



KAYA PROJECT REPORT

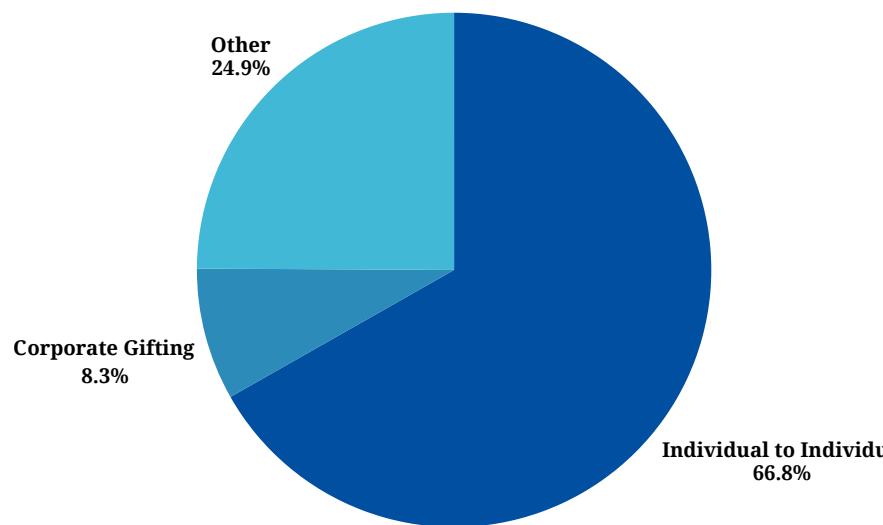
This report presents strategic business solutions developed for Marico Ltd as part of a live consulting project. It focuses on three key growth avenues : E-B2B, HORECA, and E-Gifting, each aimed at driving expansion through targeted acquisition strategies, digital innovation, and consumer-centric offerings.

GIFTING SEGMENT

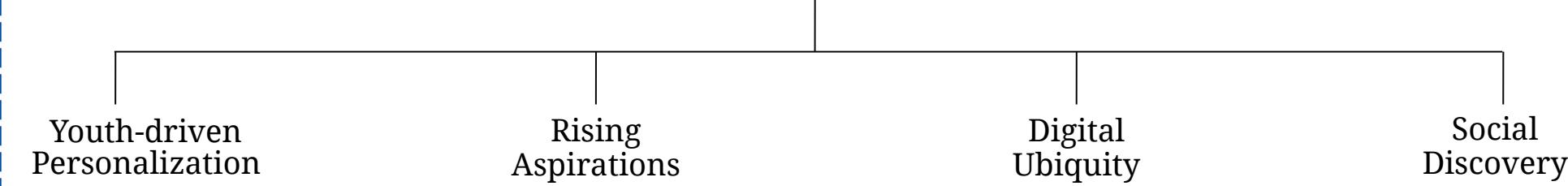
MARKET SIZE & GROWTH



MARKET SEGMENTATION



KEY GROWTH DRIVERS



PERENNIAL GIFTING CYCLE

DIWALI

- Revenue Contribution:** 22–25% of annual D2C gifting sales
- Order Surge:** 4–5× baseline volumes
- Top-Selling Categories:**
 - Luxury Dry-Fruit Hampers: Packaged in ornate wooden boxes, featuring imported nuts and exotic chocolates—+50% YoY growth
 - Designer Diyas & Home Décor: Hand-painted, crystal-studded lamps seeing +65% uplift
 - AI-Curated Personalized Gifts: From emoji-etched photo frames to custom-engraved jewelry, adoption up +80%
- Average Household Spend:** ₹2,500–₹7,000 on gifts, sweets, and décor

WEDDING SEASON (NOV - FEB)

- Market Magnitude:** Over 10 million weddings yearly, driving a ₹1.85 lakh crore gifting economy
- D2C Innovations:**
 - Bridal Trousseau Customization Kits (₹15,000–₹50,000): Pre-assembled trousseau boxes with carefully selected textiles, jewellery accents, and bespoke invitations
 - Eco-friendly Return Gifts: Seed-paper cards, reusable pouches - +30% YoY growth in sustainable returns
 - Regional Specialty Boxes: Kashmiri walnut wood keepsakes for Delhi NCR weddings; Goan feni gift sets for coastal ceremonies

REGIONAL FESTIVAL HIGHLIGHTS

- Onam (Kerala):** Banana-leaf-themed hampers—traditional sweets paired with artisanal pappads—+55% uptick in South India
- Pongal (Tamil Nadu):** Handcrafted clay cookware sets, gifting of home-grown organic sugarcane hampers—+40% surge
- Bihu (Assam):** Silk gamocha cloth gifts, indigenous bamboo crafts—32% of regional D2C sales

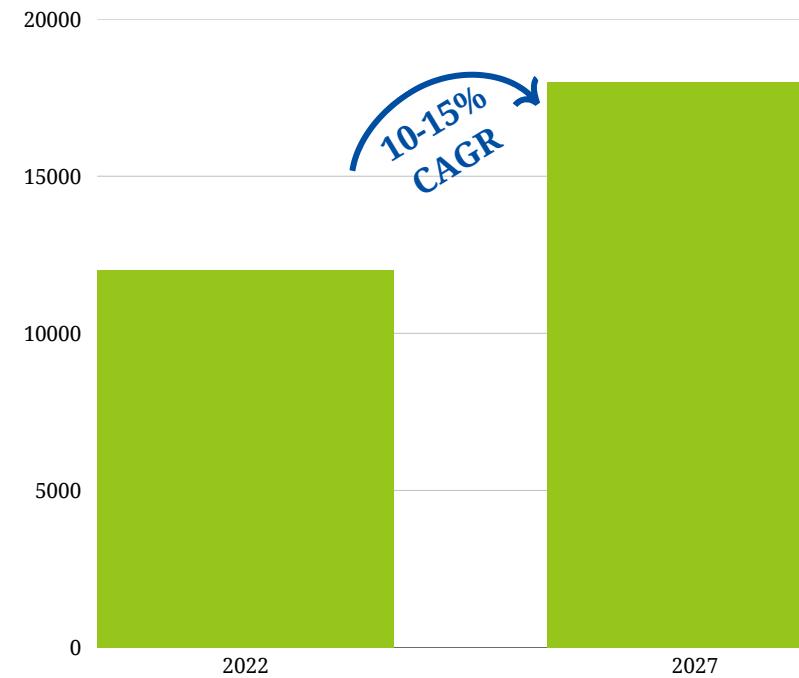
ROMANCE-DRIVEN OCCASIONS

- 2024 Market Size:** ₹25,000 crore, growing at +31% YoY
- Luxury Partnerships:**
 - A premium carmaker's Valentine's campaign drove +18% showroom footfall through co-branded gift initiatives
 - High end jewellers reported a +34% sales uplift for limited-edition "Love" collections
- Experience Gifting Boom:** Spa retreats (+45%), gourmet wine subscriptions (+60%), private concert tickets, and cosmetic products

GIFTING SEGMENT

CORPORATE GIFTING

MARKET SIZE & GROWTH



CORPORATE TRENDS



Branded B2B Portals: Online dashboards for logo upload, product selection, bulk pricing, and order tracking.



Sustainable Corporate Gifts: Recycled stationery, plantable seed kits, and solar-powered chargers align with CSR goals.



Express & Event-Based Fulfillment: Last-minute pop-up delivery at corporate events; same-day shipping options.

Buyer Function	Average Spend Per Recipient	Common Gifts
HR Teams	₹2,000 – ₹5,000	Branded drinkware, notebooks, wellness vouchers, swag kits
Marketing/Sales	₹500 – ₹3,000	Promotional merch (bags, USB drives), event giveaways
Leadership	₹5,000+	Luxury hampers, electronics, fine-dining vouchers
Procurement	Bulk orders	Branded apparel, office essentials

- Onboarding Kits:** ~78% of companies now provide welcome kits; budgets have risen 50% YoY (₹2,000 → ₹3,000).
- Promotional Merchandise:** 15–20% of marketing budgets; ~80% of firms use custom merch at events; 72% tie brand reputation to merchandise quality.
- Executive & Client Gifts:** Premium experiences (travel vouchers, spa retreats), designer accessories, high-end electronics.

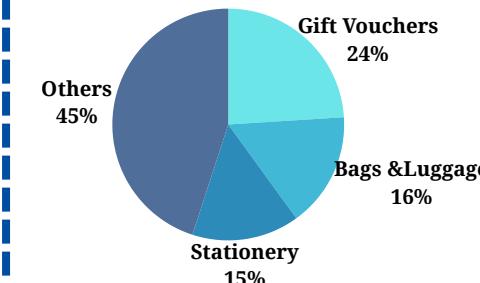
GIFTING SEGMENT

BENCHMARKING LEADING D2C BRANDS

Brand	Brands Offered	Product Types	Gift Set Curation	Packaging & Personalization	Pricing
Ferns N Petals	Kama Ayurveda, Enchanteur, Whimsy Beauty	Skincare, bath & body, fragrances	"Pretty Makeup Kit", "Beauty Bestsellers Box"	Floral gift boxes, personalized cards, eco-wraps	₹799 – ₹3,500
IGP (India Gifts Portal)	Just Herbs, The Moms Co., Inde Wild	Ayurvedic skincare, spa kits, perfumes	"Floral Retreat Kit", "Personalized Self Care Hamper"	Personalized boxes, name tags, greeting cards	₹800 – ₹5,000
The Gift Studio (Spencer's Retail)	Forest Essentials, Kama Ayurveda, L'Occitane	Luxury skincare, bath oils, aromatherapy	"Luxury Spa Hamper", "Bridal Glow Kit"	Embossed boxes, satin ribbons, monogramming	₹2,000 – ₹10,000
Artisanal D2C Niches	Neera Naturals, Haappy Herbs, Earth Rhythm	Organic skincare, handmade soaps, bath salts	"Zero-Waste Skincare Kit", "Herbal Spa Basket"	Eco wraps, seed paper, minimalist designs	₹500 – ₹2,500

KEY INSIGHTS ON CORPORATE GIFTING IN INDIA

Top Three Gifting Categories



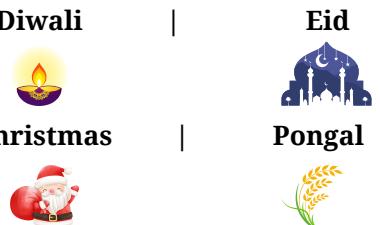
Budgeting Patterns



Top Spending Sectors



Festive Alignment



32% time gifts with cultural moments

Strategic Takeaways

- 73% believe distinctive & unique packaging is critical
- Memorable unboxing enhances value and brand recall.



