



# DSG Consumer Partners

## 2026 Sustainability Report





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## Foreword

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I am pleased to present the 2026 DSG Consumer Partners (DSGCP) Sustainability Report.

As investors backing insurgent consumer brands across India and Southeast Asia, we partner with founders building the next generation of category leaders — brands that must compete not only on product and price, but increasingly on responsibility, transparency, and long-term resilience.

This year's report intentionally shifts focus. Rather than concentrating primarily on frameworks, we have centered the report around portfolio case studies. Sustainability within DSGCP is not theoretical, it is operational. Across our portfolio, founders are embedding ESG considerations into sourcing, packaging, supply chains, governance, and brand building in ways that are pragmatic and commercially aligned.

We continue to believe that ESG implementation for emerging ventures requires a differentiated approach. Early-stage companies need a flexible, materiality-driven framework — one that prioritizes the ESG factors most relevant to their business model and stage of growth. The examples in this report reflect that philosophy in action: practical, growth-aligned, and tailored to real operating constraints.

Consumer expectations across India and Southeast Asia are evolving. Sustainability is increasingly defined by tangible actions like responsible production, improved packaging, ingredient integrity, rather than abstract commitments. Brands that integrate these priorities authentically are seeing stronger customer loyalty, talent attraction, and long-term resilience.

Our conviction remains clear: when aligned with strategy and stage, sustainability is not a compliance exercise — it is a driver of enterprise value. The case studies that follow demonstrate how our portfolio companies are translating this belief into measurable action.

Regards,

**Sameer Mehta**  
Managing Director & Head of Southeast Asia  
DSG Consumer Partners

# Who We Are



## Insurgent brand

in·sur·gent brand | in'sərjənt brand |

### *noun*

**new kids on the block capturing consumers' hearts (and wallets)**

## DSG Consumer Partners

DSG Con·sum·er Part·ners | ,dē es jē  
kən'so'omər 'pärtnərz |

### *noun*

**Where category disruptors meet patient capital and strategic firepower**



### **First Fund with an exclusive focus on Consumer Brands**

- Backed 100+ brands across India & SEA



### **Trusted partner of leading global private capital investors**

- Two of the world's largest consumer Family Offices
- Three leading MNC CPG companies and,
- A leading European Fund of Funds.



### **Unique Value Creation**

- We create co-investment opportunities; 10+ opportunities generated in our breakout brands for our LPs.

**DSGCP is  
India's & SEA's  
#1 consumer  
investor**

1

**Experienced Team**



100+ years combined experience

2

**Brick By Brick  
Philosophy**



Patient Capital



Founder First Mentality



Strategic Partner



Fundamentals Focussed

3

**Best-in-class  
Thought Leadership**

1. Insights across seed to growth journey

2. Continuous learning and knowledge sharing



4

**Largest seed stage  
consumer portfolio**

1. 100+ portfolio brands in India and SEA

2. High trust network with Founders, Strong Founder NPS

5

**Deep Ecosystem Network**

Strategic Investor



Best in class Co-investors



Channel Partners



Enablers



Knowledge Partners



Institutional Platforms



## Our Philosophy: Small Steps, Structural Impact

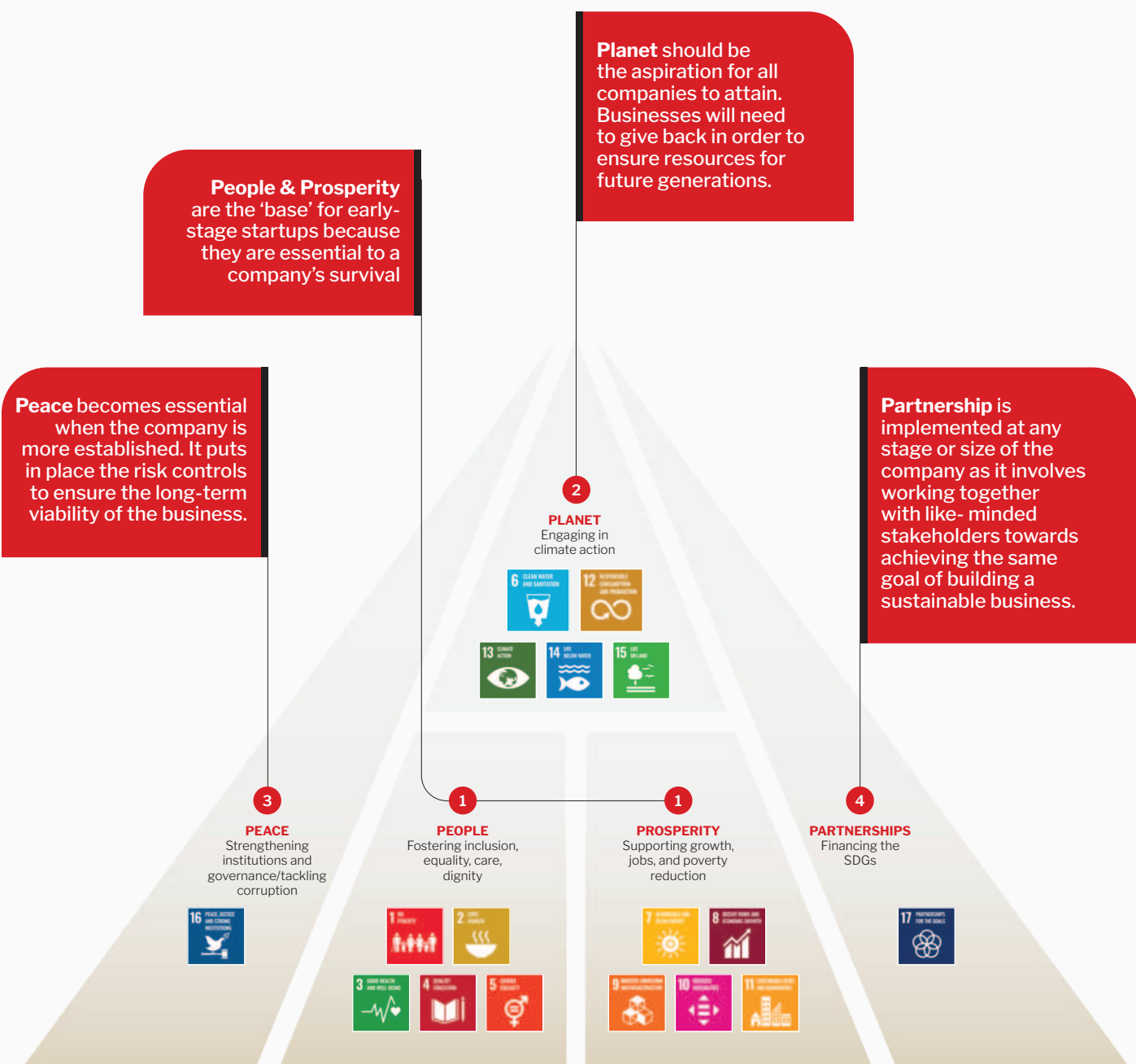
At DSG Consumer Partners, ESG is embedded in how we evaluate, partner with, and scale insurgent consumer brands across India and Southeast Asia. We recognise that early-stage businesses operate under different constraints than larger corporations, and therefore sustainability must be built pragmatically, not imposed through rigid compliance templates.

