

INDIA Forbes

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PRICE ₹ 200
DECEMBER 27, 2024

POWDER AND THE GLORY

How a blend of social media, D2C brands and AI-driven personalisation is disrupting the beauty industry as we knew it

PLUS

**Contract
Manufacturers:
The New Merchants
of Dreams**





POWDER AND THE GLORY

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Cremes and scrubs are no longer seen as an indulgence of the well-heeled in the world's fastest growing beauty and personal care industry

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What started as need-based, last-minute shopping for makeup on quick commerce, has evolved into a matter of choice



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Vivek Sahni, founder and chairman, Kama Ayurveda

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