

Twitter Thread by Gautam Marwah



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@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\u2615

super excited to share that @CRED_club Store now has the widest collection of Coffee beans you can find in India!

50+ varieties 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/fVvNIzcktd> (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/A3qR9MIVAu> (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. [@SupplIndia](#) (Multi-vitamins)
- 25. <https://t.co/VBGraulah3> (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>