Our approach focuses on foundational blocks that are material to each brand's business model, calibrated to its stage of maturity, and aligned with long-term enterprise value creation. ESG is operationally embedded in operations, governance, and workforce decisions.

## Context Matters: Emerging Market Realities

We operate primarily in India and Southeast Asia — developing economies that continue to grapple with poverty, inequality, and, at times, political and regulatory volatility. For many early-stage companies in these markets, the immediate focus is often survival and achieving product-market fit.

Our ESG philosophy therefore begins with People and Prosperity. We believe these two pillars form the foundation of any sustainable business. As companies scale and strengthen operationally, they are better positioned to expand their focus toward Planet, Peace, and Partnerships.



## Our Implementation Approach

We encourage our companies to remain accountable to all stakeholders and to collaborate effectively in launching meaningful initiatives. Through disciplined, incremental progress, we believe small steps can drive structural, lasting impact.

### DSGCP Portfolio-Level KPIs (as at 31 Dec 2025)

We track a focused set of portfolio-wide indicators to monitor progress:



**11,243** Total Headcount



**68%** of employees covered under insurance



**36%** of female employees



**93%** of companies with 1 board meeting a year



**89%** of companies with annual audits

## Governance and Firm-Level Practices

Leading by example, DSG Consumer Partners maintains strong corporate governance and disciplined risk management practices. We adhere strictly to regulatory requirements and operate under an institutional-grade compliance framework that reinforces fiduciary responsibility, oversight of personal account dealings, anti-money laundering and counter-terrorism financing (AML/CFT) controls, and broader operational risk management.

Our governance practices include annual external audits, quarterly updates to Limited Partners, and Annual General Meetings, underscoring our commitment to transparency and accountability. Represented by Everstone Capital, DSGCP is also a UN PRI signatory and actively participates in the associated reporting and disclosure processes, aligning our practices with global sustainability standards.



colourette

## Colourette is a purpose-led Filipino beauty brand championing accessibility, representation, and a community-first approach to cosmetics.

Founded in 2015 by Nina Ellaine Dizon, Colourette was created to serve a consumer long overlooked by global beauty. At the time, the Philippine cosmetics market was dominated by Western brands built for different skin tones, climates, and ideals. Nina saw an opportunity to build something different — a brand rooted in **inclusivity, accessibility, and cultural pride**, translated into **multi-use, climate-suited formulations, an expansive shade range** designed for Filipino undertones, and **accessible price points**. The result is a beauty model where Filipinos see themselves reflected in the brand, captured in the ethos “Beauty In All Ways, Always.

In 2025, Colourette sold over **1 million color cosmetic products**, expanding access to affordable beauty for Filipinos while activating one of the country’s **most engaged beauty communities**.

## Beauty products that are proudly made by Filipinos for Filipinos

Colourette's product philosophy is clear: cosmetics should perform for Filipinos in real-life conditions. Their hero color cosmetic products which include multi-use lip tints and complexion products are formulated for **tropical climates, long wear, and compatibility across diverse Filipino undertones**. Shade development is treated as a representation strategy, addressing gaps left by global brands that often overlook deeper, warmer, and olive skin tones. This approach is exemplified by the **First Base Skin Tint** line, which offers **20 shades, one of the widest locally available ranges, enabling more Filipinos to find a true skin match**.

**Cruelty-Free and Conscious Formulations:** Colourette is certified cruelty-free under **PETA's Global Beauty Without Bunnies programme**, reflecting the brand's commitment to ensuring that no animals are harmed in the development of its products.

Formulations are also **vegan and paraben-free**, supporting broader accessibility and ingredient-conscious product development for a wide range of consumers.



## Inclusive and Diverse Representation in Marketing

Colourette extends its commitment to inclusivity beyond product into how beauty is represented. The brand **consistently features diverse faces and identities in its campaigns**, reflecting the realities of its community rather than traditional industry norms. Recent campaigns have included **transgender representation** and **openly embraced LGBTQIA+ individuals**, reinforcing the belief that beauty is not defined by gender, identity, or background. Importantly, representation is not limited to influencers or models — Colourette **regularly features members of its own community in campaigns**, ensuring real consumers see themselves reflected in the brand. This is done through an annual Go-See where the brand opens its doors to everyone to try and audition to become one of the faces of their next campaigns.

By normalising diverse and community-led representation, Colourette helps shape **more inclusive beauty standards** within the Philippine market, aligning marketing with its broader philosophy that beauty belongs to everyone.





## Community-Led Brand, Women-Centric Workforce

Colourette’s growth is underpinned by a highly engaged ecosystem: a core community of **65,000+ active beauty advocates**, a digital audience of **1M+ brand followers**, and an **88% female workforce** within a **100% women-led company**. As a women-founded business, Colourette has built an organization that closely reflects its consumer base, enabling sharper insight, faster feedback loops, and culturally attuned decision-making.

Community dialogue is embedded into operations. Product reformulations, shade expansions, and format improvements are shaped through continuous input from its community — “The Peaches” — who act as co-creators rather than passive consumers.

Internally, strong female representation reinforces a workplace culture aligned with the brand’s mission of accessibility and empowerment. Externally, founder influence amplifies reach and trust: **Nina Ellaine Dizon commands 2.3M+ followers on Tik Tok** where her advocacy for female empowerment, self-expression, and inclusivity deepens resonance with Gen Z audiences and strengthens brand credibility.

Together, community participation, representative leadership, and digital-native engagement create a scalable model **where inclusion drives both cultural relevance and commercial performance**.



**88% female** majority workforce



**65,000** beauty advocates



**1M+** social media followers



**4.9/5** star product rating

**“Our purpose has always been beyond beauty – to champion inclusivity, to listen to our community, and to build a brand that reflects the people we serve.”**

Nina Ellaine Dizon, Founder





## Pip & Nut is a people & planet-forward natural food brand on a mission to put the nut back into nutrition.

Founded by Pip Murray in 2013, Pip & Nut was born from a simple frustration: the lack of natural, palm oil-free nut butters on supermarket shelves. What started with a blender and a handful of nuts has, over a decade, grown into the **UK's No.1 nut butter brand**. Across nut butters and snacks, Pip & Nut puts nuts front and centre - prioritising taste first and simple, high-quality ingredients that are good for both people and planet.

Since the beginning, **Pip & Nut** has helped **2 million households** people build healthier everyday habits through **naturally nutritious food**, while embedding **responsible sourcing, sustainable packaging, and community impact** into how the business grows.

## A nut-first approach to better snacking

Pip & Nut is best known for its nut butters and nut-based snacks, built around a simple but uncompromising product philosophy: nuts are always the hero. The brand's core range includes **its bestselling Peanut Butter and Almond Butter**, made with as few ingredients as possible - often just nuts and a pinch of sea salt - alongside **nut butter chocolate cups, nut butter-stuffed bars, and protein bars**, all designed with nuts as the number one ingredient. Unlike many products in the category, Pip & Nut's range is **100% palm oil-free, prioritises short, recognisable ingredient lists, and is developed with a clear focus on taste, texture, and everyday usability**. Across jars, bars, and cups, the brand has built a loyal following of over **2 million households** by delivering food that is tasty, naturally nutritious, and easy to incorporate into daily routines - whether at breakfast, on the go, or as a better-for-you snack.



## High quality ingredients, responsibly sourced

Pip & Nut's ingredient philosophy pairs **product quality with supply chain responsibility**. With peanuts and almonds accounting for more than 97% of its ingredients, **sustainable nut sourcing** is central to the brand's environmental and social approach.



### Hi-oleic peanuts (Argentina)

Sourced from Argentina, these peanuts are naturally higher in monounsaturated fats and sweetness. Pip & Nut works in partnership with growers to support more sustainable peanut farming practices over time, and is a member of the SAI Platform, supporting regenerative agriculture and farm-level improvement.



### Californian almonds

A single-supplier model in California's San Joaquin Valley, aligned with the CASP Framework, provides full origin visibility and close alignment on responsible farming standards, supporting water stewardship, soil health and long-term agricultural resilience. Pip & Nut is also a member of The Almond Project - a coalition of brands, farms, scientists and processors to improve the resilience of the almond industry.



### Traceable cocoa

Cocoa is sourced through **Tony's Open Chain**, a traceability-led supply model designed to improve farmer livelihoods while helping reduce the risks of child labour and deforestation.



### Lower impact ingredients

By focusing on short ingredient lists and avoiding unnecessary additives, Pip & Nut **reduces resource intensity across manufacturing while maintaining high nutritional standards** for their consumers.

## Product design for lower environmental impact

### Palm Oil-free by design

All products are 100% palm oil-free, and have been since day one. This eliminates exposure to a major driver of deforestation and biodiversity loss and reflects a deliberate ingredient strategy that prioritises environmental protection without compromising product quality.

### Circular packaging transition

The core range has moved from plastic to glass jars made with at least **50% recycled glass, alongside fully recyclable lids and labels**. This improves recyclability, reduces plastic waste, and encourages reuse.

