

## India's First 100% Vegan Beauty Brand: The Story Behind Plum

Published on 15 Dec 2025 | By IFI Correspondent



India is witnessing a shift toward **ethical, clean, and cruelty-free beauty**, and at the forefront of this movement is **Plum**, the country's first 100% vegan beauty brand. Founded by **Shankar Prasad**, Plum has quickly become a household name among conscious consumers seeking effective skincare and cosmetics without compromising on ethical values.

### A Vision for Ethical Beauty

Plum was launched with a clear mission: *to provide beauty products that are vegan, cruelty-free, and free from harmful chemicals*. The brand prioritizes transparency in ingredients, ensuring that every product—from skincare to cosmetics—is safe, effective, and sustainable. This vision resonated with a growing community of eco-conscious consumers in India, establishing Plum as a pioneer in clean beauty.

### Rapid Growth and Innovation

Since its inception, Plum has expanded its product portfolio to include **skincare, haircare, body care, and makeup**. With over **500 products** in its range, Plum combines plant-based ingredients with science-backed formulations, catering to the diverse needs of modern consumers. The brand has successfully leveraged **digital-first strategies**, using social media and influencer marketing to reach millions of customers.

### Championing Sustainability

Beyond cruelty-free products, Plum emphasizes **environmental responsibility**. The brand promotes sustainable packaging, recycling initiatives, and campaigns that encourage eco-conscious choices among consumers. This commitment to sustainability has strengthened its position as a leader in India's clean beauty market.

### A Brand That Inspires

Plum's success story highlights the growing demand for **ethical and responsible beauty products** in India. The brand continues to innovate and expand, making vegan beauty accessible while championing a movement that values both health and the environment. Through Plum, Shankar Prasad has shown that a business rooted in conscience and quality can thrive in a competitive market, inspiring other entrepreneurs to follow a purpose-driven path.

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