

In 2022, the mother brand extended into Beauty with LoveChild, Masaba’s meticulously curated brand with products across make-up and fragrances among others that celebrates beauty with a unique Indian quirk. The brand offers an extensive range of high-performing multi-benefit products that are designed to suit all Indian skin tones. Launched online first with lovechild.in followed by ecommerce platforms; the brand has quickly gone beyond its digital success, establishing a presence in offline retail, making its unique hybrid products accessible to a wider audience.