### Purpose, built into the business

Pip & Nut embeds impact at every level of the business, from how they recruit to their governance. Certified as a **B Corporation since 2019**, the business is legally committed to balancing profit with positive outcomes for people, communities, and the planet. The certification provides an externally validated framework across governance, workforce, community, and environmental performance - anchoring sustainability in leadership accountability and continuous improvement, rather than short-term activity.



## The Pip & Nut Foundation: Scaling impact

As the company has grown, so has its commitment to food access. **The Pip & Nut Foundation**, a donor-advised fund supported by 10% of annual profits and administered by the Charities Aid Foundation, provides a structured approach to community impact, focused on tackling hunger and loneliness through access to nourishing meals.

In 2025, the Foundation deployed **£126,500 in grants**, expected to support **60,500+ meals** through three partners:



### Foodcycle

**£56,500** supporting community dining programmes that combine nutritious meals with social connection.



### World Central Kitchen

**£40,000** directed toward hot meal provision in crisis-affected regions, including Gaza.



### Can Team

**£30,000** enabling after-school and community hubs delivering food and activities in schools.



Alongside its national and international partnerships, Pip & Nut is deeply rooted in its local community. The company has a long-standing relationship with **Hackney Foodbank in East London, donating over 150,000 jars of nut butter** (or their financial equivalent) **since 2020** to support people facing food insecurity. The design of the Foundation means that as Pip & Nut's business grows, so too does its capacity to invest in community food-related social impact - reinforcing that good food and community belong together.



## Secret Alchemist is a people and planet forward fragrance brand reimagining modern perfumery for a more informed consumer.

Built on ingredient transparency, global safety compliance, and therapeutic intent, the brand challenges the long-standing opacity of the fragrance industry by proving that clean formulation and high performance are not trade-offs, but complementary outcomes. Its mission is to create fragrances that are safe for daily use, respectful of the body and environment, and culturally rooted—without relying on greenwashing or unverifiable claims.

In under a year, Secret Alchemist has served **150K+ customers**, creating clean perfumes free from known endocrine disruptors, including phthalates and parabens. With International Fragrance Association-certified formulations and 100% glass, recyclable packaging, the brand demonstrates that safety, transparency, and aspirational fragrance can scale together responsibly.

## Redefining Modern Fragrance Through Transparency, Safety, and Cultural Integrity

Traditional perfumery has long operated behind a veil of secrecy. Ingredient lists are rarely disclosed, allergen risks are obscured, and “natural” positioning is often used despite scientific instability and safety compromises. For consumers, this has translated into headaches, sensory fatigue, hormonal concerns, and growing mistrust—especially among women and health-conscious users.

Secret Alchemist was founded to address these systemic blind spots. The founders recognized that “clean fragrance” in India required a redefinition—one grounded in global regulatory rigor rather than marketing shortcuts. Instead of chasing 100% natural claims, the brand chose a more responsible path: **full transparency, IFRA-certified formulations, and selective use of approved synthetics only where they improve safety, stability, and allergen control.** This philosophy reframed clean fragrance not as an aesthetic trend, but as a scientific and ethical commitment.

### Product Philosophy & Innovation

At the core of Secret Alchemist’s innovation is a clearly articulated “**NO List**”, a formulation boundary that **excludes ingredients known to compromise human or environmental health.** This includes phthalates, parabens, synthetic musks, heavy dyes, hormone-disrupting additives, LPG propellants, harsh solvents, and all animal-derived inputs.

#### What we consciously exclude (“NO List”):

- Phthalates
- Parabens
- Synthetic musks
- Heavy dyes & undisclosed colorants
- Hormone-disrupting additives
- LPG propellants & harsh solvents
- Animal-derived ingredients



Rather than relying on broad umbrella claims, every fragrance SKU is individually compliant with the **IFRA 51st Amendment**, aligned with **EU Cosmetic Regulations**, and built on **FDA-approved bases**, including plant-based, grain-derived alcohol. Crucially, the brand provides **full allergen disclosure at the formulation level**, verified through third-party labs—an uncommon practice in both mass and niche perfumery.

Performance is treated as a design constraint, not a casualty. By balancing clean formulation with precision chemistry, Secret Alchemist achieves longevity, projection, and scent evolution comparable to premium fragrances, while remaining gentle enough for frequent reapplication. This positions the brand distinctly between mass perfumes that prioritize cost and niche luxury that often prioritizes artistry over safety.

### Sustainability in Practice



Secret Alchemist approaches sustainability as measurable progress embedded in operations.

#### ● Ingredient Sourcing & Manufacturing:

Therapeutic-grade essential oils are sourced through a legacy supply chain with over three decades of experience, emphasizing ethical distillation and traceability. Manufacturing partnerships are **GMP-certified and FDA-approved**, located in India to reduce international freight emissions. Fragrance R&D is supported by partners with over a century of perfumery expertise, enabling efficient grade sourcing without excess intermediaries.

#### ● Packaging Choices:

Products are housed in double-walled, fully recyclable glass bottles, designed for durability and reuse. Minimalist secondary packaging reduces material intensity, while heavy-duty construction lowers breakage, returns, and associated carbon loss during logistics. All packaging materials used are biodegradable.

#### ● Chemical Avoidance as Impact:

By excluding known endocrine disruptors and allergenic additives, the brand directly addresses both environmental persistence and human health exposure—linking sustainability to lived outcomes rather than abstract offsets.

