

Skincare Startup Conscious Chemist Raises ₹15 Crore

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Indian direct-to-consumer skincare brand Conscious Chemist — founded in 2021 — has raised ₹15 crore (about US\$1.8 million) in a bridge funding round led by Atomic Capital, with support from First Port Capital Fund B and IPV International.

The fresh capital will go toward scaling up manufacturing and inventory, beefing up the leadership team, accelerating marketing, and investing in product innovation and research & development.

Why the Raise — What's Driving the Growth

- **Science-first, results-driven formulations:** Conscious Chemist has built its reputation around active-ingredient skincare solutions — with products powered by actives like salicylic acid, peptides, hyaluronic acid, ceramides, retinol and kojic acid — uniquely formulated for Indian skin and climate conditions.
- **Portfolio & market reach:** As of now, the brand offers 30+ products across categories including acne care, cleansers, sunscreens, serums and more. Its products are sold across major e-commerce platforms — including Amazon, Nykaa, Myntra and Flipkart — and are also available via quick-commerce channels such as Blinkit, Instamart and Zepto.
- **Strong recent performance:** The company claims a 3x increase in annual revenue over the past year, with gross margins of 75%, and profitability at the “CM3” level. It reports a customer base of over 2.5 million and a retention rate around twice the industry average.

What's Next for Conscious Chemist

With this capital infusion, Conscious Chemist plans to:

- Strengthen its leadership and operational capabilities to handle a larger product demand and larger scale.
- Expand its product line, including forays into new categories like scalp and hair care.
- Deepen presence across e-commerce and quick-commerce platforms to reach consumers in both metropolitan and tier-2/3 cities.
- Invest more in R&D and product innovation — reinforcing its promise of “science-backed, clinically effective” skincare.

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