian and American entertainment industries while working with some of the biggest Indian and American celebrities. The brand works on end-to-end content creation - from the ideation till the final release, it is a one-stop creative and production agency for all things content.



# DUSKY INDIA

By Asha Tanwar

2023



GURUGRAM



TEAM SIZE : 10 - 20



**PRODUCT/SERVICE LINE:**  
Skincare

Dusky India is working on the mission to make 100% natural, eco-certified products accessible and affordable for everyone. Rooted in Ayurvedic wisdom, the brand offers a range of skincare solutions—from anti-acne face washes to nourishing body washes and anti-aging face oils—crafted to meet diverse needs. They blend the Ayurvedic traditions with modern skincare needs, offering 100% natural, eco-certified products and innovation with the quirky packaging, miniatures for trials, and offers effective solutions for a diverse, unisex audience.

# FARMLEY

By Akash Sharma,  
Abhishek Aggarwal

2017



NOIDA



TEAM SIZE : 170



**PRODUCT/SERVICE LINE:**  
Snacks

Farmley, a healthy snacking brand, aims to provide delicious and nutritious snacks made from carefully sourced dry fruits and nuts. It offers a wide range of innovative products, including roasted makhanas, cashews, almonds, date bites, and even makhana pasta. where in the snacks are made with high-quality ingredients, such as olive oil and clarified butter, and are palm-oil free. Additionally, the products are also free from artificial additives and added sugar.

# FINOLEX PIPES & FITTINGS

By Shri Pralhad P. Chhabria

1981



PUNE



TEAM SIZE : 3000+



**PRODUCT/SERVICE LINE:**  
PVC Pipes Manufacturing

Finolex Pipes & Fittings has been a trusted name in the PVC pipes industry for over 40 years, specialising in manufacturing high-quality pipes and fittings for various applications. Their diverse product range includes agriculture pipes, CPVC and ASTM plumbing solutions, SWR pipes, drainage systems, and solvent cements. Known for superior durability, their products ensure leak-proof and long-lasting connections, making them ideal for residential, commercial, and agricultural use. With a customer-centric approach, Finolex delivers reliable, affordable, and efficient solutions, catering to a wide audience including farmers, contractors, and retailers. The brand is committed to sustainability and social responsibility through its long-standing CSR initiatives.



# FITPASS

By Akshay Verma, Arushi Verma

2015



DELHI



TEAM SIZE : 100 +



**PRODUCT/SERVICE LINE:**  
Health & Fitness

FITPASS is India's largest fitness membership program, making fitness accessible and affordable. With 6 million members and 8100+ locations across 75+ cities, it offers an app-based membership, AI coaching, and personalized nutrition. FITPASS has also influenced health insurance regulations, integrating fitness center access into policies.

# FIX MY CURLS

By Anshita Mehrotra

2019



GURUGRAM



TEAM SIZE : 27



## PRODUCT/SERVICE LINE:

Haircare Products for Curly, Wavy & Textured Hair

Fix My Curls, founded by Anshita Mehrotra, offers a range of haircare products specifically designed for curly, wavy, and textured hair. With a focus on clean, ingredient-conscious formulations, their products, including shampoos, conditioners, styling creams, and gels, are free from sulphates, silicones, parabens, and waxes. Featuring natural ingredients like aloe vera, flaxseed, and argan oil, Fix My Curls provides hydration, frizz control, and curl definition. Committed to embracing natural hair textures, the brand fosters a community where users can learn to care for and celebrate their curls. Fix My Curls aims to grow and innovate, with plans to reach 100 Crore ARR by FY28.

# FIXDERMA INDIA

By Shaily Mehrotra

2010



GURUGRAM



TEAM SIZE : 400+



**PRODUCT/SERVICE LINE:**  
Skincare

Fixderma is a leading skincare brand committed to promoting healthy, problem-free skin. Known for its innovative formulations, it offers over 175 products addressing a range of skin and hair concerns. Their best-seller, the Fixderma Shadow Sunscreen, provides broad-spectrum UV protection, is non-greasy, and leaves no white cast, making it perfect for daily use. Ideal for sensitive skin, it's dermatologically tested and free from harmful chemicals. The brand's commitment to quality, customer satisfaction, and cruelty-free practices has made it a favourite worldwide, available in 35+ countries, with a robust presence in D2C, OTC, and prescription markets.



# FLEXILOANS

By Ritesh Jain

2016



MUMBAI



TEAM SIZE : 600+



**PRODUCT/SERVICE LINE:**  
Digital Lending

FlexiLoans is India's leading digital lending platform, providing MSMEs with easy access to loans ranging from Rs. 2 lakhs to Rs. 10 crores. Using cutting-edge technology, it simplifies the loan process and offers supply chain financing to meet business needs. With a focus on customer satisfaction and fast loan disbursements, FlexiLoans empowers businesses to unlock growth potential.

# FLYBERRY GOURMET

By Arul Oli Thangaraj, Akarsh

2017



HYDERABAD



TEAM SIZE : 120



**PRODUCT/SERVICE LINE:**  
**Premium Dry Fruits**

Flyberry Gourmet is a premium dry fruit brand offering high-quality, globally sourced products. It introduced India's first cold-chain Medjoul Dates for superior freshness. With an omni-channel presence across eCommerce, FMCG retail, and exclusive stores, Flyberry emphasizes sustainability and women's empowerment, with 70% of its workforce being women.

# FLYTRAIL

By Procheta Dutta, Rajdeep Saha

2019



SILIGURI



TEAM SIZE : 8-10

Photo: Robert Strand



**PRODUCT/SERVICE LINE:**  
Premium Self-Drive Road Trips

Flytrail is a premium travel company offering curated self-drive road trips to stunning destinations like Scandinavia, Iceland, and New Zealand. With small groups, luxury stays, and top-tier vehicles, it delivers immersive, adventure-filled experiences. Expanding into Patagonia and Mongolia, Flytrail is redefining luxury experiential travel.



# FROZEN BOTTLE

By Pranshul Yadav, Arun Suvarna

2017



BENGALURU



TEAM SIZE : 100-300



Frozen Bottle, founded by Pranshul Yadav and Arun Suvarna in 2017, brings India's vibrant dessert culture with a global touch to life. Known for its signature offerings like milkshakes, Gudbud jars, bubble teas, and gourmet sundaes, the brand has become a go-to destination for dessert lovers. With a focus on taste, quality, and an eco-friendly approach using reusable glass jars and minimal plastic, Frozen Bottle aims to create an unforgettable dessert experience. Catering to the 16-28 age group, it operates through both owned and franchised outlets, with plans for rapid expansion, aiming for 250 outlets by next year.

# FURLENCO

By Ajith Mohan Karimpana

2017



BENGALURU



TEAM SIZE : 300+

Official Furniture Partner

**FURNISH  
THE BOLD**

**PRODUCT/SERVICE LINE:**  
Furniture & Home Decor

Furlenco, founded by Ajith Mohan Karimpana, is India's top brand for premium furniture rental and sales. Offering flexible subscription models, Furlenco allows customers to rent, buy, or refurbish stylish, ergonomic furniture. With a focus on sustainability, quick delivery, and an eco-friendly approach, it caters to millennials and Gen Z seeking hassle-free home solutions.

# FURTADOS SCHOOL OF MUSIC

By Dharini Upadhyaya, Tanuja Gomes

2011



MUMBAI



TEAM SIZE : 350



**PRODUCT/SERVICE LINE:**  
Music Education & Performing Arts

Furtados School of Music (FSM) is a leading institution transforming music education in India. Partnering with 300+ schools, it offers structured courses in piano, guitar, drums, and vocals, aligned with Trinity College London and ABRSM standards. With in-school programs, learning centers, and online classes, FSM blends innovation and accessibility to make music education widespread.



# GARUDA AEROSPACE

By Agnishwar Jayaprakash

2015



CHENNAI



TEAM SIZE : 870



**PRODUCT/SERVICE LINE:**  
Aero Tech

Garuda Aerospace is an innovative drone technology company that provides end-to-end drone solutions across various sectors such as agriculture, defense, logistics, and infrastructure. With a focus on advanced drone manufacturing, training, and services, the offers for high-quality, reliable products. Garuda Aerospace also aims to empower businesses and communities with cutting-edge drone technology, supporting industries through smart automation, cost-efficiency, and precision.

# GO DESI

By Vinay Kothari, Raksha Kothari

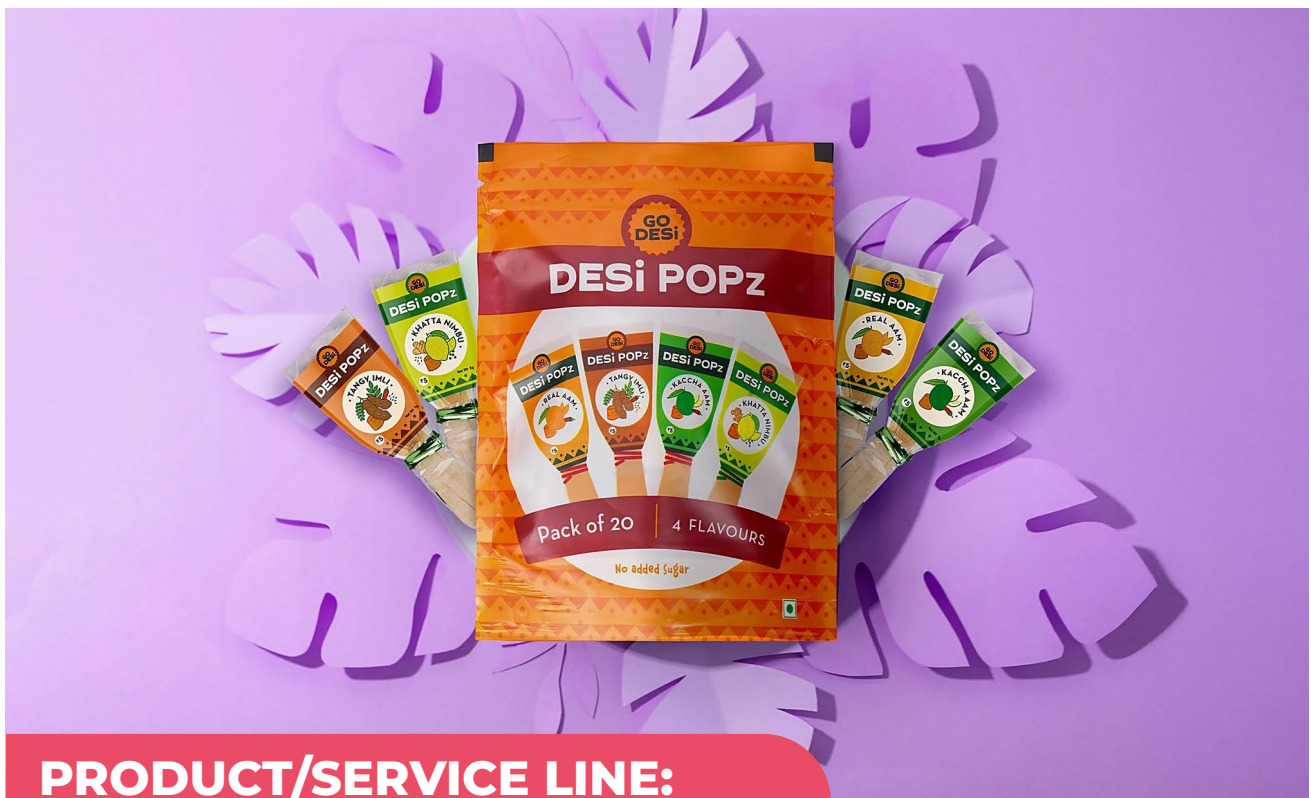
2016



BENGALURU



TEAM SIZE : 350+



**PRODUCT/SERVICE LINE:**  
 Regional Sweets, Snacks, Beverages

GO DESi brings regional Indian treats to urban shelves, with a focus on quality, authenticity, and fun packaging. Its product range includes DESi Popz, a collection of regional candies made with jaggery and no refined sugar, as well as single-serve sweets like Kaju Katli, Coconut Laddoo, and Barfis in on-the-go formats. With a direct-to-consumer model, GO DESi celebrates local flavours in convenient formats, making desi foods more accessible. The brand is expanding rapidly, aiming to double its kiosks across Indian cities and broaden its global reach by 2028. GO DESi's mission is to make desi snacks 'POP'ular again!

# HEMPZERO

By Tanushree Bajla

2023



MUMBAI



TEAM SIZE : 03



**PRODUCT/SERVICE LINE:**  
Sustainable Clothing

HEMPZERO is a sustainable HEMP Clothing brand that is focused on providing functional pieces made from the mighty hemp fabric that are versatile and season agnostic. Their product and packaging is 100% sustainable and the brand is trying to make sustainable fashion accessible and fun. The products are claimed to be comfortable, which gets softer with every wash, extremely breathable and moisture wicking.



# HOUSE OF FETT

By Esha Bhamri

2018



NOIDA



TEAM SIZE : 80



**PRODUCT/SERVICE LINE:**  
 Clothing

House of Fett is an Indian fashion brand that sells modern, sophisticated clothing for women. The brand's name comes from the German word "Fett" which means bold and confident. The collection of the brand are designed to be versatile and comfortable, while still being stylish. It offers a range of products including readymade garments, including dresses, pant sets, and jumpsuits and more.

# HOUSE OF MAKEUP

By Harlin Sachdeva

2019



MUMBAI



TEAM SIZE : 300+



**PRODUCT/SERVICE LINE:**  
**Makeup**

House Of Makeup is a clean, performance-focused makeup brand that aims to offer makeup that is harm-free, high in performance, and affordable. The brand makes sure that all their makeup products include hero skincare ingredients that also nourish the skin, while suiting all skin types. It also claims to be the first Indian makeup brand to follow the strict EU Cosmetic Directive (EC 1223/2009) which bans 1300+ toxic ingredients in makeup formulations.

# HOUSE OF PRISCA

By Mansi Sharma Kachhara

2021



MUMBAI



TEAM SIZE : 300+



**PRODUCT/SERVICE LINE:**  
Footwear

House of Prisca is dedicated to creating unique, high-quality fashion that merges contemporary style with thoughtful craftsmanship. The brand focuses on producing original, customised pieces that set trends while upholding sustainable and ethical production standards. The brand believes in the importance of quality materials, meticulous attention to detail, and a fresh approach to design, resulting in collections that are as luxurious as they are expressive.



# INDIAN GARAGE CO.

By Anant Tanted

2024



BENGALURU



TEAM SIZE : 450+



**PRODUCT/SERVICE LINE:**  
Men's and Women's Apparel

The Indian Garage Co is a homegrown D2C fast-fashion brand offering stylish, comfortable apparel for men and women, with a focus on Gen Z consumers. It features labels like TIGC (Men's Wear), FreeHand (Women's Wear), and Hardsoda (Plus-Size Menswear). Known for high-quality fabrics, trendy designs, and affordability, the brand has rapidly adapted to global fashion trends and uses a tech-enabled approach, projecting a GMV of Rs. 1500 crore in the next five years.

# INDUS VALLEY ORGANIC

By Shyam S Arya

2016



FARIDABAD



TEAM SIZE : 50-100



**PRODUCT/SERVICE LINE:**  
Organic Hair & Skin Care

Indus Valley Organic is a digital-first brand, specialising in organic hair and skin care products. Founded by scientists Shyam and Harinder Arya, the brand's flagship product, the Indus Valley Damage-Free Gel Hair Colour, is unique in India and globally, being free from harmful chemicals like hydrogen peroxide, ammonia, and PPD. The brand offers a range of organic, chemical-free hair care, skin care, and depigmentation products, supported by a robust R&D lab and manufacturing units.

