

Celebrity
cum Entrepreneurs
owned **Beauty
Brands** in India.



Kau

Beauty
by Katrina Kaif

SWIPE →

Focuses on inclusivity and **long-wear makeup**.

Launched: **2019**

Partnership with: **NYKAA**

Penetration: Widely available in 100+ GT & MT stores and delivering to 1600+ cities & available in over 90 **Nykaa** stores pan India.

Key Products



Lip Crayons



Eyeliners



HD foundations

Company's Moat: Affordable pricing and vegan, cruelty-free formulas.



Anomaly

by Priyanka Chopra

A sustainable **hairecare** brand.

Launched: **2021**

Key Products



Shampoo



Conditioner



Hair Masks

Company's Moat: Recyclable packaging and salon-quality products at affordable prices.



LOVECHILD

by Masaba Gupta

Offers bold, **vibrant makeup**
and **skincare**.

Launched: **2022**

Key Products



Matte Lipsticks



Nail lacquers



hydrating serums

Company's Moat: Representing
diversity and promoting fearless
beauty.





MYGLAMM
by Darpan Sanghvi

(Shraddha Kapoor as Investor)

Wide range of **beauty** and
skincare products.

Launched: **2017**

Key Products



Compacts



Primer



Fixing Powder

Company's Moat: Affordable
luxury with celebrity
endorsements.



akind

by Mira Kapoor

Build, Balance & Defend
the **Skin Barrier**.

Launched: **2024**

Key Products



Cleansers



Toners



Sunscreen

Company's Moat: Addressing
Skin Barrier Health.



HYPHEN

by Kriti Sanon

Tied up with **Parent company** of
mCaffeine, PEP Technologies

Award Recognition: Kriti Sanon won the award
for 'Beauty Entrepreneur of the Year' at Grazia
Indie Beauty Superstars 2024.

Launched: **2023**

(On her 33rd Birthday)

Key Products



Acne Fix
Corrector



Sunscreen SPF
50 PA++++



Golden Hour
Glow Serum

Company's Moat: Premium
Skincare Brand with 100%
Natural & Vegan products.



naked

by Lisa Haydon

Natural cosmetics without
preservatives and **“Made by Hand”**

Launched: **2013**

Key Products



Honey Bee
Face Pack



Overnight
Serum



Lotions

Company's Moat: Natural &
Organic Skincare Formulas.



82°E

by Deepika Padukone

Self-Care Brand with **Modern Wellness.**

Launched: **2022**

Pronounced as: Eighty-Two East
(meridian that runs longitudinally
through India)

Key Products



Moisturisers



Cleanser



Sunscreen Gel

Company's Moat: Reduce Skincare Steps and provide a holistic brand experience.



Rare Beauty

by Selena Gomez

Breaking down unrealistic **standards** of perfection.

Launched: **2020**

Key Products



Highlighter



Soft Pinch
Liquid Blush



Tinted Lip Oil

Company's Moat: Vegan Makeup Products to shape positive conversations around beauty.



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