

THE INDIA
DRC
REPORT 2024

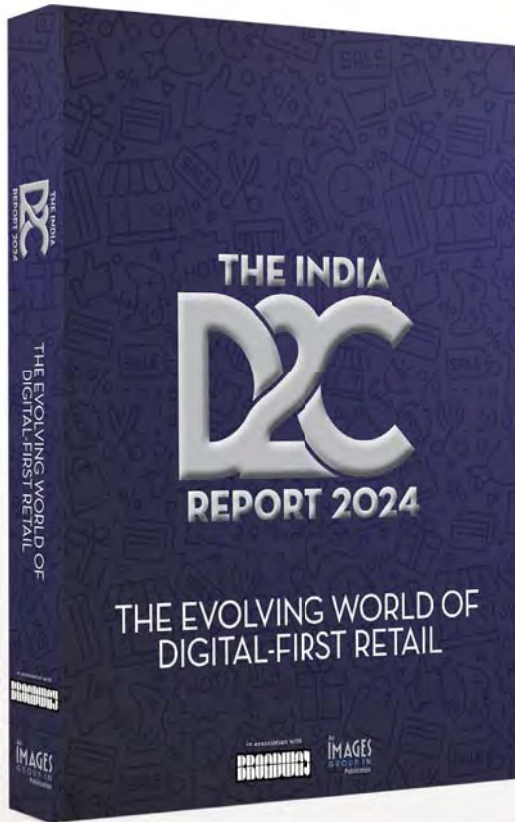
**THE EVOLVING WORLD OF
DIGITAL-FIRST RETAIL**

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A word about IMAGES

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Established in 1992, IMAGES Group is India's most prolific and influential disseminator of retail intelligence. Recognised by Indian and international retail communities through its B2B Magazines, Conferences, Exhibitions, Research Reports and Web Portals, the IMAGES Group is the largest retail intelligence organization in South Asia and the Middle East, whose multiple products and services function as catalysts for the profitable growth of modern retail through knowledge platform leadership.

The Group's knowledge platforms include print and online reportage, research studies, and major annual business events with Conferences, Master-Classes and Workshops serving multiple verticals/segments/operations of retail. The mega industry events include: Phygital Retail Convention, India Food Forum, India Fashion Forum, Shopping Centres Next, Internet Commerce Summit, India D2C Summit, Saudi Retail Forum and Middle East Retail Forum.

A Note from the Editor-in-chief



The D2C phenomenon is nothing short of a revolution for consumerism and creation. Perhaps never before has India seen such energy in entrepreneurship and a bold generation of ideators and creators hoping to transform what and how Indians consume. Although only a recent development — under a decade old — the D2C business model certainly received fuel from challenges arising from the Covid-19 pandemic, but the seeds were sown earlier by digitalisation. The digital economy in India today is growing at 2.8x the regular GDP. It was 4.5 per cent of GDP in 2014, it is 12 per cent of GDP today, and it will be a fifth of the GDP by 2026-27.

India is already the fastest-growing digital economy in the world, and as we aim for a \$1 trillion digital economy target by 2027-28, we can look to our D2C brands as being the flag bearers of this transformation.

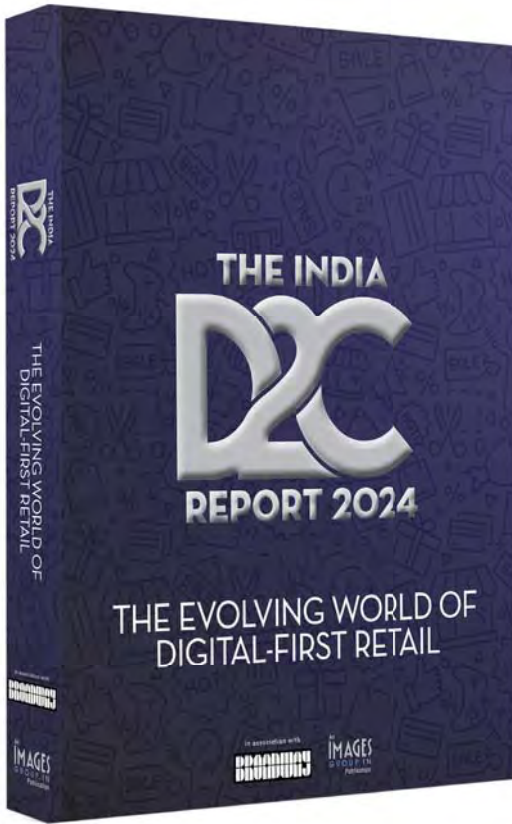
But along with rapid growth also comes the need for knowledge, for checks and balances. As recent years have shown, just market potential and consumer demand are not enough to build smart businesses, however great the ideas may be. And that crucial intelligence is what we are aiming to offer through this important publication, *The India D2C Report 2024*.

