

#HINDUSTANHAMARA



UNDERSTANDING INDIA'S DTC OPPORTUNITY

1.

Product Positioning is Vital

Know your customers and get deep insights on what matters to them. It is okay to initially spend on CAC if you can bring customers to directly transact on your platform.

2.

Beauty in India:

India's per capita consumption of beauty is 1/50th that of China's per capita consumption on beauty – the Indian consumer is still evolving. An amazing wave of growth has been noticed in the DTC space along with investors pumping in money as this segment had been building itself up for five years.

3.

The Fast Will Eat The Slow:

In the startup world, it's not about big vs. small – it's about being very fast. Important to recognize that you cannot do everything if you want to accelerate your growth – important to strategically partner with players who do stuff better than you.



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