

3TENX: Salon-Grade Haircare Goes Mainstream

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3TENX, the science-led professional haircare brand co-founded by Indian beauty industry veterans **Aankith Arora (CEO)** and **Megha Arora (Managing Director)**, has secured strategic funding from venture studio **Wolfpack Labs** at a valuation of approximately **₹100 crore** — a major milestone for the young startup.

The investment comes on the heels of **rapid early growth**, with 3TENX achieving an **annual recurring revenue (ARR) of ₹50 crore within just 18 months of launch**. The brand's products are now available in **over 2,000 professional salons nationwide** and have secured placement in premium beauty retail outlets such as Sephora in India.

Brand Vision & Founder Expertise

3TENX was founded in early 2024 by Arora and Arora, who together bring decades of industry experience and a deep understanding of the professional beauty ecosystem. Before launching 3TENX, the duo were instrumental in building the presence of iconic global haircare brands like **Olaplex** in India through their earlier venture, Streamline Beauty India.

The brand positions itself at the intersection of **science-backed formulations and salon-grade performance — made accessible for Indian consumers**. According to the founders, this approach addresses a growing gap in the market: premium quality haircare that delivers visible results without the often prohibitive price tag of imported products.

Funding Impact & Growth Strategy

With the fresh capital infusion from Wolfpack Labs — a venture studio known for backing early-stage consumer brands — 3TENX plans to:

- **Strengthen its digital and e-commerce presence** to reach a broader online audience.
- **Expand nationwide distribution**, including deeper penetration into Tier II and Tier III cities.
- **Grow its retail footprint** beyond existing partners.
- **Invest in research & development** to introduce new products addressing diverse hair concerns.
- **Enhance salon partnerships** through education programs and exclusive professional-grade ranges.

Aankith Arora described the funding as validation of the brand's vision and execution, highlighting its ambition to reach a **₹100 crore revenue goal** while maintaining the integrity and innovation that define 3TENX's offerings.

Wolfpack Labs' co-founders Aakash Anand and Prerna Gupta expressed confidence in 3TENX's potential, citing strong product performance, a robust salon network, and compelling customer engagement as key drivers for future growth.

Market Context

The professional and premium haircare segment in India has been expanding, fueled by increasing consumer demand for performance-driven products that cater to specific hair needs and lifestyles. 3TENX's focus on science-backed formulations — combining advanced ingredients with practical solutions — has helped it carve out a distinct niche in this competitive landscape.

As it scales, 3TENX continues to emphasize “**salon-quality haircare at accessible price points**”, a mission that resonates with both professional stylists and everyday consumers seeking professional results at home.

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