Brand	Corporate Tie-Ups	Gift Hamper Details	Product Range	Price Range (₹)	Packaging/Sustainability
Forest Essentials	Reliance, Aditya Birla Group, Infosys, Volvo Cars, Kotak Bank	- Luxury Ayurvedic Hampers: Soundarya Radiance Cream, Tejasvi Brightening Emulsion.- Festive Gift Sets: Diwali hampers with 4-piece skincare kits.	Skincare, haircare, body oils, scrubs, SPF creams.	₹2,295–₹20,000	100% recyclable boxes with herbal-dyed fabrics.
Kama Ayurveda	TCS, HDFC Bank, Infosys	- Corporate Wellness Kits: Kumkumadi Brightening Serum, Turmeric & Myrrh kits.- Rejuvenating & Age-Defying Kits.	Ayurvedic cleansers, serums, face creams, hair oils.	₹1,500–₹10,000	Minimalist, reusable packaging; co-branded options.
The Body Shop	Deloitte, Wipro	- Vegan Skincare Hampers: Tea Tree Anti-Imperfection Kit, Shea Butter Luxury Hamper.- ESG-Aligned Kits.	Vegan body yogurts, shampoos, and cruelty-free skincare.	₹1,500–₹5,000	Recycled plastic kits; eco-friendly materials.
MCaffeine	Swiggy, Zomato, Byju's	- Caffeine-Infused Kits: Coffee-based face scrubs, body lotions.- "Office Glow" Kits.	Caffeine face washes, under-eye creams, body scrubs.	₹500–₹3,000	Youth-centric, vibrant boxes; budget-friendly.
Plum	Unilever Ventures (CSR focus)	- Toxin-Free Bundles: Vitamin C Glow Boosting Kit, Eco-Friendly Mini Kits.- Carbon-Neutral Shipping.	Vegan moisturizers, sunscreens, face masks.	₹800–₹4,000	Recyclable packaging; ESG-aligned.
82°E	Reliance Retail (Tira Beauty)	- Luxury Ayurvedic Boxes: Turmeric Shield SPF Serum, Ashwagandha Bounce.- Men's Grooming Kits.	Skincare, body care, men's grooming products.	₹1,525–₹5,000+	Bespoke vanity kits; premium finishes.

GIFTING SEGMENT

BENCHMARKING LEADING D2C BRANDS

Parameter	Kama Ayurveda	Forest Essentials	Beauty Cave Cosmetics	The Body Shop
Aesthetic Appeal	- Colors: Ivory, copper, sage, blush.- Materials: FSC-certified kraft paper, linen ribbons, shredded paper infill.- Finish: Copper/gold foil motifs for festivals.	- Colors: Jewel tones (emerald, ruby, sapphire).- Materials: Silk brocade wraps, organza pouches, gold-letterpressed labels.- Finish: Minakari patterns.	- Colors: Pastels (mint, blush, slate).- Materials: Frosted PET bottles, seed-paper tags.- Finish: Matte labels with spot-gloss.	- Colors: Theme-based (forest green, blush rose).- Materials: Recycled plastic, window-panel boxes.- Finish: Embossed logos.
Price Tiers	1. Entry: ₹1,000–₹2,0002. Mid: ₹2,000–₹5,0003. Premium: ₹5,000–₹12,500	1. Opulence Bath: ₹4,500–₹12,0002. Heritage Skin Renewal: ₹6,000–₹15,0003. Men's Grooming: ₹3,500–₹8,000	1. 500–1K units: ₹150–₹300/unit2. 1K–5K units: ₹120–₹250/unit3. 5K+ units: ₹80–₹180/unit	1. Budget: <₹1,0002. Mid: ₹1,000–₹2,0003. Premium: >₹2,000
Product Examples	- Glow Essentials- Night Glow Repair Ritual- Luxury Ayurvedic Kits	- Opulence Bath Collection- Heritage Skin Renewal Set- Men's Oudh & Sandalwood Grooming	- Waterless Face Serums- Botanical Haircare Kits- Carbon-Neutral Body Scrubs	- Hemp Hand Cream Trio- British Rose Hamper- Shea Butter Wellness Box
Customization Options	- Co-branded logos- Seasonal motifs (Diwali/New Year)- Personalized inserts- Modular packaging finishes	- Silk brocade prints- Gold-foil ingredient labels- Virtual catalogs- Complimentary mini-sets (orders >₹15k)	- Basic to full formulation control- Seed-paper hang tags- Custom R&D for bespoke products	- API-based Virtual Hamper Builder- Bulk e-vouchers (+15% bonus)- Refill Station discounts
Sustainability	- FSC-certified recycled paper- Natural linen ribbons- Biodegradable shredded infill	- Handwoven fabrics- Organic ingredient sourcing- Reusable organza pouches	- 30% waterless formulations- Seed-plantable packaging- Carbon-neutral logistics	- Leaping Bunny certified (cruelty-free)- Community Trade ingredients- Recycled plastic packaging
Lead Time & Logistics	- 7–14 days for customization (foiling/embroidery)- Transparent delivery timelines	- 10–21 days for silk brocade printing- Project timeline graphics for clients	- MOQ-based lead times- 500+ units: 3–4 weeks- 5,000+ units: 6–8 weeks	- 48-hour global delivery guarantee- Bulk e-vouchers delivered instantly
Digital Tools	- Step-by-step cost matrix- Online proposal templates	- Custom PDF proposals- Virtual catalog previews	- Sustainability iconography sidebar- OEM/ODM tiered pricing tables	- API integration for hamper builders- Automated CSR compliance reports
Unique Selling Point (USP)	Ayurvedic heritage meets minimalist luxury.	Royal heirloom quality with artisanal craftsmanship.	Scalable eco-chic solutions with full formulation control.	Vibrant, ethical gifting with tech-driven logistics.

GIFTING SEGMENT

PRICE DIFFERENTIATION

Tier	Brands	Price Range	Target Segment	Example Hampers/Products
Entry-Level	MCaffeine	500–3,000	Startups, youth-centric	<ul style="list-style-type: none"> Coffee De-stress Gift Kit (₹970): Body Polishing Oil, Body Scrub, Wooden Massager Premium Gift Box (₹1,699): Body Scrub, Face Wash, Face Scrub, Body Wash Bulk kits start @₹499 with customization options
Mid-Tier	The Body Shop, Plum	1,500–5,000	ESG-focused, large firms	<ul style="list-style-type: none"> The Body Shop Tea Tree Kit (₹895–₹2,495): Face Wash, Moisturizer, Body Butter Plum Toxin-Free Bundles (₹1,000–₹4,000): Vitamin C Kit, Hydra-Boost Combo
Premium	Forest Essentials	5,000–20,000	Luxury clients, corporates	<ul style="list-style-type: none"> Soundarya Radiant Gold Cream in gold-embossed, hand-painted boxes Tejasvi Emulsion Set: Gold-infused lotions & oils Festive Deluxe Sets: 4+ premium products in art-inspired packaging

PRODUCT DIFFERENTIATION

Brand	Unique Features / Ingredients	Target Audience	Packaging Features	Notable Products
Forest Essentials	Ayurvedic, 24K gold, rare herbs, artisanal packaging	Premium & luxury corporates	Gold-embossed, hand-painted boxes, grosgrain ribbons, reusable	Soundarya Cream, Tejasvi Emulsion, "Build Your Own Box" service
Kama Ayurveda	Ayurvedic, Kumkumadi oil, turmeric, sandalwood	IT/ITeS, wellness gifting		Kumkumadi Brightening Serum, Corporate Wellness Kits (₹2,500–₹10,000)
The Body Shop	Vegan, cruelty-free, community-trade ingredients	ESG-focused firms	Recycled cotton gift bags, community-trade paper, and minimal plastic	Tea Tree Anti-Imperfection Kit, British Rose Body Butter, custom hampers
MCaffeine	Caffeine-based actives, SLS/paraben-free, gender-neutral	Startups, mass gifting	Bold, gender-neutral boxes; Archie's artistic inserts	Coffee Shower Temptations, Body De-stress Kits, co-branded editions
Plum	100% vegan, toxin-free, eco-friendly packaging	Sustainability-driven clients	100% recycled tissue, FSC-certified paper, simple eco-slip packaging	Vitamin C Glow Kit, Hydra-Boost Duo, carbon-neutral shipping

GIFTING SEGMENT

COMPETITOR PACKAGING APPROACHES

Brand	Packaging Style	Customization	Sustainability	Cost Range (₹)
 BoxUp Luxury Gifting	Rigid boxes with magnetic closures, soft-touch finish	Dual-sided printing, interior branding, modular compartments	Recycled materials, reusable as organizers	800-1,200
 Native Tongue	Fabric "potli" bags from textile offcuts	Hand-stitched tags, custom prints, brand colors	100% plastic-free, upcycled fabric	150-300
 Between Boxes	Rigid boxes in various shapes with velvet/silk lining	Full personalization: monograms, logos, artwork	Recyclable, biodegradable options	400-600+
 Giftana India	Sleeve boxes and interchangeable wraps	Engraved names, printed messages	Kraft paper, recycled cardboard	50-100
 WoodAnytime	Wooden boxes and reusable gift bags	Laser engraving, embossing	Sustainably sourced wood, recycled paper	200+ (engraving extra)

SUSTAINABLE WRAPPING METHODS

Wrapping Method	Eco Benefit	Cost Range (₹)	Visual Suggestion
 Kraft Paper	100% recyclable, compostable	10-20	Rustic look, easy to stamp/brand
 Beeswax Wraps	Replaces plastic, reusable & biodegradable	50-100	Inner wrap for food gifts, washable
 Furoshiki Cloth Wraps	Reusable for years, zero waste	180-250	Organic cotton/linen, elegant & traditional
 Seed Paper Tags/Wraps	Plantable, promotes greenery	20-40	Grows into flowers or herbs
 Canvas Tote Bags	Doubles as usable bag, reduces single-use waste	100-200	Adds utility, great for branding

