

How SUGAR Cosmetics Became a Beauty Powerhouse in India

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SUGAR Cosmetics, co-founded by **Vineeta Singh** and **Kaushik Mukherjee**, is a homegrown Indian beauty brand that has disrupted the makeup industry since its launch. What began in 2012 as a bold experiment has blossomed into a cosmetics empire — known for its vegan, cruelty-free products and deeply relatable brand voice.

Founders' Vision: Beauty That Speaks to India

Vineeta Singh and Kaushik Mukherjee, who met during their MBA days at IIM Ahmedabad, envisioned a makeup brand made for Indian women — one that embraced rich tones, bold finishes, and formulas suited to the country's climate.

The duo rejected well-paying corporate offers to build SUGAR from the ground up, with a mission to democratize premium-quality cosmetics.

Digital-First Strategy and Community Building

From its early days, SUGAR adopted a **direct-to-consumer (D2C)** model, prioritizing e-commerce platforms. This digital-first approach not only kept prices competitive, but also enabled SUGAR to collect real-time customer feedback.

Meanwhile, their social media strategy leaned heavily on influencer partnerships, Instagram Reels, and UGC (user-generated content). By turning customers into brand advocates, they built a loyal community rather than just a customer base.

Product Innovation Tailored for Indian Needs

One of SUGAR's defining strengths is its **innovative product design**, especially for Indian skin tones and weather. For example, their matte lipsticks and foundations are developed to perform well in high humidity and warm conditions. Catering to a thoughtful response to local needs.

Their product portfolio expanded rapidly: starting with just a few lipsticks, the brand now covers lips, eyes, face, nails, and skincare. Overall maintaining a cruelty-free and vegan ethos. SUGAR Cosmetics' rise is a testament to how a thoughtful blend of **visionary leadership**, **customer-centricity** can reshape an entire industry. By staying true to its roots — fun, affordable, and inclusive beauty

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