

How Bombay Shaving Company Became India's Grooming Powerhouse

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One of India's most talked-about grooming brands, **Bombay Shaving Company (BSC)**, just raised **₹136 crore** in a fresh funding round, signaling serious momentum as it eyes an IPO.

Ambitious Beginnings & Visionary Founders

Bombay Shaving Company was founded in **2016** by **Shantanu Deshpande**, along with co-founders including Raunak Munot, Deepu Panicker, and Rohit Jaiswal. Their mission was clear: to *redefine grooming for young India* by offering high-quality, modern products that didn't feel like legacy FMCG items.

Inspired by digital-first disruptors like Dollar Shave Club in the U.S., Deshpande believed there was an underserved market in India — young men (and later women) who wanted grooming products that felt relevant, effective, and aspirational.

Strategic Growth & Smart Funding

Since the start, BSC focused on building a multi-channel business — combining direct-to-consumer (D2C) sales, online marketplaces, and retail distribution. Thus early success attracted major strategic investors:

- In **2018**, **Colgate-Palmolive Asia Pacific** invested around ₹18 crore for a 14% stake, marking its entry into the Indian consumer D2C space.
- In **2021**, **Reckitt Benckiser (RB)** led a ₹45 crore funding round, backing BSC's vision of scaling and building its offline footprint.

These partnerships helped BSC access distribution muscle and scale its manufacturing and product development capabilities.

Product Innovation & Category Expansion

Beyond just razors and blades, BSC has evolved into a full-fledged grooming brand spanning shaving, beard care, skincare, and even a dedicated **women's line** called *Bombae*. Its portfolio has grown significantly from just six products in the early days to more than 70 diverse SKUs.

One of its standout moves is sustainability: the company has launched eco-friendly razors made with locally-sourced materials. Like bamboo and coconut shell, signaling a commitment to environmental responsibility.

Financial Upswing & IPO Ambitions

The ₹136 crore fundraise led by **Sixth Sense Ventures** is a major step toward BSC's dream of going public. According to the company, it has achieved a **net revenue run-rate of over ₹550 crore. Also moving to PAT (profit after tax) profitability**, doubling its performance over the past year.

Founder-CEO **Shantanu Deshpande** states that the funds will be used to strengthen BSC's omnichannel presence. Meanwhile deepen retail reach, and invest more in innovation and brand-building.

Market Impact & Future Outlook

BSC has become a significant challenger in India's grooming space, holding **double-digit market share** in core categories. Its growth reflects a broader trend: young Indian consumers are embracing grooming as a lifestyle, not just a functional necessity.

The brand's omnichannel strategy — combining D2C, quick commerce (Q-commerce), and retail — is paying off. With ₹136 crore in fresh capital, BSC plans to deepen its reach across India. Therefore innovating new products, localize production, and build a strong brand narrative.

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