## Consumer & Community Impact

Secret Alchemist serves an urban, premium-leaning consumer who is increasingly skeptical of fragrance claims yet underserved by credible alternatives. Trust is built through radical transparency in a category that traditionally withholds information.

Education plays a central role through ingredient disclosure, formulation explanations, and reframing fragrance as a daily ritual rather than an occasional indulgence. Over time, consumers transition from unaware usage to informed choice, associating fragrance with comfort, safety, and self-regulation rather than sensory overload.

Consumer feedback consistently links the brand with descriptors such as “gentle,” “non-overwhelming,” and “headache-free.” Clean formulation has enabled higher daily usability and improved tolerance, particularly among women managing conditions such as PCOS, PCOD, and endometriosis.



## Responsible Practices (Since Inception)



Multiple clean fragrance SKUs developed with **individual IFRA conformity certificates**



**100% vegan and cruelty-free** formulation and testing standards



Full elimination of phthalates, parabens, synthetic musks, and hormone-disrupting additives across the portfolio



Local manufacturing partnerships supporting regional employment in Maharashtra



Integration of Indian aromatic knowledge systems (vetiver, patchouli, jasmine, saffron) into compliant modern perfumery

Together, these choices demonstrate how safety-led design can scale without diluting integrity.



**Clean perfumery is our philosophy, not our positioning. Backed by 35 years of aromatherapy knowledge, we craft fragrances rooted in nature, guided by science, and defined by transparency at every step.**

- Ankita Thadani, Co-founder, Secret Alchemist



**The Indus Valley (TIV) is a people-first cookware brand building healthier kitchens through toxin-free materials and a 100% India-made supply chain that sustains local livelihoods.**

TIV is on a mission to **transform 100 million Indian kitchens with safe, durable, chemical-free cookware**. Founded by Mr. Jagadeesh and Mrs. Madhumitha, TIV recognized the hidden health risks of non-stick coatings leaching toxins into family meals. Their solution: pure cast iron, stainless steel, and triply cookware—crafted by Indian artisans across 5 manufacturing clusters.

Since FY2025, TIV operates a fully India-based supply chain that supports **350–500 livelihoods**, producing cookware with **100% metal cooking surfaces** for households across the country.

# Rebuilding Trust in the Indian Kitchen

## Safe Materials, Domestic Manufacturing, and Long-Term Design

The Indus Valley (TIV) is a people-first cookware brand building healthier kitchens through toxin-free materials and a fully India-based manufacturing ecosystem.

Founded by Jagadeesh and Madhumitha, TIV was created in response to a growing concern within Indian households: the widespread use of chemically coated non-stick cookware that degrades over time and may release synthetic compounds such as PTFE, PFOA, and heavy-metal-based coatings into food.

Rather than refining coated formats, TIV chose to return to material integrity - building cookware exclusively from metal-based cooking surfaces including cast iron, stainless steel, and triply construction.

The brand's approach is straightforward:

### Healthier cooking begins with safer materials, and safer materials require rethinking both product design and supply chains.

Since FY2025, TIV operates a 100% India-based supply chain, supporting 350-500 livelihoods across five manufacturing clusters while producing cookware designed for 10-20+ years of use. In a category often driven by short replacement cycles, TIV shifts consumption toward durability, recyclability, and long-term household value.

## 1. Product & packaging

### Designing Out Chemical Risk

TIV cookware features 100% metal-only cooking surfaces with zero synthetic coatings. By eliminating polymer-based non-stick layers, the brand removes exposure to:

- PFOA
- PTFE
- Heavy-metal-based coatings
- Synthetic surface treatments that degrade under heat

This reframes “clean” from a marketing claim to a structural materials decision embedded in the product itself.

### Durability as a Design Principle

Most coated cookware is replaced within 2-4 years due to surface wear. TIV products are built for 10-20+ years of multi-generational use.

Long-life design reduces:

- Replacement frequency
- Resource intensity
- Packaging waste
- Logistics emissions over time

In this model, durability is not only a quality marker but a practical way to reduce material throughput across the product lifecycle.

### Designing for Circularity and Lower Embedded Impact

TIV's material philosophy extends beyond eliminating coatings. It is anchored in recyclability, lifecycle efficiency, and thoughtful packaging design.

- 100% recyclable stainless steel and cast iron
- 85-90% paper-based secondary packaging
- Zero ocean freight through fully domestic manufacturing
- 35-60g plastic per unit (essential, BIS-compliant protective use only)

Cast iron and stainless steel are widely recovered within India's scrap ecosystem, enabling products to re-enter material loops at end-of-life rather than becoming mixed-material waste.

Packaging optimisation is continuous. While India's logistics environment requires protective integrity, plastic use is restricted to essential functions, with the majority of secondary packaging transitioned to recyclable paper-based formats. Product protection and material reduction are balanced carefully to avoid breakage-related waste.

Zero ocean freight is a structural outcome of domestic production. In categories where imports dominate, long-haul shipping can represent a meaningful share of embedded emissions, particularly for heavy goods. TIV's local manufacturing removes this layer entirely.

Through durability, recyclability, packaging discipline, and freight localisation, environmental impact is addressed at the design stage rather than retrofitted later.



## 2. Livelihoods & Local Prosperity

### India-First Supply Chain Architecture

TIV's 98-100% domestic procurement model is built around distributed, cluster-based manufacturing rather than import dependency.

