

Digital Star to CEO: Mrunal Panchal Claims Top Spot in 2025

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MRUNAL
PANCHAL'S
MRUCHA BEAUTY

FROM INFLUENCER TO ENTREPRENEUR



At only 26 years old, **Mrunal Panchal**, popularly known online as *Mrunu*, has been ranked by the **2025 Candere-Hurun India Women Leaders List** as the most followed woman influencer-founder in India—with a staggering **5.5 million Instagram followers**.

Her meteoric rise from social media content creator to the head of her own beauty brand, **MRUCHA Beauty**, highlights the evolving power dynamics of India's digital economy.

From Makeup Reels to a Gen-Z Beauty Brand

Mrunal initially gained fame with her relatable and high-energy beauty videos on TikTok and Instagram. Over time, her content transitioned into a storefront: in **November 2024**, she officially launched **MRUCHA Beauty**, a cosmetics line designed with inclusivity and vibrant self-expression in mind.

According to reports, her brand saw a strong start, achieving approximately **?2 crore in sales within just five months**. MRUCHA's first launches included bold lipsticks and makeup products that resonated with her social media audience.

Recognition & Influence

The prestigious **Hurun India Women Leaders List**, compiled in partnership with **Candere**, celebrates women making transformative impacts across industries like fashion, wellness, and education.

Candere's Managing Director, **Sanjay Raghuraman**, praised Ms. Panchal's leadership, describing her as a self-made creator.

What's Next for MRUCHA

With her growing influence and early commercial success, Mrunal is now well-positioned to scale MRUCHA Beauty. Observers expect:

- **Wider product lines**, possibly expanding into skincare or other makeup categories
- **Stronger omnichannel presence**, bridging her digital audience and potential retail distribution
- **Deeper community engagement**, since her brand identity is deeply linked to her creator roots

Her story is a compelling example of how India's next-generation entrepreneurs are not just monetizing influence—they're building long-term, authentic businesses.

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