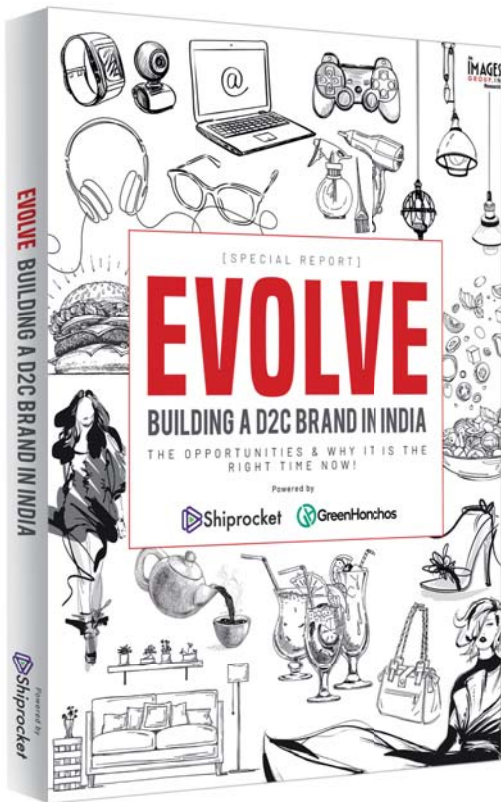


CONTENTS



PRODUCT INNOVATION

- 14** Innovating to capture the market
- 18** Bdiapers
Hygienic Approach
- 20** Chaika
Strong Brew
- 22** Eggoz Nutrition
Change for Good
- 24** Fabcurate
Curation of Style
- 26** Fixderma
Skin Friendly
- 28** F0ReT
Impactful Accessories
- 30** Get-A-Whey
Health in a Scoop
- 32** Kandee Factory
Sweet Spot
- 34** Magicleaf
Natural Taste
- 36** Nirogam
Keeping it Real

- 38** Only Earth
Plant-based Approach
- 40** UNIREC
Recycled for Good
- 42** Vedix
Unadulterated Beauty
- 44** Wakao Foods
Palette for a Change
- 46** WhiteCub
Frozen Wonders
- 48** Zymrat
Comfort First

BUSINESS OPERATION

- 50** Creating a strong & agile business operational set-up
- 54** Brillare
Research Oriented
- 56** Chumbak
Design Story
- 58** DaMENSCH
Innovative Fit
- 60** ellementry
Elements of Perfection
- 62** GoodDot
Niche Alternative
- 64** Happilo
Happy Snacking
- 66** Moonshine
One of a Kind
- 68** myPAPERCLIP
Paper Power
- 70** OZiva
Holistic Wellness
- 72** R for Rabbit
Expert Touch
- 74** Skoodle
Scoring Customers
- 76** Sleepsia
For Better Sleep
- 78** The Man Company
Grooming it Right
- 80** The Sleep Company
Ergonomic Solutions

CUSTOMER CENTRICITY

- 82** Building a strong customer-centric culture
- 84** Aachho
Laced in legacy
- 86** aasteey
Build for comfort
- 90** Aegte
Quality touch
- 92** Amrutam
Connected to the roots
- 94** Anayah Jewellery
Dazzling Trinkets
- 96** ArtzFolio
Art Advantage
- 98** Beej
Conscious Choice
- 100** Bewakoof
Variety on Offer
- 102** Big & Bold
Trends on Point
- 104** Fabriclore
Fabric Unlimited
- 106** Furnmill
Sturdy Craft
- 108** Gaia
Keeping it Healthy
- 110** IDAM House of Brands
Lifestyle-first Approach
- 112** Indus People
Art for Everyday
- 114** Kreeva
Ethnic Style
- 116** Live Linen
Subtle Touch
- 118** Paw Patisserie
Baking it Healthy
- 120** Polka Pop
Flavour of Health
- 122** Tailor & Circus
Tailored Fit
- 124** The Gusto
Style with an Edge
- 126** UpNourish
Health Goals