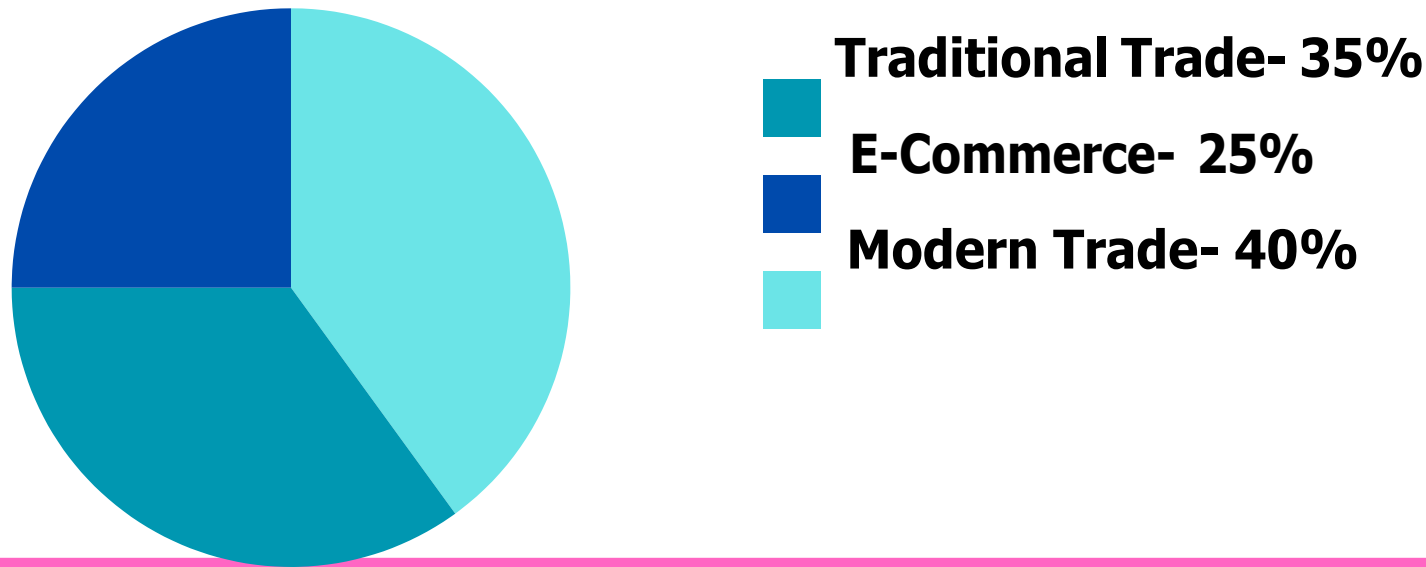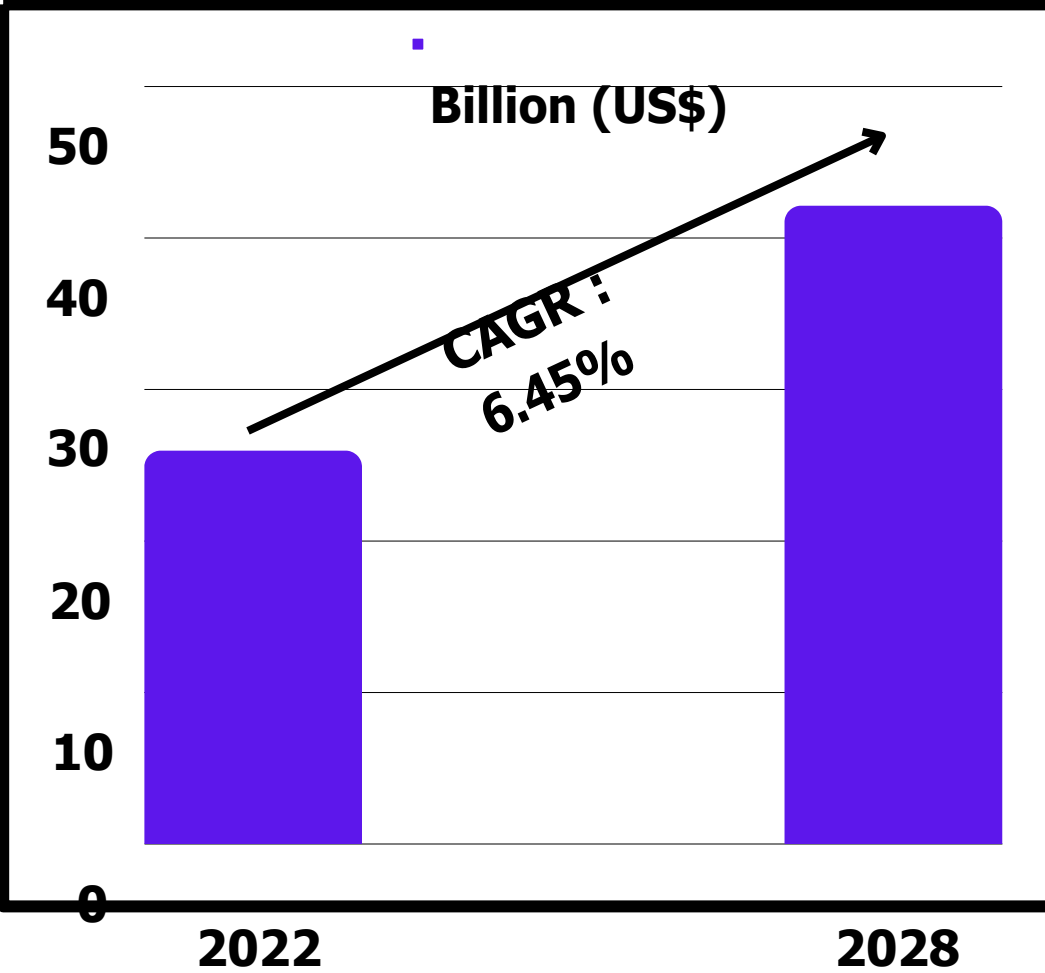The Indian beauty and self-care market is one of the fastest-growing markets in the world, with a valuation estimated at USD 25.96 billion in 2023. This growth is driven by a number of factors, including:

- **Rising disposable incomes:** As the Indian economy continues to grow, consumers have more disposable income to spend on non-essential items such as beauty and self-care products.
- **Increasing urbanization:** The urbanization of India is leading to a more consumerist society, with people more likely to be aware of and interested in new beauty trends.
- **Growing awareness of health and wellness:** There is a growing awareness of the importance of health and wellness in India, which is driving demand for natural and organic beauty products.
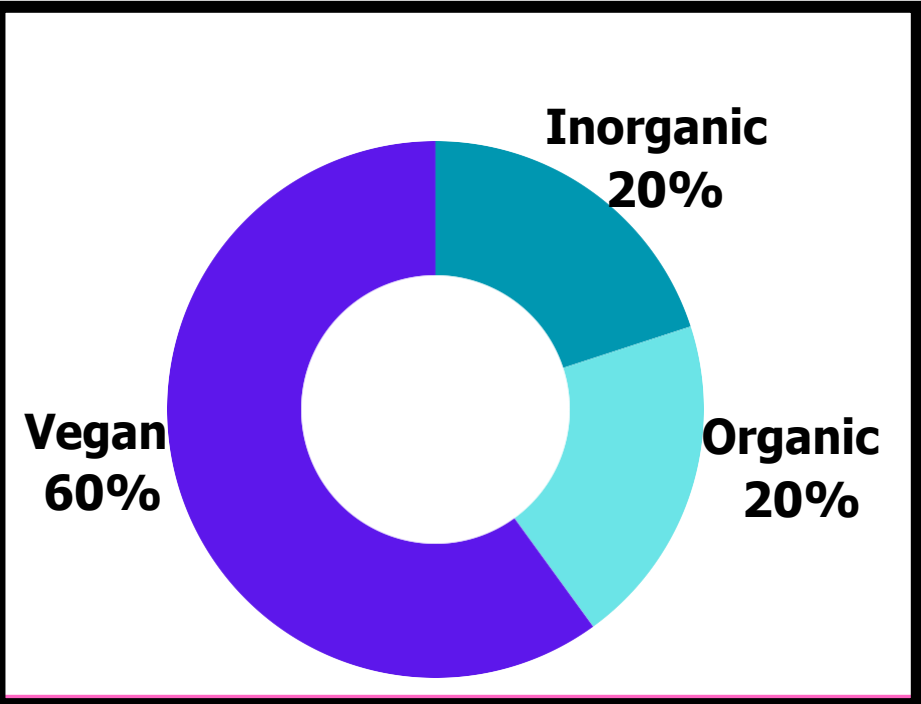
INDIAN BEAUTY AND PERSONAL CARE MARKET

Billion (US$)

CAGR : 6.45%

2022   2028

SOURCE

PRODUCT TYPE DISTRIBUTION

Inorganic 20%

Organic 20%

Vegan 60%

DISTRIBUTION CHANNEL

Traditional Trade- 35%

E-Commerce- 25%

Modern Trade- 40%

ABOUT TIRA

Tira is an online beauty and personal care platform based in India that offers a wide range of products from global and homegrown brands. Founded in 2019, the company aims to provide a curated selection of high-quality cosmetics, skincare, haircare, and personal care products to its customers. Tira's mission is to empower individuals to make informed choices about their beauty and self-care routines, offering a seamless and personalized shopping experience.
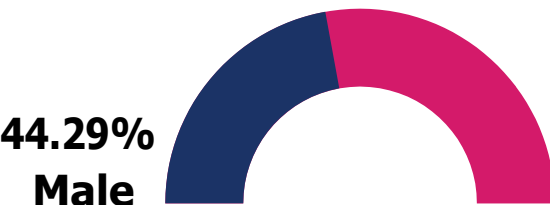
Product Categories:

Skincare　　**Haircare**　　**Cosmetics**

PLATFORM TRAFFIC:

44.29% Male　　**55.71% Female**

25-35 years 35.58% users

Total Visits 1.2M+

10l+ downloads

4.1 * with 5T+ reviews

SOURCE

Revenue

2,000

1,500

1,000

500

0

2019　2020　2021　2022　2023　2024　2025

Average Order value

2,500

2,000

1,500

1,000

500

0

2022　　2023　　2024　　2025
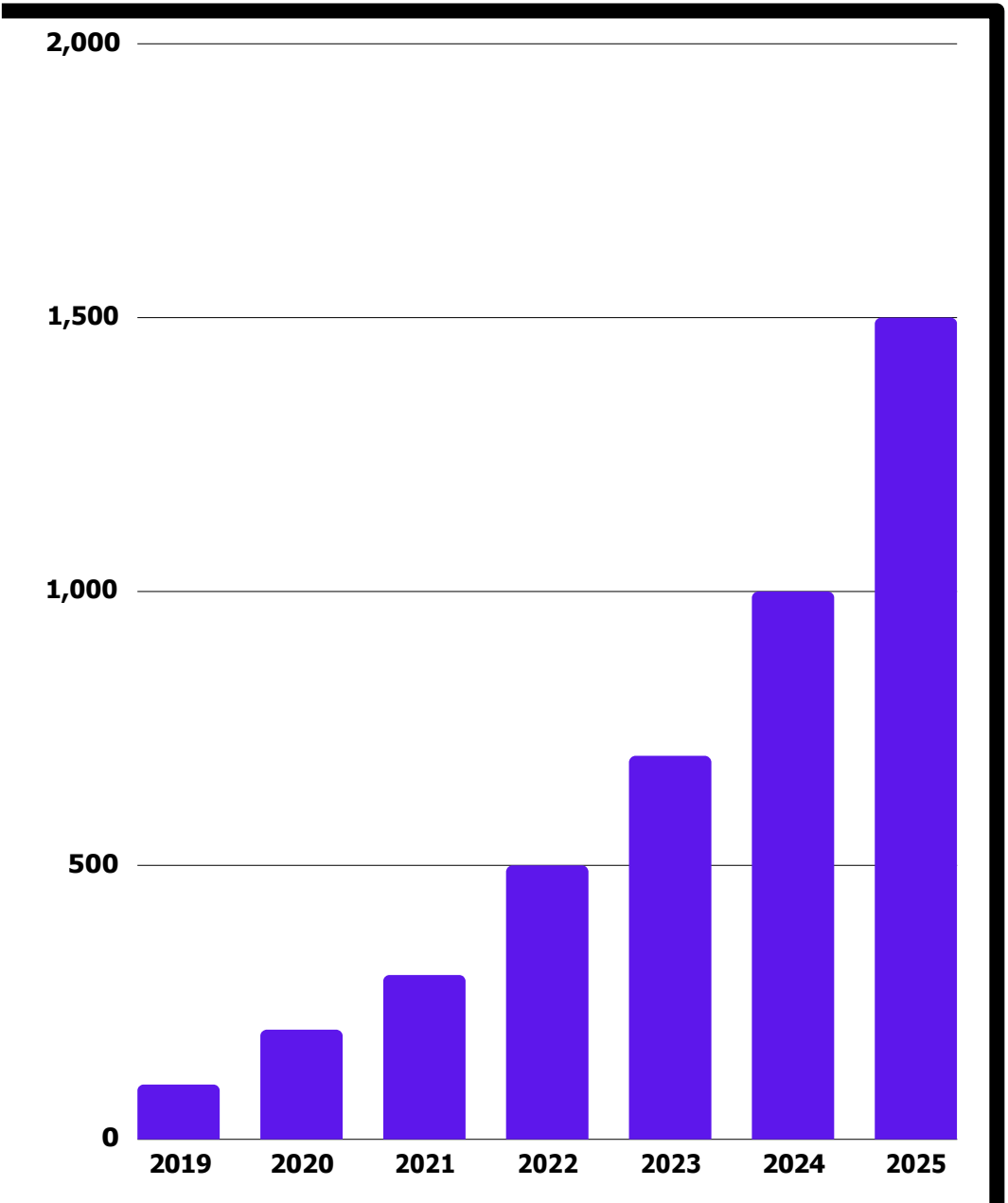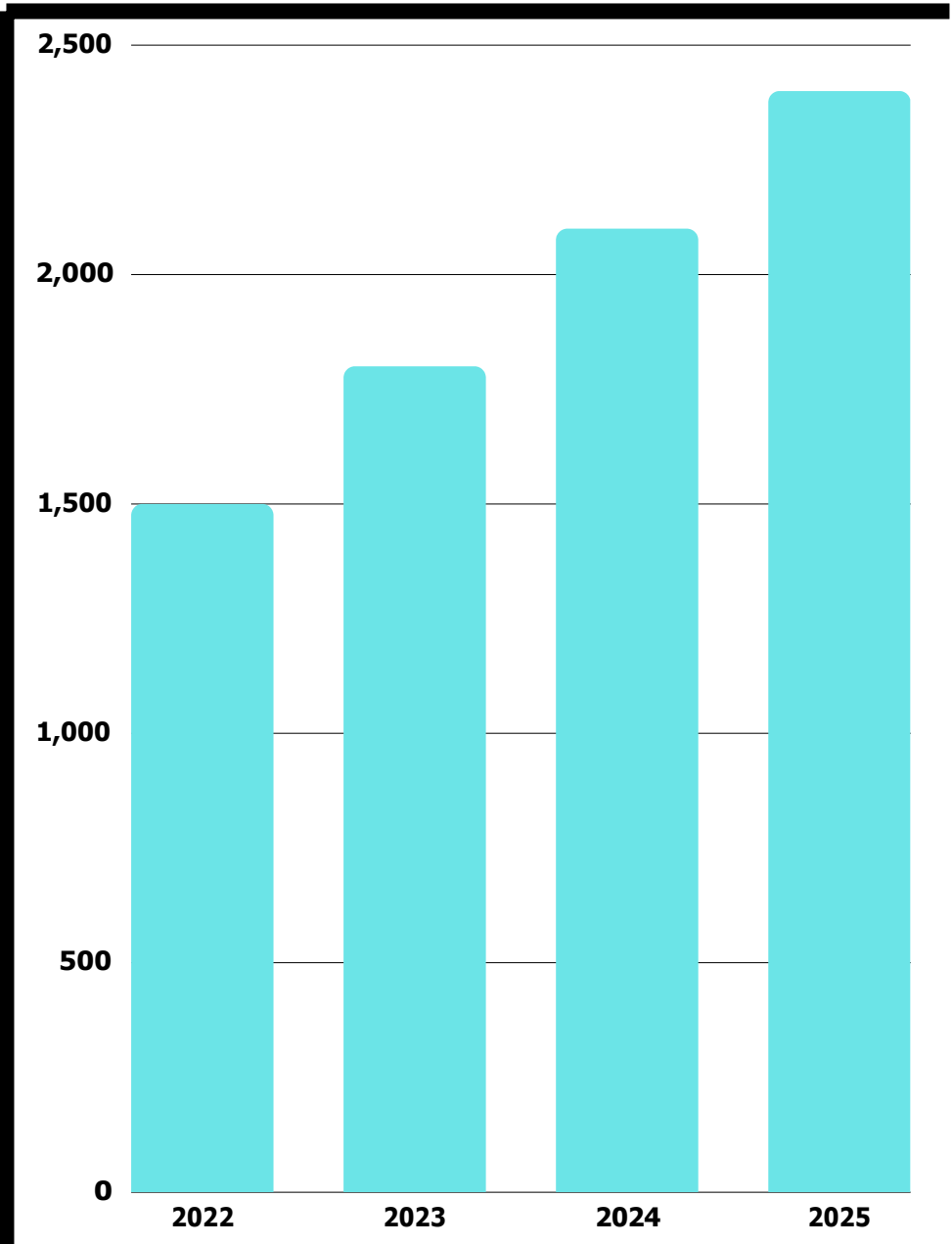
The above data is based on estimation of market size and tira's market share

Pie chart labels:

- Amazon Beauty 8%
- Flipkart beauty 10%
- Tira 2%
- Others 27%
- Purple 15%
- Nykaa 38%
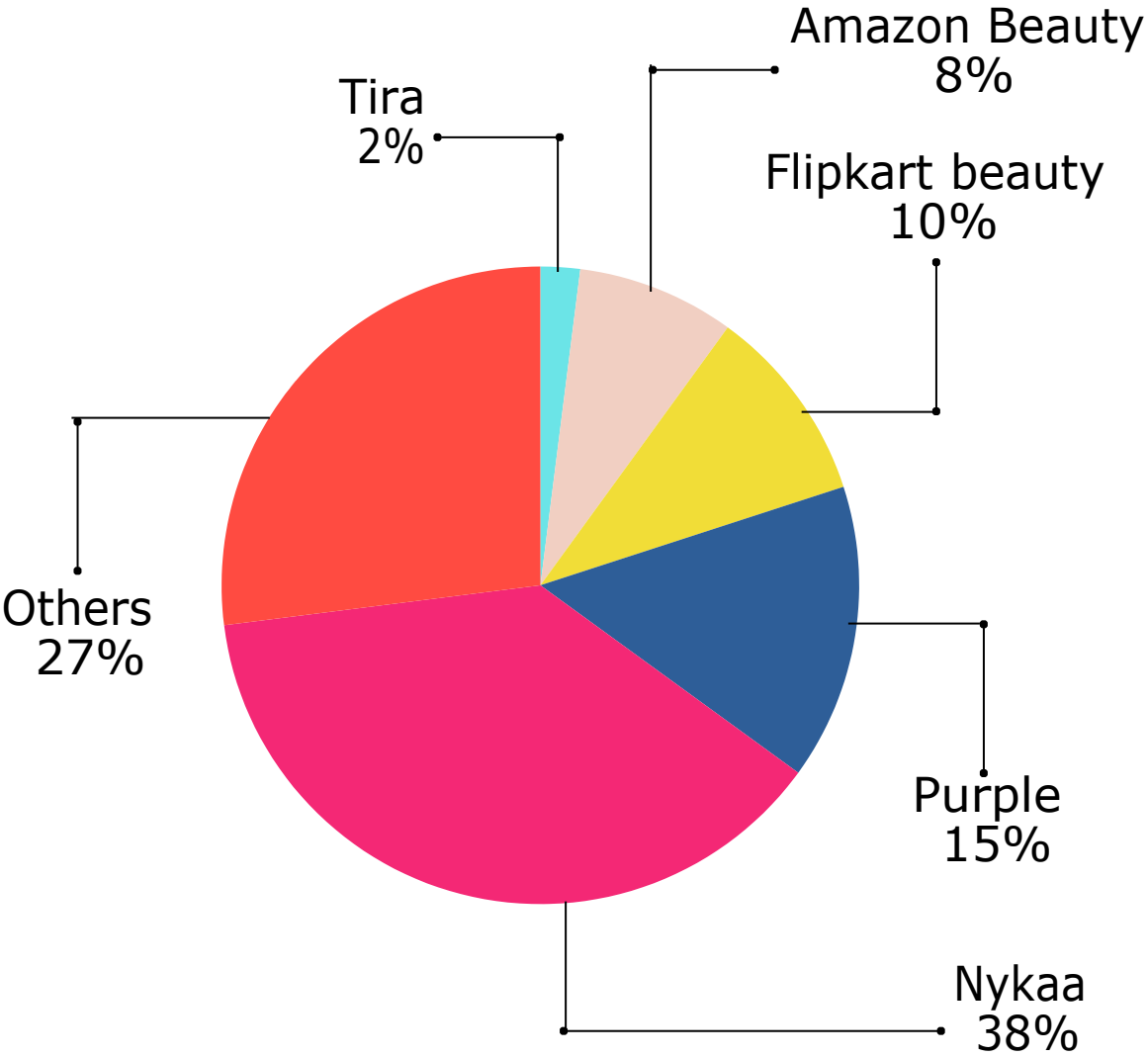
PRIMARY RESEARCH

Based on my primary research I interviewed few customers of this online skin care industry and these were the challenges Faced by them in Online Beauty Shopping:

Shade Disparity: A Hurdle to Matching:
One of the key challenges women face is the lack of standardization in shade naming across different beauty brands. While brands may use similar descriptors, such as "light," "medium," or "dark," the actual undertones and shades can vary significantly.

Absence of Offline Touchpoints: Limiting Trials
Further compounding the shade selection challenge is the limited availability of offline stores for many beauty brands. This restriction prevents women from physically trying on products to determine their perfect match. The lack of trial opportunities often leads to impulse purchases, increasing the likelihood of receiving shades that don't align with their skin tone.

PROBLEMS FACED BY USERS IN VIRTUAL CONSULTANCY:

- Virtual consultations lacked the tactile aspect of physical assessments, making it difficult to thoroughly examine skin texture, lesions, and other physical characteristics.
- Users struggled to accurately describe their skin concerns and symptoms through virtual communication.
- Skin conditions that varied significantly across different areas of the face, and virtual testers was not able to capture this variability accurately.

USER PERSONA

Riya Agarwal |
22 Years | Single
- Occupation: Marketing Manager
- Location: Noida, Uttar Pradesh
- Interests: Beauty trends, skincare, fitness, travel

Pain Points

No time for research

Wary of expensive mistakes

Overwhelmed by product choices

Pain Points

Skin concerns

Frustrated with generic solutionss

Lack of expert guidance

Harshita Agarwal
32 Years | Married
- Occupation: Freelance Graphic Designer
- Location: Guwahati, Assam
- Interests: Skincare, wellness ,sustainability

Saba Azama
22 Years | Single
- Occupation: College Student, aspiring beauty blogger
- Location: Patna, Bihar
- Interests: Makeup tutorials, DIY beauty hacks, social media

Pain Points

Feels isolated in her beauty journey

Lacks confidence in her fashion skills

FEATURE 1: TRIAL ME - INNOVATIVE FEATURE FOR EXPERIENCING PRODUCTS

With Trial Me, consumers can select a variety of products they're interested in trying, and we'll send them a curated Trial Pack containing miniature versions of those products. This allows them to test the products in the comfort of their own homes, assessing their compatibility with their skin type, hair type, and personal preferences.