# ISAK FRAGRANCES

By Vidushi Vijayvergiya

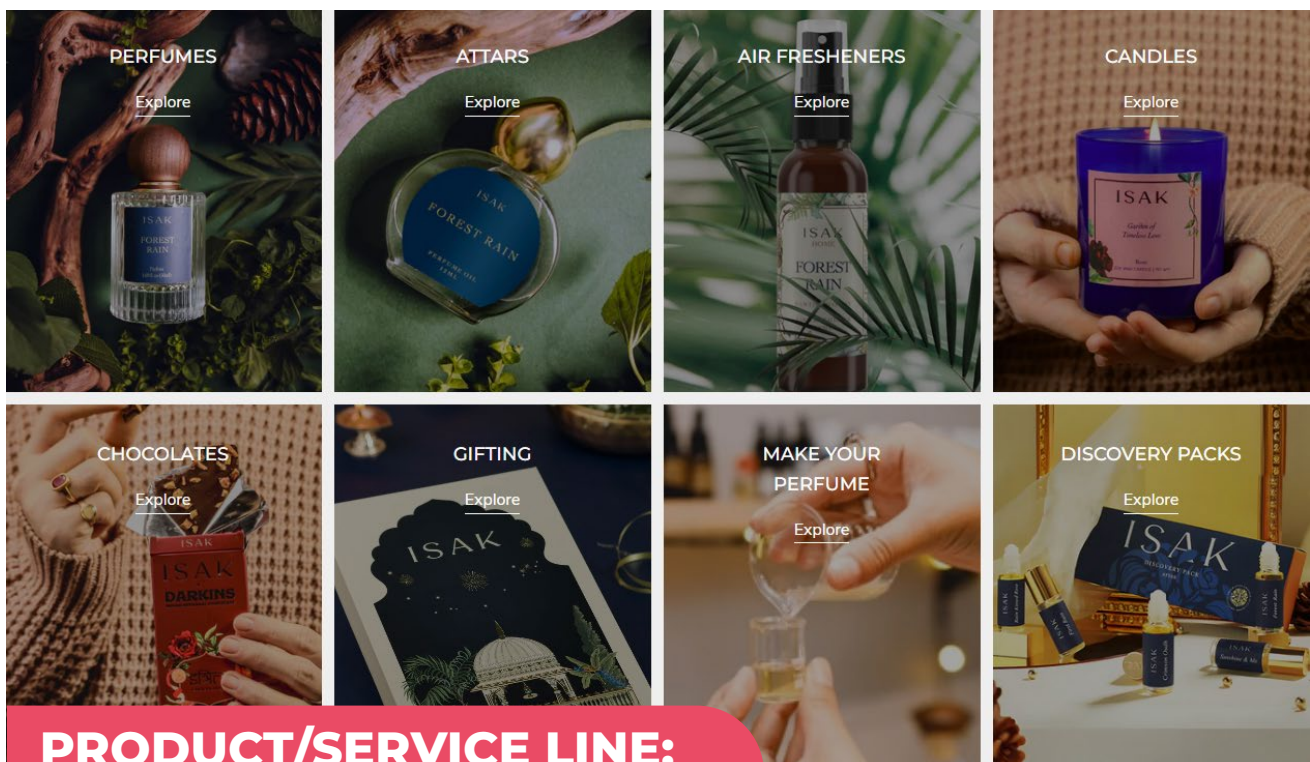
2018



LUCKNOW



TEAM SIZE : 10-15



**PRODUCT/SERVICE LINE:**  
Fragrances

Isak Fragrances offers a modern take on Indian heritage in our diverse range of perfumes. Their fragrances are a fusion of tradition and innovation, with the use of naturally derived notes and rare ingredients. The brand is a pioneering manufacturer of fragrances with over 170 years of expertise and specialises in an extensive array of fine fragrances, encompassing perfumes, attars, and home fragrances.



# ISHHAARA

By Dhara Chhatbar

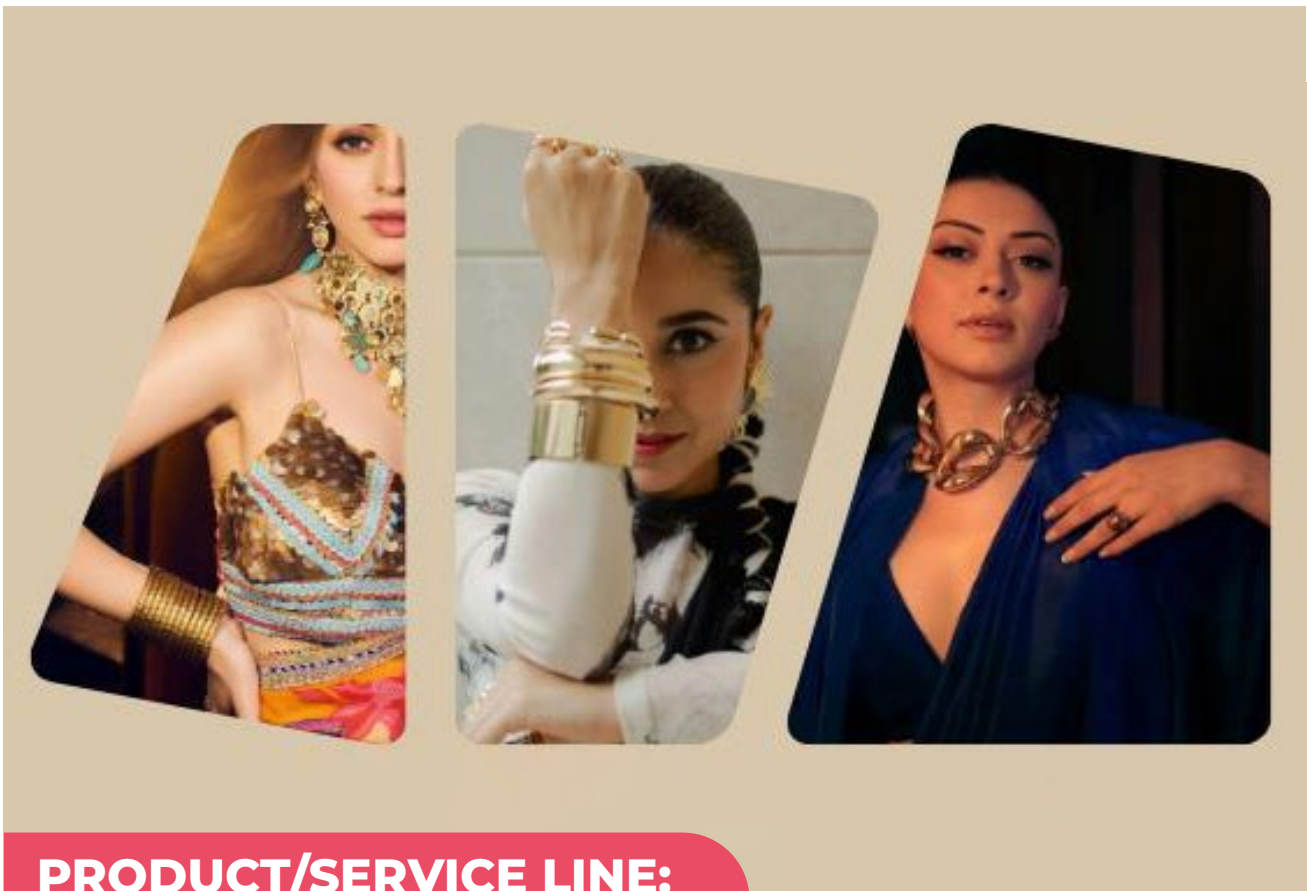
2014



CHENNAI



TEAM SIZE : 10



**PRODUCT/SERVICE LINE:**  
Jewellery

Ishhaara is a jewellery brand offering a wide range of contemporary and elegant designs at affordable prices. The brand specialises in Kundan, semi-precious stones, crystals, temple jewellery, and fusion designs, catering to women aged 18-45. Ishhaara's collections range from everyday wear to exquisite bridal jewellery, with products like the Parineeti Chopra Floral Kundan Studded Hair Band and Hansika Motwani's Pearl Ring.

# JAIPUR RUGS

By N K Chaudhary

2006



JAIPUR



TEAM SIZE : 1200



**PRODUCT/SERVICE LINE:**  
Handcrafted Rugs

Jaipur Rugs blends traditional Indian craftsmanship with contemporary design to create luxurious, handcrafted rugs. The company empowers over 40,000 artisans across rural India, preserving age-old weaving techniques and promoting social impact. The brand is committed to sustainability, fair labor practices, and community development, reflecting its mission to bring the beauty of artisanal rugs to homes worldwide while uplifting the lives of its weavers.

# JOKER & WITCH

By Satish Singh, Maya Varma

2017



BENGALURU



TEAM SIZE : 121



**PRODUCT/SERVICE LINE:**  
Watches & Jewellery

Joker & Witch is a trendy, affordable accessories brand for millennials and Gen Z, offering chic watches and jewellery. Known for pre-styled stacks like Love Triangles and Watch Bracelet Stacks, it blends fashion with functionality. Since 2017, the brand has grown its D2C presence and is expanding into international and offline retail.



# KAZO

By Deepak Aggarwal

2017



NOIDA



TEAM SIZE : 90+



**PRODUCT/SERVICE LINE:**  
Fashion and Accessories

KAZO is a women's fashion brand offering a wide range of clothing and accessories, including tops, dresses, outerwear, co-ord sets, jumpsuits, bags, and fragrances, catering to women aged 21 to 40. With over 75 stores and 140 shop-in-shop counters across India, the brand blends trendy designs with comfort and affordability. KAZO also provides a seamless online shopping experience through platforms like Myntra, Ajio, and Amazon.

# KENSTAR

By Sunil Jain

1996



GURUGRAM



TEAM SIZE : 200+



**PRODUCT/SERVICE LINE:**  
Consumer Durables

Kenstar, a pioneer in home appliances for 28+ years, introduced India's first air coolers, tumble top washing machines, and microwave ovens. Offering durable, tech-driven solutions across cooling, fabric care, kitchen, and heating, Kenstar blends affordability with innovation, catering to modern households through retail and e-commerce.

# KHAAKI

By Akshit Khanna

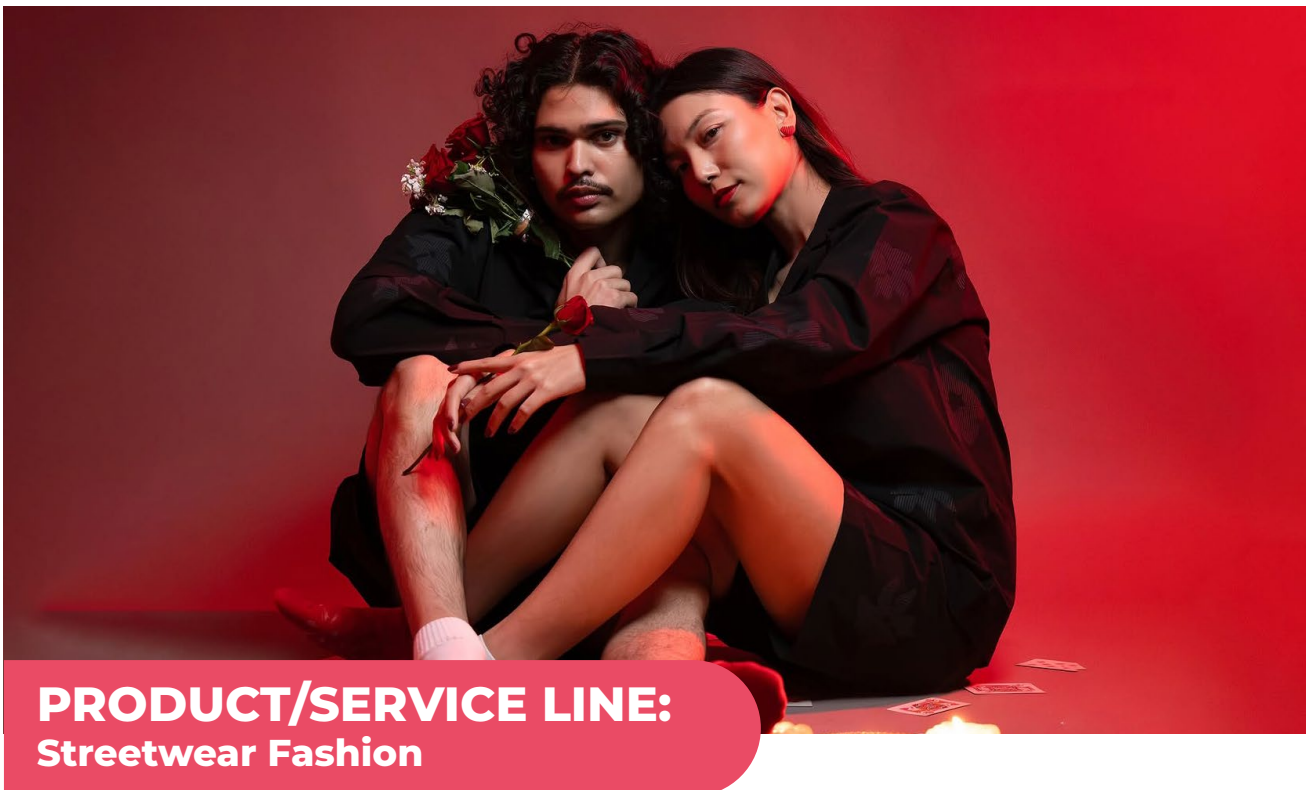
2018



DELHI



TEAM SIZE : 50-100



**PRODUCT/SERVICE LINE:**  
Streetwear Fashion

Khaaki is a premium streetwear brand known for its exclusive, authentic designs that combine fashion and comfort. Specialising in oversized t-shirts, baggy cargos, and versatile shirts, Khaaki's products feature bold prints, intricate graphics, and relaxed fits. With a commitment to sustainable fashion, Khaaki uses eco-friendly materials, water-based inks, and zero-waste manufacturing practices. The brand targets fashion-forward Gen Z and working professionals who seek trendy, durable pieces at accessible prices. Through its in-house manufacturing, Khaaki ensures top-tier quality while promoting ethical sourcing and local production, making it a standout in the Indian streetwear scene.



# KITSTERS

By Nidhi M Agarwal

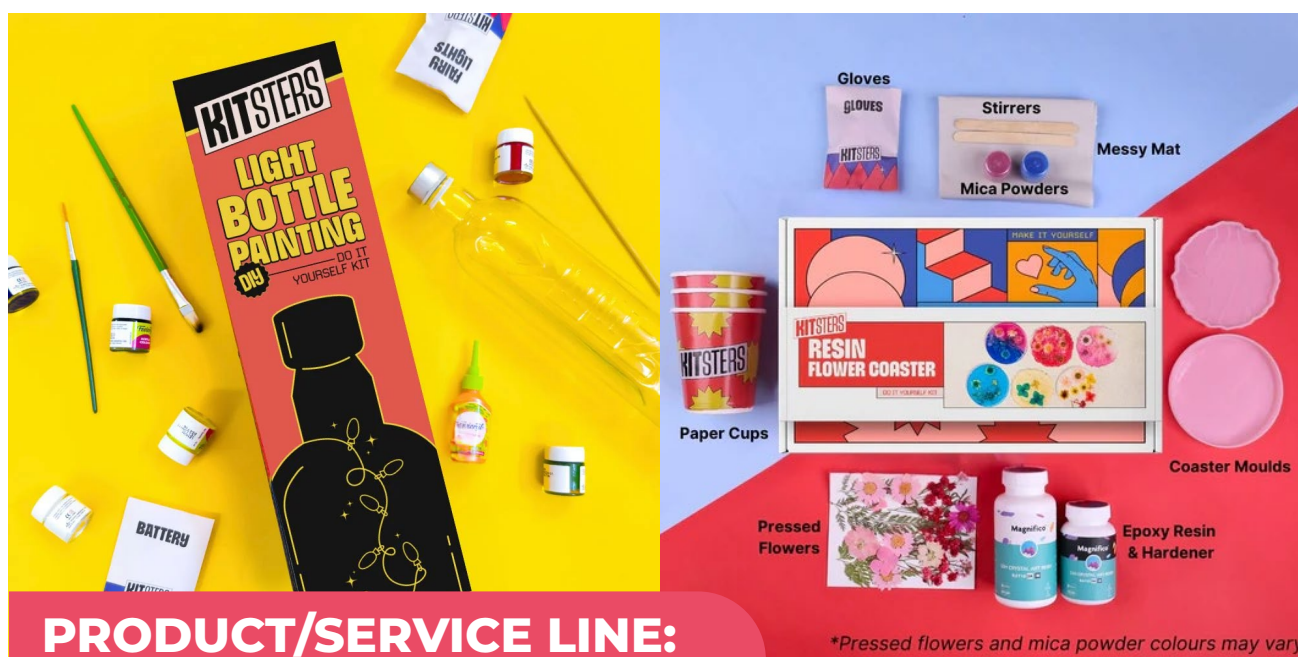
2023



MUMBAI



TEAM SIZE : 35



**PRODUCT/SERVICE LINE:**  
**DIY Kits & Lifestyle Products**

Kitsters is India's largest DIY kits brand for adults, offering over 100 kits in categories like art & craft, alcohol-bev, gardening, food, and lifestyle. Founded by Nidhi M Agarwal, the brand creates unique DIY experiences for adults to enjoy at home with easy-to-follow tutorials and all necessary materials. Kitsters provides a range of products including party boxes, DIY supplies, and serviced DIY stations for events, corporate activations, and brand promotions. Focused on creating magical, creative experiences, Kitsters is dedicated to transforming the daily routine and bringing creativity back into everyday life. The brand targets adults aged 21-35 in metro cities, with plans to expand internationally.

