Twitter Thread by Gautam Marwah



Gautam Marwah
@indianaut

I tried 26 Indian D2C (Direct-to-consumer) brands in 52 weeks!

{list below}



-> Because D2C brands are able to directly establish a relationship with the consumer, they are able to provide greater personalization & faster TAT for after-sales issues. I have personally interacted with many co-founders of these brands after purchase to provide feedback.

-> Lack of infrastructure shackles allows these brands to increase their CACs & rope in consumers with cashbacks, rewards, subscriptions, and other gifting bundles. Brands have also collaborated together in the form of cross-overs (Dope x Svami, The Whole Truth x KC Roasters).

-> I personally discovered half of these brands through @CRED_club. CRED claims that their 3 million members spend as much as 40% higher than average consumers. If this holds true, CRED Pay, launched in collaboration with @Razorpay, is a golden opportunity for D2C brands.

-> The craft coffee revolution has reached India. Newer flavours, blends, roast profiles, and the finer subtleties of coffee are finding takers. Here's a tweet from @miten highlighting some of these amazing brands on CRED.

https://t.co/hfMocvmBEK

{list below}

> fellow coffee lovers \u2615\ufe0f
>
> super excited to share that @CRED_club Store now has the widest collection of Coffee beans you can find in India!
>
> 50+ varietals of beans, 7 brands (+5 soon) + gear
>
> we aim to be the best place to satisfy that espresso urge! https://t.co/VgQvmdn51Q pic.twitter.com/P64L3jozSU
>
> — miten sampat (@miten) December 23, 2020

Beverages (AND MANY-A-COFFEE):

1. @theragecoffee (Coffee)
2. @KCROASTERS (Coffee)
3. https://t.co/fVvNlzcKtD (Coffee)
4. @drinkslaycoffee (Coffee)
5. @RoastersToffee (Coffee)
6. @SvamiDrinks (Craft Tonics)
7. @brewhouseicetea (Iced Tea)
8. @VahdamTeas (Tea)

Clothing:

9. @socksoho (Socks)
10. @thesouledstore (T-shirts)

Food:

11. @thegourmetjar (Dips & Spreads)
12. https://t.co/feTa0uDm4u (Hot Sauce)
13. @wholetruthfood (Protein Bars)
14. @epigamia (Yogurt)

Home, Gifting & Sleep:

15. @cafe_jei (Coffee Apparatus)
16. https://t.co/A3qR9MlVAu (Mattress)
17. https://t.co/1D9VYUwUZf (Pillows)
18. @SleepyCat_India (Pillows)
19. @smartivitylabs (STEM Toys)

Personal Care:

20. @BombayShavingCo (Beard Care)
21. @theustraa (Beard Care)
22. @ZeroRisque (Face Masks)
23. https://t.co/ymflng3sJG (Incense Sticks)
24. @SuppIndia (Multi-vitamins)
25. https://t.co/VBGrauIah3 (Protein Supplement)
26. https://t.co/qF3o4hN6pw (Sneaker Care)

P.S. There might be a high correlation between my requirement for sleep solutions and my experiments with artisanal coffee brands.■

P.P.S. I have a podcast where I have interacted with the founders of Indian D2C brands & other Indian startups.■

https://t.co/Q8pbXhcv33