

Neeraj Gupta: Empowering Salons Globally with Salonist

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Neeraj Gupta, the CEO and co-founder of Salonist—a leading salon & spa management software platform—is making waves in the beauty-and-wellness industry. In an exclusive interview with Sugermint, he outlines how he is on a mission to empower salons worldwide by offering technology, data-driven insights and a growth mindset.

From Idea to Industry Platform

Originally sparked by the challenges faced by small salons in managing bookings, inventory and customer relations, Salonist emerged to fill a gap. Gupta explains that many traditional salons were still using manual ledgers or disparate tools. Recognising that digital management could significantly improve operational efficiency, he helped develop a comprehensive platform tailored to salons and spas.

Under his leadership, the company has expanded beyond India, serving clients in multiple countries and helping salon owners scale their business. Thus scalability and cloud-based nature of the software allow for multiple-outlet operations, centralised data, and real-time dashboards.

Strategy, Innovation & Growth

In the interview, Gupta emphasises several key strategic pillars:

- Making the software **global-ready**, adaptable to multiple currencies, languages and regulatory environments.
- Leveraging **data analytics** for salon-owners so that decisions (e.g., peak hours, service mix, inventory reorder) are informed rather than guesswork.
- Providing **support ecosystems**—training, onboarding & assistance—to ensure that even smaller salons can adopt to platform.
- Staying ahead of industry trends: from online bookings to contactless payments, from service-bundling to loyalty programs. Salonist under Gupta seems to forego being “just another booking app” and instead positions itself as a **business growth platform**.

Why it Matters for Beauty Professionals

For makeup artists, salon managers, spa-entrepreneurs and other beauty professionals, Gupta’s story carries several lessons:

- **Think beyond the craft:** Mastering makeup or grooming is vital, but running a successful business also requires systems—bookings, finances, customer retention.
- **Digital adoption is now baseline:** Being comfortable with a management tool can set you apart. Gupta's platform is one example, but the principle is broader.
- **Growth-mindset counts:** Gupta moved from identifying a problem (manual salon operations) to creating a solution and scaling it. For you, that could mean creating your own service-workflow, cultivating repeat clients or building a distinct brand.
- **Global & scalable thinking:** Even if you're based in Nashik/Maharashtra or working part-time, viewing your work with a lens of growth (e.g., online courses, social-media tutorials, regional workshops) aligns with the kind of forward-thinking Gupta promotes.

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