

Vivek Singh: From Corporate Strategist to D2C Beauty Entrepreneur

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Vivek Singh — an alumnus of IIT(BHU) Varanasi and IIM Lucknow — spent more than 15 years shaping consumer-Internet businesses before launching Anveya Living. He previously served as Senior Vice President – Marketing at FirstCry, where he helped scale that baby-and-kids brand across India.

In 2018, alongside entrepreneur Saurav Patnaik, he founded Anveya Living — with a simple yet ambitious mission: bring world-class beauty and personal-care products to Indian consumers, crafted in India, at a premium standard typically expected from international brands

Building a “House-of-Brands” That Puts Consumers First

Anveya Living started as a single brand, but quickly evolved into a multi-brand beauty-care house. Under its umbrella today:

- **Anveya** — launched 2019, focusing on natural-ingredient hair care, skin care, cold-pressed oils and essential oils. Products are free from parabens, sulfates, silicones and animal testing.
- **ThriveCo** — added around 2020, delivering treatment-focused hair and skin care solutions for issues like damage repair, hair fall, scalp health, and skin concerns.
- And most recently, **Curlvana** — a dedicated line aimed at curly-haired consumers, addressing a market segment that’s long been underserved in India.

The company has taken pride in combining “deep-nature tech” with research-led innovation — striving to match or exceed global beauty standards while staying sustainable, clean and cruelty-free.

Growth, Funding, and Plans for Profitability

Anveya Living has seen impressive traction in just a few years. As of FY23, the company reported revenues of ₹39 crore. With consistent growth of 2.5–3× year-on-year, co-founders aim for approximately ₹85 crore this fiscal year, and set a long-term target of ₹180 crore.

In early 2022, the startup raised ₹8 crore in seed funding from Rukam Capital — a strategic investment used to expand R&D, broaden the product portfolio, and scale operations.

Further strengthening its backing, in mid-2024 a majority (55%) stake in Anveya Living was acquired by Ananta Capital (under its wellness platform), providing additional resources for global expansion and new product development.

According to Vivek Singh, the D2C model — selling direct via own website and major marketplaces — allowed Anveya to control quality, communicate transparently with customers, and build trust in Indian-made beauty solutions.

Why Anveya and Vivek Singh's Story Matters

- **Filling a Market Gap:** Many high-quality beauty or hair-care products were previously only accessible when Indians travelled abroad. Anveya aims to close that gap with in-India manufacturing and global-standard formulations.
- **Consumer-First, Transparent Approach:** Their focus on clean labels, natural ingredients, and transparency (ingredient disclosures, cruelty-free stance) resonates with today's conscious beauty buyers.
- **Inclusive Beauty:** By launching Curlvana, Anveya acknowledged and catered to curly-haired population — an often ignored demographic in the Indian hair-care market.
- **Rapid Growth + Financial Discipline:** Raising capital, scaling up product lines, and aiming for profitability — all within 5–6 years — marks Anveya Living as one of India's high-potential D2C beauty success stories.

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