HOW WILL IT WORK:

User browses the selection of trial products.

User selects up to 10 trial products they are interested in trying.

User selects the quantity of each trial product they want to purchase

Small packets of Trial Product

LIMITATIONS ON PURCHASE

- Users can only purchase a maximum of 10 trial products per month.
- Users can only purchase a maximum of 3 units of each trial product.
- Users can only purchase trial products for brands that they have not yet purchased full-sized products from.

UI SCREEN OF THE FEATURE
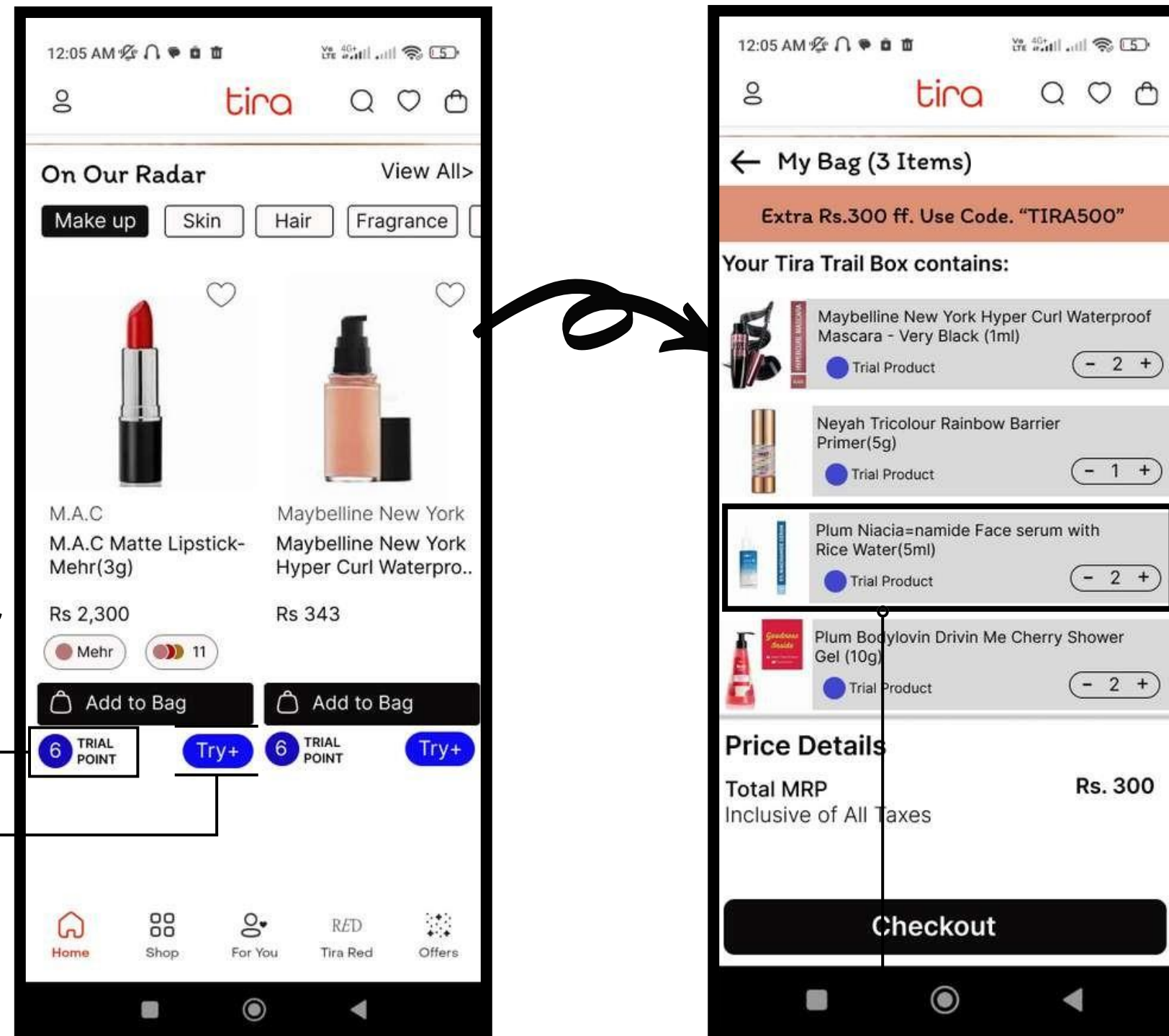
Icon showing number of trial points left to spend

With this icon we will be directly able to add product in the trial cart

The selected product will be added to the cart in its minimized form and placed among the Tira trial products."

HOW TRIAL ME DIFFERENTIATES THE PLATFORM

For customers:

- Trial Me can lead to increased product satisfaction by allowing consumers to find products that truly suit their individual needs and preferences.
- By reducing the risk of purchasing unsuitable products, Trial Me can help consumers get more value for their money.

For Brands:

Brands can reach a wider audience and increase product trial by offering miniature versions of their products through Trial Me. This can lead to increased brand awareness,

MONETISATION STRATEGY

Direct Income Sources through the feature

Charging a fee for each curated Trial Pack sent to consumers. This fee should be set to cover the cost of the miniature products, packaging, and shipping.

Encouraging Trial Me users to purchase full-sized versions of the products they've tried by offering discounts, exclusive promotions

Indirect Income Sources through the feature

Partnering with beauty brands to offer exclusive Trial Pack bundles or limited-edition products. This can generate revenue through upfront fees, revenue sharing, or data exchange agreements.