PERSONALISATION TECHNIQUES

-  Direct Printing - Logos, names, greetings on wraps/boxes
-  Laser Engraving - Wooden boxes, pens, tags
-  Embossing/Debossing - Premium tactile design
-  Custom Cards - Handwritten or printed notes
-  Monogrammed Ribbons - Initials or logos on fabric

FUNCTIONAL PACKAGING

-  Reusable Boxes - Storage-worthy magnetic or stackable boxes
-  Modular Packaging - Flexible compartments for varied gifts
-  Tote Bags/Baskets - Packaging that is a usable gift
-  Interactive Elements - QR codes linking to videos or experiences

COST & STRATEGIC TAKEAWAYS

-  Eco packaging costs 10-30% more, but adds premium value
-  Personalization: ₹50-500/unit, depending on method
-  Bulk orders lower unit cost for large-scale gifting
-  Sustainability = differentiation in modern corporate gifting
-  Design with purpose - Reflect brand tone, values, and occasion

GIFTING SEGMENT

HAMPER PACKAGING & PERSONALISATION

Hamper Name	Mood & Theme	Suggested Packaging	Design Style	Add-ons	Personalisation
Luminara Essence (Fresh, Energizing, Glow-Start Ritual)	Uplifting, radiant, daily care	Sleek white & yellow drawer box with sunray motifs	Minimal design with foil-stamped logo, sunrise gradient	Skincare routine card, golden spatula for serum, citrus fragrance card	"Hello, Glowgetter [Name]!" card, name tag on box sleeve, optional AM routine playlist QR
Nocturne Reverie (PM Repair, Eye & Skin Recovery Ritual)	Calm, luxurious, night-focused	Deep indigo rigid box with magnetic flap, satin-lined interior	Night sky theme with silver foil constellations	Satin headband, under-eye mask sample, sleep affirmation scroll	Personalized moon-phase message ("Shine even in the dark, [Name]"), engraved moon charm sticker
Serenitas Voyage (Scalp to Toe Body Wellness & Detox)	Self-care, earthy, refreshing	Kraft-textured reusable box with rope tie or recycled wrap	Botanical illustrations (lavender, shea, citrus), clean typography	Mini wooden scoop, spa sponge, sustainable pouch	"Pause. Breathe. Glow." message card, option to add sender's self-care mantra
Aurelia Radiance (Glow + Tone + Shower Combo – Travel or First-Time Buy)	Practical, trendy, compact	Pastel peach foldable carton with inner sleeve	Fun & functional — doodles or icons of each product step	Transparent pouch for on-the-go use, travel mirror, how-to-use icons inside lid	"Your Glow Kit, [Name]" label, mini sticker set (glow, calm, cleanse icons), QR to beginner's skincare video

Category	Suggested Packaging	Design Theme	Add-ons	Personalization Options
Skin Care (Face creams, serums, cleansers)	Satin-lined rigid boxes for premium combos; eco kraft pillow packs for single items	Minimalist pastels (peach, aqua, nude), Kaya monogram, gloss finish	Glass spatula, mini skincare routine card, foil-sealed thank you note	Name tag sticker, custom message scroll inside lid, "To: [Name]" label
Head Care (Shampoo)	Tall cylindrical kraft tube with flip-top	Aqua tones with botanical print	Trial-size conditioner sachet, shampoo-use guide tag	QR code to sender message, occasion-themed sticker (e.g., "For Self-Care Sundays")
Body Care (Shower gels, lotions, creams)	Transparent acetate box or soft-fold cartons with window	Colorful gradient backgrounds (citrus orange, marine blue), illustrated icons	Loofah, foot file or dry brush, body ritual routine card	Personalized sleeve wrap with recipient name, scented card insert, custom sticker set

Occasion	Segment	Packaging Concept	Materials	Personalization Ideas	Add-ons & Premium Touches
Wedding	Normal, Medium, Premium	Elegant couple-themed boxes in ivory, blush pink, or gold with minimalist motifs (e.g., florals, paisley)	Rigid drawer boxes or flip-top magnetic boxes with silk ribbon closures	Couple's initials on box lid, custom message card ("Wishing you radiant beginnings"), QR code to a wedding skincare routine guide	Mini dried flower bouquets, satin pouches for deluxe products, gold foil embossing
Anniversary	Wife Special	Romantic hues (mauve, red, rose gold) with soft velvet/suede touch	Slide boxes with embossed hearts, metallic rose decals	Name personalization, message card ("To timeless beauty"), customized envelope for anniversary wishes	Rose quartz roller, scented candle sample, love quote tag inside lid
Birthday	Budget (500–800), Mid (1,000–1,200), Premium (1,500–2,000)	Colorful, confetti-inspired designs or holographic patterns	Folding cartons with magnetic snap or fun pull-out drawer style	Name & zodiac sign on box, birthday wish label ("Glow on your day!"), option to upload a selfie for a custom-printed tag	Birthday-themed sticker sheet, sample tester surprise, QR link to personalized skincare tip video
Holi Special	All tiers	Bright, splashy packaging mimicking Holi colors in a clean watercolor or tie-dye look	Kraft paper boxes with eco-paint splash aesthetics or reusable cloth pouches	Name tag + "Happy Holi" note card, scent stickers (choose a favorite scent for tissue wrap), QR code for Holi skincare guide	Skin-safe color sample sachets, natural flower confetti, eco-friendly gifting pouch
Valentine's Day	Budget, Mid, Premium	Romantic pink/red boxes with metallic accents or hearts pattern	Faux leather gift boxes with velvet insert or textured rigid boxes	"To My Valentine" tag, name engraving option, QR code linking to a video message or skin quiz for their partner	Heart-shaped thank-you card, mini perfume vial, reusable heart-shaped box

<https://docs.google.com/spreadsheets/d/1lXxGZ-oGx-Kr4y6gPPPlx0gM5iRfVKswJxGLGsmW6SY/edit?gid=981487692#gid=981487692>

There are 3 tabs in the sheet. The 1st tab is related to all Kaya science's general products. The 2nd tab is on the proposed themes.

3rd sheet is optional for future for more detailed corporate based gifting and all.

GIFTING SEGMENT

BRANDING STRATEGIES

Strategy	Objective/Concept	Key Elements	Platforms/Execution
Gen Z-Style Podcast Series	Quirky video-podcast showcasing gift hampers	<ul style="list-style-type: none"> Sassy 5-min conversational podcast- Ingredient + benefit breakdowns Hosts in hamper-themed outfits- Coordinated set colors (e.g., pastel pink, mint green) Kaya branding (mugs, logo, lower thirds) 	Instagram Reels, YouTube Shorts, IGTV
Short-Form Product Demos	Quick skincare tutorials for each product	<ul style="list-style-type: none"> 15–30 sec reels- Unboxing & first impressions Application demo + massage techniques On-screen usage text- CTA: “Shop the Complete Glow Hamper” 	Instagram, Facebook
Tier 2/3 City Influencer Collaborations	Expand regional reach via local influencers	<ul style="list-style-type: none"> Partner with micro-influencers (e.g., Lucknow, Jaipur) Unboxing + product usage in regional language Affordable engagement, high trust- Inspired by Mamaearth strategy 	YouTube, Instagram, Local Language Platforms
Tier 1 Premium Influencer Push	Establish Kaya as premium in Tier 1 cities	<ul style="list-style-type: none"> Collabs with top beauty influencers- Sponsored unboxings and GRWMs Festival-timed gift guide content High-end photography + festive push 	Instagram, YouTube, Lifestyle Blogs
Sassy One-Liner Campaigns	Drive Gen Z buzz through witty messaging	<ul style="list-style-type: none"> Push notification (e.g., “SPF 30 lagaya na?”) Email subjects: “Your Skin Called...” Instagram Story polls, WhatsApp tips- Relatable, humorous CTAs 	Email, WhatsApp, Instagram
Surprise Gifting Collabs	Create surprise moments & co-brand virality	<ul style="list-style-type: none"> Inspired by Zomato × Body Shop Tie-ups with Swiggy, Blinkit, Urban Company Gamified spin-the-wheel- Mystery hampers during festivals Co-branded packaging 	Delivery Apps, Lifestyle Events
Tier 2/3 Affordable Gifting	Mid-range price positioning for smaller cities	<ul style="list-style-type: none"> Event-based sales (Navratri, Eid, etc.) Coupon codes (e.g., KAYA25) Local pop-ups at malls & fests Freebies with every hamper 	Local Retail, Pop-Up Events
Automated Reminders & Suggestions	Drive repurchase behavior with automation	<ul style="list-style-type: none"> Track product lifespan (e.g., 30-day serum) Timely SMS/email nudges- Personalized “Reorder Now” links Seasonal suggestions (Monsoon, Winter) 	Email, SMS, App Notifications

Strategy	Objective/Concept	Key Elements	Platforms/Execution
Thought-Leadership Content	Build expert-driven credibility	<ul style="list-style-type: none"> Blog features (“Fragrance-Free Is the New Luxe”) PR pitches to LBB, Elle, PopXO- Dermat quotes: Kaya is science + function 	Blogs, PR, Media Coverage
Pop-Ups & Surprise Events	On-ground visibility and influencer gifting	<ul style="list-style-type: none"> Pop-ups at college fests, fashion shows Surprise deliveries via delivery partners UGC campaign #GiftLikeYouMeanIt 	Events, Instagram, Food Apps
Platform & Gifting Distribution	Expand sales and customization reach	<ul style="list-style-type: none"> Build-your-own-box on Kaya.in List on gifting sites (Tata CLiQ, Nykaa Luxe) QR-triggered gifting from hotel kits 	YouTube, Instagram, Local Language D2C Site, Hotel Chains, Gifting Portals Platforms
Content Visibility Strategy	Keep the product visual and educational	<ul style="list-style-type: none"> Gen Z video podcasts (sassy tone) Reels with on-screen skincare how-to Layered benefit-led content approach 	Instagram, YouTube Shorts, Stories
Influencer & Creator Activation	Build brand visibility across influencer tiers	<ul style="list-style-type: none"> Tier 1 influencer campaigns Gifting creators/founders after milestones Curated PR drops 	Instagram, Creator Partnerships
Co-Branded Cultural Kits	Add aspirational value via collaborations	<ul style="list-style-type: none"> Kaya × Tea Trunk (“Glow Inside-Out Kit”) Kaya × Netflix (Character Kits) Kaya × Manish Malhotra (Festive Box) 	E-com + Festive Campaigns
QR Gifting in Hotels	Turn every hotel room into a sales touchpoint	<ul style="list-style-type: none"> QR inside amenity kits → redirects to gifting site Deployed at fashion weeks, exhibitions 	Hotels, Fashion Events, QR Campaign
“Gifting That Works” Mini-Campaign	Educate consumers on functional gifting	<ul style="list-style-type: none"> Scientific product benefits Not just pretty, but purposeful gifts 	Website, Instagram, Influencer Collabs