# LA FOLIE

By Chef Sanjana S Arora

2014



MUMBAI



TEAM SIZE : 05



**PRODUCT/SERVICE LINE:**  
**Handmade and Artisanal Chocolates**

La Folie is a premium artisanal chocolate brand specializing in handmade chocolates crafted from the finest single-origin cacao using a bean-to-bar process. Founded by Chef Sanjana S Arora, it upholds ethical trade and sustainability by sourcing organic cacao from global cooperatives. Offering chocolates, cakes, cookies, and sourdough bread, La Folie blends natural ingredients with traditional European techniques. The brand also hosts immersive Factory Tours and The Classroom, bringing the art of chocolate-making to culinary enthusiasts.

# LAKSHITA FASHIONS

**By Sachin Kharbanda,  
Suneet Kharbanda**

**1999****NOIDA****TEAM SIZE : 2300+**

**PRODUCT/SERVICE LINE:**  
**Ethnic Wear**

Lakshita Fashions is a leading ethnic and Indo-Western wear brand offering premium, size-inclusive fashion for women. With over 23 years of expertise, it provides diverse collections, including kurtis, co-ord sets, and formal wear, crafted from high-quality fabrics. Committed to sustainability, Lakshita ensures ethical production, energy-efficient processes, and fair wages. Its lifetime alterations service enhances garment longevity, making it a trusted name in stylish, inclusive fashion, available online and in 80+ stores.



# LAVIE

By Ayush Tainwala

2010



MUMBAI



TEAM SIZE : 90+



**PRODUCT/SERVICE LINE:**  
Handbags & Fashion Accessories

Lavie is a leading fashion accessories brand specializing in high-quality handbags for modern, free-spirited women. Founded by Ayush Tainwala, it offers a diverse range, including slings, totes, clutches, and backpacks, crafted from premium non-leather materials. Known for avant-garde designs and functional features, Lavie blends style with practicality. With a strong digital presence, the brand continues to expand, delivering craftsmanship and versatility for every occasion.

# LEA CLOTHING CO.

By Lavanya Aneja

2021



DELHI



TEAM SIZE : 35



**PRODUCT/SERVICE LINE:**  
Women's Fashion

Lea Clothing Co. is a sustainable fashion brand designed for real women with real curves. Founded by Lavanya Aneja, Lea celebrates body positivity, size inclusivity, and sustainability with carefully crafted, timeless pieces that flatter the Indian body type. The brand offers made-to-order designs using export surplus fabrics, ensuring high-quality, ethical production. Lea's corset-style dresses and tops have become viral sensations, gaining popularity for their fit, comfort, and lasting appeal.

# LXME MONEY

By Priti Rathi Gupta,  
Ridhi Kanoria Doongursee

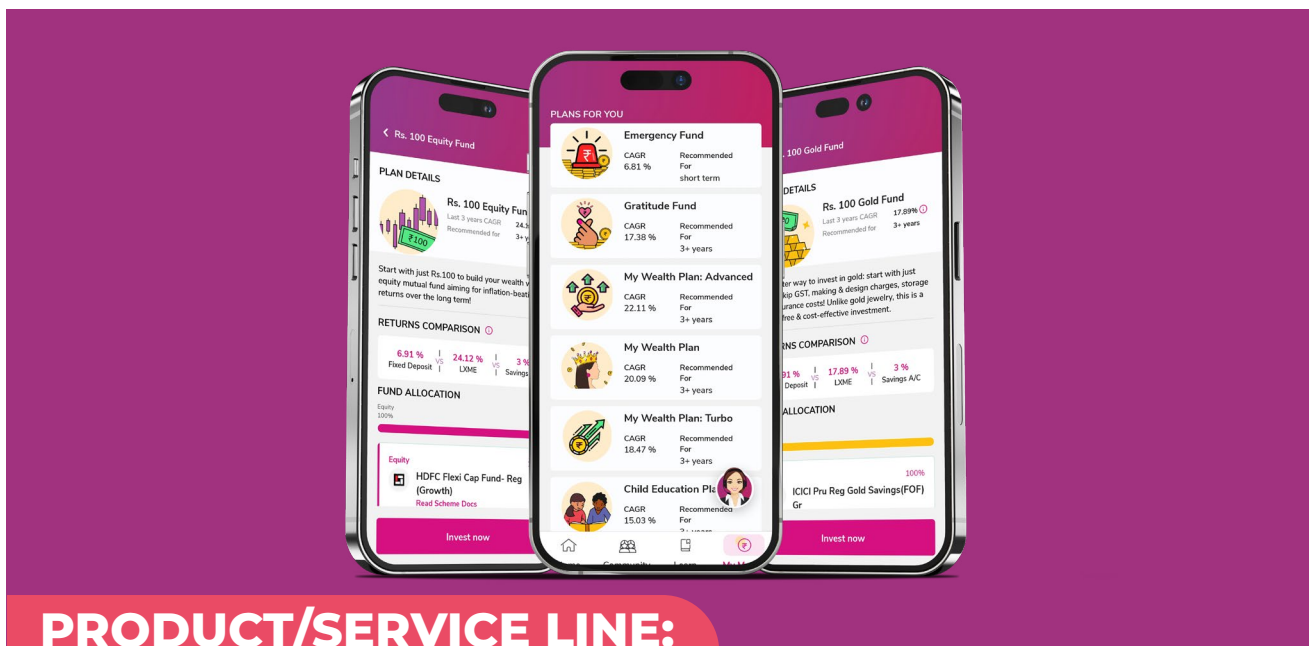
2020



MUMBAI



TEAM SIZE : 40-50



**PRODUCT/SERVICE LINE:**  
Financial Services for Women

Lxme is India's first financial platform designed to empower women with financial independence. Offering expert-curated mutual funds, Sovereign Gold Bonds, corporate FDs, and personal loans, it makes investing accessible from just Rs.100. Lxme promotes financial literacy through learning modules, expert sessions, and a supportive community. With features like Digital Gold Rewards and a Vision Board, it helps women manage finances and achieve financial goals, driving financial inclusion across India.



# MAG ST.

By Gauri Devidayal, Jay Yousuf

2021



MUMBAI



TEAM SIZE : 150



**PRODUCT/SERVICE LINE:**  
 All-day dining restaurant

Mag St. offers a refined yet welcoming dining experience that blends comfort with quality, emphasising community, sustainability, and diverse global flavours. Born from the Food Matters Group, it has grown from a cosy café to a sought-after restaurant in Mumbai. Known for its signature dishes like handcut truffle fries, lobster rolls, and craft cocktails, Mag St. champions eco-conscious practices, with a focus on sustainable sourcing and reducing wastage.

# MAMA NOURISH

By Usha Shrotriya,  
Yash Parashar, Kunal Goel

**2024****MUMBAI****TEAM SIZE : 11-50**

**PRODUCT/SERVICE LINE:**  
**Healthy Snacks**

Mama Nourish is a Mumbai-based food startup redefining traditional Indian recipes into modern, convenient snacks. Founded in 2024 by Usha Shrotriya, Yash Parashar, and Kunal Goel, it preserves India's culinary heritage with innovative products like Laddubars—energy bars inspired by classic laddoos, made with millets, dry fruits, and fenugreek. Free from refined sugar and preservatives, Mama Nourish caters to new mothers, children, and health-conscious consumers, available online and in corporate establishments across Mumbai.



# MEMECHAT

By Taaran Chanana

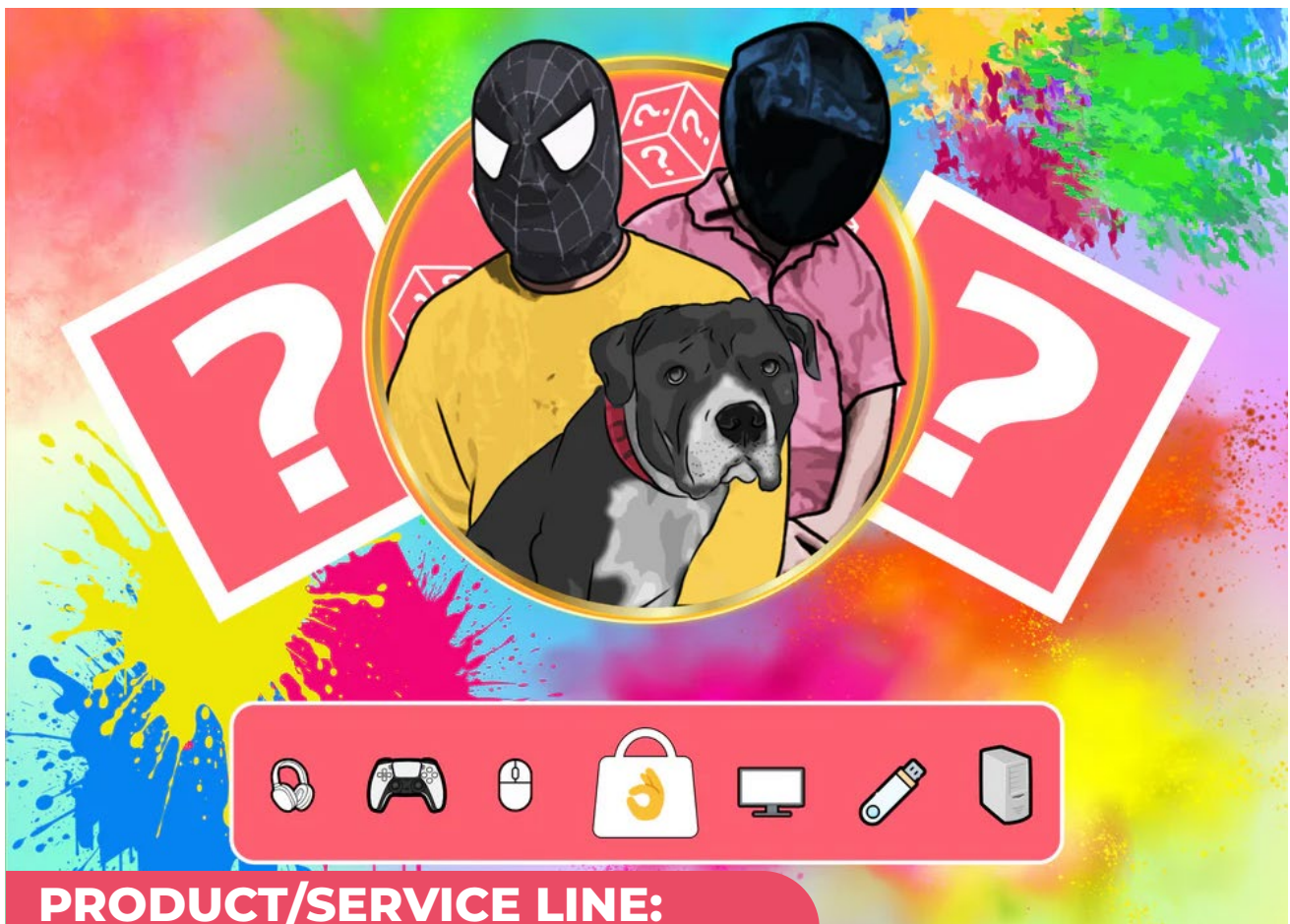
2020



GURUGRAM



TEAM SIZE : 31



**PRODUCT/SERVICE LINE:**  
**Meme Marketing & Media Solutions**

MemeChat is a tech-driven media company transforming brand marketing through memes. Founded by Taaran Chanana, it offers innovative solutions like Aura, a meme-driven brand promotion dashboard generating \$2M annually. Its standalone app enables users to create and monetize content, while media APIs power platforms like Bobble Keyboard. Focused on Gen Z engagement, MemeChat delivers impactful advertising, including campaigns like Bhool Bhulaiyaa 3.



# MILA BEAUTÉ

By Saahil Nayar, Keshav Chadha,  
Sachin Chadha

2024



GURUGRAM



TEAM SIZE : 150+

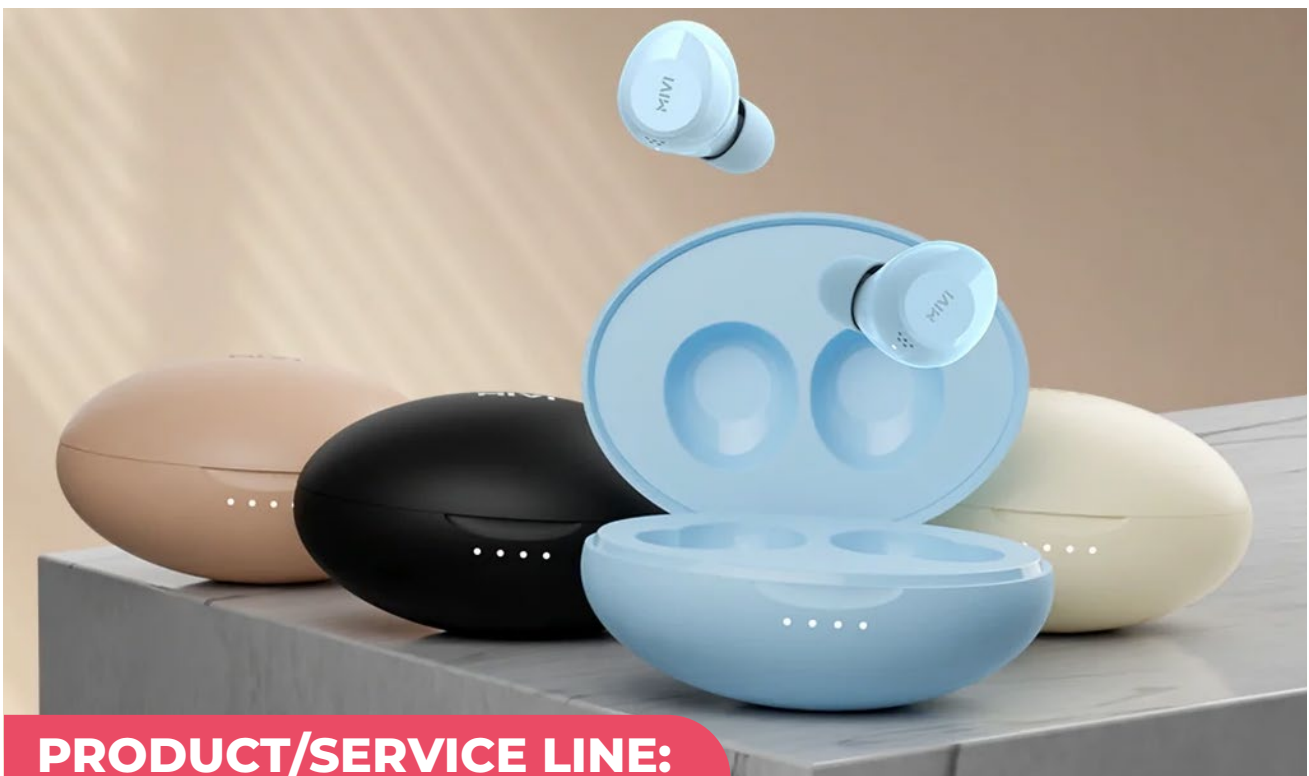


**PRODUCT/SERVICE LINE:**  
Makeup

Mila Beauté is an Indian color cosmetics brand offering high-quality, innovative makeup tailored to diverse Indian skin tones and climates. Committed to “Elevated Beauty at Everyday Prices,” it provides versatile, toxin-free products like Gloss Girl Lip Gloss and Pout Party Lipstick Kit. PETA-certified, derma-tested, and vegan, Mila Beauté delivers affordable luxury through online and offline channels, empowering women with inclusive beauty solutions.

# MIVI

**By Midhula Devabhaktuni,  
Viswanadh Kandula**

**2016****HYDERABAD****TEAM SIZE : 1500+**

**PRODUCT/SERVICE LINE:**  
**Consumer Electronics**

Mivi is a leading Indian consumer electronics brand specializing in high-quality audio products designed and manufactured in India. Its range includes wireless earphones, neckbands, speakers, soundbars, and smartwatches, tailored for Indian consumers. Flagship products like SuperPods Immersio offer Dolby Audio and 3D Soundstage for an immersive experience. With a strong commitment to local manufacturing and inclusivity, Mivi empowers talent, with 80% of its workforce being female.

# MOODY SKINCARE

By Shubhika Jain

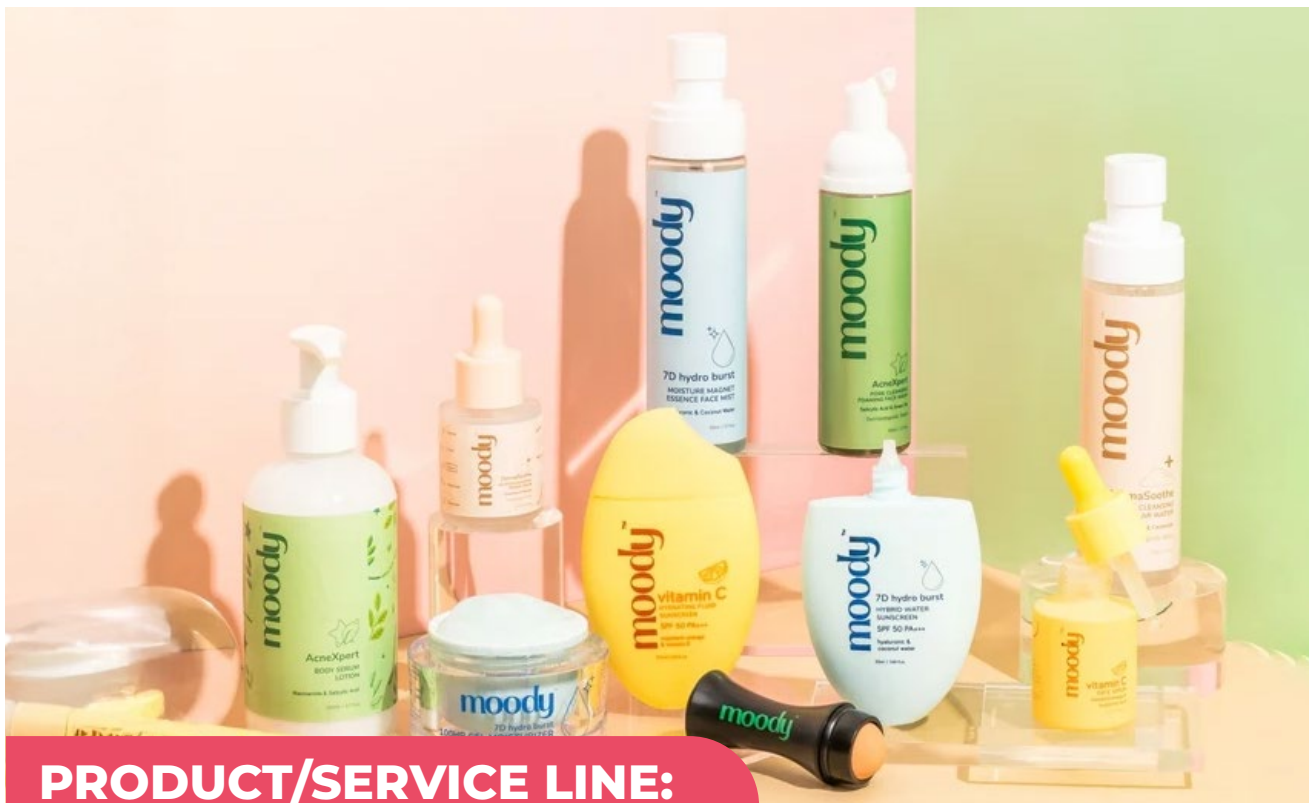
2024



RAIPUR



TEAM SIZE : 150



**PRODUCT/SERVICE LINE:**  
Skincare

Moody Skincare is a clean, vegan, and cruelty-free beauty brand designed to cater to the changing moods of your skin. With targeted solutions like Hydro Burst Sunscreen with SPF 50 and DermaSoothe Barrier Repairing Serum, it blends effective formulations with playful, aesthetic packaging. Focused on transparency, sustainability, and self-care, Moody Skincare redefines beauty for Gen Z with a fun yet results-driven approach.



# MOVIEME

By Bhavesh Joshi

2024



HYDERABAD



TEAM SIZE : 07

**Discover A Universe Of Entertainment**

Find your next cinematic obsession.

GET IT ON Google Play

Download on the App Store

**PRODUCT/SERVICE LINE:**  
**AI-powered personalised content discovery**

MovieMe is India's first entertainment technology startup integrating personalized content recommendations with real-money gaming. Using AI, it helps users discover movies and shows while offering an interactive way to engage with entertainment and earn cash. Focused on regional content and India-specific trends, MovieMe is redefining audience interaction by seamlessly blending gaming, content discovery, and engagement.

# MUL SECRETS

By Pooja Parkar

2023



MUMBAI



TEAM SIZE : 05



**PRODUCT/SERVICE LINE:**  
Wellness Products

Mul Secrets is a holistic wellness brand blending Ayurveda with modern skincare science to enhance skin and gut health. Its inside-out approach addresses both internal and external skin concerns through nutrition blends and Ayurvedic face masks. Committed to sustainability, Mul Secrets prioritizes natural formulations and eco-friendly packaging, redefining beauty through wellness.

# NAMDEV FINVEST

By Nischal Narayanam

2013



JAIPUR



TEAM SIZE : 1200+



**PRODUCT/SERVICE LINE:**  
MSME secured lending

Namdev Finvest is a Jaipur-based NBFC registered with the RBI, specializing in MSME lending, e-rickshaws, and solar financing. Focused on underserved communities, it ensures swift, reliable loan processing through innovative financial solutions. With over Rs.1,300 crore in assets under management, Namdev drives sustainable development and financial inclusion through green financing initiatives.



# NISCHAL'S SMART LEARNING SOLUTIONS

By Jitendra Tanwar

2009



HYDERABAD



TEAM SIZE : 300



**PRODUCT/SERVICE LINE:**  
Educational products & services for K-12 students

Nischal's Smart Learning Solutions is an education technology brand revolutionizing learning through innovative tools. Its patented portable labs and AR/VR-powered textbooks make education interactive and engaging, bridging theory with real-world applications. With a global presence, Nischal's caters to both Indian and international curricula, fostering critical thinking and shaping the future of education with technology.

# NIYARA INDIA

By Manasi Shetty

2024



MUMBAI



TEAM SIZE : 10



**PRODUCT/SERVICE LINE:**  
Luxury fashion products

NIYARA India is a premium fashion brand redefining luxury with couture-inspired designs for the modern woman. Offering elegant evening gowns and versatile workwear, it crafts exclusive pieces from high-quality, sustainable fabrics. With a commitment to ethical production and eco-conscious initiatives, NIYARA blends luxury, style, and responsibility, empowering women with confidence.

# ODETTE

By Mamta Roy

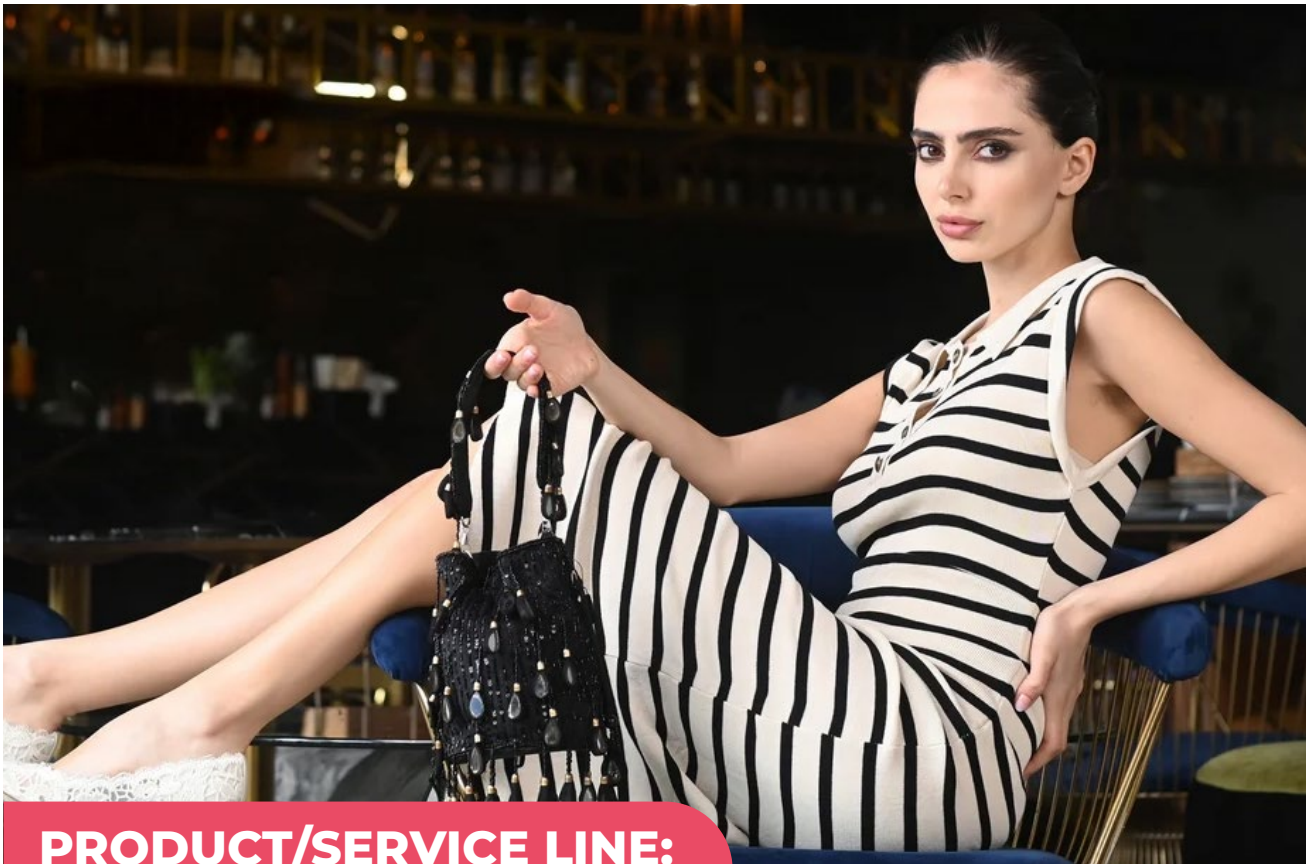
2020



BENGALURU



TEAM SIZE : 30



**PRODUCT/SERVICE LINE:**  
Clothing

Odette is a fashion brand that fuses Victorian-inspired designs with modern aesthetics, offering a unique mix of ethnic and Western wear. From sarees and lehengas to chic dresses and blazers, it caters to women seeking sophisticated, culturally rich attire. Odette also provides bespoke bridal services and limited-edition festive collections. Committed to sustainability, the brand uses eco-friendly packaging and promotes ethical production, ensuring luxury without compromise.



# OMEEO

By Nishant Jain

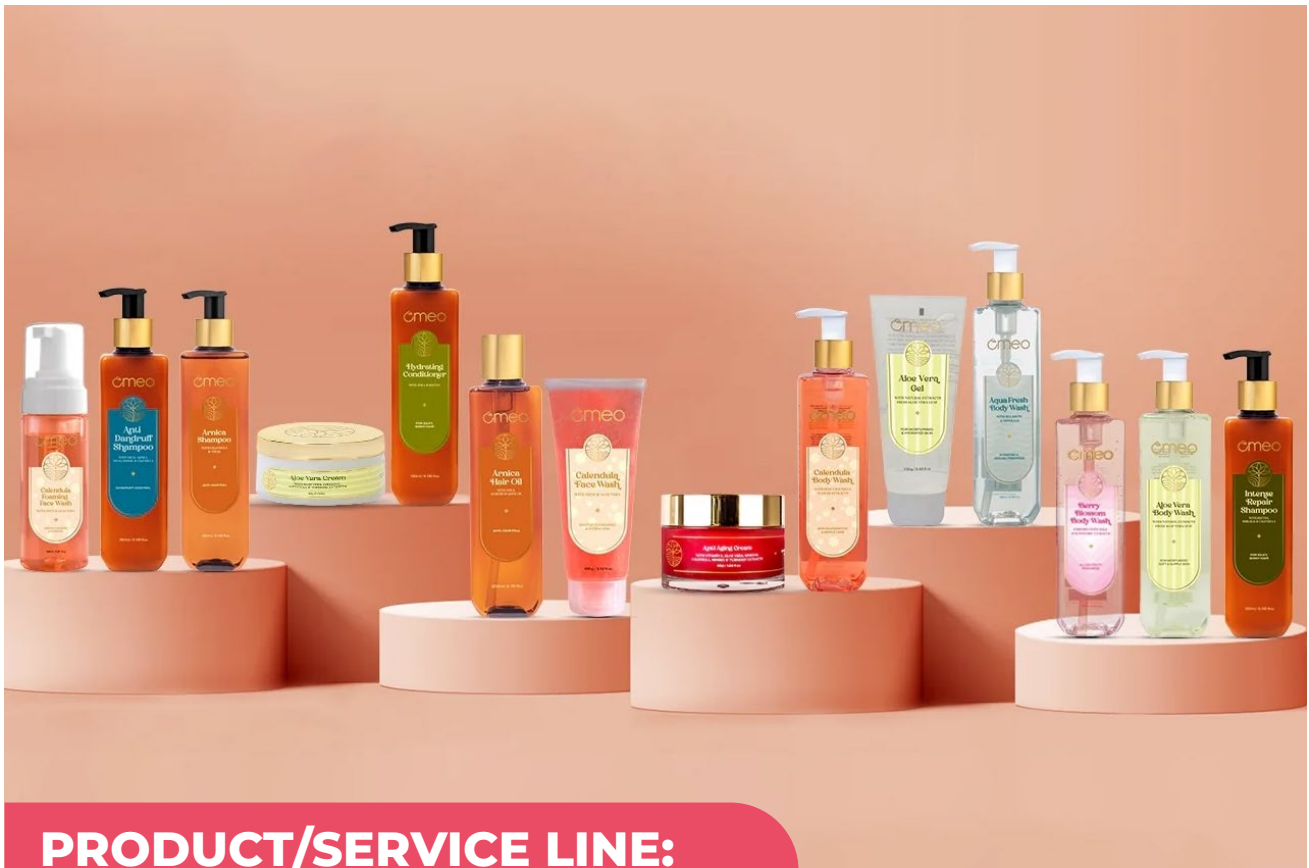
2021



NOIDA



TEAM SIZE : 500+



**PRODUCT/SERVICE LINE:**  
 Personal Care & Skincare

Omeo is a personal care brand that blends nature and science to deliver safe, effective, and affordable skincare, haircare, and hygiene solutions. Featuring hero ingredients like Calendula, Berberis, and Turmeric, its range includes body lotions, shampoos, hair oils, and face washes. Made in India, Omeo's cruelty-free, GMP-certified products promote holistic wellness. With a focus on innovation and customer well-being, Omeo is redefining modern personal care.