Via collaborations with key enablers and stakeholders of the D2C ecosystem, including Venture Capital heads, leading D2C entrepreneurs and market analysts, the report puts together crucial insights on brand creation, business viability, operational efficiency and scalable innovation. These narrations and analyses will be invaluable for India's Consumer Tech universe, which is brimming with talent, guts and vision.

Driven by purpose and a deep desire for authenticity and change, D2C founders and inventors are leading the charge towards India's next-generation avatar as a role model of responsible product creation and ethical business practices. These young dreamers and doers are the leaders of tomorrow's India, and the pillars of what is expected to become a USD 61 billion-plus sector by 2027. This Report is a knowledge vehicle to nurture and enable that future for our new-age entrepreneurs. I hope you will make the most of the intelligence that this book offers.

Amitabh Taneja
Editor-in-chief
IMAGES Group

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The Investor's Prescription for D2C Prosperity

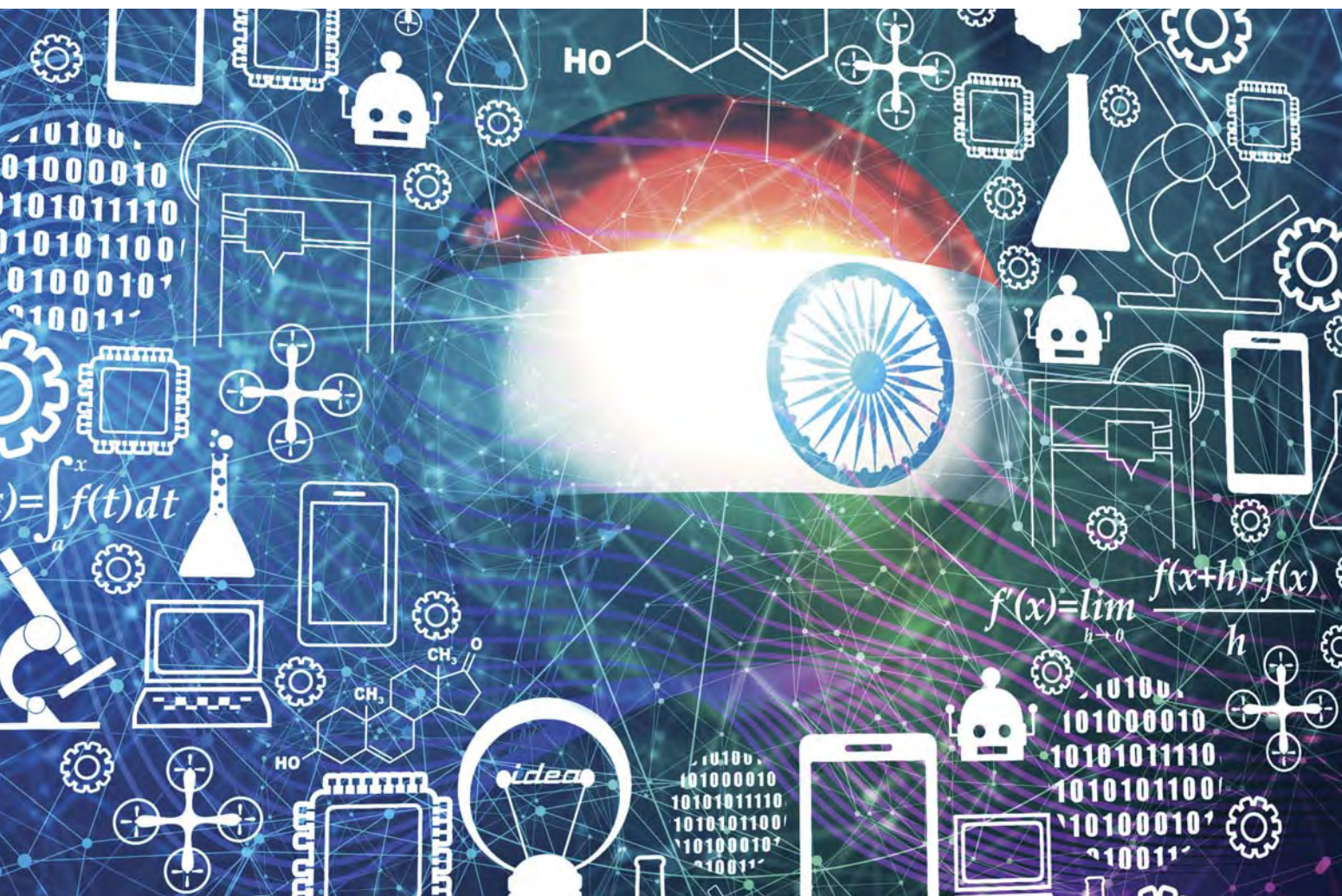
By Vamshi Krishna Reddy, Partner, Kalaari Capital

An investor's objective is always to lay a solid foundation for the investee's growth, longevity and profitability. And we ensure this via deep intelligence on not just the business model and the promoter/s, but also on market dynamics and consumer behaviours.



Market Overview

Bypassing the intermediaries and traditional distribution channels, and leveraging digital platforms and cutting-edge technologies to service consumers directly, D2C brands have emerged as a disruptive force on Indian retail landscape.



Fashion & Accessories

Around two-third of online fashion consumption in India already comes from outside the top 50 cities. Indian consumers are showing a clear inclination towards the category, with 40-45 per cent of new eCommerce consumers buying products from fashion & accessories categories first.



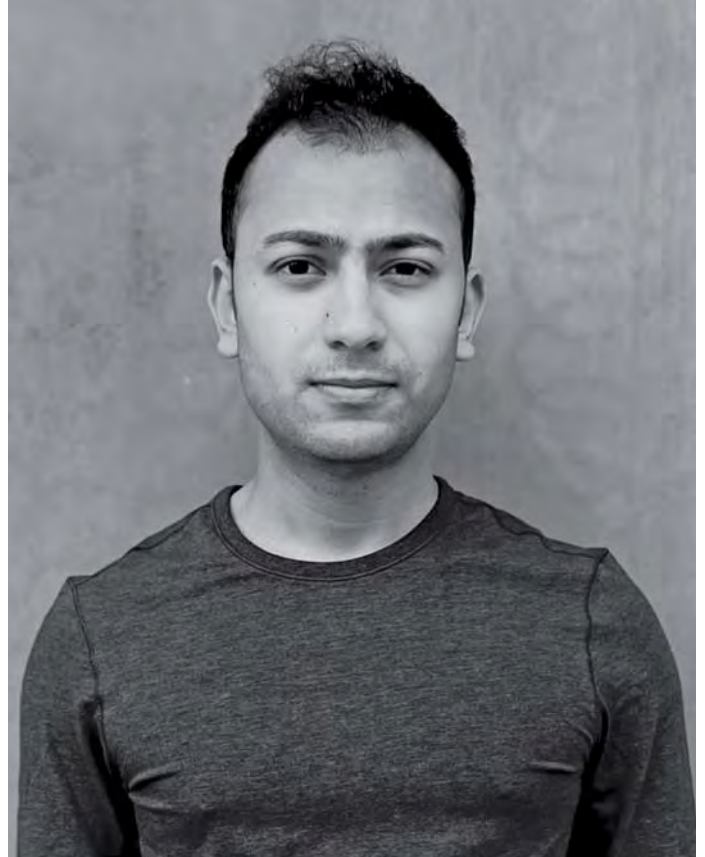
Brewing Success: A Blueprint

By Abhijeet Anand, Founder & CEO, abCoffee

The coffee game is cutthroat. Brands are battling it out for every sip of market share. But abCoffee isn't just playing the game; we're rewriting the rules. By mastering the trifecta of category creation, product innovation, and operational efficiency, we've transformed our passion for coffee into a thriving business.



52
SUNDAZE



↑ **Tanisha Jain and Pranav Jain** | Founders | 52 Sundaze



Our philosophy is to redefine sun protection by creating products that people genuinely love to use. The mission is to make sun protection a fun, effortless, and essential part of a healthy lifestyle, all year round, not just during summers. We focus on multifunctional products that blend SPF with skincare, ensuring our offerings are both practical and effective.

52 Sundaze

Year of Launch:
2024

Founder/s Name:
Tanisha Jain, Pranav Jain

Bootstrapped or Funded:
Bootstrapped

Highest Selling Products:
★ SPF 50 Rosewater Mist
★ Clear Glow SPF Mist

Brand USPs:
World's first SPF50 rosewater mist that works seamlessly

over makeup, combining effective sun protection with skin-loving ingredients.

Milestones for FY 2024-25:

- ★ To launch 10-12 SKUs in the coming months
- ★ To introduce several first-of-their-kind products

Top Business Enablers You Work With:

- ★ Shopify
- ★ Amazon
- ★ Shiprocket



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