EB2B STRATEGY

COMPETITORS ANALYSIS

Brand	Product Range & Personalization	Bulk & B2B Ordering	Sales Channels & Tech	Customer Experience	Marketing & Reputation
<u>Forest Essentials</u> 	6+ categories, ~170 SKUs; custom gift boxes; quiz-based personalization	MOQ: 50–100+; tiered pricing; email-based bulk ordering	Website, Nykaa, Amazon, 155+ stores; no app or B2B portal	24–48 hr delivery; Mon–Fri support; gifting: 15–30 days	4.6/5 rating; active digital ads; strong repurchase; some pricing complaints
<u>Moxie Beauty</u> 	Specialized in Indian curly/wavy hair; quiz-based recos	No bulk order system; only individual combos available	Website, Nykaa, Amazon, Blinkit; 1 Delhi store; no B2B tools	2–5 day delivery; fast D2C support; high web + social engagement	High repeat rate (40%); influencer-heavy strategy; no bulk order reviews
<u>Juicy Chemistry</u> 	100–120+ ECOCERT-certified; full range incl. baby care & aromatherapy	Email-based B2B; MOQ undisclosed; custom branding available	Website, Amazon, Zepto, Blinkit, Intl shipping; no ERP/portal	2–6 day delivery; WhatsApp/email support; bulk via account manager	Strong organic branding; 4.0–5.0 rating; lacks digital B2B visibility
<u>The Body Shop</u> 	Body & hair care; 114+ SKUs; custom bundles via in-store consultation	No bulk order system; only individual combos available	Mostly offline bulk sales; no online B2B visibility	5–7 day delivery; handled in-person via store staff	Good individual feedback; bulk order visibility minimal online

EB2B STRATEGY

PLATFORM ANALYSIS

Platform	Pros	Cons
Udaan 	<ul style="list-style-type: none"> - Massive network (17+ lakh retailers, chemists, Kirana shops) - Pan-India reach (900+ cities, 12,000+ pin codes) <ul style="list-style-type: none"> - End-to-end logistics via UdaanExpress - Built-in credit facility for small retailers - 70% B2B market share 	<ul style="list-style-type: none"> - High competition with other FMCG/pharma players - Limited beauty-specific targeting
ITC Unnati 	<ul style="list-style-type: none"> - Smart features: multilingual, personalized recommendations, bank loan access - High outlet coverage (7+ lakh) 	<ul style="list-style-type: none"> - Closed ecosystem (ITC products only) - Not an open marketplace so Kaya can't list/sell directly
Nykaa Superstore 	<ul style="list-style-type: none"> - Highly targeted to beauty/wellness/personal care - 2.5+ lakh beauty retailers, salons, chemists - Flexible MOQs, credit, and fast delivery 	<ul style="list-style-type: none"> - May favor in-house/exclusive brands - Limited reach in general pharma/retail or Kirana channels
Amazon Business 	<ul style="list-style-type: none"> - Massive reach (19,300 pin codes, 60+ fulfillment centers) - Offers credit, bulk discounts, GST invoicing - Strong analytics for demand planning 	<ul style="list-style-type: none"> - Generic B2B platform — limited pharma/beauty targeting - Requires ad investment for visibility - Less community engagement
IndiaMART 	<ul style="list-style-type: none"> - Largest B2B lead-gen platform (21 crore buyers, 84 lakh sellers) - Great for brand discovery - Buyer-supplier matchmaking and lead tracking 	<ul style="list-style-type: none"> - No logistics or payment integration - Kaya must manage backend systems - Not optimized for transactional commerce
TradeIndia 	<ul style="list-style-type: none"> - Massive network: Over 11 million registered users, 4.5 million active sellers - Lending service: Access to collateral-free loans for businesses <ul style="list-style-type: none"> - Multi-language support - Seller tools: Dashboard, chat inquiries, product recommendations, and TradeKhata for transactions 	<ul style="list-style-type: none"> - High competition - Not highly niche-specific: General platform with many categories, may not focus heavily on beauty or wellness - Limited premium services: Requires investment in features

EB2B STRATEGY

SUGGESTIONS FOR Ferns N Petals LISTING of KAYA SCIENCES

B2B / Corporate Gifting

Launch a corporate gifting portal for bulk and business orders.
Offer customizable wellness hampers with add-ons like candles or teas.
Add a partner inquiry form to onboard corporate clients.

Product Expansion & Personalization

Expand into non-skincare wellness items (diffusers, masks, bath salts).
Introduce a “Build Your Own Box” hamper feature.
Enable name/message customization on select products.
Create occasion-based gift sets

UI/UX Improvements

Add filters like “Gifts for Her” or “Festive Gifting”.
Highlight bestsellers, reviews, and fast shipping badges.
Show delivery timelines and serviceable pin codes.
Improve navigation with occasion and use-case tags.

Marketing & Loyalty

Launch a loyalty rewards program with points and perks.
Create seasonal landing pages for festive collections.
Start an affiliate program for influencers and partners.
Explore co-branded hampers with lifestyle brands.

Fulfillment & Delivery

Offer same-day and midnight delivery in metro cities.
Enable multi-address checkout for gifting to multiple recipients.
Begin international shipping for NRI festive gifting.
Introduce premium eco-friendly gift packaging as an add-on.

EB2B STRATEGY

WHAT Ferns N Petals HAS THAT KAYA DOESN'T

Ideas	Ferns N Petals	What KAYA can do?
<u>Ready-Made Gift Hampers</u>	<ul style="list-style-type: none"> FNP sells pre-packed gift hampers for occasions like birthdays, anniversaries, festivals. Easy for customers, no need to select. 	<ul style="list-style-type: none"> Launch skincare gift hampers ready to buy. <ul style="list-style-type: none"> Glow Kit (Facewash + Serum) Grooming Kit for Men, Bridal Glow Kit
<u>Website with Clear Gifting Section</u>	<ul style="list-style-type: none"> FNP website has separate gifting sections: <ul style="list-style-type: none"> By Occasion (Birthday, Anniversary, Diwali) By Relation (For Him, For Her) By Price 	<ul style="list-style-type: none"> Add a clear "Gifting" tab on the website. Filters like Occasion, Skin Concern, Budget. Makes it easy for customers looking specifically for gifts.
<u>Same-Day or Express Delivery</u>	FNP offers same-day delivery for urgent gifts in many cities.	<ul style="list-style-type: none"> Explore same-day or express delivery for gift hampers in metro cities. Useful during festivals or last-minute gifting.
<u>Add-On Options</u>	FNP allows customers to add chocolates, flowers, teddy bears to orders.	<ul style="list-style-type: none"> Offer wellness-friendly add-ons: <ul style="list-style-type: none"> Or related products like when one adds Shampoo to cart, add on option of conditioners appear

ADD-ON INSIGHTS

PLACEMENT STRATEGY

A pop-up appears when you click the “buy now” option. The option appears again when you view your cart. They use a line like “Make it extra special” to encourage customers to add more add-ons.

Common Add-On Categories:

- Greeting cards
- Candles
- Teddy bears
- Chocolates

CURRENT LACKINGS OF KAYA ➡

No Add-On Prompts After “Buy Now”
Kaya misses upselling chances by not showing relevant product suggestions post-click.

No Cart-Level Suggestions
No complementary product or gift bundle prompts appear during checkout.

Lack of Emotional Triggers
The purchase flow lacks cues like “Make it special” that influence gifting behaviour.

EB2B STRATEGY

5 PHASES OF CUSTOMER JOURNEY

AIM: POSITION KAYA AS GO-TO B2B SKINCARE PARTNER BY DELIVERING CUSTOMER JOURNEY THAT DRIVES AWARENESS, SEAMLESS PURCHASE, REPEAT ORDERS AND ADVOCACY AMONG SALONS, CLINICS, RETAILERS & INSTITUTIONAL BUYERS.

GOAL: GET B2B BUYERS TO NOTICE AND TRUST KAYA

	Customer Actions	Scroll beauty/wellness content on social, search skincare terms, attend mall/college events, scan QR codes on Marico products
	Touchpoints	Reels with dermatologists, skin scan booths, geo-targeted ads, podcast ads, QR codes on Marico SKUs
	Thoughts	"Is Kaya trustworthy?" / "This feels scientific and professional" / "Marico's backing adds credibility"
	Pain Points	Confusion over brand legitimacy, lack of trust in claims, overwhelming brand clutter
	Opportunities	Use dermatologist-led, science-backed content to build trust / Position Kaya as tech-enabled & personalized / Leverage Marico ecosystem

PHASE 1: AWARENESS

Awareness Tactics	Instagram Skincare Series	Influencer Challenge	QR Codes on Marico Packs	Skin Analysis Booths	Spotify Podcast Ads
Execution Details	Dermatologist myth-busting, Kaya behind-the-scenes, tie-ups with salons	"Skin Diagnosis Challenge" using Kaya's Skin Quiz tool; CTA to B2B portal	Redirect to "Kaya for Professionals" microsite	Set up at colleges/malls for awareness and B2B lead capture	Target beauty pros and wellness clinic owners with audio spots

