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# Earth Rhythm

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## INTRODUCTION

The first domestic brand in India to invest in independent research and clinical testing is Earth Rhythm. Think wise and safe when it comes to skincare on Earth Rhythm. Without fail, the things you use should be effective and beneficial to both the environment and your skin.

Disappointed by the lack of safe and cruelty-free skincare products for her child, Harini set out to make something better. She refined her business acumen, and studied skincare formulas, and Earth Rhythm was created.

The goal of this clean beauty firm, situated in Gurugram, is to become the first domestic brand in India that emphasizes science and carries out independent clinical trials.

Harini Sivakumar resigned from her lucrative banking position in 2010 to care for her son, who had Down syndrome, when she was born.

To find their son the greatest options, Harini and her husband relocated to several places. "We moved to different cities: Chennai, Bengaluru and Hyderabad, and finally we moved to Delhi in 2015," Harini explains.

She found nothing on the market that would be mild for her son, so she started hunting for alternatives. Many of the items on the market had a lot of chemicals. "I searched for goods according to his requirements. One of my son's particular worries was that he didn't speak, so I couldn't always tell whether anything was upsetting him. If this skin itched, he would be unable to communicate."

- Harini Sivakumar

Before beginning to produce her soaps, Harini completed many classes to learn more about skincare formulation because she could not find any natural skincare products. Then in Delhi in 2017, she started Soap Works India, which is now called Earth Rhythm. This eco-friendly and sustainable brand provides a range of items including skin care and hair care.

Regarding the products she put on her son, Harini was quite circumspect. I was looking for things that were all natural and free of aroma. "My son's allergies have become more problematic because of fragrance. I began researching hair oils, soaps, and shampoos.

-Harini Sivakumar

This posed a significant problem about seven years ago because most of the goods were marketed and sold as medications.

"As a consumer, I wonder why only these products are available," she continues. She decided to begin producing her goods at this time, starting with a small batch of cold process and handmade soaps.

"At the time, I had no desire to start my own business. However, knowing what was in the product and having created it provided me great motivation to apply it to myself."

-Harini Sivakumar

Harini started researching skin care formulas and enrolled in multiple courses in 2016. That's when she discovered that product formulation was much more important than merely product sales.

When she started relating the products to her relatives and other family members, they continued coming back and demanding more.

In 2017, Harini established Soap Works India. At first, the brand was limited to soaps. She began by promoting the business on social media and through a few well-known sources. After a year, Harini decided to grow the brand and company seriously.

"I discovered that there were a lot of customers looking for this kind of product.

Formulations that had already undergone clinical testing had been studied in the West.

However, it was unavailable in India."

-Harini Sivakumar

At that point, her father Sivakumar joined the company, and in 2018 it changed its name to Earth Rhythm.

"I thought that small enterprises attracted a lot of customers since they provided them with a personalized touch. I therefore gave what needed to be done a lot of thought. The goal was to make all of our products sustainable."

-Harini Sivakumar

As of 2019, shampoo bars were Earth Rhythm's first manufactured well. According to Harini, this was a huge hit and remains the catalog's standout item. "We achieve the characteristics of a liquid shampoo in a bar format, without plastic packaging."

The company claims that each product formulation takes months or even years to perfect and that its goods blend natural raw materials with formulations supported by research and a zerowaste attitude.

In May 2021, Earth Rhythm's revenue increased fourfold over the previous year.

Since the brand is digitally native, 75% of its revenue originates from its website.

Additionally, the business has partnerships with other websites, such as Nykaa, Amazon, and others, which can account for up to 25% of the business's revenue.

The capital arm of Anicut Capital, the Anicut Angel Fund, provided \$1.2 million in seed finance to Earth Rhythm in July of this year. The company stated that the funds would

be utilized for product development, clinical trials, marketing, and timeline growth in addition to bolstering its R&D operations.

Co-founder of Anicut Ashvin Chadha stated, "My wife was a consumer even before we developed Earth Rhythm. She saw the goods at home all the time. Furthermore, Harini's narrative struck a deep chord. The evidence for it came from personal experience." It is an intense need. Great D2C brands have expanded. We have witnessed the development of sugar cosmetics as well as these firms' journeys. "We believe in taking early calls on businesses we

believe in," the statement reads.

