

How Romita Mazumdar Built Foxtale into a Skincare Success Story

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In just a few short years, **Romita Mazumdar** has emerged as one of India's most exciting young entrepreneurs through her innovative skincare brand *Foxtale*. Launched in **2021**, Foxtale was born out of Mazumdar's own frustration with the lack of **affordable, effective skincare products tailored to Indian skin concerns**—a gap she decided to fill with her own entrepreneurial vision.

A Vision Rooted in Real Consumer Needs

Before launching Foxtale, Romita Mazumdar worked in **investment banking and venture capital**, giving her deep insights into business strategy and consumer behaviour. During her research phase, she spoke with thousands of women to understand what was truly missing in the skincare market—products that were **effective, affordable, and suitable for everyday use**. This consumer-first focus became the foundation of Foxtale's product philosophy.

What began with just a handful of products has quickly grown into a **comprehensive direct-to-consumer (D2C) skincare brand** addressing Indian skin needs with offerings ranging from serums and moisturisers to cleansers and masks.

Rapid Growth and Major Funding Victories

Foxtale's growth trajectory has been remarkable. In **June 2024**, the brand raised **\$18 million in Series B funding** led by Singapore-based Panthera Growth Partners, with participation from Matrix Partners India and Kae Capital—an affirmation of investor confidence in the company's vision and execution.

Buoyed by strong performance and expansion plans, Foxtale went on to secure an even larger **\$30 million Series C funding round** in early **2025**. This round included participation from Japanese multinational **KOSÉ Corporation**, signalling strategic international interest in the brand's potential and marking a major milestone in Foxtale's growth journey.

Scaling with Strategy and Customer Trust

Rather than chasing rapid, superficial growth, Mazumdar emphasised **product effectiveness, repeat purchase rates, and customer loyalty**, often prioritising rigorous product development over trend-driven launches. This approach helped Foxtale build strong repeat purchase behaviour and deep consumer trust—foundational elements for sustainable success in a crowded market.

Foxtale now serves **over 15 lakh customers** and continues to expand its portfolio with nearly **30 products** tailored to diverse skin concerns. Its digital-first strategy remains central, with a significant portion of revenue generated through its

own online platform.

Looking Ahead: Expansion and Brand Future

With substantial capital, strategic partnerships, and a deep understanding of its core market, Foxtale under Mazumdar's leadership is poised for further expansion. The company aims to deepen its presence within India while strengthening R&D capabilities to innovate products that resonate with Indian consumers.

Romita Mazumdar's entrepreneurial journey—starting from identifying a simple gap in the skincare market to building a funded, high-growth brand—stands as a testament to **vision, consumer insight, and disciplined scaling**. As Foxtale continues to grow, it represents not just a business success story but a beacon for aspiring entrepreneurs in India's booming beauty and personal-care industry.

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