EB2B STRATEGY

5 PHASES OF CUSTOMER JOURNEY

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GOAL: HELP THEM SEE WHY KAYA IS THE RIGHT CHOICE

PHASE 2: CONSIDERATION

KEY PERSONAS



SALON OWNER

Needs: Product info, pricing clarity, training support, fast fulfillment



CLINIC / DERMATOLOGIST

Needs: Clinical efficacy data, samples, low-risk trials, compliance assurance



RETAILER / DISTRIBUTOR

Needs: Margins, SKUs that sell, repeat rate, shipping & tax support

BUYER EXPECTATIONS & PAIN POINTS/GAPS

Buyer Concern	Kaya Opportunity	Execution Recommendation
Is the product fit for my segment (salon, clinic)?	Curate clinical kits, salon-use products, and retail combos	Launch ready-to-use kits per vertical (clinic/salon/retail)
What's the minimum commitment and margin?	Transparent tiered pricing and margin clarity	Publish slabs (₹3K–₹20K+) on portal with visual margin charts
Can I order and reorder simply?	Modern B2B portal	Launch b2b portal with catalog, GST invoices, repeat order history
Can I personalize kits or co-brand?	Personalized sleeves and bundles for high-MOQ buyers	Offer co-branded packaging for orders above defined thresholds
Will I get orders on time?	Reliable, SLA-based delivery with live ETA	Set SLAs: 2–4 days (metros), 5–7 days (non-metros) with tracking
Who helps when there's a problem?	Account manager for high-value clients	Assign reps for ₹10K–₹15K+/month clients; WhatsApp support line
Can I trust the brand for my customers?	Highlight clinical validation and reorder loyalty	Feature B2B partner testimonials and reorder stats
Can I try before I commit?	Refundable sample kits	₹499–₹999 trial packs per segment; refundable on full order
Is it easy to start buying from Kaya?	Simple onboarding toolkit	Visual PDF guide

EB2B STRATEGY

5 PHASES OF CUSTOMER JOURNEY

AIM: POSITION KAYA AS GO-TO B2B SKINCARE PARTNER BY DELIVERING CUSTOMER JOURNEY THAT DRIVES AWARENESS, SEAMLESS PURCHASE, REPEAT ORDERS AND ADVOCACY AMONG SALONS, CLINICS, RETAILERS & INSTITUTIONAL BUYERS.

GOAL: MAKE IT EASY TO PLACE THE FIRST ORDER.

PHASE 3: PURCHASE DECISION

WHAT THE B2B BUYER IS THINKING:

- “Is this worth my working capital?”
- “How fast and reliably will I receive order?”
- “Can I track the order and contact someone if there's an issue?”
- “Is it easy to reorder if this sells well?”
- “Are there incentives for buying more, or buying again?”

FRICTION POINTS AND SOLUTION

No Tiered Bulk Discounts	5% off at ₹3,000+, up to 20% at ₹20,000+
Lack of Quick-Order Bundles	Curated kits for salon, skin clinic, or retail use
Credit Option	PayLater via Nykaa Pro, Udaan, RazorpayX
Need for Monthly Order Summary	Auto-generated suggestions and purchase reports for registered users
Buyer confused about order type	Add a “Who is this for?” selector to guide bundle discovery

EB2B STRATEGY

5 PHASES OF CUSTOMER JOURNEY



AIM: POSITION KAYA AS GO-TO B2B SKINCARE PARTNER BY DELIVERING CUSTOMER JOURNEY THAT DRIVES AWARENESS, SEAMLESS PURCHASE, REPEAT ORDERS AND ADVOCACY AMONG SALONS, CLINICS, RETAILERS & INSTITUTIONAL BUYERS.

GOAL: KEEP BUYERS COMING BACK REGULARLY.

WHAT THE B2B BUYER IS THINKING:

- “How do I reorder quickly when I’m low on stock?”
- “Is there anything new from Kaya that I can try?”
- “Who do I contact for faster resolutions or custom orders?”
- “Is there a reward for brand loyalty?”

RETENTION STRATEGIES

Smart Reorders	Use WhatsApp + Email based on order cycle history and Allow “1-click reorder” directly via link.
Loyalty Program	We can launch a “Kaya Loyalty Partner” program: Silver (2+ orders), Gold (₹10K+/quarter), Platinum (₹25K+/quarter). Offer exclusive SKUs and better discounts.
Monthly Newsletter	Share updates on new products, salon tips, seasonal kits, and featured retailers. Personalized content based on past orders.
Incentive for Repeat Orders	Offer cashback, free sample packs, or combo upgrades on 2nd/3rd consecutive orders within 90 days
Post-Purchase Support	A proactive group or personalised text or email from the employee to offer support and resolve issues.

EB2B STRATEGY

5 PHASES OF CUSTOMER JOURNEY

AIM: POSITION KAYA AS GO-TO B2B SKINCARE PARTNER BY DELIVERING CUSTOMER JOURNEY THAT DRIVES AWARENESS, SEAMLESS PURCHASE, REPEAT ORDERS AND ADVOCACY AMONG SALONS, CLINICS, RETAILERS & INSTITUTIONAL BUYERS.

GOAL: GET HAPPY BUYERS TO REFER AND PROMOTE KAYA.

Strategy	Plan of Execution
Referral Program for B2B Clients	Referring a salon/clinic and earn ₹500 Kaya credit on their first order." Provide unique referral links or codes.
Social Media Advocacy Tools	Give partners a "Proud Kaya Partner" badge (digital & print). Offer free standees or Insta Story templates they can use.
Social Media Testimonials	Feature real clients and their salons using Kaya – short videos or before/after reels. Offer a ₹1,000 voucher for participation
MOQ + Lead Time Disclosure	Clearly list MOQ for gifting (e.g., 50 units) and delivery timelines (e.g., 5–7 business days metro, 8–10 for others). Include packaging SOP PDF download.
Gift Box Personalization Options	For corporate gifting, clearly show: Option 1: Add a branded sleeve (Free for 50+ orders), Option 2: Premium gift box with company logo (₹25 per box), MOQs and timelines must be listed: e.g., 7–10 days delivery, MOQ 50.
Offline Partner Events	Conduct city-wise meetups or dermat-partnered masterclasses, co-hosted with loyal clients, to showcase Kaya's credibility
Testimonial Integration	Auto-prompt happy buyers (post 2nd successful purchase) to leave reviews or submit photos/videos for a featured spotlight.
Case Studies	Convert top 10 high-performing clients into case studies for IndiaMART/TradeIndia listings, social proof, and website content.

EB2B STRATEGY

WEBSITE CUSTOMER JOURNEY

START

[User Lands on Kaya Website]

► **Top Navigation**

- Shop Products
- Gift Hampers
- Bulk Orders / Wholesale
- Skin Quiz
- For Professionals ▼
(Salon | Retail | Gifting)

► **Homepage Banners / Promotions**

- Gift Hampers Showcase
- Bulk Kits for Pros (Salon, Retail)
- Limited-Time B2B Discounts
- Express Delivery (Metro Only)

► **Awareness Overlays (Conditional)**

- QR Scan if Source = Marico
- AI Skin Analyzer Demo
(if Quiz not taken)

[User Browses Site or Uses Navigation]

► **A) Shop Products Flow**

- Product Listing Page
- Filter by Category | Concern
- Click on Product → PDP
- Product Detail Page (PDP)
- Product Info + Price + GST Tag
- Quantity Selector
- Add-On Suggestions
- Bulk Tag if ≥6 units or ₹10K cart
- Add to Cart → Cart Slide-Out

► **B) Gift Hampers Flow**

- Hampers Landing Page
- Filters: Occasion | Budget | Concern
- Express Delivery Badge (Metro)
- Optional Gift Message Field
- Add to Cart → Add-On Engine
- CTA: "Corporate Gifting" → Bulk Inquiry Form
- Premium Gift-Ready Packaging enabled
- Optional: Hampers Customizer (Multi-SKU Select)

► **C) Bulk Orders (B2B) Flow**

- Bulk Orders Landing Page
- Starter Kits (Salon, Retail, Acne Clinic)
- Sample Packs (₹499–₹999)
- Transparent Pricing:
MOQ, Tiered Discounts, GST Tag
- Co-Branding Upload & Preview
- Testimonials (Salon, Retail, Corporate)
- "See More Success Stories" link
- Bulk Inquiry Form:
Business Type, Needs, Sample Kit Request
- Inquiry Flow:
shows clear onboarding steps post-submission
(Inquiry → RM Intro → Sample Kit → Dispatch)
- Estimated Dispatch Timelines shown

► **D) For Professionals Flow**

- Split View (Salon / Retail / Gifting)
- Redirects to Respective Bulk Order Flow

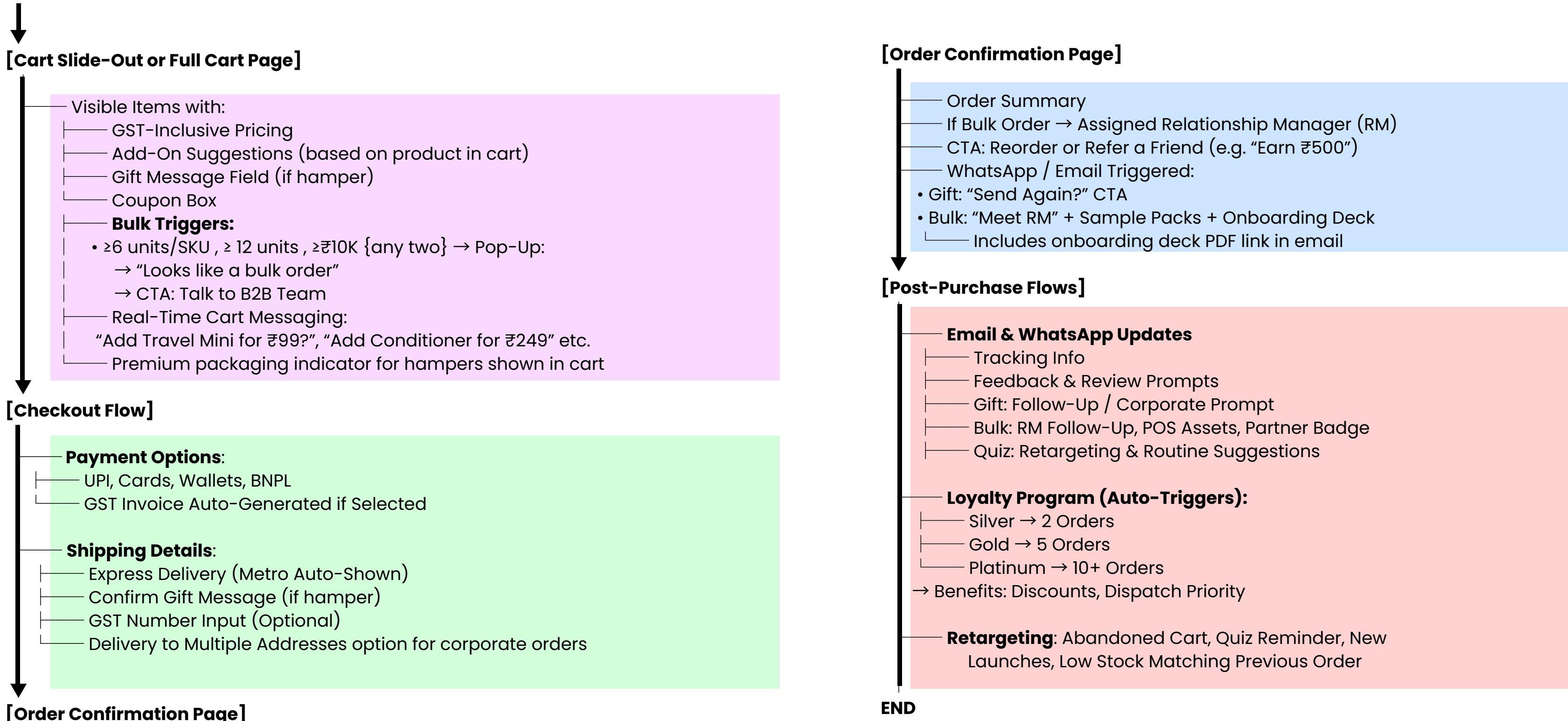
► **E) Skin Quiz Flow**

- Input: Skin Type, Concerns, Budget
- Output: Curated Product Bundle
- CTA: Add Full Set to Cart
- Tag: "Take This Quiz In-Store" (Retail Co-Promo)

