

Namrata Soni's Simply Nam: Building a Home-grown, Sustainable Beauty Brand

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From Celebrity MUA to Beauty-Brand Entrepreneur

With over 20 years in the beauty industry — working with Bollywood stars and high-profile clients — Namrata Soni witnessed firsthand the unmet needs of Indian women when it comes to makeup and skincare.

In December 2020, she launched her own beauty line, Simply Nam — a brand rooted in her belief that real beauty should be simple, accessible and appropriate for Indian skin, climate and lifestyles.

Her goal was clear: to create products that offer quality, sustainability and practicality over glamour or unnecessary complexity.

The Simple Start

Rather than launching with a lipstick or foundation — common industry defaults — Simply Nam started with something far more understated and practical: a reusable makeup-removal towel.

Using patented antibacterial micro-fibre fabric, the towel is designed to gently and effectively remove even waterproof makeup using just warm water — no extra makeup remover required.

Soni's reasoning: "As an artist, making sure my client's skin is fresh and healthy before and after makeup is the most important."

Crucially, the towel is reusable — washable and good for up to 1,000 uses — presenting a sustainable alternative to disposable wipes and cotton pads.

Business Growth & Market Response

From its initial launch, Simply Nam has grown rapidly. As of 2025, the brand reportedly secured strategic investment to scale operations across India — increasing its digital and quick-commerce presence via platforms like Nykaa, Amazon, Myntra, and more.

According to publicly shared metrics, Simply Nam has doubled its customer base in the past year, with a 40% returning-customer rate and an average monthly recurring revenue (MRR) of around ₹2 crore.

Why Simply Nam Matters for India

- **Bridging a Major Gap:** International beauty brands often overlook Indian skin-tone diversity and climate. Simply Nam addresses these with locally developed products.

- **Sustainability First:** By starting with a reusable towel and building a mindful product line, the brand supports eco-conscious consumption.
- **Accessibility & Affordability:** Instead of luxury price tags, Simply Nam offers reliable, durable products at moderate prices — democratizing quality beauty.

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