# PARK+

By Amit Lakhotia

2019



GURUGRAM



TEAM SIZE : 700+



**PRODUCT/SERVICE LINE:**  
Auto-Tech App

Park+ streamlines car ownership with a seamless app offering parking, car washing, FASTag recharges, challan updates, valet services, and daily cleaning. As India's largest PV FASTag distributor, it also provides discounted fuel vouchers with IOCL. Expanding into EV charger installations and OEM partnerships, Park+ enhances convenience with a comprehensive car accessories e-store, redefining car ownership in India.

# PHUE

By Panya Gupta

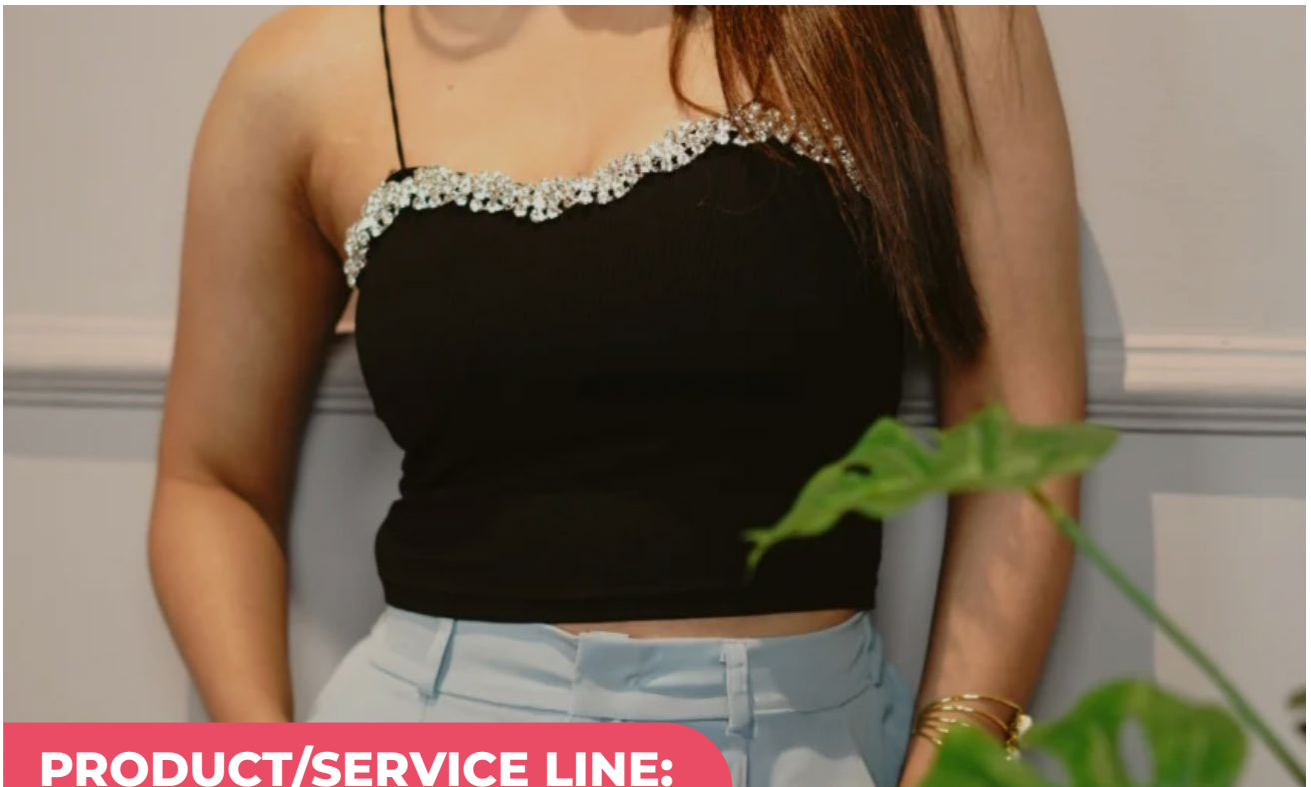
2021



DELHI



TEAM SIZE : 2-5



**PRODUCT/SERVICE LINE:**  
Clothing

PHUE, founded by Panya Gupta, is a bridge market brand that merges fashion with art, offering maximalist designs that tell captivating stories. Established in 2021, the brand specialises in creating wearable art with a focus on sensory indulgence, innovation, and sustainability. PHUE's unique approach transforms chaos into harmonious narratives, making every piece an extravagant yet meaningful creation. The brand thrives on consumer engagement and feedback, continuously refining its designs to align with the desires of its creative and conscious audience.



# PILGRIM

By Anurag Kedia, Gagandeep Makker

2019



MUMBAI



TEAM SIZE : 1000+



**PRODUCT/SERVICE LINE:**  
 Beauty, Personal Care & Wellness

Pilgrim is a fast-growing beauty and wellness brand offering 200+ skincare, haircare, makeup, and fragrance products. Guided by “The Secret is in the Mix,” it combines natural and active ingredients for effective, non-toxic formulations. PETA-certified vegan and cruelty-free, Pilgrim is also plastic-positive, recycling more than it consumes. With a diverse product range and strong R&D focus, its omnichannel presence drives rapid growth and customer satisfaction.

# PLANET HERBS

By Sargam Dhawan Bhayana,  
Vijay Kumar Dhawan

2005



DEHRADUN



TEAM SIZE : 100+



**PRODUCT/SERVICE LINE:**  
Herbal & Ayurvedic Health Solutions

Planet Herbs Lifesciences, based in the Himalayan foothills, is a leading herbal and nutraceutical company merging Ayurveda with modern science. Certified by AYUSH GMP and WHO-GMP, it offers high-quality formulations for joint health, digestion, skincare, and diabetes management. Committed to sustainability and affordability, Planet Herbs provides contract manufacturing, consultancy, and premium herbal extracts globally.

# PLIX LIFE

By Rishubh Satiya, Akash Zaveri

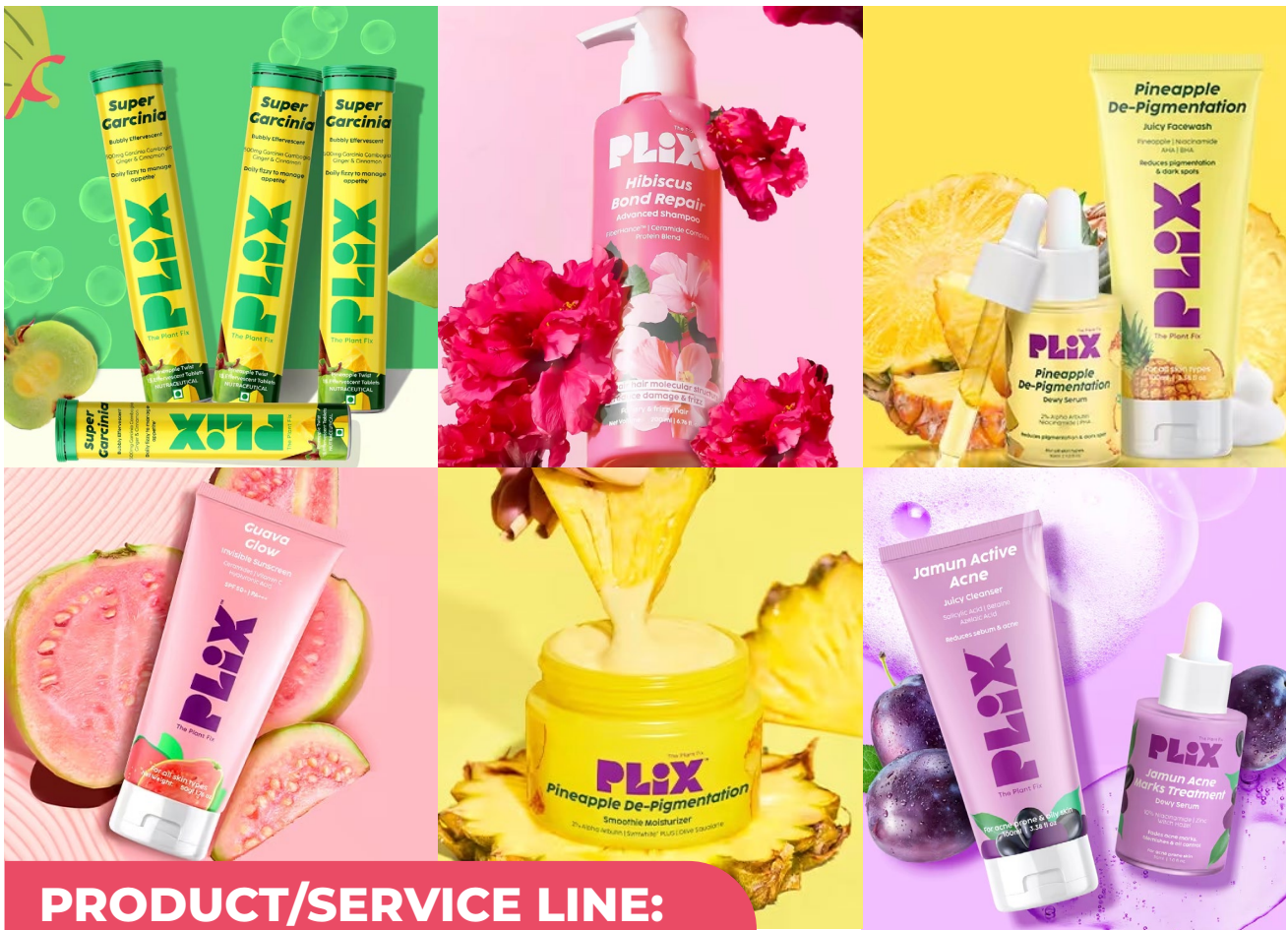
2019



MUMBAI



TEAM SIZE : 500



**PRODUCT/SERVICE LINE:**  
 Personal care & wellness products

Plix Life blends clean, vegan ingredients to create effective, safe wellness products for healthy skin and well-being. Committed to eliminating harmful chemicals, the brand combines fruit and active ingredients for nourishing, enjoyable solutions. Plix also supports sustainability by planting saplings for every order and aiding hunger relief initiatives, positively impacting both health and the planet.



# PLUSH

By Ketan Munoth, Prince Kapoor

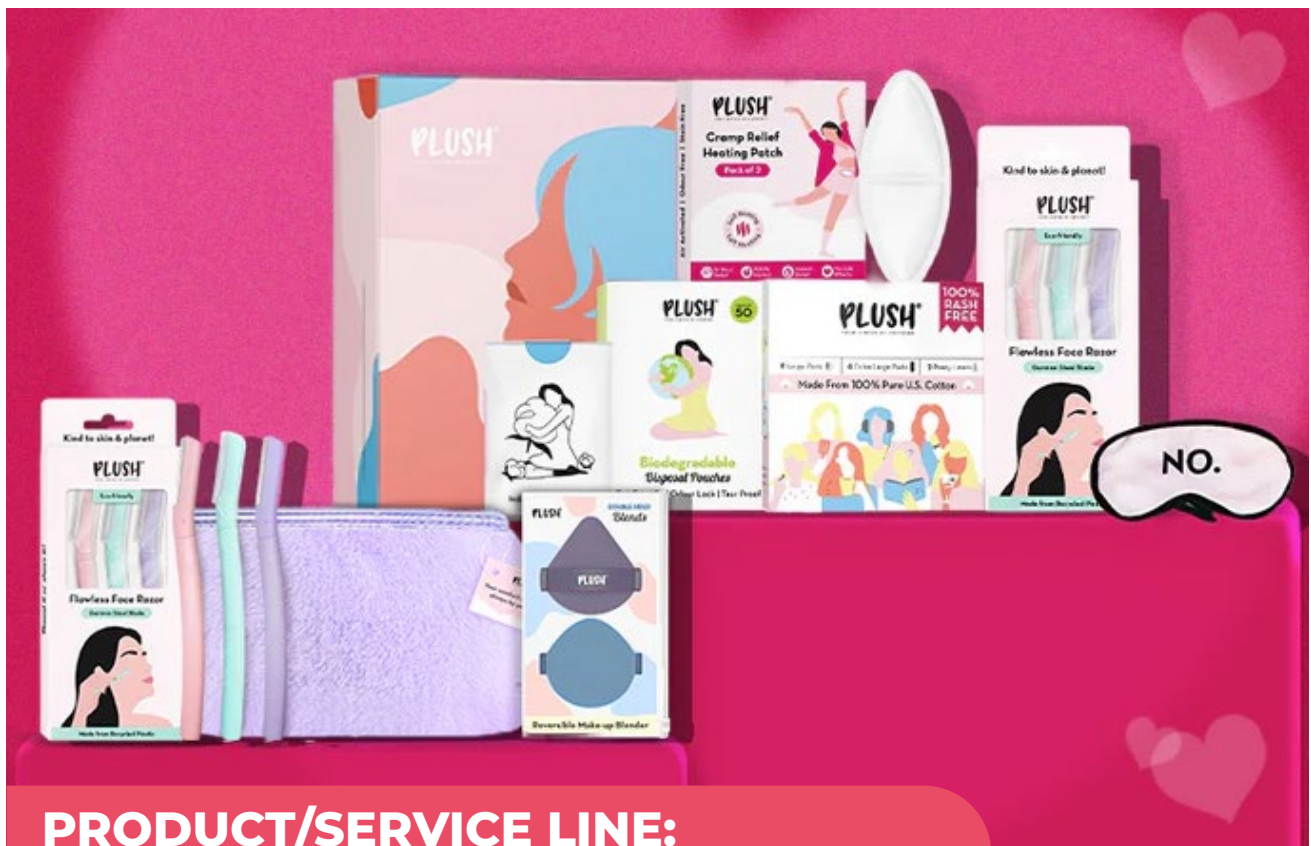
2019



CHENNAI



TEAM SIZE : 70



**PRODUCT/SERVICE LINE:**  
Wellness Products

Plush, founded in 2018 by Ketan Munoth and Prince Kapoor, revolutionizes women's wellness with eco-conscious, inclusive personal care products. Focused on sustainability, it offers items like 100% U.S. cotton sanitary pads, eco razors, and India's first female-safe condoms. Plush's commitment to comfort and well-being has made it a go-to brand for women's health and hygiene across India.

# PR PROFESSIONALS

By Sarvesh Kumar Tiwari

2011



GURUGRAM



TEAM SIZE : 150+



**PRODUCT/SERVICE LINE:**  
Public Relations

PR Professionals, founded by Sarvesh Kumar Tiwari, is India's top communications consultancy, known for innovative PR and digital marketing solutions. Specializing in brand building, crisis management, and media relations, it offers tailored strategies in 16 languages globally. With strong client retention and a focus on corporate success and social responsibility, the agency is expanding rapidly, using AI-driven solutions to shape the future of integrated communications.

# PUTCHI

By Mk Deepika, Thiyaga Vivek

2020



COIMBATORE



TEAM SIZE : 20-30



**PRODUCT/SERVICE LINE:**  
Maternity and Baby Care

Putchi is India's first Femtech Maternity Superstore, offering a comprehensive range of solutions for mothers throughout their pregnancy, postpartum, and entire motherhood journey. Founded by Deepika Thiyagarajan and Thiyagarajan Vivekanandan, the brand curates maternity wear, intimate clothing, and personal care products, all designed to cater to the evolving needs of mothers. With a strong focus on empowering women, Putchi also offers expert consultations, wellness advice, and a platform for mom-founded brands. The brand promotes sustainable practices, eco-friendly packaging, and natural materials, providing mothers with the care and support they deserve.