[Cart Slide-Out or Full Cart Page]

EB2B STRATEGY

WEBSITE CUSTOMER JOURNEY



EB2B STRATEGY

IMPORTANT NOTE:

Pre-Packed Partner Kits

- Ready-made bundles for typical buyer segments:
 - Salon Starter Kit — Facewash, Serum, Masks
 - Retail Display Kit — Bestsellers in counter-friendly sizes
 - Acne Clinic Kit — Complete treatment system
- Bundles display:
 - Cost Savings vs individual MRP
 - Suggested Retail Price (if applicable)
 - "Ideal For" descriptions (Salon owners, Clinics, etc.)

Inquiry Forms

General Inquiry Form (Bulk Orders, Corporate Gifting):

Fields:

- Full Name (Required)
- Business Name (Optional)
- Email (Required)
- Mobile Number (Required)
- Type of Inquiry:
 - Bulk Order
 - Corporate Gifting
 - Other
- Approximate Quantity Needed (Optional)
- Message Box

Upon Submission:

- Auto-confirmation email sent
- Relationship Manager (RM) assigned
- Optional: WhatsApp follow-up if consent given

Express Delivery for Hampers

- Cities Covered: Metro Cities (Phase 1)
- Express Badges shown: On eligible product cards & During checkout when eligible pincode entered

Simple Partner Onboarding

- Clear steps shown after inquiry form:
 - a.Inquiry Submitted
 - b.RM Introduction
 - c.Sample Kit (optional)
 - d.Order Placement & Dispatch
- Optional downloadable PDF guide

Dedicated B2B POC Introduction

- Upon inquiry submission:
 - Buyer is assigned a Relationship Manager
 - Introduction email sent with contact details
 - Follow-up call within 24-48 hours
- Optional: WhatsApp-based communication for quicker responses

Add-Ons (Post-Cart Only)

- Relevant, wellness-aligned suggestions:
 - Travel minis
 - Combos (e.g., Shampoo → Conditioner)
- Trigger logic:
 - After user adds to cart, on Cart Slide-Out

Bulk Order Detection Logic

Trigger Metrics:

Total Quantity = 12 units or more

Order Value = ₹10,000 or more

Per SKU Quantity = 6 units or more per SKU

Pop-Up Triggers:

- When any 2 out of 3 are met (in Cart Slide-Out or Cart Page)
 - Message:
 - "Looks like you're placing a bulk order! 🎉"
 - Benefits:
 - Volume Discounts (up to 25%)
 - Free Branding for your Business
 - Priority Support
- CTA Buttons:
 - [Talk to B2B Team] → Opens Inquiry Form
 - [Continue to Checkout]

Real-Time Cart (RTC) Recommendation

Triggers & Corresponding Suggestions:

- Travel Product Added
 - → "Add Travel Mini for just ₹99?"
- Shampoo Added
 - → "Complete your care — Add Conditioner for ₹249"
- Cart Approaching 12 Units or ₹10,000
 - → "Just X more to unlock bulk discounts!"
- User Added Multiple SKUs with 6+ Units
 - → "Salon or Retail Partner? Explore B2B Kits"

Placement:

- Shown after product is added
- Appears in Cart Slide-Out or Full Cart view

HORECA

Primary Focus: Mid-premium & boutique hotels as core partners experience-led, brand-conscious, open to co-branded partnerships.

Offering	Packaging enhancement	Regional Theming
<ul style="list-style-type: none"> Tiered amenity kits (Essential, Signature, Premium) No new formulations or fragrances 	<ul style="list-style-type: none"> QR codes linking to Kaya's sustainability story, skincare tips, and ingredient transparency. Offer optional co-branded labels or customized sleeves for the full kit (not on bottles) 	<ul style="list-style-type: none"> Use of existing ingredients (e.g., Vitamin C, Sea Salt) to create region-inspired kit names like "Desert Radiance" or "Coastal Calm"

Note: Since Kaya cannot customize product formulas or fragrances per hotel/region, we can be curating regionally-themed kits using existing Ingredients already present in Kaya's products.

REGION WISE KITS (1 ADDITIONAL PRODUCT)

4 common products in each kit:

- Shampoo
- Conditioner
- Shower gel
- Body lotion

Region	Add-on Product (Existing Kaya SKU)	Rationale
Beaches	Daily Moisturizing Sunscreen SPF 30 (75ml)	Sun protection is crucial due to high UV exposure; SPF is essential for beach destinations.
Mountains & Hill Stations	Kaya Anytime Moisturizing Cream	Cold, dry climates require deeper hydration; this heavier moisturizer protects skin barrier.
Urban Stays	Kaya Brightening Beads Cleanser	Pollution and exposure to dust require a gentle, brightening cleanser for daily use.
Pilgrimage Sites	Kaya Salicylic Acid Purifying Cleanser	Long travel and exposure to sweat, dust can trigger breakouts — this suits sensitive skin.
Wildlife & Nature Reserves	Kaya Anytime Moisturizing Cream	Lightweight hydration ideal for outdoor activities; non-greasy and travel-friendly.
Heritage & Cultural Sites	Kaya Daily Pore Minimizing Toner	Long sightseeing days in humid areas — this helps freshen skin and control oil.

Existing Products that can be introduced to HORECA (available on their website)

Facial Treatments	Hair Spa Treatments		Kit	
<ul style="list-style-type: none"> Kaya Antox Vit-C Serum Gluto Glow Face Serum Collagen Boost Serum Kaya Intense Hydration Face Mask Body Care & Relaxation Kaya Deep Moisturizing Body Lotion 	<ul style="list-style-type: none"> Kaya Nourishing Shampoo & Conditioner Regenerist Hair Serum Thickening & Strengthening Hair Growth Serum Scalp Nourishing Hair Oil 	<ul style="list-style-type: none"> Kaya Deep Moisturizing Body Lotion 	<ul style="list-style-type: none"> Flawless Glow Luxe Kit Refresh & restore Trio Dewy Radiance Luxe Kit Head-to-Toe Combo Hydrating Cleanser, Shampoo & Nourishing set 	<p>More significant products to be introduced:</p> <ol style="list-style-type: none"> Hand wash and bubble bath products for premium stays. Hair masks and treatments: High-end spas use deep conditioning masks from brands like Kerastase and Olaplex. More hair serums need to be introduced for Spa treatments as only 1 product Regenerist Hair Serum Thickening & Strengthening Hair Growth Serum Add more body lotion options to attract customers as there's only one product related to that Intense Hydration Body Lotion Moisturizing Body Cream 200ml
Others				
<ul style="list-style-type: none"> Refreshing Mattifying Wipes Dirt & Oil Removal Facial Wipes Everyday Cleansing Wipes Makeup Removal & Refreshing Facial Wipes 				

Products that can be introduced in Cafe & Restaurants

- Moisturizer, cleanser, and serum sachets
- Non-sticky, fast-absorbing hand mists/wipes for guests to use post-meal or with cutlery service
- Scent diffusers with calming essential oils
- Facial wipes enriched with anti-pollution and SPF ingredients
- Nourishing lip balm before hot beverages or dry foods
- Branded reusable tins with 2-3 trial-size wellness products
- Co-created infused teas or functional beverages (e.g., collagen mint tea, antioxidant hibiscus chai)

Hotel Type Segmentation

Luxury, mid-range, and budget accommodations

Chain hotels vs. independent properties

Specialized accommodations (resorts, boutique hotels, heritage properties)

SUBSCRIPTION MODEL

Before diving into the main report, it's important to note that our analysis proposes regional decentralization approach. Market research confirms that hospitality businesses respond best to customized subscription offerings that account for local market dynamics. The proposed strategy of leveraging local market intelligence and regional segmentation aligns with current industry best practices and positions Kaya Science for successful engagement with hospitality partners across diverse markets.