The supply chain spans five specialised clusters:

- Cast Iron – Rajkot, Gujarat (multi-generational foundries)
- Triply & Stainless Steel – Delhi-NCR & Punjab
- Drinkware – Sonipat, Haryana
- Specialty Manufacturing – Chennai, Tamil Nadu
- Packaging – Tamil Nadu-based vendors

This structure supports 350–500 livelihoods across semi-urban and industrial regions.

Impact includes:



Non-migratory employment is particularly meaningful in heavy manufacturing sectors where seasonal migration is common. Stable, localised work supports household continuity and strengthens regional economies.

The distributed cluster model also keeps value creation within regional manufacturing ecosystems rather than concentrating production in a single hub.

TIV partners with 18–25 suppliers, over 90% of whom are MSMEs. Predictable procurement volumes allow smaller manufacturers to plan capacity, stabilise cash flows, invest in compliance and quality upgrades, and retain skilled labour.

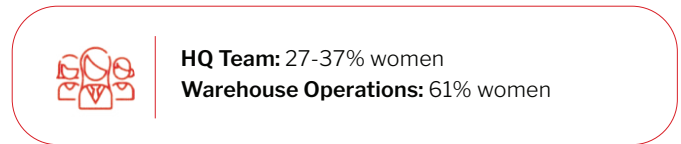
Localisation in this context improves resilience, reduces long-distance transport intensity, and strengthens domestic manufacturing capability.

## 3. Workforce & Inclusion

### Expanding Participation Across Operations

TIV fosters a people-centred culture that emphasises inclusive participation across both headquarters and frontline roles.

Workforce Snapshot (2025):



Majority female participation in warehouse operations in traditionally male-dominated roles reflects inclusion beyond corporate functions.

Employee initiatives include:

- 5-day work week with hybrid flexibility
- New parent support programme
- POSH, DEI, and workplace safety training
- Local-first hiring across semi-urban hubs

By aligning operational growth with stable employment practices, TIV expands workforce participation while maintaining organisational continuity.



#### 4. Community & Consumer Education

##### Building a #ToxinFreeKitchen Movement

Cookware is rarely framed as a health decision. TIV positions safe cookware as a long-term household choice that directly influences everyday wellbeing.

Through digital-first education and advocacy, the brand transforms customers into informed participants in safer cooking practices.

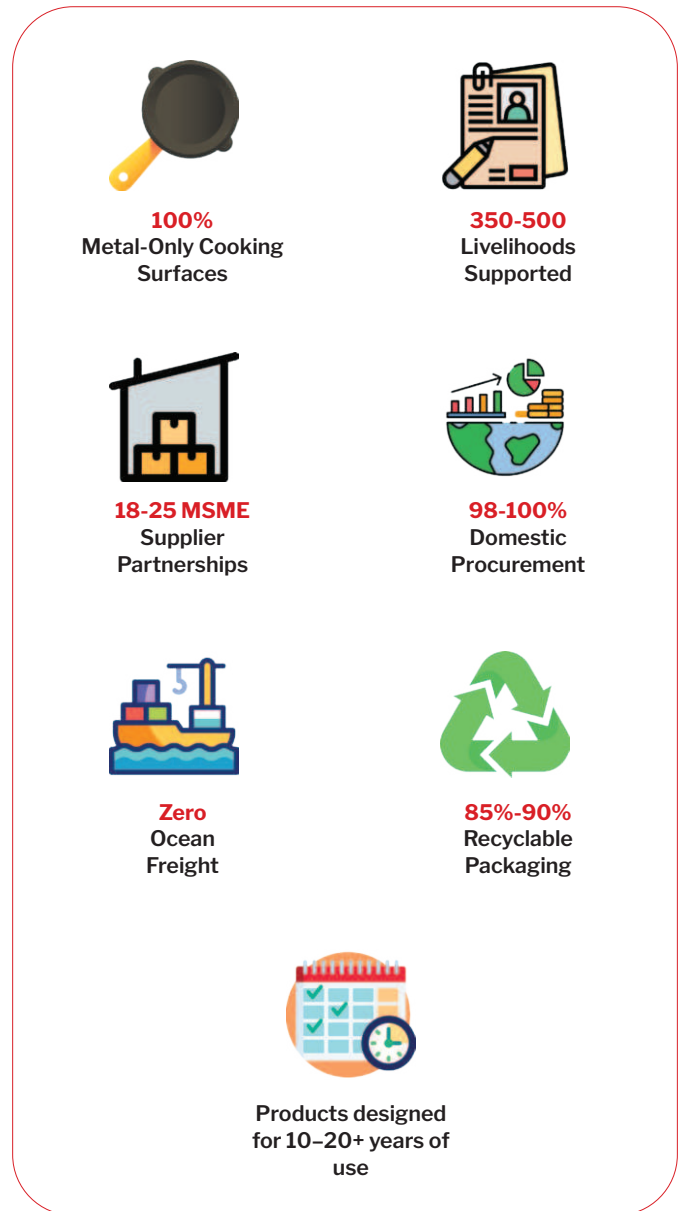
Initiatives include:

- Educational campaigns explaining metal vs. coated cookware
- Transparent communication around materials
- Recipe content emphasising nutrient retention
- Customer-led testimonials
- Social advocacy through the #ToxinFreeKitchen movement

By investing in awareness rather than short-term performance claims, TIV reframes cookware from a disposable commodity to a durable household asset.