Selling aggregated and anonymized user data to beauty brands, retailers, and market research firms for insights into consumer preferences, product trends, and market potential.
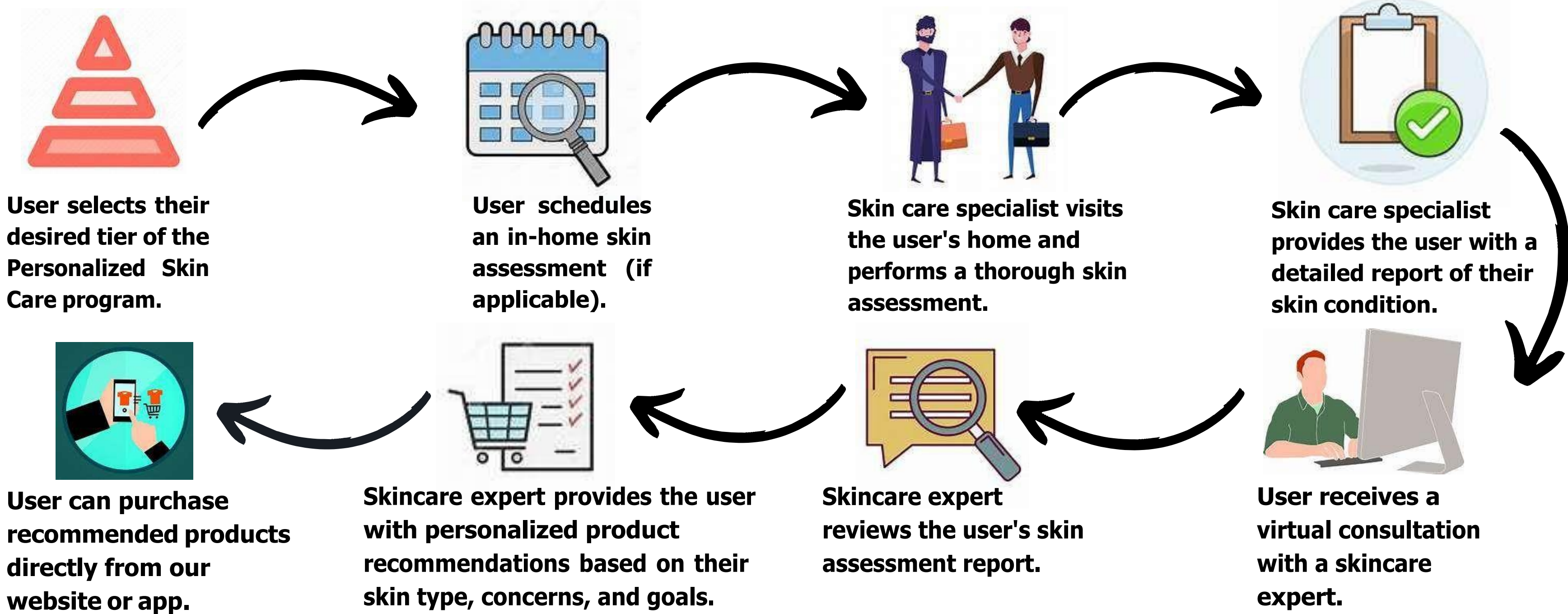
FEATURE 2: PERSONALIZED SKIN CARE PROGRAM

A comprehensive approach to helping you achieve your healthiest, most radiant skin. This program combines the convenience of virtual consultations with the expertise of in-home skin assessments to provide you with a personalized skin care plan that is tailored to your unique needs.

USER FLOW:

User selects their desired tier of the Personalized Skin Care program.

User schedules an in-home skin assessment (if applicable).

Skin care specialist visits the user's home and performs a thorough skin assessment.

Skin care specialist provides the user with a detailed report of their skin condition.

User can purchase recommended products directly from our website or app.

Skincare expert provides the user with personalized product recommendations based on their skin type, concerns, and goals.

Skincare expert reviews the user's skin assessment report.

User receives a virtual consultation with a skincare expert.

Our Personalized Skin Care program offers three tiers to meet your individual needs and budget:

BRONZE TIER

- Receive limited personalized virtual consultation with a skincare expert
- Discuss your skin concerns and goals
- Receive customized product recommendations

₹ 2,000/MONTH

SILVER TIER

- Receive unlimited virtual consultations per year
- Receive one in-home skin assessment per year
- Discuss your skin concerns and goals
- Receive customized product recommendations

₹ 5,000/MONTH

GOLDEN TIER

- Receive unlimited virtual consultations throughout the year
- Receive four in-home skin assessments per year
- Discuss your skin concerns and goals
- Receive customized product recommendations

₹10,000/MONTH

Additional Notes:

- Users can upgrade or downgrade their tier at any time.
- Users can schedule virtual consultations at their convenience

HOW IS IT BETTER FROM ITS COMPETITORS?

- Personalized Skin Care program will stand out as a true innovator, transcending the limitations of virtual consultations by introducing in-home skin assessments. This groundbreaking approach will set us apart from other platforms, which often rely solely on virtual interactions that lack the depth and accuracy of physical examinations.
- The in-home skin assessments provide our skincare specialists with the opportunity to meticulously examine your skin, assessing factors such as skin type, texture, tone, pores, and sensitivity.

COMMUNITY FEATURE: TIRA BEAUTY CIRCLE

The Tira Beauty Circle is a dedicated community within the Tira app designed to connect beauty enthusiasts, share skincare secrets, and celebrate diverse beauty practices. This interactive space empowers users to learn from each other, seek expert advice, and foster a sense of belonging within the Tira community.

KEY BENEFITS

Users can share their personal beauty tips, product reviews, and skincare routines, creating a rich repository of knowledge and experiences.

Tira invites renowned makeup artists, and beauty influencers to host live sessions, answer questions, and provide personalized advice.

Engaging challenges that will encourage users to try new products, experiment with different beauty techniques, and share their results.

A personalized feed that will showcase relevant content based on individual interests, preferences, ensuring a tailored experience.

User-Generated Content

Expert Guidance

Community Challenges

Curated Beauty Feed

UI SCREEN OF THE FEATURE

7:06 PM

tira

Ellina Martinex

Ellina Martinex My favourite thing about my beauty ritual- its lets me express how I show up myself every day. It's all about celebrating and being your own muse.

#ForEveryYou@tirabeauty #ad
View all 1,109 comments
31 august

Users can share their daily lifestyles through daily stories, and the platform will attract renowned personalities to create content.

Users can showcase their fashion and beauty content through posts, and other users can engage with reactions like likes, shares, and comments.

