

Beyond Profit:How Small Brands are making a bigger and better impact

Redefining Success in Modern Era

Small brands are currently all the **HYPE** and for all the right reasons, its estimated that there are more than 150 **million startups** globally, with about **50 million new startups launched each year.**

Welcome to the *new age of small* where brands don't need *boardrooms* to create an impact, just *belief, creativity and a wifi connection*

Where passion replaces budget and purpose becomes the loudest marketing strategy

Small.Smart.Standout

Unlike giant corporations chasing numbers, small brands often *begin with a mission to make something better, fairer, or more meaningful*. These brands use their authenticity to hack the mind of the consumer and connect on a deeper and meaningful level. The consumers of today also have a *different mindset* than that of consumers 40 years ago had. The consumers of today are *more conscious* about their choices and often choose brands that align with their values, beliefs and lifestyles. According to a **2022 NielsenIQ report, nearly half (48%) of global consumers intend to purchase more from smaller brands – reflecting a clear shift toward authenticity and local impact**. Now this shift in the minds of the consumers happens due to a plethora of reasons from *sustainable clothing labels to local skincare startups and homegrown cafés with a cause*, small businesses are proving that you don't need a massive budget to make a meaningful impact. With **creativity, authenticity, and a strong sense of purpose, these brands are connecting deeply with people and, in many ways, redefining the true essence and meaning of success**.

In modern times, marketing has also evolved earlier, brands depended on TV commercials, print ads, or billboards to reach people – but now, a single Instagram post or TikTok video can do the same job, often more effectively. Platforms like Instagram, YouTube, and even LinkedIn have become powerful tools for small brands to tell their stories, connect directly with audiences, and build loyal communities for eg, *Creator Ria Mehta who is also the co founder of an apparel brand Nishorama uses instagram as a platform to market her products and to connect with her audience, she uses a marketing strategy known as “Personal Branding” or founder led marketing*

Small brands also care much more about the environment than the large corporations do. They focus on *using eco-friendly packaging, ethically sourced materials, and limited production to reduce waste. Many of them also collaborate with local artisans and suppliers to support their communities*. This conscious approach not only helps the planet but also builds a loyal customer base.

Real Stories, Real Impact

Now let us have a look at some of the small brands who are making an impact and embodies these values:

1. Oshadi

Oshadi, founded by Nishanth Chopra in Tamil Nadu, is redefining sustainable fashion through a “seed-to-sew” approach. The brand grows its own cotton and indigo on a regenerative farm, ensuring every step from fabric dyeing to stitching supports the environment and local artisans. Oshadi’s closed-loop system **helps reduce water use and carbon emissions while promoting fair wages and traditional craftsmanship.** It’s not just fashion; it’s a movement rooted in responsibility and renewal.

2. Phool.co

Started in 2017 by Ankit Agarwal & Prateek Kumar, this Kanpur-based brand **recycles temple-flower waste that would typically be dumped into rivers and turns it into incense, compost, even a vegan leather substitute (“Fleather”). So far they’ve recycled over 11,060 metric tonnes of flowers.**

3. Minus Degre

This lesser-known Indian brand (founded around 2020) aims to reduce virgin plastic usage by transforming plastic waste into “eco-designed” sustainable products. They also ran a campaign “#PlasticPeCharchha” on Instagram to **raise awareness of plastic pollution and conscious consumption.**

4. Smaller Footprint Co.

A more lifestyle-consumption focussed brand: founded by three friends, **they emphasise helping individuals & corporates reduce ecological/waste footprints through everyday product choices made in India.** Their story shows how even small shifts in product & behaviour can support the wider sustainability conversation.

When Passion meets Purpose

As we reach the end of this blog i just wanna say that it doesn’t really matter if you are 300cr company or 3 lakh turnover based company in order to create an impact. You **can always in your own ways create an impact all u need is passion,purpose and the willingness to put in the hard work needed in order to create an impact because in the end impact isn't based on numbers,its defined by the intent and heart.** Every small idea, when nurtured with dedication and care carries the power in order to create waves of change and that is what makes small brands truly big.

