

Indian Beauty Brand Pilgrim Earns Awards and Expands Nationwide

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Pilgrim, one of India's fastest-growing **direct-to-consumer (D2C) beauty and personal care brands**, has emerged as a notable success story in the country's booming cosmetics landscape. Founded by **IIT Bombay graduates Anurag Kedia and Gagandeep Makker**, the brand has rapidly expanded its portfolio and footprint, attracting significant investment and consumer acclaim.

From Academic Roots to Beauty Entrepreneurship

Established in **2019** by **Anurag Kedia** and **Gagandeep Makker**, *Pilgrim* was conceived with a vision to blend *global beauty traditions and modern formulations*, while catering to the specific needs of Indian consumers. The founders — combining expertise in consumer behaviour, wellness and data analytics — leveraged their complementary strengths to launch a brand that resonates with a digital-first generation.

Product Range and Brand Philosophy

Pilgrim offers a wide range of **beauty and personal care products**, including **skincare, haircare, face care, body care, makeup and fragrances**, with more than **250 products** now in its portfolio. The brand emphasizes **vegan, cruelty-free formulations** that are free of harmful toxic chemicals, aiming to make high-quality beauty accessible and effective.

Pilgrim draws inspiration from global beauty practices, incorporating ingredients sourced from regions including France, Korea, Spain, Australia and even the Amazon rainforest. This approach reflects the company's strategy of adapting international beauty wisdom while tailoring solutions for Indian skin and hair needs.

Rapid Growth and Funding Success

Pilgrim's growth trajectory has been remarkable. In **September 2023**, the brand raised **\$20 million in Series B funding** led by Vertex Ventures Southeast Asia and India, with participation from Fireside Ventures and Narotam Sekhsaria Family Office. The funds were earmarked for **brand building, research and development, and offline expansion** — a strategy that continues to propel *Pilgrim's* omnichannel capabilities.

More recently, *Pilgrim* secured a **₹200 crore funding round from multiple investors**, valuing the company at an estimated **₹3,000 crore**. This infusion of capital is set to further strengthen its offline retail presence and R&D efforts as *Pilgrim* eyes significant milestones in the coming years.

Consumer Recognition and Market Reach

As Pilgrim's footprint has expanded, the brand has seen strong traction across online and offline channels. Its products are available on popular platforms such as **Amazon, Nykaa, Flipkart, Myntra, Zepto, Blinkit and Instamart**, and in over **10,000 retail outlets** across India. The brand also operates **exclusive brand outlets** in cities like Mumbai, Bengaluru and Hyderabad, with plans for further expansion.

In recognition of its performance, Pilgrim was named the **Best Hair Care Brand at Myntra's Rising Star D2C Summit**, with its haircare innovation winning praise for its technological edge and formulation quality.

Ambitious Vision for the Future

Pilgrim aims to achieve an **annual revenue run rate of ₹1,000 crore by the end of 2025**, reflecting strong confidence in the brand's growth potential and market position. The founders have also hinted at steps toward international expansion and further category diversification as part of the brand's long-term roadmap.

With a clear mission to bridge **global beauty insights and Indian consumer aspirations**, and backed by strong funding and recognition, *Pilgrim* exemplifies the rise of India's homegrown beauty brands on both digital and physical retail platforms.

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