Tier 1

Highly customizable offering with monthly product refreshes and exclusive regional items.
Dedicated account management plus full access to consumer-trend reports, immediate redressal system.
Discounts on Renewal, Free Samples of new products.
Tailored hotel specific new product launches,

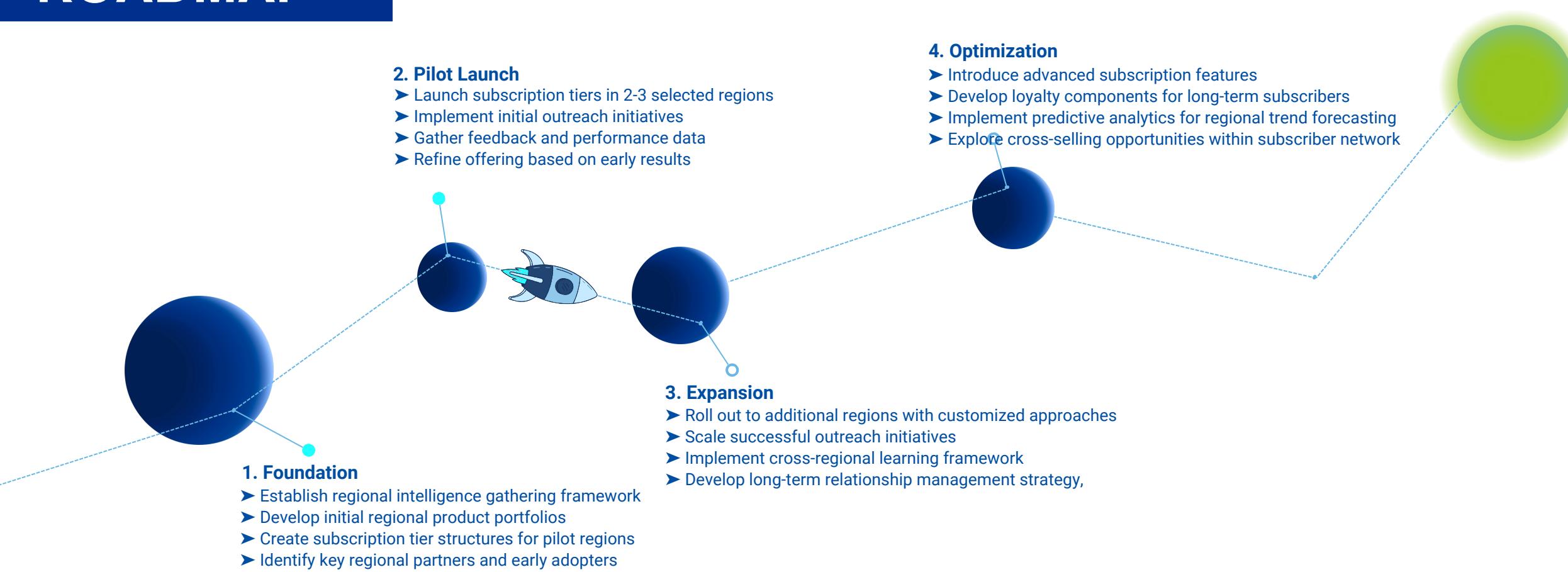
Tier 2

Expanded product range with regional specializations and bi-monthly trend-driven rotations empower mid-sized hotels to continuously delight guests with timely amenities.
Priority delivery/restocking

Tier 3

Customized core products tailored to each region's preferences ensure high relevance and guest satisfaction among smaller, independent hotels. Quarterly product rotations synced with seasonal demand, together with basic support services, keep operations simple while maintaining fresh guest experiences.

ROADMAP



KEY FEATURES OF SUBSCRIPTION MODEL

CUSTOMISATION FOCUS

Decentralized, tiered subscriptions (Essentials/Premium/Elite) ensure local relevance and stronger market penetration. This model leverages local intelligence and customer segmentation (e.g. by climate and hotel segment) to boost engagement and operational efficiency.

LOCAL MARKET INTELLIGENCE

The proposal correctly identifies that local market intelligence is crucial for understanding which hotels to target and how to structure subscription deals that resonate with regional hospitality businesses. Local intelligence providers can help identify high-potential partners and offer insights about regional hospitality trends that might not be apparent from centralized market research.

MULTI DIMENSIONAL

We aim to offer locality based subscription bundles, identified through local market intelligence which caters to different customer segments including people conscious for ingredient centric well being products

KPIs to track

SEGMENTATION



Demographic

- Guest profiles (couples, families, solo travelers, business travelers)
- Age groups and income levels relevant to each region
- Special needs or preferences of different demographic groups

Hotel Type

- Luxury, mid-range, and budget accommodations
- Chain hotels vs. independent properties
- Specialized accommodations (resorts, boutique hotels, heritage properties)
- Size-based classification (small, medium, large)



Geographic

- Regional tier classification
- Tourist destinations vs. business hubs
- Rural, suburban, and urban locations with distinct needs
- Climate and seasonal considerations affecting product requirements

This multi-dimensional segmentation enables Kaya Science to develop highly tailored subscription offerings that address the specific needs of different hotel types serving diverse customer groups in various regions.

Customer Satisfaction (CSAT)

Range: 0-100 or 5-point scale

REMARKS

An aggregated rating (often 0-100 or 5-point scale) from guest surveys specifically about the Kaya product experience. It reflects how well the skincare products and services meet guest expectations. High CSAT is critical for repeat bookings and word-of-mouth. In hospitality, good guest satisfaction scores are typically above the mid-70s; for example, the ACSI lodging benchmark is ~77/100. (Set targets in the high-70s or 80s.)

Net Promoter Score (NPS)

Range: -100 to +100

Measures guests' likelihood to recommend the hotel for the Kaya wellness experience. Defined as %Promoters minus %Detractors (range -100 to +100). A higher NPS indicates strong loyalty and advocacy. In hotels, an NPS above 50 is considered excellent (industry averages are often 30-40). Kaya's program should aim for NPS in the 50+ range to indicate guest enthusiasm.

Product Usage Rate

Aim for >50%

The percentage of distributed Kaya amenity products actually used by guests (e.g. % of in-room skincare items consumed or requested). This gauges product appeal and adoption. It would also help in building customized and relevant bundles which would actually be used by customers rather than making generic bundles. In practice, hotels track "amenity usage" to focus investments on popular items. Aim for a majority usage (e.g. >50%) on core products and improve low-use items through promotion or substitution.

Renewal Rate

Aim for ~90%

The % of hospitality partners who renew their Kaya subscription at each renewal interval. This is critical for recurring revenue stability. A high renewal rate implies satisfied clients. Best-in-class subscription businesses (e.g. SaaS) see ~90% annual renewal. Kaya should target renewal rates in the 85-90% range, adjusting for B2B context. (Lower churn directly boosts lifetime value.)

Other useful KPIs

Tier Progression

The % of existing subscribers who upgrade to a higher-tier

Regional Penetration

Had the longest average time on page, suggesting high listener engagement despite lower total views.

Local Partnership Conversion

consistently show good engagement rates and high conversion rates, indicating effective content for driving actions.

Delivery Turnaround Time (TAT)

while fewer in total views, show potential with a focused audience that engages deeply.

Product offerings of each brand

Brand	Core Products	Best Sellers
La Roche-Posay	Facial cleansers, moisturizers, sunscreens (Anthelios, Toleriane), Cicaplast balm, Lipikar wash	<ul style="list-style-type: none"> Anthelios SPF 50+ Invisible Fluid Toleriane Hydrating Gentle Cleanser
Paula's Choice	BHA/AHA toners, retinol, serums, sunscreens — full range of exfoliants and actives	<ul style="list-style-type: none"> 2% BHA Liquid Exfoliant Skin Perfecting 8% AHA Gel
Elemis	Cleansing balms, pro-collagen marine cream, masks, serums, body oils	<ul style="list-style-type: none"> Pro-Collagen Cleansing Balm Pro-Collagen Marine Cream
Estée Lauder	Serums, moisturizers, eye creams, makeup items like Double Wear, Advanced Night Repair, foundation	<ul style="list-style-type: none"> Advanced Night Repair Serum Double Wear Foundation Sumptuous ExtremeLash Mascara
CeraVe	Ceramide-based cleansers, lotions, moisturizers, eye contour cream	<ul style="list-style-type: none"> Hydrating Facial Cleanser (dermatologist staple) Eye Repair Cream
The Ordinary	Serums (hyaluronic acid, niacinamide), exfoliants, SPF, peptides	<ul style="list-style-type: none"> Hyaluronic Acid 2% + B5 Glycolic Acid 7% Toner Niacinamide 10% + Zinc 1%
Caudalie	Serums, creams, cleansers, masks, vine-based skincare	<ul style="list-style-type: none"> Vinoperfect Brightening Serum Vinopure Purifying Gel Cleanser Beauty Elixir Mist
L'Oréal	Moisturizers, anti-aging serums, sunscreens, cleansers via L'Oréal Paris and brands like Garnier	<ul style="list-style-type: none"> Revitalift Triple Power Serum SPF Day Cream
L'Occitane	Body creams, hand creams, shower oils, face care like Immortelle Divine Cream	<ul style="list-style-type: none"> Almond Shower Oil Shea Butter Hand Cream • Immortelle Divine Cream
Shiseido	Serums, moisturizers, sun care, cleansing foams, men's skincare	<ul style="list-style-type: none"> Ultimune Power Infusing Serum Bio-Performance Super Revitalizing Cream Clear Sunscreen Stick SPF 50+
Glow Recipe	Fruit-based serums, moisture creams, toners, kits	<ul style="list-style-type: none"> Watermelon Glow Dew Drops PHA+BHA Pore-Tight Toner Plum Plump Hyaluronic Serum
Natura & Co.	Multiple brands (Natura, Avon); skincare, body care, fragrances	<ul style="list-style-type: none"> Items vary by brand; Natura Ekos lines and Avon best sellers like Advance Techniques hair care
SkinCeuticals	High-potency serums (vitamin C, peptides), moisturizers	<ul style="list-style-type: none"> C E Ferulic Vitamin C Serum Triple Lipid Restore 2:4:2 Cream