7:06 PM

tira

Kiara's Inventory
@kiara_2005

Skin Care and Accessories

▷ *Silicone cream jars*

▷ *facial steamer*

▷ *Cotton rounds*

▷ *Post-wax rollerball*

Hair Care and Accessories

Oral Care and Accessories

Fragrance

Bath and Body

Massage tool and Accessories
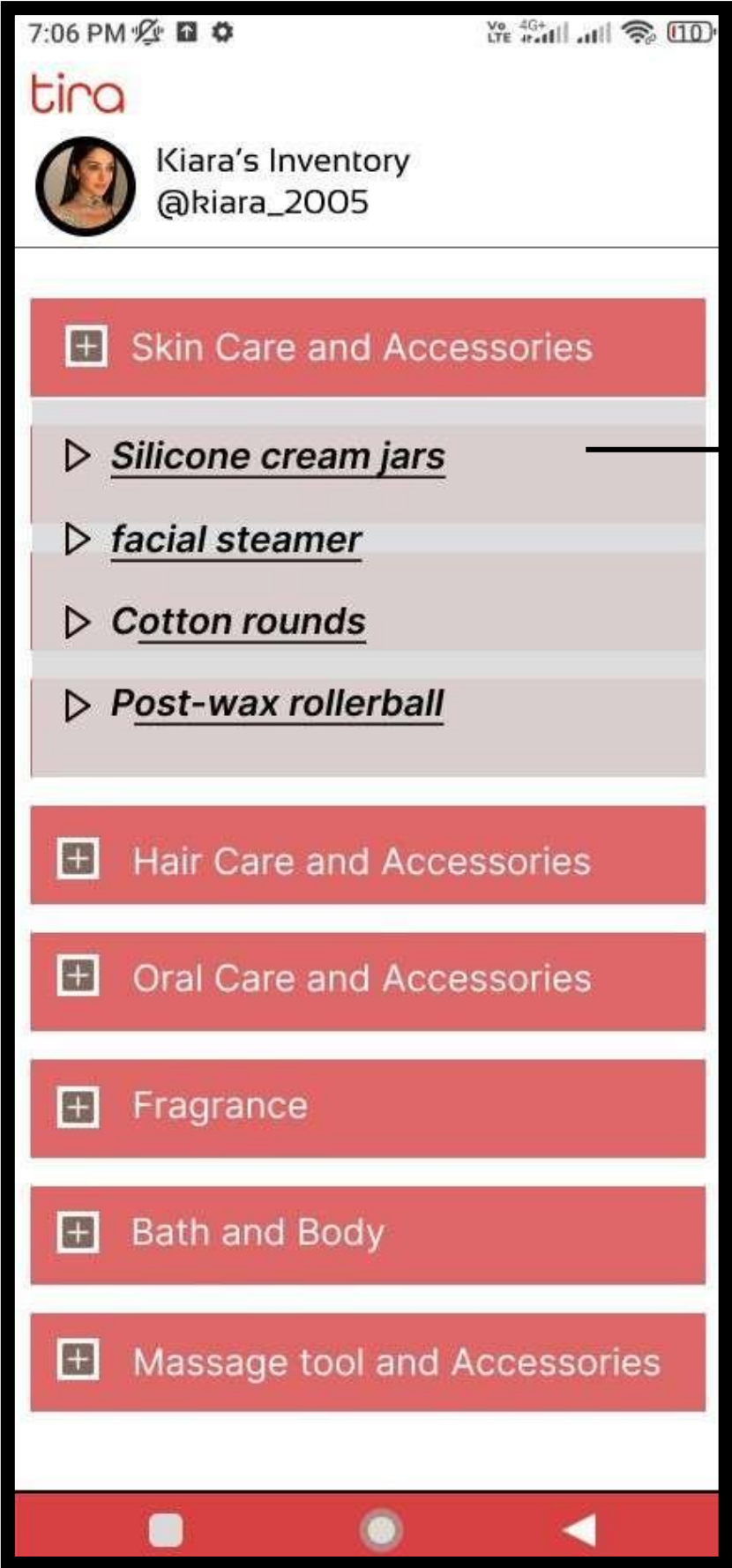
Users can share their skincare and accessory favorites within the dedicated subsection, creating a transparent inventory for others to see.

Users can maintain a virtual inventory of their daily-use products, allowing them to share their preferences and interact with others..

MONETISATION STRATEGY

Direct Income Sources through the feature

Implement a tiered subscription model offering exclusive benefits to premium members, such as access to exclusive content, discounts on products or services, and priority participation in community events.

Enable in-app purchases of beauty products directly within the Tira Beauty Circle, offering convenience and a seamless shopping experience for users

Indirect Income Sources through the feature
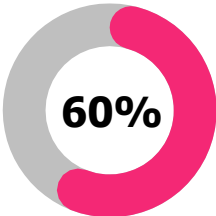
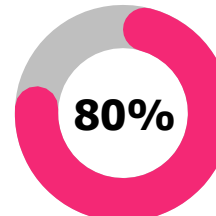**A thriving and engaged Tira Beauty Circle can significantly enhance brand reputation, customer loyalty, and positive word-of-mouth marketing, indirectly leading to increased sales and customer retention.**

Utilize user data from the Tira Beauty Circle to create targeted advertising campaigns for beauty brands. This can indirectly generate revenue through advertising fees while providing value to brands.

RICE PRIORITISATION

IMPACT- EFFORT MATRIX

FEATURE	REACH (out of 10)	IMPACT (out of 5)	CONFIDENCE (out of 100%)	EFFORT (out of 5)	SCORE
TRIAL ME		●●●○○	100%	●●●●○	6
PERSONALISED SKIN CARE PROGRAM		●●●●○	60%	●●●●●	3
TIRA BEAUTY CIRCLE		●●●●●	80%	●●●○○	13 🏅

Efforts

High — Skin Care Program

Medium — Trial me

Low — Tira Beauty Circle

Low   Medium   High

Impact

FEATURE DEVELOPMENT PHASE:

TIRA BEAUTY CIRCLE → TRIAL ME → PERSONALIZED SKIN CARE PROGRAM
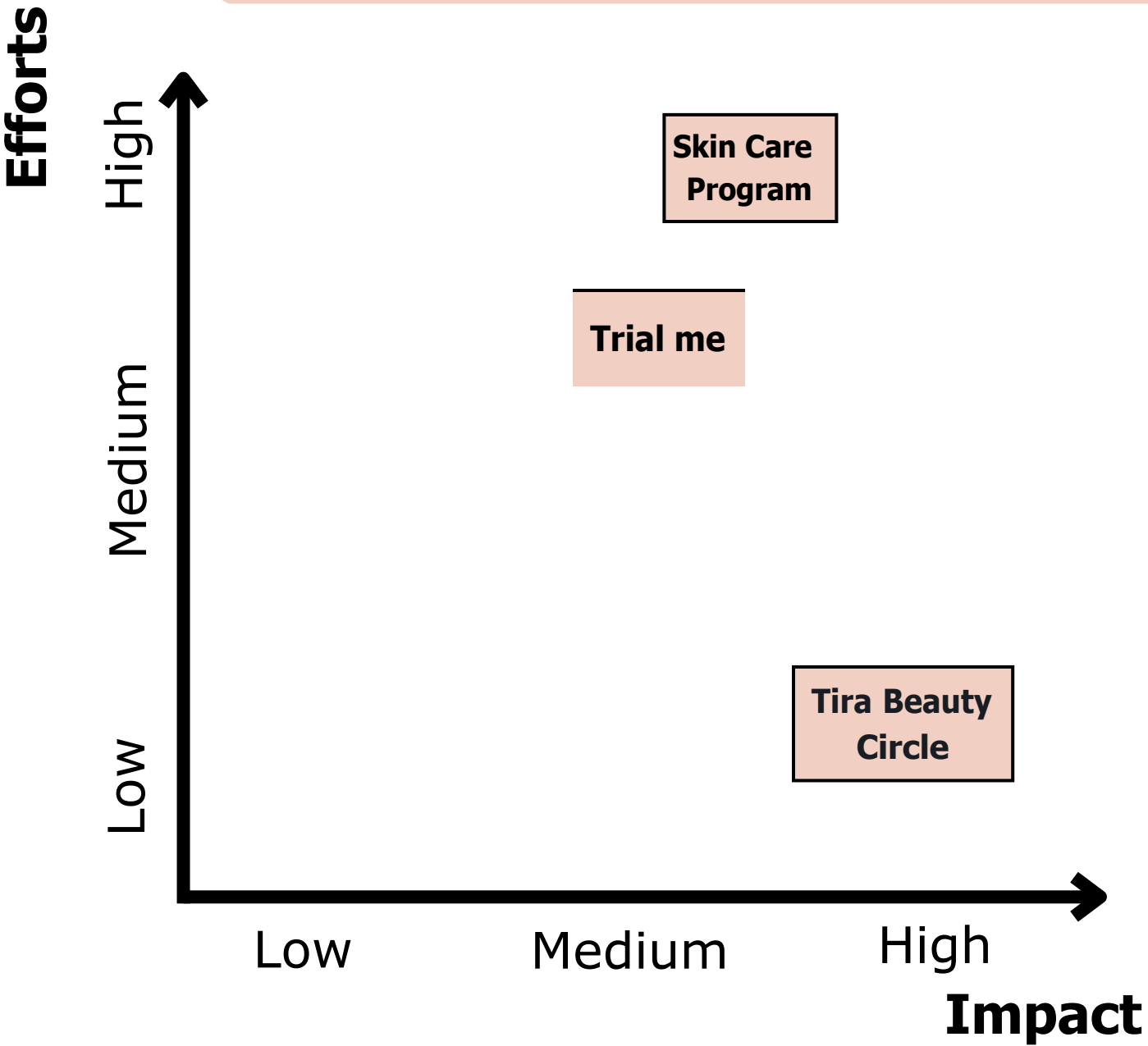
Awareness

- No. of app page visits in the App store.
- No. of social media post impression.
- No. of likes and comments on social media posts of tira on different social media platforms.

Acquisition

- No. of new users visited on the platform in a time interval.
- Customer Acquisition Cost: Total cost which includes feature development and marketing cost to acquire new users.

Referral

Net Promoter Score:

Promoters = (9–10)

Passives = (7–8)

Detractors = (0–6)

Retention

- No. of users with multiple app visits on the platform.
- No. of users with multiple purchase on the platform.

Revenue

- Average Order Value
- Life Time Value: (No. of orders) * (Payment per order)
- Monthly recurring Revenue

Engagement

- Average time spent per user on the platform.
- Daily Active Users and Monthly Active Users (DAUs and MAUs)

NORTH STAR METRIC

Average Order Value	Daily Active Users and Monthly Active Users (DAUs and MAUs)	No. of new users visited on the platform in a time interval.

Feature	Pitfall	Mitigation
TRIAL ME	Managing a large inventory of miniature products can be complex and costly.	Implement a demand–based inventory system to minimize excess stock.
SKIN CARE PROGRAM	The cost of the program may be prohibitive for some consumers.	Offer flexible payment options, such as installments or subscription plans, to make the program more affordable.
TIRA BEAUTY CIRCLE	The community may become overrun with spam, irrelevant content, or abusive behavior.	Implement clear community guidelines and enforce them consistently.

GO TO MARKET STRATEGY

- Conducting competitor analysis to extract insights for feature development
- User survey to know pain points
- Estimating the market that we can capture through new feature
- Utilize the gathered insights to prioritize functionalities.

- Design and develop the features as per our priority.
- Start with the internal testing Identifying the bugs and develop it for further testing.
- Then, identifying the loyal and power users for beta testing

- Design and develop the marketing strategy
- Creating blog posts, videos and banners
- Creating buzz on social media handles In app banners and push notifications
- Optimize for SEO

MARKET RESEARCH

BETA TESTING

MARKETING & PROMOTION

LAUNCH

ENGAGEMENT

- Collecting the feedback from the beta testers.
- Fixing all the bugs from there
- Finally launch of the new feature

- Monitor it's performance and Collect the post launch user feedback
- Track all the KPIs and metrics
- Engage with the users to adopt and retain them
- Developing various strategies to scale up the feature
- Focusing on the future update in feature.

👍

THANK YOU!

PM CLUB
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Linkedin