

Swगतिका Das: Redefining Women-Led Success

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Swगतिका Das, the visionary CEO and co-founder of India’s fast-growing D2C beauty brand **Nat Habit**, is steering her company through a transformational phase. Under her leadership, Nat Habit recently **rebranded as “Breathe Life,”** signaling a strategic shift from its earlier “Fresh Ayurveda” identity toward a modern, holistic wellness movement.

Das explains that for her, freshness isn’t just a marketing claim — it’s “life at a cellular level.” She has built Nat Habit around the idea that what we apply on our skin should be as safe and vital as what we eat. To deliver on this belief, the brand chops, blends, and activates ingredients daily — no synthetic stabilizers, no preservatives — to maintain potency.

Scaling a brand grounded on “fresh” products is not without challenges. Das highlights that maintaining shelf life, ensuring quality across batches, and managing logistics have required **tech-enabled rigor**. Nat Habit built a Just-in-Time supply chain and quality checks from the ground up. But her uncompromising stance has helped build deep trust: consumers know they’re getting genuinely fresh, active products. One of the standout innovations from her team is the **All-Day Face Malai** — a moisturizer made fresh from raw milk and desi ghee. This product stands as a bridge between tradition and modern science, personalized for skin by age, climate, or specific needs.

With the rebrand, Das says she wants Nat Habit to feel more alive than ever. The new “Breathe Life” identity uses a vibrant orange-led colour palette and a chakra-inspired logo — symbolizing **vitality, renewal, and balance**. She adds that this is more than a visual refresh; it’s a declaration that beauty should feel alive.

On the business front, Das is not just focusing on branding — she’s executing bold growth plans. Nat Habit is rapidly expanding into offline retail and quick commerce, targeting **6,000 general trade stores by end-2025**. According to her, this isn’t an experiment; it’s a deliberate growth lever.

The company’s financials back the ambition. Nat Habit reportedly clocked **₹130 crore in FY25**. Under Das, the brand is also developing new products — including a baby-care line, face serums, and sunscreen.