#### Scale of Impact (Since Inception)



#### Founder Perspective

***“We’re not just replacing imported cookware - we’re rebuilding trust in Made-in-India quality while protecting family health for generations.”***

- Jagadeesh & Madhumitha, Founders



## Smylo is a pet, people & planet-first cat nutrition brand on a mission to fix cat health in India through fresh, clean, and vet-formulated nutrition.

Smylo was founded to solve a growing but overlooked problem in Indian pet care: poor nutrition in cats driven by over-processed, preservative-heavy food. Built by cat parents, for cat parents, **Smylo focuses on natural, fresh-ingredient recipes that support long-term cat health while creating a positive impact on local livelihoods, people, and communities.**

Since inception, Smylo has **served 400,000+ meals**, offering natural-ingredient-led nutrition for new-age pet parents across India. By supporting local manufacturing and biodegradable materials, while building a 20,000+ strong cat parent community for informed pet parenting, Smylo proves responsible pet care can scale sustainably.



## Raising the Standard of Cat Care

Smylo is built on the belief that cats are more than pets—they are integral members of the family. This philosophy informs the company's approach to nutrition, sourcing, and operations. Guided by leading feline nutrition experts, Smylo **develops clean, preservative-free recipes made from 100% fresh and natural ingredients, designed to support cats' long-term health, energy, and digestion.** Beyond product quality, Smylo's commitment to responsible food choices, inclusive employment, and community engagement reflects a broader view of impact—one where building better outcomes for pets goes hand in hand with being a more responsible business.

## Driving Livelihoods & Local Prosperity

Smylo's supply chain is intentionally designed to strengthen local ecosystems—economically, socially, and operationally. Instead of centralised, large-scale manufacturing, Smylo builds value through decentralised partnerships that keep growth rooted in India.

- **Creating Rural & Semi-Urban Employment:** Smylo's production units in Madurai and Chennai generate steady employment in semi-urban and rural regions, supporting local workers and small ventures with reliable income opportunities. This contributes to more resilient local economies beyond major industrial hubs.
- **Supporting Indian Farmers:** Key raw materials for Smylo's best-selling Chicken Bone Broth are sourced from a poultry farm in Hyderabad, directly supporting local farmers. This

sourcing approach encourages responsible poultry practices while ensuring traceability and quality across the supply chain.

- **Strengthening India's SME Manufacturing Ecosystem:** All manufacturing is carried out through small and medium enterprises (SMEs), helping strengthen India's domestic manufacturing ecosystem and keeping value creation within the country.

## Building an inclusive, dignity-first workplace

Smylo believes real impact starts with the people behind the product.

- **Women-led Operations:** At Smylo's primary warehouse, 50% of the workforce is women who manage end-to-end operations in a safe, structured, and supportive work environment. This reflects Smylo's commitment to gender inclusion beyond corporate roles, extending it to frontline operations where opportunities are often limited.
- **Inclusive Hiring Practices** Smylo actively prioritizes hiring women and individuals from underprivileged backgrounds, offering fair wages, stable employment, dignified working conditions.



## Planet-First Products

Conscious choices beyond the food bowl: Smylo integrates sustainability into product design and packaging not as a marketing add-on, but as a core operating principle.

- **Eco-Conscious Trial Experience: Smylo's best-selling Trial Box includes:**

- A biodegradable spoon
- A natural jute toy
- A clip made from recycled plastic
- These choices reduce plastic waste while delivering a thoughtful unboxing experience for pet parents.

- **Plastic-Free Accessories, Powered by Small Manufacturers**

- Every Smylo website order includes a natural jute toy, replacing plastic accessories commonly used in pet packaging. Made from natural materials and sourced from SMEs, these toys reduce plastic waste while generating consistent income for local manufacturers.

By choosing natural materials and SME-led production, Smylo reduces plastic waste while simultaneously supporting local livelihoods. These small but deliberate decisions compound into meaningful environmental impact at scale.

## Community & Animal Welfare

### Educating, empowering, and giving back

Education and community engagement sit at the heart of Smylo's mission because access to the right information is as critical as access to the right food.

- **India's Largest Cat-Parent Community:**

Smylo runs India's largest cat-parent community, with 25,000+ members, offering guidance on nutrition, health, and responsible feeding practices. This platform empowers pet parents to make informed, science-backed decisions for their cats.

- **Animal Welfare & Feeding Drives:**

Beyond household pets, Smylo actively supports community cats through regular feeding drives at Friendicoes, Gurgaon, ensuring vulnerable animals receive proper nutrition.

- **Pan-India Reach:**

Smylo's welfare and community efforts span Mumbai, Bangalore, Delhi, Gurgaon, and Kolkata, improving outcomes for community cats across major urban centres.

- **Making expert nutrition accessible to every cat parent:**

Smylo believes that access to the right information is as important as access to the right food. To ensure no cat parent is left behind due to lack of awareness, Smylo offers a free, personalized nutrition plan for all cat parents, regardless of whether they are customers.

Through education-led engagement, Smylo transforms customers into informed advocates for better pet health and animal welfare.

Smylo continues to deepen its impact by expanding access to clean cat nutrition, strengthening local supply chains, and building India's most informed and engaged cat-parent community, proving that better business and better outcomes for people, pets, and the planet can go hand in hand.



Rabitat is a children, people, and planet-first food and drinkware brand on a mission to reduce plastic exposure in early childhood through safe, durable, and long-life products.

Founded to address the widespread use of short-life plastic bottles, sippers, and lunch boxes in Indian households, Rabitat focuses on replacing disposables with durable, food-safe alternatives made from stainless steel, platinum-grade silicone, and BPA-free Tritan — materials designed for multi-year use, not single-season turnover.

