

## Kriti Sanon's Skincare Venture "Hyphen" Achieves ₹400 Crore Milestone



Bollywood actress and entrepreneur Kriti Sanon's skincare brand, HYPHEN, has achieved a significant financial milestone, crossing ₹400 crore in Annual Recurring Revenue (ARR) within just two years of its launch. This impressive growth shows the brand's rapid ascent in India's highly competitive direct-to-consumer (D2C) beauty market and highlights the strategic blend of celebrity influence with robust operational execution.

Launched in July 2023, HYPHEN quickly made its mark, recording ₹100 crore in gross revenue in its debut year. The subsequent 12 months saw an acceleration in growth, adding another ₹300 crore to its gross revenue, demonstrating a rare trajectory in the celebrity-backed brand space where many ventures often struggle to maintain initial momentum. This success is attributed to a "three Cs" strategy: Consumer, Category, and Channel, combined with data-driven execution.

Tarun Sharma, Co-founder and CEO of HYPHEN, emphasized the brand's consumer-centric approach. "When we launched mCaffeine [their other successful brand], there were 9,800 brands in India. By the time we started HYPHEN, that number had exploded to 71,000," he stated. "Today's market is highly competitive, requiring more than just a good product. It's about understanding the consumer, creating a category, and executing a sharp product strategy." The brand actively co-creates its products by engaging directly with customers, gathering feedback on ingredients and textures, resulting in a product portfolio with high average ratings and a 60% repeat purchase rate.

Kriti Sanon's role extends beyond merely being the face of the brand; she serves as Co-founder and Chief Customer Officer (CCO), deeply involved in product development, customer

experience, and feedback loops. She reportedly engages with 40-50 customers monthly to understand their needs and influence product decisions. Her personal connection to the brand and authentic use of its products, as seen with the success of their lip balm after her organic use at public events, has resonated strongly with consumers.

The brand's robust backend systems for e-commerce and quick-commerce, inherited from PEP Technologies (the parent company of mCaffeine), have also been pivotal to its rapid scalability. HYPHEN currently serves over 19,000 pin codes and has quadrupled its consumer base from 1 million to 4 million in just one year. While the initial goal was to cross ₹500 crore by 2027, the brand is now ahead of schedule, with plans for continued steady growth and expansion into nascent categories like face washes. HYPHEN's journey serves as a compelling case study on how strategic collaboration between industry experts and an engaged celebrity can yield significant commercial success in a crowded market.