

D2C BEAUTY & SKINCARE / BRAND STRATEGY & GROWTH

From Rs.11K to **Rs.276K/month** in 4 months.

How a connected overhaul - positioning, SKU focus, performance structure and listing optimisation - turned an early-stage skincare brand into a profitable, top-ranked business.

25x

Revenue growth

4 months

Time to result

30%

Repeat purchase

Top 5

National ranking

ABOUT THE WORK

This case documents a direct in-house engagement led by Aniruddha before founding Mavraa. It is published as selected founder experience, not represented as a Mavraa agency engagement.

The Situation

A newly launched D2C beauty and skincare brand had a 24-SKU catalogue but less than Rs.11,000 in monthly revenue. Positioning was unclear, organic visibility was near zero and marketing activity had no shared framework for measuring or compounding returns.

Rs.11K	24	~0%	No rank
Monthly revenue	SKUs	Profitability	Search visibility
At project start	Across categories	Pre-engagement	On any platform

The four constraints

No brand foundation

No positioning statement, customer definition or consistent tone of voice. Every content and commerce decision started from zero.

Overcrowded catalogue

Twenty-four unfocused SKUs competed for spend, reviews and customer attention instead of building momentum around a few hero products.

Unstructured performance activity

Paid media lacked audience architecture, funnel stages and a repeatable creative testing framework.

Weak listing conversion

Product pages lacked keyword structure, persuasive benefit copy, A+ content and consistent product proof.

THE CORE DIAGNOSIS

The brand did not have a marketing problem. It had a brand problem. More spend would only amplify the confusion.

The Foundation - Strategy and SKU Focus

PILLAR 1	PILLAR 2	PILLAR 3	PILLAR 4
Brand strategy ICP, positioning, voice	SKU focus Audit, hero products	Performance Structure, tests, targeting	Listings Search, proof, conversion

Pillar 1 - Brand strategy and positioning

Defined the highest-intent customer

Focused the brand on women aged 22-35 in Tier 1 and Tier 2 cities seeking clean, affordable skincare. Every later decision was filtered through this customer lens.

Built the positioning from scratch

Created the category frame, key benefit, reason to believe and message hierarchy that gave the product range one commercial point of view.

Established a repeatable voice

Defined a warm, knowledgeable and direct tone supported by functional, emotional and social benefit messages.

Pillar 2 - SKU rationalisation

Audited all 24 products

Evaluated sales velocity, margin, review potential and strategic fit. Products creating confusion or diluting the brand were identified for removal or deprioritisation.

Concentrated behind 3-4 hero products

Focused marketing investment, reviews, listing attention and content support around products with the clearest breakout potential.

WHY THIS MATTERED

A focused catalogue builds ranking, review and repeat momentum faster than a broad range competing with itself.

Making the System Perform

Pillar 3 - Performance structure

Rebuilt Meta campaign architecture

Structured activity by awareness, consideration and conversion, with clearly defined audience segments based on the ICP.

Stopped broad, untested spend

Kept acquisition focused on targeted paid social and made each rupee accountable to a defined job in the funnel.

Created a creative testing discipline

Introduced a repeatable process for testing message angles, copy and calls to action instead of relying on disconnected ad variants.

Pillar 4 - Listings and product

Rewrote product listings

Rebuilt titles, descriptions and benefit bullets using category-specific keyword research and clearer decision-stage language.

Designed A+ content frameworks

Created repeatable image and copy structures that made product proof easier to scan and trust.

Aligned the product pipeline

Coordinated development, listing and launch sequencing around the rationalised catalogue and hero-product priorities.

One operating model

Signal	The connected operating decision
Audience	One ICP shaped targeting, product language and creative briefs.
Creative	A/B testing compared repeatable message angles, not random visual variations.
Listings	SEO terms, benefit hierarchy and A+ image frameworks worked together at the decision point.
Product	Launch sequencing and listing investment favoured the hero-SKU strategy.

THE SEQUENCE

Strategy came first. That made the later questions - what to sell, what to say, who to target and where to invest - faster and more coherent.

The Results

Within four months, the brand moved from a flatlined launch to a profitable business with stronger organic visibility and repeat behaviour.

25x	Profitable	Top 5	30%
Revenue growth	Business status	Search ranking	Repeat purchase
Rs.11K to Rs.276K	From zero margin	Hero products	Within 30 days

Before versus after

Metric	Before	After
Monthly revenue	Rs.11,000	Rs.276,000
Profitability	Not profitable	Achieved
Positioning	Undefined	Clear ICP and message
SKU focus	24 unfocused SKUs	3-4 hero products
Search visibility	Not ranked	Top 5 nationally
Repeat purchase	Unknown / low	30% within 30 days

Three transferable lessons

01	02	03
Focus is a growth decision	Positioning multiplies effort	Retention is the proof
Fewer priority products built denser review, ranking and content momentum.	Creative, targeting and commerce reinforced one idea instead of competing.	A 30% repeat rate signalled alignment between promise, product and experience.

EVIDENCE BOUNDARY

These outcomes reflect one direct in-house engagement and its specific context. They are not a guarantee of future performance.

About Aniruddha and Mavraa

The strategist behind the work

Aniruddha Badhani has direct, hands-on experience building D2C brand and growth systems from inside the business. This engagement predates Mavraa and is shared as selected founder experience.

That in-house perspective now shapes Mavraa: an understanding of how founders make decisions under resource constraints, how brand choices affect commerce and what genuinely moves the business rather than simply looking good in a presentation.

What Mavraa connects

BRAND Positioning, ICP and message hierarchy Create the strategic filter for every later choice.	COMMERCE Product, listing and journey Translate the promise into confidence at the buying moment.
GROWTH Campaign and testing systems Make acquisition accountable without diluting the brand.	PARTNERSHIP Founder-led decision support Keep strategy, creative and performance working as one system.

HOW TO READ THIS CASE

The numbers are real to the documented engagement. The client remains anonymous, and the work is attributed to Aniruddha's in-house experience rather than presented as a Mavraa agency result.

If your marketing is busy but your brand is not compounding, start with the foundation.

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