# RAGAVI

By Shreyaa Juneja

2021



JAIPUR



TEAM SIZE : 10



**PRODUCT/SERVICE LINE:**  
Ethnic Clothing

Ragavi is a homegrown prêt-à-porter label blending experimental textiles, bold prints, and expert craftsmanship. Inspired by Jaipur's heritage, it offers affordable luxury with chic, versatile designs for the modern woman. Elegant yet trendy, Ragavi redefines effortless style.

# RENÉE COSMETICS

By Aashka Goradia Goble,  
Ashutosh Valani, Priyank Shah

2020



AHMEDABAD



TEAM SIZE : 350+



**PRODUCT/SERVICE LINE:**  
Makeup

RENÉE Cosmetics is an innovative Indian beauty brand founded by Aashka Goradia Goble, Ashutosh Valani, and Priyank Shah. Specializing in cruelty-free, FDA-approved makeup, it caters to modern women seeking confidence and individuality. RENÉE offers cutting-edge products like the pH-responsive Madness pH Stick and versatile FAB 5 lipstick, blending modern aesthetics with ethical values to empower women.

# SALAD DAYS

By Varun Madan

2014



GURUGRAM



TEAM SIZE : 350-400



**PRODUCT/SERVICE LINE:**  
 Healthy Food & Beverages

Salad Days is a trailblazing healthy food brand in India, aiming to make nutritious meals a staple in Indian households. Founded by Varun Madan, the brand operates 23 cloud kitchens across Delhi NCR, Bengaluru, and Mumbai, offering fresh and wholesome meals made from locally sourced, organic ingredients. Salad Days' menu includes salads, grain bowls, sandwiches, soups, smoothies, and healthy desserts, with options tailored to various dietary preferences like keto, vegan, and gluten-free. The brand prioritises sustainability, using eco-friendly packaging and supporting wellness events such as "Sow and Grow" workshops, fostering a culture of health-conscious living.



# SALT ORAL CARE

By Karanraj Kohli, Viraj Kapur

2023



MUMBAI



TEAM SIZE : 12



**PRODUCT/SERVICE LINE:**  
Luxury oral care products

Salt Oral Care is a luxury brand that elevates daily oral hygiene with nature-inspired, scientifically-backed formulations. Its toxin-free, sustainable products, like Hyaluronic Remineralising Mouthwash and Dawn Day Toothpaste, address issues like sensitivity, gum protection, and bad breath. With minimalist design and eco-friendly materials like bamboo brushes, Salt Oral Care focuses on sustainability and holistic health, offering a unique approach to oral care and wellness.

# SCRAP SHALA

By Shikha Shah

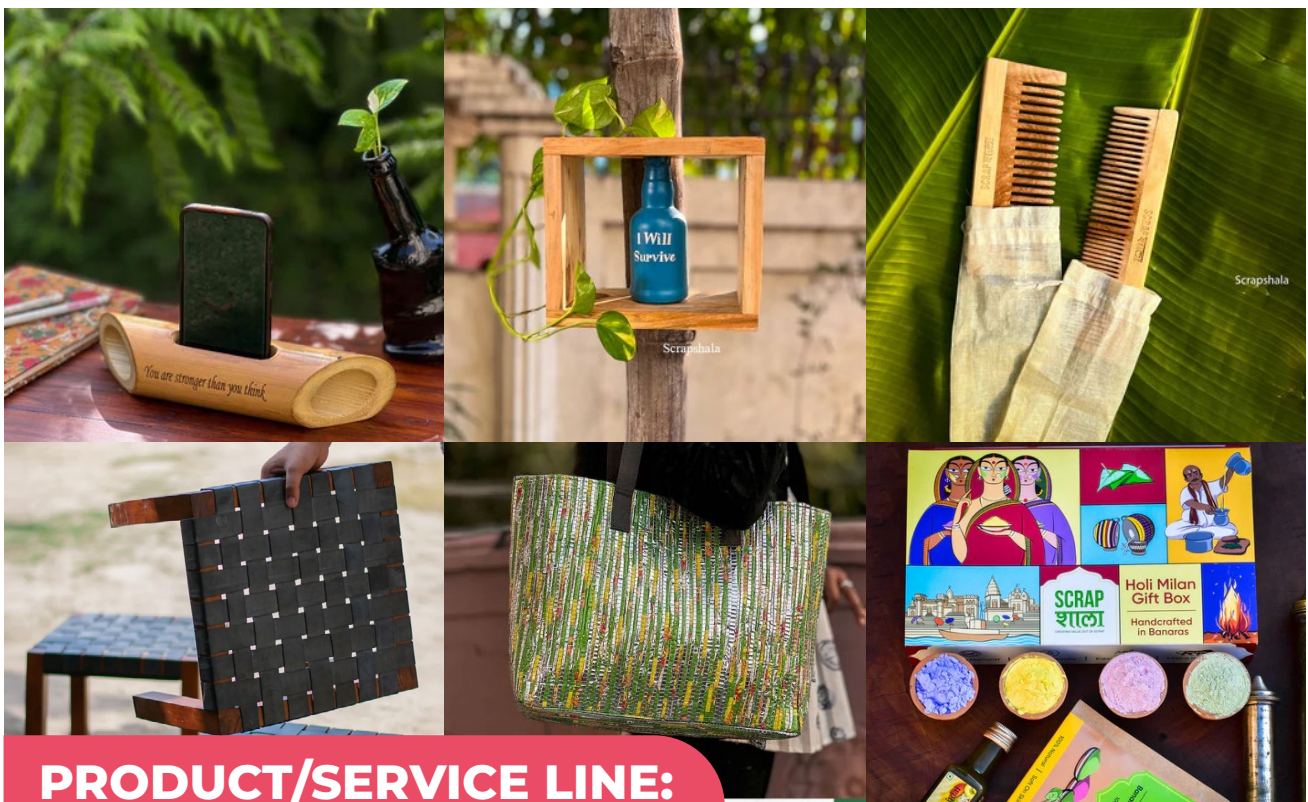
2017



VARANASI



TEAM SIZE : 07



**PRODUCT/SERVICE LINE:**  
Handmade and Artisanal Goods

Scrap Shala is an Indian brand that repurposes waste materials into innovative, functional products, promoting a sustainable lifestyle. Specializing in items made from recycled tyre, wood, plastic, textile, e-waste, glass, paper, and flower waste, the brand offers decor, lifestyle, and gifting products. Scrap Shala focuses on reducing landfill waste and supporting local artisans through skill workshops. It gained recognition after appearing on Shark Tank India, highlighting its commitment to sustainability.

# SCUZO ICE 'O' MAGIC

By Gagan Anand

2024



NEW DELHI



TEAM SIZE : 28



**PRODUCT/SERVICE LINE:**  
Live Popsicles

Scuzo Ice 'O' Magic is India's first live popsicle brand, offering handcrafted popsicles and gelatos made with 100% real fruits and natural ingredients. Focused on health-conscious consumers, it combines a live popsicle-making experience with an open kitchen concept. Since 2020, Scuzo has expanded to 50+ outlets across India and is committed to sustainability with eco-friendly packaging. The brand now aims to expand internationally, bringing India's innovative desserts to a global audience.



# SKINVEST

By Divya Malpani

2022



AHMEDNAGAR



TEAM SIZE : 07-10



**PRODUCT/SERVICE LINE:**  
Beauty and Skincare

Skinvest, founded by Divya Malpani, offers science-backed skincare for Gen-Z and Millennials with clinically proven, dermat-tested solutions. Key products like Stretch Marks Bomb Bum Cream and Bye Bye Bumps Mist target cellulite, body acne, and ingrown hair. The brand prioritizes transparency, cruelty-free formulas, and sustainable packaging.

# SNITCH

By Siddharth Dungarwal

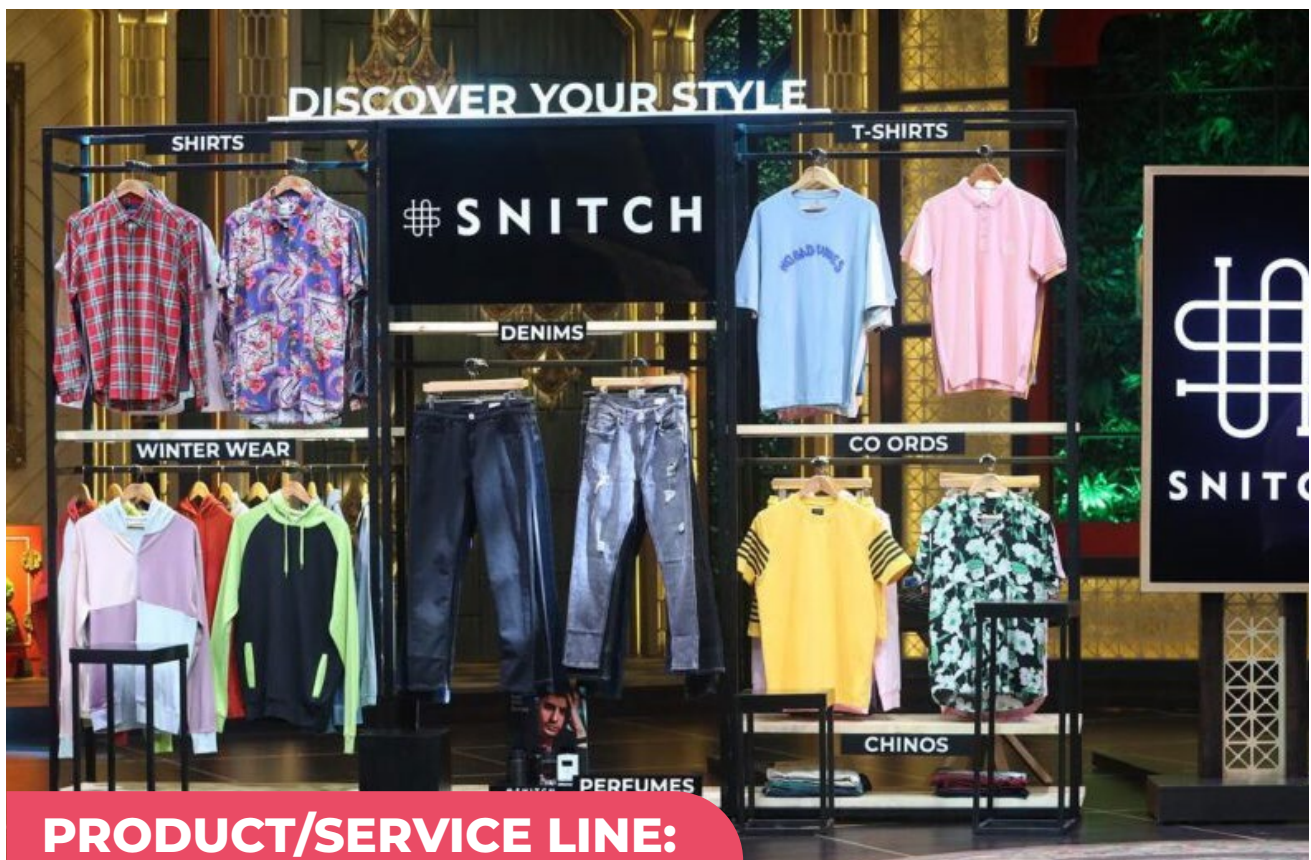
2020



BENGALURU



TEAM SIZE : 20- 25



**PRODUCT/SERVICE LINE:**  
Men's fashion

Snitch is a trend-forward men's fashion brand blending contemporary style with comfort, offering everything from casual wear to luxury pieces. Focused on millennials and Gen Z, it emphasizes high-quality fabrics, sustainability, and versatility. Snitch Plus offers stylish options in larger sizes, while Snitch Luxe delivers luxury with Egyptian Cotton-inspired elegance. Committed to ethical production and accessible fashion, Snitch is set for global expansion and innovation in 2025.

# SOLITARIO

By Ricky Vasandani, Vivek Oberoi, Satish Daryanani

**2023****PUNE****TEAM SIZE : 80-100**

**PRODUCT/SERVICE LINE:**  
Lab-grown diamonds

Solitario, founded by Ricky Vasandani, Vivek Oberoi, and Satish Daryanani, specializes in sustainable lab-grown diamond jewellery. Blending luxury with ethics, its Signature Solitaire Rings offer brilliance without compromise. With plans for 25+ retail touchpoints, Solitario is redefining luxury jewellery globally.



# SOOPER DOOPER KIDS

By Nevil Darukhanawala

2024



MUMBAI



TEAM SIZE : 05



**PRODUCT/SERVICE LINE:**  
Children's clothing

Soooper Dooper Kids is a children's clothing brand that combines fashion with social impact through its "One Purchased, One Donated" promise. Each purchase supports t-shirt donations to underprivileged children and fun events with partner NGOs. The brand offers stylish, high-quality 100% cotton t-shirts for kids aged 5 to 12, packaged in biodegradable materials. Sooper Dooper Kids promotes kindness, inclusivity, and responsible fashion, teaching children the value of giving.

# STASHFIN

By Tushar Aggarwal, Shruti Aggarwal

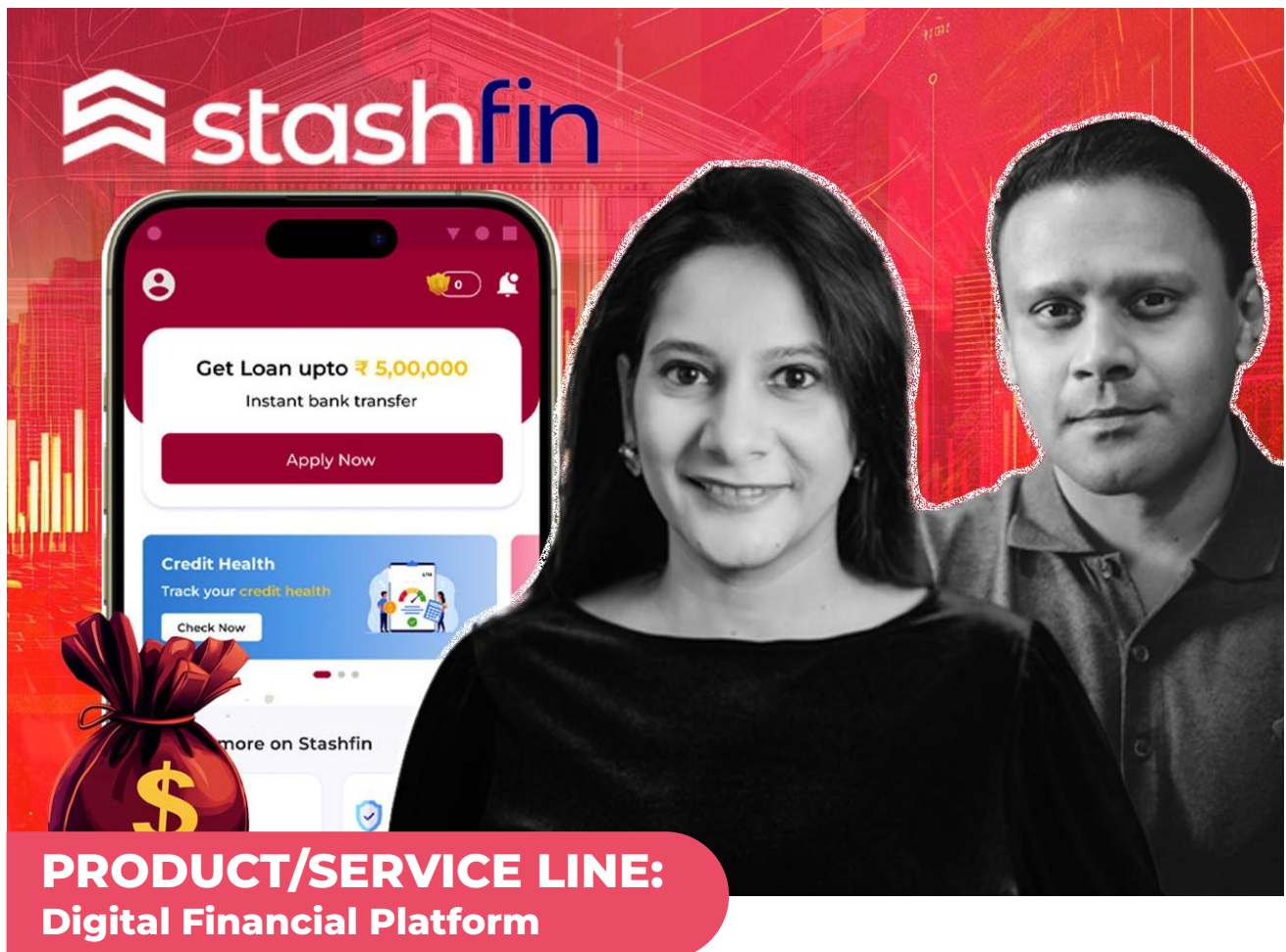
2016



GURUGRAM



TEAM SIZE : 157

A promotional graphic for Stashfin. It features the Stashfin logo at the top left. Below it is a smartphone displaying the app's interface, which includes a loan offer of up to ₹5,00,000 with instant bank transfer, a 'Credit Health' section, and a 'Check Now' button. To the left of the phone is a red money bag with a yellow dollar sign. In the foreground, there are black and white portraits of a woman and a man, presumably the founders. The background is a red gradient with faint city skyline and financial charts.

