**Top Banner write-up**

THE BEAUTY AND WELLNESS SOCIAL NETWORK

Groomefy helps users to discover, engage & get that impeccable look for every occasion.

**ABOUT US**

Groomefy brings the latest trends in skin, nail, hair and body art to mainstream conversation. Upload, browse and follow relatable and latest looks. Find out what look to opt for with that new black dress or let your new hairstyle be a conversation starter. Window shop your new hairstyle, make-up look, nail trend and we tell you the best stylists in your vicinity who provide you with that. That’s why we say, Groomefy….and you’re looking good!!

**WHAT GROOMEFY BRINGS TO YOU..**

Groomefy helps you discover, explore and get that perfect hairstyle, make-up, nails do which compliments fashion trends….Here’s what we have to offer

**Pointers for bulleted list**

* **Discover the latest trends**

What’s hot! And what’s not! Everything you need to know about Beauty and Grooming trends, now on your fingertips!

* **Follow Stylists/Salons**

Like a Stylist? Like their body of work? Follow them to know about every new style they create!

* **Inspire & Get inspired**

Ever felt the looks of the models in magazines seem inaccessible? Well, that’s where we come in! Relatable user generated content helps you ascertain what look you can carry.

* **Book your preferred look**

A date? An Interview? Ex.’s wedding? Find the right look , book it and be the show stopper!

**Features**

Users:

* **BROWSE THROUGH LATEST TRENDS**

Stay updated with the latest styles and trends. Discover the latest trends in hair, make-up, nail art, massages and more

* **BE A TRENDBENDER**

Share your new looks and be the trendsetter who inspires other. Be the talk of the town and

get inspired through relatable user generated content

* **GET TIPS AND TRICKS ON BEAUTY**

Get quick tips and tricks from your fellow trendbenders to get that glowing skin, make-up hacks and hauls, etc.

* **DISCOVER NEW STYLISTS**

Find the best Artists/Stylists in your vicinity

* **FOLLOW YOUR FAVOURITE STYLISTS**

Follow Stylists & save looks for all those occasions in the future

* **BOOK THAT LOOK**

Like a look? We tell you which salon/stylist in your vicinity can help you get it and let you book an appointment with them. You also get to rate your experience

Partners/Stylists:

* **REACH YOUR CUSTOMER**

A marketing platform for everything beauty and grooming with a curated target audience (users)

* **SHOWCASE YOUR WORK**

Showcase your work, create a ‘digital look book’ and educate consumers of the new services on offer

* **GREAT WORK MANAGEMENT TOOL**

The appointment log enables you to plan and manage work better and maximise utilisation of resources and manpower

* **BOOK APPOINTMENTS DURING NON-BUSINESS HOURS**

Don’t lose out on any appointments because you are closed for the day. Your customers can reach you anytime during the day

* **KEEP A TRACK OF YOUR CUSTOMER’S PREFERENCES**

Enhance user experience by knowing your customer better and keeping a record of their likes and dislikes

* **GET CUSTOMER FEEDBACK**

Get a pat on your back when the customers like you or get to know what you need to do to make yourself better

**TEAM**

**Rohit – Co Founder**

Strategy, Ideation and Planning are the words out of the dictionary that appeal to Rohit the most! A true leader, he is always ticking with ideas and does a wonderful job at pushing everyone to innovate and take initiative in every process in the organisation. Rohit is a true believer of teamwork, till it comes to starting a bonfire. He loves to master the fire all alone!

Rohit’s love for food makes him a bonafide Gastronaut. His perfect world will comprise a new cuisine, everyday!

**Amyt – Co Founder**

A management professional, Amyt is always looking to kick-start new business ventures. Having excelled in the businesses in the field of construction and fire fighting equipment, Amyt has always felt a strong desire to venture into the tech industry. And so, Groomefy was born!

He claims to be procrastination’s worst enemy, and his ‘Do it now’ attitude is what drives the whole organisation. Amyt has a penchant for the finer things in life and enjoys travelling. When not working you will find him chilling with his friends, or on a quick weekend getaway!

**Ridhima – Chief Stylist**

Ridhima is a management graduate who has got a flair for creating new and experimental makeup looks. Her love for vanity led her to pursue a career in makeup. Ridhima feels that makeup gives her that extra confidence.

When she's not painting faces, she's dishing up exotic food for friends and family. She's also a full time soccer mom.

**Anuj – Head, Content & Campaign Strategy**

A major Sports and Music fanatic, Anuj has spent the most of the previous decade behind and in front of a camera Making TV shows on varied topics like Gadgets, Automobiles, Food, Fashion, Beauty and needless to say, Music and Sports.

Anuj loves playing football and is always game to have heated discussion on why Juventus is the best football team ever! He is still in search of the best hairdo for himself!

**Apoorva – Head, Partner Acquisition & Marketing**

With a penchant for fashion and dance, Apoorva puts her creativity to work with marketing people, products, and places. A versatile marketing & sales experience spanning 8 years Apoorva learnt the tricks of the trade pretty early in her professional career.

An absolute animal lover she loves cuddling with Rocco her mischievous bull mastiff. A day dreamer at times Santorini is one place which she has visited a lot in her dreams**.**

**Prerna – Head, Marketing & Startegy**

Prerna, a serious studious researcher and marketing consultant advising global organisations across industries such as consumer goods, automotive, healthcare etc. in the past, has now worn the fun marketer’s hat.

Prerna has the knack to learn new things and loves to read about anything and everything. She loves to doodle and sketch in her free time. She is loving the innovative and creative world of make-up that Groomefy has opened up for her.

**Download App prompt**

Feeling the room for a little more style in your look today? Get Groomefyed!