

3TENX Secures Strategic Funding from Wolfpack Labs

Published on 06 Feb 2026 | By IFI Correspondent



Indian professional haircare brand **3TENX** has secured **strategic funding from venture studio Wolfpack Labs**, marking a key milestone in its rapid growth trajectory since launching in early 2024.

Founded by beauty industry veterans **Aankith Arora and Megha Arora**, 3TENX positions itself as a **science-led, salon-grade haircare brand** tailored to the needs of Indian consumers while also appealing to broader markets. The company has gained strong early traction, including distribution through over **2,000 salons** and placement in leading retail channels such as **Sephora India**.

Funding Details and Growth Strategy

While the exact size of the funding round has not been publicly disclosed, the deal with Wolfpack Labs reportedly values 3TENX at **around ₹100 crore**, underscoring investor confidence in the brand's business model and growth potential.

Wolfpack Labs — co-founded by industry figures including **Aakash Anand and Prerna Gupta** — is known for backing consumer-focused startups with capital and strategic support to scale operations and build strong brand identities.

The fresh capital will be deployed to strengthen 3TENX's **digital-first expansion strategy**, including enhancing its online presence and widening its reach into **tier-2 and tier-3 markets** across India. The funding is also expected to boost the brand's **nationwide distribution network** and support broader retail partnerships.

Traction and Market Momentum

Since its inception, 3TENX has achieved notable performance, including reporting an **annual recurring revenue (ARR) of around ₹50 crore** within its first 18 months — a strong indicator of early market acceptance and commercial momentum.

The brand's focus on **science-backed formulas** and salon-grade performance has helped it differentiate in a competitive haircare segment increasingly driven by professional quality and consumer trust.

Looking Ahead

With the strategic funding from Wolfpack Labs, 3TENX is well-positioned to accelerate its growth both online and offline. The partnership aligns with the founders' ambition to build the brand into a leading name in Indian haircare while continuing to innovate with products that resonate with contemporary consumers.

For more style updates & exclusive fashion stories follow indiafashionicon.com