Built with a long-term view of child health and environmental impact, Rabitat embeds responsibility across materials, packaging, manufacturing partnerships, and community education, proving that everyday choices can deliver better outcomes for children, people, and the planet.

## Everyday Products, Long-Term Impact

Rabitat's core product portfolio centres on **stainless steel feeding bottles, sippers, lunch boxes, and food containers designed for everyday use across early childhood**. These products are built as long-life alternatives to disposable or short-use plastic items, combining food-contact safety, durability, and ease of maintenance. Each design prioritises **multi-year usability, with modular components such as replaceable lids and spouts that extend product life and reduce material waste**. By focusing on essentials that are used repeatedly across a child's daily routine, **Rabitat replaces high-churn plastic consumption with products engineered for longevity, safety, and responsible use**.

### 1. Planet-First Products

#### Replacing plastic with safe, long-life materials:

Rabitat designs and manufactures children's food-contact products primarily using stainless steel, a durable, reusable, and fully recyclable material. These products are intended to replace disposable or short-life plastic bottles, sippers, and lunch boxes commonly used in households.



~5-6 lakh stainless steel units sold annually



~50-60 tonnes of plastic displaced per year



Products designed for multi-year use



~20,000+ replacement lids sold annually, helping avoid ~4 tonnes of stainless steel production

### 2. Planet-First Packaging

#### Eliminating plastic from secondary packaging:

Rabitat has removed plastic from its secondary packaging systems to minimise waste beyond the product itself.

- 100% plastic-free secondary packaging
- Corrugated boxes and paper-based protective materials
- No shrink wrap or plastic fillers

This approach reduces downstream waste and improves recyclability at the household level.

### 3. Workforce & People

Inclusive participation and stable employment: Rabitat integrates inclusive hiring and fair employment practices across its operations.

- 25% of warehouses employees are women
- Emphasis on local hiring
- Equal opportunity practices

These practices contribute to workforce stability while expanding participation in traditionally male-dominated logistics roles.

### 4. Livelihood & Prosperity

Responsible sourcing and Indian manufacturing partnerships

- Long-term domestic manufacturing partnerships
- Predictable procurement volumes that support planning and employment stability
- Emphasis on food-contact safety standards

This approach keeps value creation within India while maintaining high safety and quality benchmarks.

### 5. Community & Vision

#### Educating households through everyday choices

Beyond products, Rabitat focuses on educating parents about safe materials for children, durability and reuse, and mindful consumption

Through everyday product choices, Rabitat reinforces the idea that small, intentional decisions can meaningfully reduce environmental impact while safeguarding children's health.





## Befit is improving access to preventive health through affordable fitness in the Philippines.

Launched at the start of this year, BeFit is being built to address a structural gap in the Philippine fitness landscape: limited access, high costs, and intimidating environments that prevent many people from engaging in regular physical activity. Its model is designed from the ground up to **make movement more accessible, community-driven, and compatible with Filipino lifestyles** — enabling more people to build healthier habits, improve long-term wellbeing, and age more actively.

With non-communicable, lifestyle diseases accounting for nearly 70% of deaths in the Philippines, improving healthy living has become a national priority. **BeFit supports these goals by expanding access to affordable, inclusive fitness environments** that enable sustained behaviour change and stronger public health outcomes

## People: Expanding Access to Preventive Health and Fitness

BeFit Philippines is designed to address a structural access gap in fitness and preventive health. The country has one of the lowest gym penetration rates in the region at ~0.5%, despite rising interest in health and wellness. Research indicates that participation is constrained less **by demand and more by affordability and accessibility barriers.**

BeFit's High-Value, Low-Cost (HVLC) model directly targets this gap. Memberships are priced at approximately PHP 1,000 per month (~USD 17), positioning gym access at a cost comparable to everyday discretionary spending. The absence of lock-in contracts further lowers the commitment threshold, making structured fitness more attainable for first-time users.

## Reducing Financial Barriers to Fitness

Proprietary research conducted with 600 Filipino consumers highlights the access divide:

- Only **12% of lower-income households** (monthly income < PHP 40,000) currently pay for gym memberships, compared to ~30% among higher-income groups.
- When cost is removed as a barrier, **35% of lower-income** and **43% of higher-income** consumers indicate they would join a gym they like.

This indicates latent demand for quality fitness that is currently unmet by existing market offerings. BeFit's pricing and format are designed to convert this interest into sustained participation.



## Improving Access to Quality Environments

Affordable gyms often compromise on space, equipment quality, and user experience, which can discourage retention. BeFit's clubs are designed to be approximately 2.5× larger than the average gym in the Philippines, offering:

- Modern equipment and functional training zones
- Group classes included in membership
- Clean, spacious, non-intimidating environments

This model ensures that affordability does not come at the expense of quality, which is critical for long-term engagement in physical activity.

## Inclusive Participation by Design

BeFit's positioning prioritises beginners and first-time gym users. The brand ethos mirrors a "judgment-free" environment, reducing social intimidation — a key barrier in fitness adoption. By combining low cost, flexible commitment, and welcoming design, BeFit aims to **expand participation across income segments and experience levels.**

## Long-Term Social Impact Intent

By lowering cost barriers and improving access to quality fitness infrastructure, BeFit contributes to **broader public health goals linked to physical activity and non-communicable disease prevention.** The model is designed not as a niche gym concept, but as **scalable infrastructure supporting everyday movement habits.**





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