

LoveChild Looks to Small Towns to Grow Beauty Products Biz

Ratna.Bhushan
@timesgroup.com

New Delhi: LoveChild, the beauty label founded by entrepreneur-designer **Masaba Gupta** and owned by Aditya Birla Group under the House of Masaba franchise, is looking at tier-2 and tier-3 markets as its core growth driver as it scales up amid a surge in the number of beauty brands competing for share.

"If we ignore tier 2 and 3 markets, we'll be making a big mistake. The real numbers are coming from these markets, and from younger consumers here," Gupta said on Wednesday, while announcing scale up plans for the House of Masaba brand, in which Aditya Birla group has 51% stake.

India with its largest population of young people and increasing disposable incomes is seeing surge in demand in beauty and fashion categories, led by large retail, aspirational small city consumers, deeper e-commerce reach and social influencers.

Gupta said the brand's packaging and branding targets younger, aspirational consumers across metros and small

er markets. The brand franchise includes fragrance line Meetha, Surya Namaskar sunscreen and lip range by the name of Masala Chai.

"There's immense room to grow. The Indian beauty market is not as evolved as it is globally, and so far, only few colours sell," she said.

Gupta said after a year of being online, LoveChild is setting up an offline presence to meet a surge in demand in physical retail, starting with tie-

ups with retailers like SS beauty and Tira. The brand has followed a largely digital and direct to consumer retail approach, and its own House of Masaba stores. A report by researcher Euromonitor said higher incomes, Internet access and the young population are

leading to a beauty boom in India that is projected to reach \$17.4 billion by 2025 from \$15.6 billion in 2022.

Besides larger traditional labels like Lakme, Maybelline, ColorBar, Lotus Herbals and Revlon, there's an influx of digital focused and global brands competing for share.

ABFRL acquired the majority stake in House of Masaba Lifestyle.

