

Alpha Male - Empowering Men's Personal Care
Problem & Solution
Problem: In the Indian market, there's a significant gap in men's personal care. Men struggle with issues like dark spots, pimples, cuts, blemishes, and dull skin. Dark circles, sun burns, lip and skin cracks, Fairness issues which makes Men feel under confident.
Solution: Alpha Male offers a range of easy-to-use and routine Cosmetic and wellness products designed and crafted for Men includes cleansers, Concealers, moisturizers, lip balms, beard and brow gels, under eye tools, ready-to-use face packs, serums, etc. All products are cruelty-free, chemical-free, and organic.
Our Vision: To create a sustainable lifestyle product ecosystem addressing the comprehensive needs of Men in Personal care sector to provide Premium feel under a single roof.
Target Audience
Men Aged 18-50
- Location: Urban and Suburban areas of India
- Occupation: Techies, 9-5 job goers, Influencers, Tech-savvy individuals, Healthcare professionals, Fashion enthusiasts, and Artists.
Market Size
Estimated Market Size: \$13 Billion global
Reference Brands
- Stryx
- War Paints
Seeking Mentorship
Why Mentorship Matters:
- Guidance on product development
- Expertise in marketing to the target audience
- Insights into scaling operations
- Building strong industry connections
Message to Mentor:
As a well-known follower of Mensa, where they continuously emphasize the constant need to fill gaps for creating a sustainable brand in India for the next 10 years, we aspire to play a long-term game and seek an opportunity to grow with your experience.
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Conceptualize Products:

