

## MyGlamm's Rise: From Startup to Beauty Powerhouse

Published on 11 Dec 2025 | By IFI Correspondent



MyGlamm, a Mumbai-based beauty and personal care brand, has become one of **India's fastest-growing direct-to-consumer (D2C)** companies since its launch in **2017** — redefining how beauty products are discovered, created and consumed across the country. Founded by **Darpan Sanghvi** and **Priyanka Gill**, the brand started with a simple mission: offer **high-quality, affordable beauty products** that cater to modern consumer tastes and lifestyle needs.

### From Humble Beginnings to Rapid Growth

MyGlamm began as an online beauty platform focused on makeup, skincare and personal care offerings that were **cruelty-free and vegan**. The founders identified a gap in the Indian market — the lack of premium, accessible beauty solutions that resonate with digital-first consumers — and moved swiftly to fill it.

In its early years, the company expanded rapidly both online and offline, establishing a presence across thousands of retail touchpoints in cities nationwide. By leveraging digital tools, social engagement and an intuitive mobile shopping experience, MyGlamm built a loyal customer base eager for trend-forward yet affordable products.

### Robust Funding and Expansion

MyGlamm's growth story is backed by strong investor confidence. The company has raised substantial funding — including a major **Rs 355 crore round led by Accel and other global investors** — totalling around **Rs 650 crore** to date. These funds are being used to **expand product development, scale offline reach, strengthen technology and attract new customers**.

The success in funding rounds highlights MyGlamm's position as a **serious competitor** in India's competitive beauty landscape — especially among digital-first brands that combine community, commerce and innovation.

### Product Innovation and Brand Collaborations

MyGlamm's product lineup has grown to include **hundreds of cruelty-free makeup, skincare and personal care items**, appealing to diverse skin types and beauty needs. The brand has also collaborated with fashion icons; for instance, creating a **beauty collection with designer Manish Malhotra**, which brought high-fashion glamour to everyday beauty consumers.

These collaborations and expansions have helped broaden the brand's appeal while maintaining its core focus on quality and accessibility.

### Building a Beauty Ecosystem

Beyond just selling products, MyGlamm's growth strategy encompasses a larger vision: integrating **content, digital community and commerce** to create a seamless customer journey. By consolidating platforms like POPxo and Plixo,

the brand has formed one of India's most influential **digital beauty ecosystems** — one that not only markets products but also builds conversations around beauty trends and personal care.

### **Looking Ahead**

With continued investment in both digital innovation and retail expansion, MyGlamm is poised to strengthen its foothold in the Indian beauty industry even further. Its success underscores a broader trend: Indian consumers increasingly value **homegrown brands that understand local preferences while delivering global-standard products.**

**For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)**

---

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.