

Samir Modi's Colorbar: From Vision to Indian Beauty Powerhouse

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Samir K. Modi, Founder and Managing Director of **Colorbar Cosmetics**, has steered the brand from a bold idea in 2004 to one of India's most recognised beauty labels today — with a strong retail presence, international aspirations, and ambitious growth plans.

Launching Colorbar was rooted in Modi's belief that Indian consumers deserved beauty products on par with global standards. Under his leadership, the brand has grown steadily, carving out space in a market long dominated by global giants and digitally born rivals

A Brand Built on “Magic” and Innovation

Colorbar's success is tied to its philosophy of “*Made for Magic*” — a design and branding vision that positions beauty as empowering and transformative rather than purely cosmetic. The brand celebrated its **20th anniversary in 2024** with creative campaigns and collaborations aimed at engaging modern beauty consumers and reaffirming its appeal.

Modi emphasises innovation and inclusivity, with products designed for a wide range of skin tones and needs. Colorbar's portfolio includes makeup and skincare products formulated to meet global quality standards and comply with international regulations.

Growth, Retail Expansion, and Global Ambitions

From its early days, Colorbar expanded its footprint across India, with **100+ exclusive stores** and availability in over 1,200 multi-brand outlets like Shoppers Stop, Lifestyle, New U, and Pantaloons. The brand has also begun exploring international markets, with a presence in regions such as the Middle East and plans for further global expansion.

Modi's strategic vision includes ambitious revenue goals. Colorbar aims to reach **₹1,000 crore in annual revenue** and pursue an **initial public offering (IPO) in 2027–28**, marking a major milestone for the homegrown brand.

Championing Inclusivity and Sustainability

Under Modi's direction, Colorbar has also embraced progressive brand values. The company champions gender-neutral beauty products and cruelty-free formulations, reflecting evolving consumer expectations for ethical and inclusive offerings. It has launched eco-friendly initiatives, such as refillable packaging and plant-based sub-brands, signalling a commitment to responsible beauty.

The brand has earned accolades not just for its products but also for workplace culture, being recognised among India's best workplaces for innovation — an indicator of Modi's emphasis on building a supportive environment for growth and creativity.

Looking Ahead: IPO and Continued Growth

As Colorbar prepares for its public market debut, its trajectory highlights the rise of Indian beauty brands on the global stage. With strong retail growth, product innovation, and inclusive brand values, Samir Modi's Colorbar is poised for its next chapter — blending homegrown leadership with international ambition.

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