**PRODUCT/SERVICE LINE:**  
Digital Financial Platform

Stashfin is India's leading digital financial platform, offering quick, flexible credit solutions. Key products include Libr8, a Rs.5,00,000 credit line with 30-day interest-free access, and Sentinel for the Indian Defence force. With AI-driven automation, Stashfin streamlines lending while helping users build credit and expand financial access.

# STOK

By Vedant Kedia

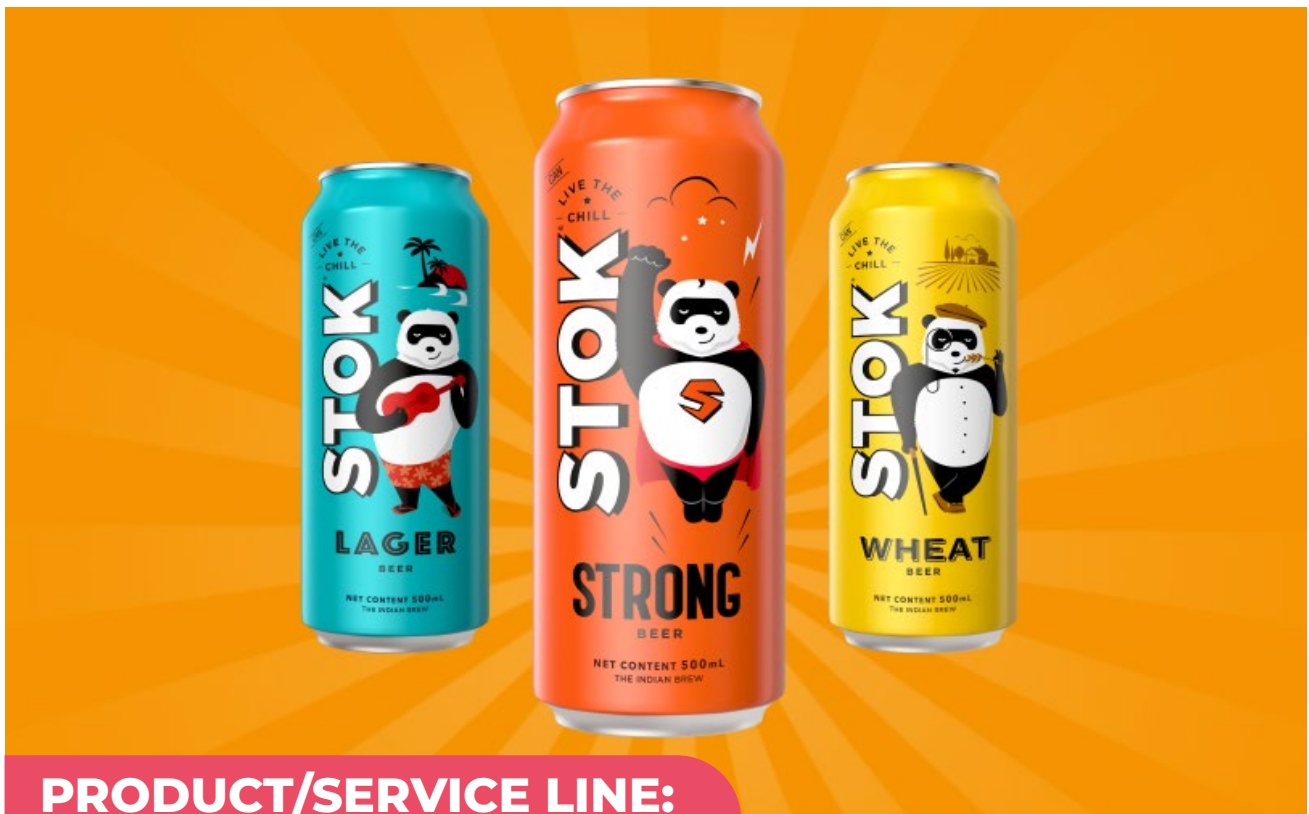
2019



INDORE



TEAM SIZE : 160



**PRODUCT/SERVICE LINE:**  
 Beer

Stok is an emerging beer brand in India, offering three variants: Strong, Lager, and Wheat. Founded by Vedant Kedia, Stok aims to redefine beer culture with super-premium quality at an affordable price point. Available in multiple formats, including 500ml cans, 650ml bottles, and taps in select states, Stok is expanding rapidly across regions like Delhi, Kerala, and Madhya Pradesh. Leveraging generations of expertise in the alcohol industry, Stok aspires to become a nationwide favourite. With a focus on sustainability, the brand invests in green initiatives such as tree planting, solar energy, and water treatment to support a greener future.



# TASH BAGS

By Tanu Gaikwad

2024



MUMBAI



TEAM SIZE : 20



**PRODUCT/SERVICE LINE:**  
Bags

Tash Bags, founded by architect Tanu Gaikwad, creates handmade wooden handbags that blend innovation with Indian artistry. Championing slow fashion and sustainability, the brand collaborates with local artisans to craft quirky, eco-conscious designs that celebrate traditional craftsmanship.

# TEEJH

By Satish Singh, Maya Varma

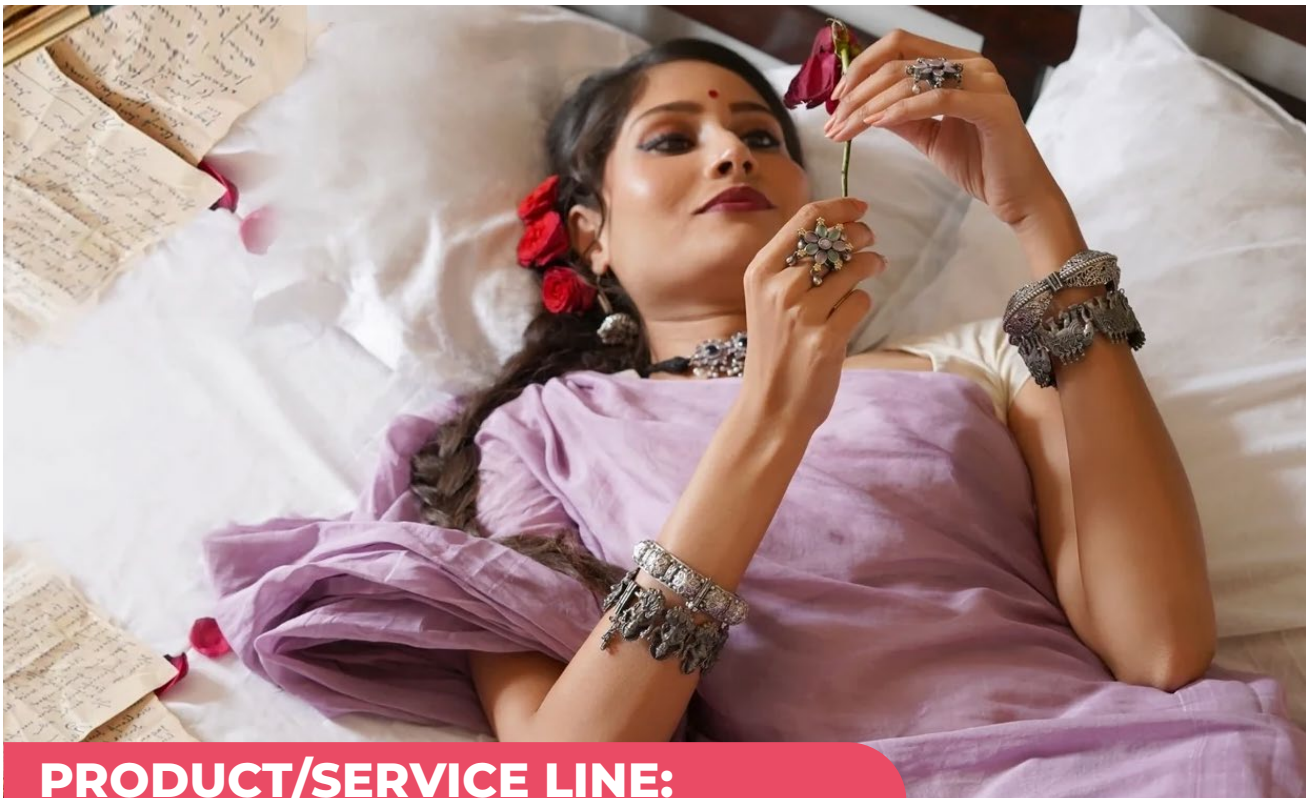
2019



BENGALURU



TEAM SIZE : 120



**PRODUCT/SERVICE LINE:**  
Ethnic Clothing and Accessories

Teejh is a brand that celebrates the modern Indian woman by blending traditional craftsmanship with contemporary style. Specialising in ethnic jewellery and sarees, Teejh offers beautifully designed, affordable pieces that can be worn every day. With a focus on simplicity, wearability, and global appeal, Teejh has redefined the concept of Indian jewellery and sarees, making them accessible for daily wear and empowering women to express their unique identities. The brand collaborates with over 100 artisans across India, preserving heritage while providing sustainable livelihoods for craftsmen.

# TERRY SENT ME!

By Tarang Doshi

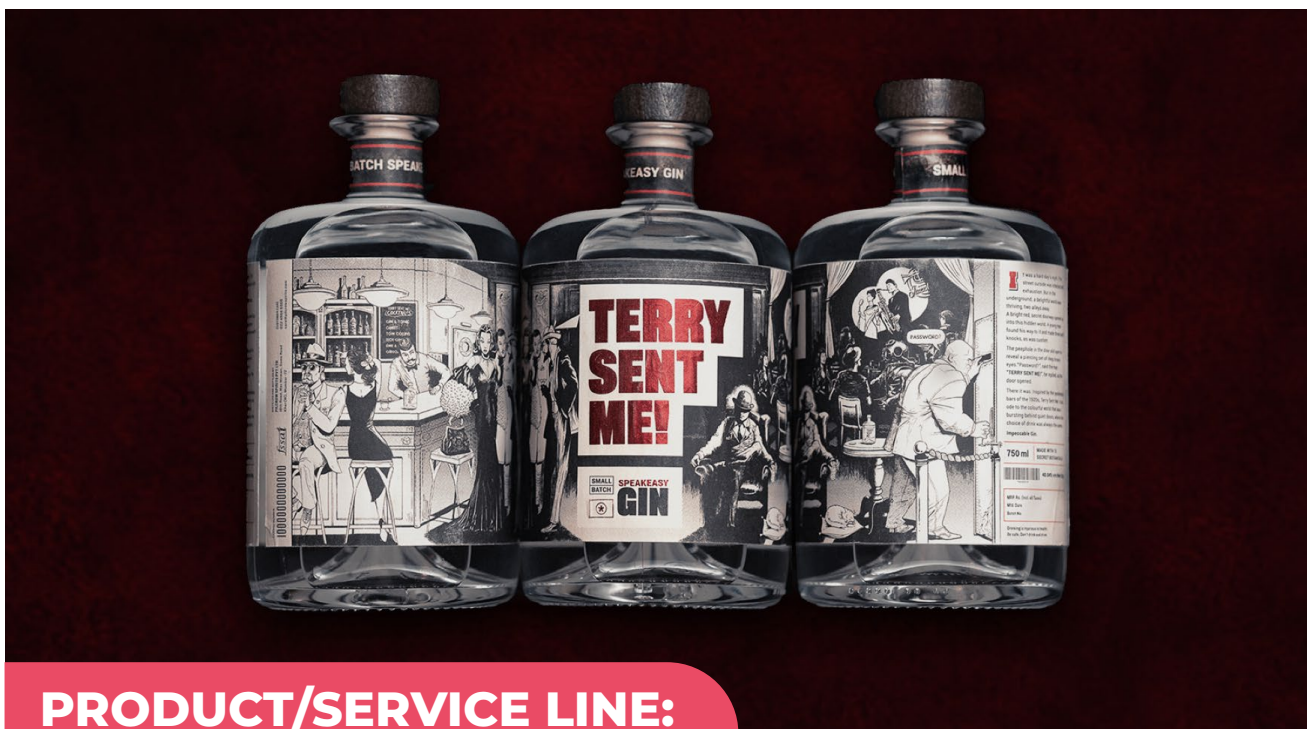
2022



PANJIM



TEAM SIZE : 05



**PRODUCT/SERVICE LINE:**  
 Contemporary Gin

Terry Sent Me! is a contemporary Indian gin inspired by the Prohibition era, capturing the essence of secret speakeasies and creative rebellion. Founded by Tarang Doshi, this premium gin offers a smooth, citrus-forward taste with a subtle spicy finish. Triple-distilled and awarded silver at the International Wine and Spirits Competition, it embodies a global yet accessible vibe. The brand is known for its unique “pop” bottle design, enhancing the experience with every open. Available in Goa at 500+ retail shops and 100+ Horecas, Terry Sent Me! is expanding nationwide, aiming to become one of India’s leading craft gin brands.



# THE BARE BAR

By Radhika Mukhija

2020



BANGALORE



TEAM SIZE : 25



**PRODUCT/SERVICE LINE:**  
Skincare

The Bare Bar is a conscious skincare brand offering handmade, small-batch products with clean, plant-based ingredients. Free from silicones and parabens, it focuses on minimalist, effective formulations. Committed to sustainability, The Bare Bar uses eco-friendly packaging and promotes mindful self-care.

# THE NATURAL WASH

By Akshit Goel

2019



DELHI



TEAM SIZE : 51-200



**PRODUCT/SERVICE LINE:**  
Skincare

The Natural Wash (TNW) is a skincare brand in India that combines Ayurvedic principles with scientific advancements. Their products are natural, organic, and free from chemicals, aiming to address various skin concerns with toxin-free ingredients. The brand focuses on creating cost-effective solutions for healthy and glowing skin.

