

From TV Star to Beauty Boss: Aashka Goradia's Rise with Renee Cosmetics

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Aashka Goradia Goble's journey from a beloved Indian television actress to the **founder of a multi-crore beauty brand** is one of the most compelling success stories in India's beauty and entrepreneurial landscape.

Goradia rose to fame in the early 2000s with roles in popular TV serials like *Kkusum*, *Kyunki Saas Bhi Kabhi Bahu Thi*, and later in hit series like *Naagin*, along with numerous reality show appearances. After nearly two decades in entertainment, she made the bold choice to step away from acting in 2021 to pursue a passion that had been simmering beneath the surface—**beauty and cosmetics**.

In 2018, Aashka partnered with her college friends Priyank Shah and Ashutosh Valani—successful entrepreneurs known for launching the men's grooming brand Beardo—to launch **Renee Cosmetics**. The brand name itself holds personal meaning, derived from Aashka's own middle name, signaling the deeply personal nature of the venture.

Starting with an initial investment of just **₹50 lakh** and an online-first strategy, Renee quickly took off by tapping into demand for **cruelty-free, vegan, and innovative makeup products** tailored to Indian consumers. Within the first two years, the company achieved remarkable momentum, crossing **₹100 crore in revenue**, a notable accomplishment in India's highly competitive beauty market.

Under Aashka's leadership—overseeing product formulation, marketing, and communications—Renee expanded from a handful of lipsticks and eyeliners to a **portfolio of over 200 products**. The range now includes highlighters, serums, lashes, eye makeup, and more, available on major e-commerce platforms such as Amazon, Flipkart, Nykaa, and Myntra, as well as in **hundreds of physical retail stores nationwide**. Renee's rapid growth attracted investor confidence. In a significant **Series B funding round**, the company raised around **₹100 crore**, pushing its valuation to between **₹1,200–₹1,400 crore**. Recent developments indicate even further scaling, with a **Series C round valuing the brand at roughly ₹1,800 crore** and plans for expanding product lines and omnichannel presence.

Beyond business metrics, Aashka's success reflects a broader cultural shift: **women entertainers turning into powerful entrepreneurs**, challenging norms and reshaping industries. Her journey—from television screens to boardrooms—underscores a blend of creative vision, marketing savvy, and strategic execution, making Renee Cosmetics a standout brand in India's booming beauty sector.

Today, Aashka Goradia is not just a former TV star but a **beauty industry leader**, inspiring many with her transition from acting to entrepreneurship and her ability to build a rapidly scaling brand that resonates with a new generation of beauty consumers.

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