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82°E

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82° E is a personal care company with the primary focus on skincare that was founded in 2021 by Deepika Padukone and Jigar Shah and launched in November 2022. Back in 2021, When the co-founder of the company Deepika Padukone and Jigar K Shah were conceptualising what the brand would look like, their idea was simple to create products, rituals, and a community that would help to make self-care simple, joyful, and effective part of everyday life. This mission became the foundation of everything the brand has done and stands for today. One of the defining features that emerged from this mission is the idea of duality. Modern innovation meets traditional knowledge, Indian ingredients merge with scientific compounds, and structured routines transform into nourishing self-care rituals—duality is present in every aspect of their brand. But that’s just the beginning. On their first anniversary, they reflecting on their journey through a closer look at the many elements and principles that defines 82°E.

The co-founder Deepika Padukone strongly believed that the brand name needed to reflect its Indian roots along with a global ethos. That’s why, despite looking at hundred of name options, she heard “82°E” and was immediately drawn to it. The name 82°E is inspired by 82.30°E, the standard meridian that runs longitudinally through India and defines the standard time for the country. Not only does it represent all of India, but it also shapes our relationship with the world. As a brand, 82°E is proudly born in India, for the world – their name reflects that. The abstract icon is the seal a unique form that represent the brand’s culture roots. The 82°E seal is inspired by figure 8 and 2 as written in Devanagari, the script that forms the basis of many Indian language and is thus rooted in India’s typographic heritage.

In their product, their ingredient are front and centre. The combination of two hero ingredient one that is derived from traditional Indian Practice, like Ashwagandha, Turmeric, and Manjishtha, and the other form the latest skincare innovation, including Ceramides, Bioflavonoids, and Squalane represents the duality at the heart of our brand. Their R&D team led by Dr. Rachna Rastogi and Anjali Gholap designed the unique formulations to create the most effective yet nourishing cleanse, Hydrate, and Protects products. Their Ingredient are of utmost importance to people(us) which is the hero Indian ingredient features in the name of each product and it reflected in the colour of the packaging.

82°E is a global Indian icon Deepika Padukone’s modern self-care brand, 82°E, celebrates its one year journey, the brand has announced the launch of its Mini’s collection. This range features 10 of 82°E’s most-loved skincare products: Lotus Splash, Sugarcane Soak, Ashwagandha Bounce, Cucumber Quench, Gotu Kola Dew, Bakuchiol Slip, Turmeric Shield, Licorice Beam, Patchouli Glow and Manjistha Mud. Since its launch in November 2022, the brand has been on a remarkable journey by achieving multiple products sell out successes, shipping to 36 countries across the globe and most importantly, winning awards for its high-quality formulations in India and globally.

Ideal for both travel and trial, consumers now have the opportunity to try or test out 82°E’s most loved Cleanse - Hydrate- Protect routines and other essential, pamper products in compact, trial-size options. Through an innovative drop strategy, the brand has launched 12 products through monthly drops that have helped create a dedicated and engaged community of skincare enthusiasts around the world.

82°E kicked off in November last year with two products Patchouli Glow, an oil-like liquid sunscreen, and Ashwagandha Bounce, a hydration cream. Since then, it continues to sell its products through its website and uses a product drop strategy to sell and market its line. Product drops is a strategy through which a brand regularly makes and sells products in a limited quantity. In the past, a few big retail companies like Supreme, Nike and Adidas have used this to drive sales to their brand by releasing some products in a monthly, quarterly or once-a-year drop. In 82°E’s case, while there isn’t a pre-decided frequency, plans include releasing a new product almost every month. According to Shah, this is an effective way to get feedback on the product. “We can work the suggestions in, if possible, in our upcoming products and growth strategy,” says Shah. The brand has been active in India and abroad—selling across 35-40 countries in Europe, North America, and West Asia.



LEARNING FROM 82°E

As we all the known there are various number of variety products available in market regarding the natural and ayurvedic, but 82°E skincare has quickly gained recognition for their natural and sustainable approach to skincare. They prioritize using ingredients derived from nature to create effective products that nourish and revitalize the skin. Their range include cleansers, moisturizers, serums and more, all carefully formulated to cater to different skin types and concerns. Many people have seen positive result from using the products. They have provided many articles and tips regarding the skin care, how to apply, what and when to apply in their website. We can also communicate or ask Question to their skin expert regarding our skin problem and they will suggest which product is suitable to us.

Their price range is bit higher but the quality of the product is worth of that price. Their product is easy to use and have three step usage products i.e. Cleanser, Moisturiser and Sunscreen. In 82°E they have built various Marketing strategies such as drop strategy, Influencer Marketing, social media engagement, customer engagement and review, and International shipping.



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