# THE SAREE SNEAKERS

By Shrutee Kasat

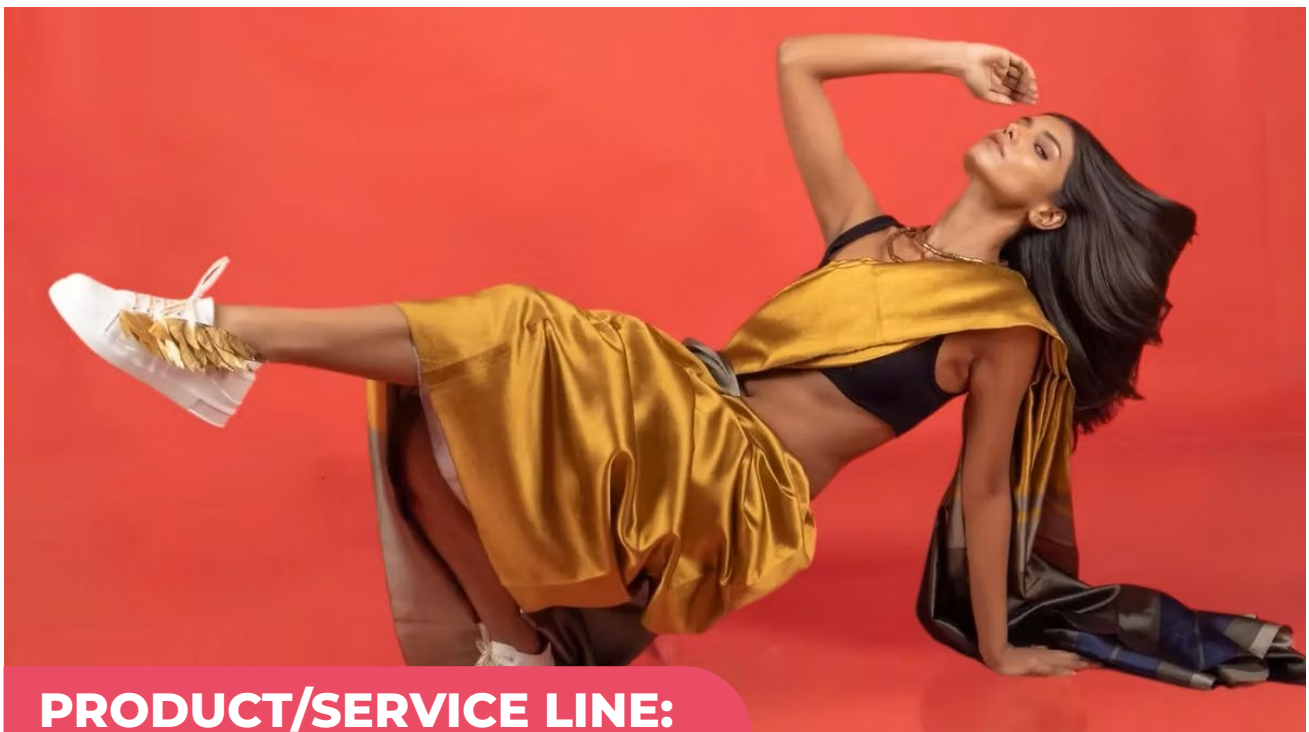
2019



KOLKATA



TEAM SIZE : 40-50



**PRODUCT/SERVICE LINE:**  
Ethnic Footwear

The Saree Sneakers combines traditional Indian craftsmanship with modern comfort, offering sneakers adorned with intricate handwork like zardozi and chikankari, making them popular for weddings and special occasions. Founded by Shrutee Kasat, a NIFT Kolkata and DOMUS Milan alum, the brand blends her passion for fashion, art, and craft. With a focus on ethically sourced materials and strong business ethics, The Saree Sneakers caters to those seeking unique, hand-embroidered footwear that effortlessly fuses style and comfort.



# THE SKIN STORY

By Ravina Jain

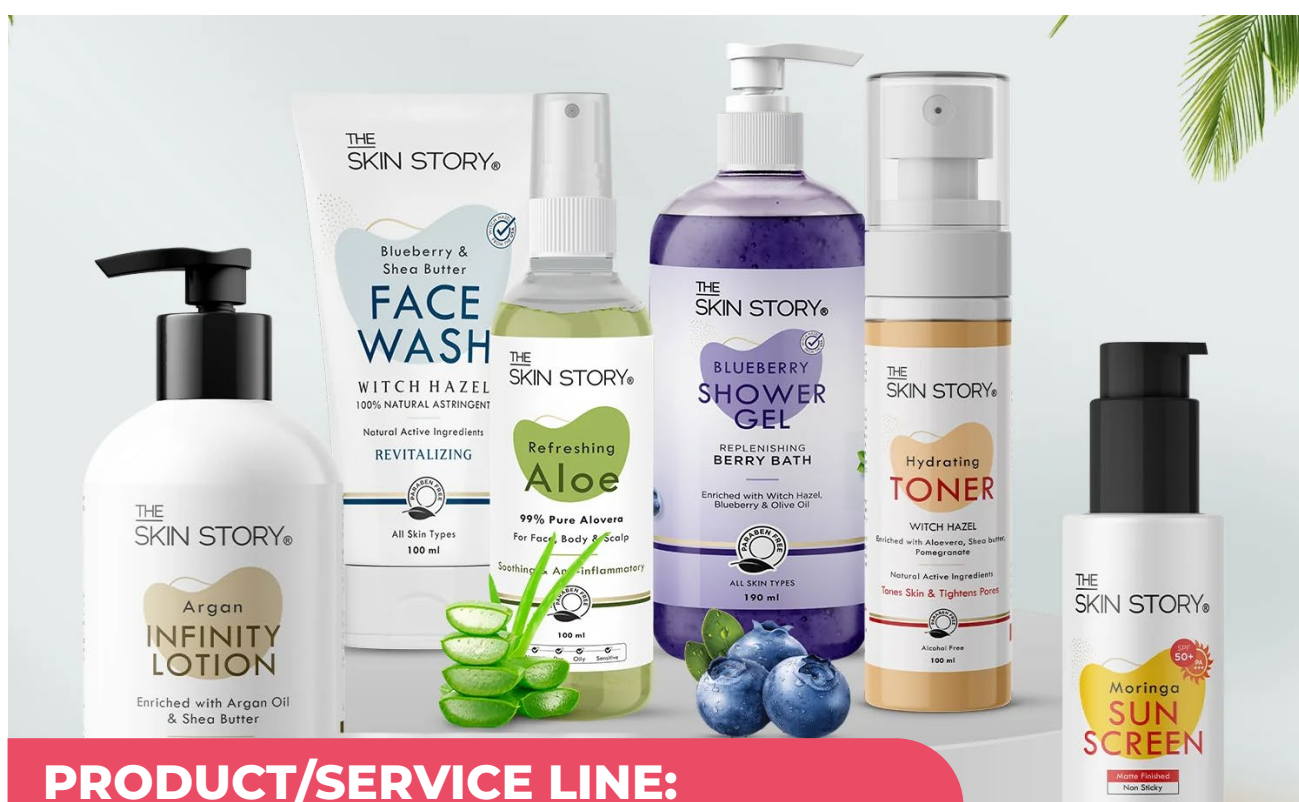
2017



MUMBAI



TEAM SIZE : 385+



**PRODUCT/SERVICE LINE:**  
Skincare

The Skin Story combines nature and science to offer high-performance, dermatologically tested, vegan, and cruelty-free skincare and haircare products. Using natural ingredients like Moringa, Argan Oil, and Shea Butter, their range addresses pigmentation, acne, anti-aging, and frizz control. With eco-conscious practices and sustainable packaging, The Skin Story is available on over 50 e-commerce platforms, aiming for growth and innovation in clean beauty.

# THE SLEEP COMPANY

By Priyanka Salot, Harshil Salot

2019



MUMBAI



TEAM SIZE : 1000+



**PRODUCT/SERVICE LINE:**  
 Mattresses and Furniture

The Sleep Company, founded by Priyanka and Harshil Salot, revolutionizes comfort with SmartGRID technology. They offer premium mattresses, ergonomic chairs, recliners, pillows, and bedding accessories. Their SmartGRID mattresses feature Cooling Plus graphene-infused memory foam for optimal support and temperature regulation. Expanding rapidly across India with 116 stores and plans for 150+ more by 2024, they reshape the comfort-tech industry with innovation and a customer-centric D2C model.

# TYPE BEAUTY INC.

By Ananya Kapur

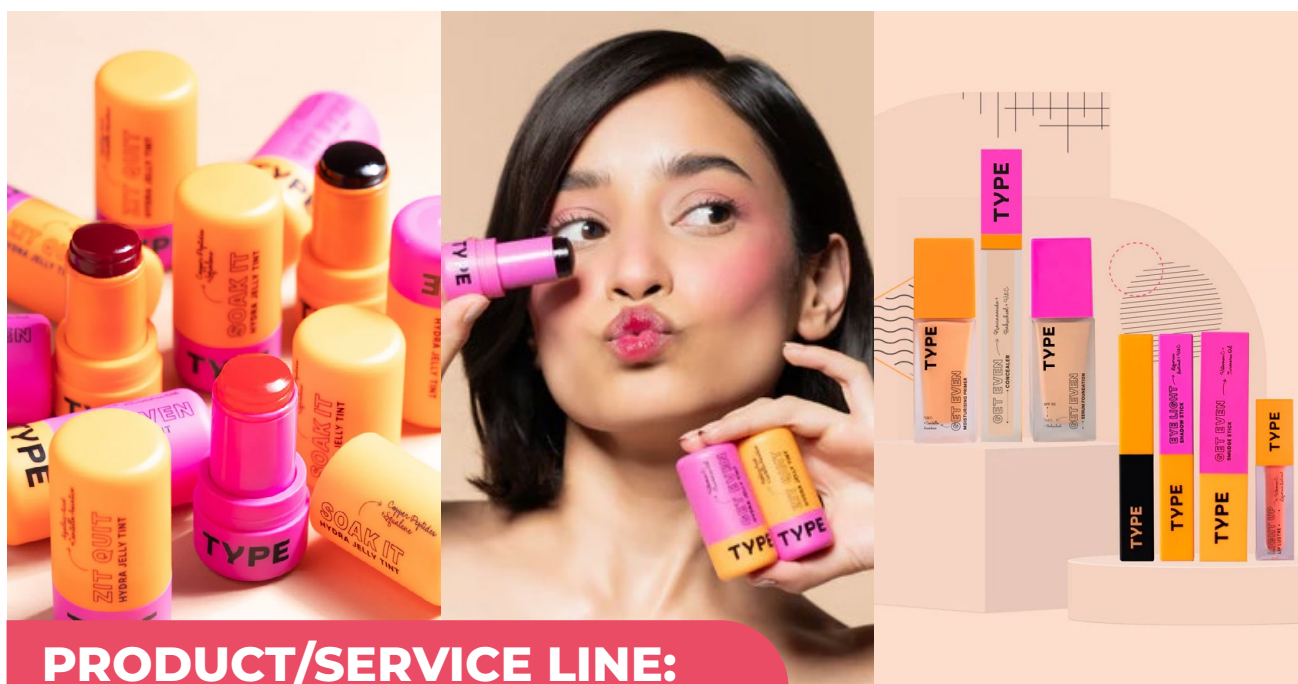
2021



NEW DELHI



TEAM SIZE : 15-20



**PRODUCT/SERVICE LINE:**  
Makeup

Type Beauty Inc. is a makeup brand that combines the best of skincare and beauty, offering products designed to enhance both the look and health of the skin. The brand's range is dermatologically tested and infused with skincare ingredients to address various skin types and tones. Focused on providing long-term benefits, Type Beauty aims to revolutionise the beauty industry with inclusive products that feel just as good on the skin as they look, delivering both cosmetic and skincare results.



# WYLD

**By Rij Eappen,  
Dishant Sanghvi, Yash Sakhlecha**

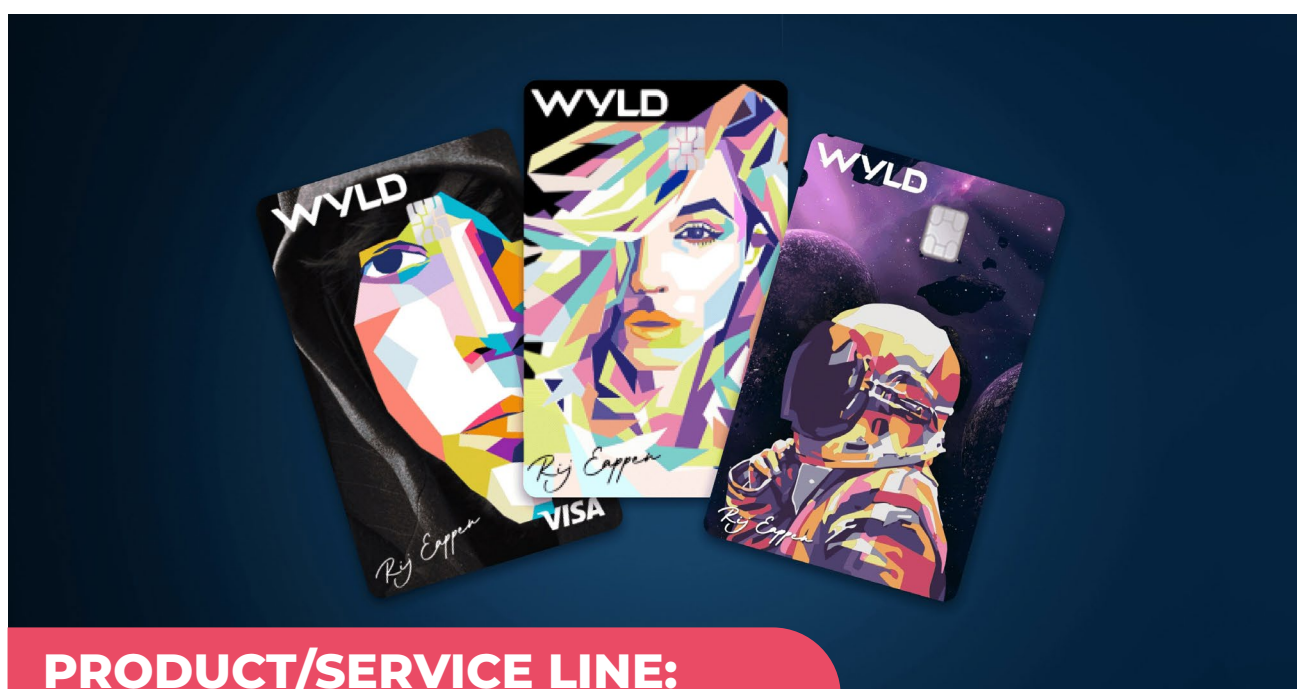
2019



MUMBAI



TEAM SIZE : 26



**PRODUCT/SERVICE LINE:**  
**Social Currency Card and Mobile App**

WYLD is the world's first Social Currency Payment Card, designed for active social media users with 1K followers and above. This innovative VISA-powered prepaid card rewards users with substantial cashback for shopping and posting about partner brands, scaling rewards based on social influence through the proprietary WYLD Score algorithm. Offering both digital and physical cards, WYLD targets socially active shoppers aged 18-30, particularly those in Gen Z, who seek lifestyle upgrades. Users enjoy exclusive perks like free concert tickets and event access, while brands gain authentic customer-driven marketing. WYLD's app further enhances the experience by discovering deals with over 200 brands across various sectors.

# XYXX

**By Yogesh Kabra,  
Siddhartha Gondal**

**2017**

**MUMBAI**

**TEAM SIZE : 400**


**PRODUCT/SERVICE LINE:**  
**Men's Clothing**

XYXX is a men's innerwear brand known for fabric innovation, craftsmanship, and design tailored to the Indian climate and body type. Using eco-friendly materials like Lenzing MicroModal, it combines comfort, functionality, and style. The brand's success stems from its focus on product innovation, affordability, and a strong supply chain, ensuring quality and comfort.

# ZOUK

By Disha Singh,  
Pradeep Krishnakumar

**2016****MUMBAI****TEAM SIZE : 04**

**PRODUCT/SERVICE LINE:**  
**Vegan Bags**

Zouk is a handcrafted, cruelty-free lifestyle brand targeting working women aged 25 to 35. Its designs are inspired by Indian architecture, culture, and traditional handicrafts, using materials like Ikat fabric and Jute Khadi. The brand is PeTA approved vegan and focuses on responsible, cruelty-free products.