REGIONAL KITS

<p>Beaches</p> <ul style="list-style-type: none"> • Daily Moisturizing Sunscreen SPF 30 Sun Protection for Dull Skin 75ml • Refreshing Mattifying wipes Dirt & Oil Removal Facial Wipes • Soothing Cleansing Gel Calming & Hydrating Face Wash 200ml • Intense Hydration Body Lotion Moisturizing Body Cream 200ml • Brightening Day Cream Hydrating Day Moisturizer with SPF 50ml <p>New add ons:</p> <ul style="list-style-type: none"> • Shower gels, shampoo, conditioner, bath salts and liquid soaps • Hair mask for deep conditioning after beach day 	<p>Pilgrimage</p> <ul style="list-style-type: none"> • Intense Hydration Body Lotion Moisturizing Body Cream 200ml • Kaya Nourishing Shampoo & Conditioner • Scalp Nourishing Hair Oil • Brightening Day Cream Hydrating Day Moisturizer with SPF 50ml • Regenerated Hair Serum Thickening • Soothing Cleansing Gel Calming & Hydrating Face Wash 200ml • Kaya Antox Vit-C Serum • Daily Moisturizing Sunscreen SPF 30 Sun Protection for Dull Skin 75ml <p>New add ons:</p> <ul style="list-style-type: none"> • Shower gels, shampoo, conditioner, bath salts and liquid soaps
<p>Mountains & Hill stations</p> <ul style="list-style-type: none"> • Intense Hydration Body Lotion Moisturizing Body Cream 200ml • Kaya Nourishing Shampoo & Conditioner • Everyday Cleansing Wipes Makeup Removal & Refreshing Facial Wipes • Hydrating Day Moisturizer with SPF 30ml • Scalp Nourishing Hair Oil <p>New add ons:</p> <ul style="list-style-type: none"> • More hair oils • Shower gels, shampoo, conditioner, bath salts and liquid soaps 	<p>Wildlife & Nature reserves</p> <ul style="list-style-type: none"> • Soothing Cleansing Gel Calming & Hydrating Face Wash 200ml • Brightening Day Cream Hydrating Day Moisturizer with SPF 50ml • Refreshing Mattifying wipes Dirt & Oil Removal Facial Wipes • Kaya Nourishing Shampoo & Conditioner • Intense Hydration Body Lotion Moisturizing Body Cream 200ml <p>New add ons:</p> <ul style="list-style-type: none"> • Shower gels, shampoo, conditioner, bath salts and liquid soaps • More hair serums
<p>Urban Stays</p> <ul style="list-style-type: none"> • Soothing Cleansing Gel Calming & Hydrating Face Wash 200ml • Refreshing Mattifying wipes Dirt & Oil Removal Facial Wipes • Brightening Day Cream Hydrating Day Moisturizer with SPF 50ml • Daily Moisturizing Sunscreen SPF 30 Sun Protection for Dull Skin 75ml • Kaya Nourishing Shampoo & Conditioner <p>New add ons:</p> <ul style="list-style-type: none"> • Hair serums, conditioners and leave-in treatments • Kaya Antox Vit-C Serum • Shower gels, shampoo, conditioner, bath salts and liquid soaps 	<p>Heritage & Cultural Sites</p> <ul style="list-style-type: none"> • Daily Moisturizing Sunscreen SPF 30 Sun Protection for Dull Skin 75ml • Kaya Nourishing Shampoo & Conditioner • Brightening Day Cream Hydrating Day Moisturizer with SPF 50ml • Refreshing Mattifying wipes Dirt & Oil Removal Facial Wipes • Scalp Nourishing Hair Oil • Regenerated Hair Serum Thickening <p>New add ons:</p> <ul style="list-style-type: none"> • Shower gels, shampoo, conditioner, bath salts and liquid soaps

RESTAURANTS & CAFÉS

VALUE PROPOSITION

1. Enhanced Guest Experience: Today's guests are looking for more than meals: they seek lifestyle alignment. Kaya Science enables cafés to become wellness-forward destinations, not just F&B joints. For eg: **Glossier** took over a local café, integrating their products into the dining experience. This served as a physical space for fans to engage with the brand beyond online platforms.

2. Revenue Diversification: Selling Kaya mini kits, trial sachets, or impulse-buy skincare at billing counters. **Higher footfall** from wellness events, brand cachet increases repeat visits.

3. Loyalty Programs: Integrating a Kaya loyalty program in cafés Incentivizes repeat visits by rewarding customers for skincare purchases with exclusive perks, effectively combining wellness and dining into a habit-forming lifestyle experience.

4. Visit-to-Reward Loop: Customers receive a **Kaya discount code** or Voucher with each café visit, encouraging repeat visits while seamlessly linking in-store experience with product purchase.

5. Drive footfall and engagement: Wellness pop-ups, influencer collabs, loyalty programs

6. Co-branding opportunity: Co-branding with Kaya positions cafés as wellness-focused spaces, boosting brand trust and attracting health-conscious customers through shared visibility and premium association. Offer thematic events or co-branded products.

7. Subscription Cross-Promotions: Customers that are regular on Kaya D2C website will conversely get discount codes to visit partner cafés - driving footfall to them.

8. Starter kits or sample products provided free for the first 2 weeks, with minimal commitment.

PRODUCT PLACEMENT STRATEGY

Model	Description	Best For
Countertop Display	Sleek, branded stand with testers and trial-size products	Premium or busy cafés
In-washroom placement	Free placement of hand creams, liquid soaps near the sink with "Compliments of Kaya" tag	Boutique cafés with clean restrooms
POS Retail	Small shelf near payment counter with QR codes for online purchase	Chain cafés with retail space
Table Tents	Mini cards on tables promoting combo offers: "Espresso + Kaya product trial @ ₹20"	Health-conscious cafés
Co-branded Menu items	E.g. "Kaya Glow Latte"	Cafes open to brand collaboration

HORECA

Category	StayVista	Pink Papaya	Saffron Stays
Brand Identity & Market Positioning	India's largest luxury villa rental brand with 800+ villas across 60+ destinations. Focus on curated luxury experiences, premium hospitality, and personalized stays.	Boutique, design-forward vacation rentals in North Goa. Emphasis on vibrant aesthetics, youth-driven branding, and social appeal.	Pioneer in luxury vacation rentals with properties in serene, offbeat locations. Focus on family and group retreats, authenticity and personalization.
Brand Perception	Premium, guest-centric, offering curated villa experiences with hotel-like hospitality and private comfort.	Fun-loving, modern, and experiential brand that blends comfort with style. Appeals to a design-conscious and trend aware traveler.	Trusted, family-oriented premium brand offering meaningful, nature-immersed experiences with high service quality.
Target Audience	Affluent, experience-seeking group travelers (families, friends, corporate teams) seeking curated private luxury.	Young professionals and millennials who value aesthetics, Instagrammable moments, and personalized experiences.	Affluent families, large friend groups, and corporate teams seeking quality time and immersive stays. Age group 30-55, mostly urban metros.
Proposed Collaboration: Amenity Kits	Dermatologist-approved, travel-size, products with co-branded packaging. Luxurious unboxing aligned with villa decor.	Co-branded playful travel-size, skincare kits matching both brand aesthetics. In-room welcome kits for Instagrammable experiences.	Location-specific kits (e.g.: sun care for beaches, hydration for hills). Welcome hampers with QR codes for details and purchases.
Proposed Collaboration: Wellness Experiences	QR based skincare concierge with virtual consultation. Personalized product suggestions and offers. Loyalty programs	Virtual skincare consultation via QR, plus interactive skincare tips. Potential workshops and pop-up spa events, guest-generated content, seasonal packages	In-villa selfcare rituals, Kaya-led facials or workshops. "Kaya x saffron stays Getaway series" wellness retreat branding.
Proposed Collaboration: Retail & Sampling	Kaya kits at reception/in-room menus, gift hampers for honeymooners, long-stay guests.	Social media campaigns around kits. QR based consultation links. Guest-generated content.	QR-based product purchases in bathrooms. Discount codes post-stay. Optional villa retail integration.
Mutual Benefits for Property Brand	Elevated Guest satisfaction, standout wellness touchpoints, enhanced brand loyalty.	Distinctive in-room value, social media buzz, and guest differentiation.	Adds wellness dimension, enhances luxury perception, boosts post-stay engagement and potential revenue.
Mutual Benefits for Kaya	Access to high-LTV wellness-conscious travelers. Sampling and product engagement opportunities.	Reach younger, trend-driven clientele. Lifestyle positioning for Kaya.	Direct engagement with premium, loyal audiences. Association with curated travel and wellness brands.

Event & Party Placement Strategy – Region-Wise

Region	Event Types	Strategic Partners	Kaya Product Focus	Target Audience
Delhi NCR	College fests (DU, Amity), private parties, weddings, corporate wellness events	Wedding Sutra, DLF Clubs, Social Offline	Brightening Beads Cleanser: Exfoliating face wash with AHA and Niacinamide, Daily Use Sunscreen SPF 30: Daily moisturizing sunscreen, Pigmentation Reducing Complex: Reduces dark spots and marks.	College students, influencers, corporate professionals
Mumbai	Fashion shows, private parties, film auditions, wellness retreats	Soho House, NH7 Weekender, Salt Scout, Juhu lounges	Brightening Day Cream: Moisturizer with Vitamin C & Azelaic Acid, Hydra Surge Serum: Hydrating serum enriched with Malachite, Brightening Night Cream: Night moisturizer with Vitamin C & Azelaic Acid.	Beauty-conscious millennials, celebrities, influencers
Bangalore	Tech offsites, flea markets, Indiranagar cafés, Sunday Soul Sante	WeWork, Commune, Cult.fit, event cafés	Purifying Cleanser: Salicylic acid face wash for acne-prone skin, Daily Pore Minimising Toner: Alcohol-free toner with Witch Hazel & Niacinamide, Brightening Night Cream: Night moisturizer with Vitamin C & Azelaic Acid.	Startup professionals, wellness enthusiasts, young families
Hyderabad	HITEC office events, Ramoji weddings, home parties	Marriott Hyderabad, AirLive, IIIT Hyderabad	Acne Free Purifying Cleanser: Salicylic acid face wash for acne-prone skin, Acne Free Purifying Toner: Alcohol-free toner with Niacinamide, Brightening Night Cream: Night moisturizer with Vitamin C & Azelaic Acid.	Tech employees, young influencers, brides-to-be
Chennai	IIT-M fests, bridal expos, beach events	Phoenix MarketCity, Chennai Bloggers Club	Soothing Cleansing Gel, Sensitive Sunscreen SPF 15: Lightweight, non-sticky sunscreen, Brightening Day Cream: Moisturizer with Vitamin C & Azelaic Acid.	Students, brides-to-be, coastal skincare users
Kolkata	College fests, Durga Puja pandals, rooftop parties	Zomaland, 6 Ballygunge Place, youth organizations	Brightening Beads Cleanser: Exfoliating face wash with AHA and Niacinamide, Daily Pore Minimising Toner: Alcohol-free toner with Witch Hazel & Niacinamide, Brightening Day Cream: Moisturizer with Vitamin C & Azelaic Acid.	Cultural youth, college students, beauty enthusiasts
Tier-2 Cities	Wedding fairs, melas, exhibitions	Local planners, salons, dermat clinics	Purifying Spot Corrector: Targets blemishes and active acne, Brightening Day Cream: Moisturizer with Vitamin C & Azelaic Acid.	Aspiring users, first-time skincare buyers