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Anveya Living

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INTRODUCTION

From The Indus Valley Civilization to this current Generation Alpha, Skincare and Hair care have been part of our tradition and customs ,for thousands of years. Indian literature describes Men and women based on their skin and hair appearance. Hair and skin care are integral parts of every individual in India and people are emotionally attached to their skin and hair. Especially women, who would splurge money on those personal care products to get the finest of skin and enticing hair. This has created a huge market in India people won't oscillate if it is organic labelled, opting is the only option. Myriad companies made it into the mammoth market using this mankind mentality and minting money out of it. A Plethora of prominent players is pervasive in this personal care products. Still, the "P" for purity is missing in these personal care market. A company called Anveya Living arrived on the market by pledging purity and giving pivotal importance to their customer's skin and hair.

ADVENT OF ANVEYA

Complaints often lead to quarrels , But here one complaint created the course to the creation of Anveya Living. When Vivek Singh's (founder of Anveya living) wife insinuated the second fiddle role played by Indian brands in the Indian beauty and Haircare market in India it kindled Vivek's curiosity and he has understood the market Gap for trustworthy beauty and personal care brand's in India. As he started his quest to dethrone the foreign brands domination in the Indian beauty product market along with that, they want to bridge the gap between the Indian people and their need for standard Indian brands which will proffer quality products for the customers. While he was chasing the dream of his life . He has only one thing in mind, the product should be chemical-free and should not do any harm to the people using the products. After so much hustle and rigorous tests and experiments, Vivek singh and his partner Saurav Patnaik have found a company in 2018 , It produces natural and chemical free Anveya Products . Their name comes from the Latin word "ANVAYA" which means, "HARMONY". The harmony between nature, people , and the products the consumers use. The two golden leaves in its brand logo signify life, balance , and freshness. The mission is to erase the gap between much revered foreign companies and the other beauty offerings that there in the market, and the Vision is creating high quality products with high standards for the consumers Anveya living is a D2C(direct to consumers) brand . Anveya Living is producing hair and skin care products for dryness, damage, frizz , breakage , hair fall, scalp health , and hair growth . Their product line consists of shampoo, conditioner, hair oils, hair colors, serums, pain relief oil, and many more . As it is a D2C brand , the consumer can order anywhere from within India and your shipments will reach you rapidly, for metropolitan cities it will reach you within 2-4days , but for non -metro cities ,it could reach you within 4 to 8 days . This Bangalore- based company has its website(www.anveya.com) to order the products and to give customer-friendly services. It is also available in other e-commerce stores such as Amazon and Flipkart, along with Anveya they also introduced a new brand called Thrive co in the market. Thrive Co also one of the personal care product manufacturers, serves under Anveya Living limited. When it comes to the ups of Anveya Living , their pricing of the products, organic label and better results bolster the market presence of Anveya. It operates its warehouse and directly deals with logistics to ensure a high-quality and seamless experience for customers. In 2022 Anveya launched Its flagship product colorisma , it's a hair color that is easy to apply as makeup , and there is not much difficulty to removing the color from the hair . Anveya Living started a unique marketing campaign which other companies failed to do, Established companies only cater products for straight and shiny hair people , but Anveya doesn't want to leave any stone unturned , therefore they focus on all types of hair , Their one of the Distinctive campaigns for curly hair people that is "EMBRACE YOUR CURLS" this has attracted a lot of people and has become popular among the curly hair people .



Some of the Products list and Price of the products:

1. Anveya 24k gold good bye acne kit with cleanser, serum (120ml,30ml)	Rs.1199
2.Anveya Australian tea tree essential oil ,natural &pure 15ml, for acne ,face ,skin &hair	Rs.395
3.Anveya cairo yellow semi-permanent hair color 100ml	Rs.595
4. Anveya hair bae hydrate &nourish hair serum,120ml	Rs.695
5.Anveya roots ban-the-fall serum	Rs.895

INVESTORS OF ANVEYA

When Anveya founders commence their business, only family and friends invested in their brain wave. After that, They started to raise funds for the company’s future ventures. As far as now They have collected 8 crore Indian rupees through their seed funding round, from Rukam capital, it’s a Delhi -based investor that trusted the Anveya living revolution idea, invested in Anveya Living company. Other than this considerable amount of Angel investors have shown faith in Anveya Living and invested in it. Amit Garg, it’s one of the notable angel investors.

Funding date	Transaction round	Amount Received	Lead Investors
February,8,2022	Seed round	8 Crore	Rukam capital

CUT -THROAT COMPETITION

- Anveya Living faces cut throat competition in the beauty care market, Mama Earth being the biggest foe of Anveya Living followed by PLUM, MCAFFEINE, WOW SKIN SCIENCE, JUICY CHEMISTRY are few of the fierce competitors for Anveya Living.

SUGGESTION TO SURGE IN THIS SECTOR

1. Anveya & average advertisement- Anveya Living is not boasting enough about their product through advertisements. They are missing the quintessential linchpin for every business that is advertising the product . Their rivals splash money to proclaim the product , yet Anveya hardly spends on advertisements.
2. Plans of physical stores – Post-pandemic people want to purchase from physical stores, Therefore anveya must display and sell their products through supermarkets, Malls, medical stores , and cosmetic stores.
3. Price being a big player- Though Anveya offers products at a lower price compared to their rivals , still a huge amount of Indians may hesitate to buy Anveya products because of the price, Therefore more reasonable products could be a game changer for them.
4. Innovation In Need- R&D is the essential thing in this ever-evolving world . As per Finshots latest article even Indian big companies spend measly on research and development. As Anveya mostly depending on extracts from nature for their products. A Plethora of Research is needed to survive in the market,Or else the company will become.redundant .
5. A Gaze on Global Market : Anveya must extend Its service all around the world or at least in the neighboring countries, this will reinforce Its place in the international market too.



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