These days, Earth Rhythm provides makeup, skincare, and hair care products of professional caliber. The items are said to be sustainable, non-toxic, safe, and biodegradable. The products are priced between 500 and 1500 rupees.

According to Avendus research, the D2C market in the nation will reach \$100 billion in value in just five years. India is home to around 16 brands with annual sales of over \$60 million and up to 600 D2C brands, a number that is expected to increase dramatically over the next five years. Mama Earth, Pegler, Plum, Juicy Chemistry, and more D2C firms are in the beauty sector.

All female entrepreneurs should follow Harini's advice, which is that "if you have an idea and a vision in mind, nothing should stop you from achieving it."

## LEARNINGS

Harini Sivakumar, the founder of Earth Rhythm, ventured into clean beauty after struggling to find non-toxic and cruelty-free skincare options for her son with Down syndrome. Frustrated with chemical-laden products, she embarked on a journey to create a better solution, leaving her banking job in 2010.

Facing the challenge of limited availability of gentle products for her son, Harini took it upon herself to study skincare formulations. In 2017, she founded Soap works India (now Earth Rhythm) in Delhi, initially focusing on soaps. Her motivation stemmed from the desire for fragrance-free products and 100 percent natural, given her son's sensitivities.

The lack of accessible, scientifically tested formulations in India prompted Harini to expand her venture. In 2018, Earth Rhythm was rebranded, reflecting a commitment to sustainability. Her father, Sivakumar, joined the business to further enhance its personal touch.

The first breakthrough came in 2019 with the introduction of shampoo bars, offering the features of liquid shampoo in an eco-friendly bar format, free from plastic packaging. Earth Rhythm's products blend natural raw materials with science-backed formulations, following a zero-waste philosophy. Each product takes months to years to perfect.

By May 2021, Earth Rhythm experienced a significant 4x jump in revenue compared to the previous year. The company's digital presence, with 75 percent of revenues coming directly from its website, showcased the effectiveness of its direct-to-consumer (D2C) approach. Partnerships with third-party websites like Nykaa and Amazon contributed the remaining 25 percent.

In July 2021, Earth Rhythm secured \$1.2 million in seed funding from the Anicut Angel Fund. The funds were earmarked for strengthening research and development, product development, clinical trials, marketing, and expansion efforts. The brand's commitment to sustainability, coupled with the personal resonance of Harini's story, impressed investors.

Earth Rhythm's product range spans professional-grade items in haircare, skincare, and makeup, priced between Rs 500 to Rs 1500. The company emphasizes safety, nontoxicity, sustainability, and biodegradability in its offerings.

The success of Earth Rhythm aligns with the broader trend in India's D2C market, projected to reach \$100 billion in the next five years. The country currently boasts around 600 D2C brands, with over 16 brands achieving annual turnovers exceeding \$60 million. Notable competitors in the beauty segment include Juicy Chemistry, Mama Earth, Pilgrim, and Plum, among others.

Harini's journey offers valuable insights for aspiring women entrepreneurs. Her advice emphasizes the importance of unwavering determination in pursuing one's ideas and vision. Earth Rhythm's story underscores the potential for growth in the clean beauty sector, particularly within the D2C model, where personal connections and a commitment to sustainability resonate strongly with consumers.

## CONCLUSION

Harini Sivakumar's journey from a banking professional to the founder of Earth Rhythm, India's first homegrown clean beauty brand, reflects a compelling narrative of resilience and determination. Faced with the challenge of finding non-toxic and cruelty-free skincare options for her son with Down syndrome, Harini embarked on a mission to create a solution. In 2010, after quitting her lucrative banking job, she delved into studying skincare formulations, driven by a personal need to provide her son with products that were gentle, fragrance-free, and 100 percent natural.

The genesis of Earth Rhythm traces back to Harini's realization that mainstream products loaded with chemicals were unsuitable for her son's sensitive skin. Fuelled by the absence of natural skincare options in the market, Harini took it upon herself to learn about skincare formulations, eventually founding Soap Works India in 2017. Her initial focus was on small crafting batches of DIY soaps and cold-processed soaps at home to cater to her family's specific needs.

Driven by the positive response from her family and extended network, Harini expanded her venture beyond a personal pursuit. Recognizing the demand for clean beauty products in India, she rebranded the company as Earth Rhythm in 2018, incorporating a sustainable and environmentally conscious approach into the brand ethos. The transition marked a strategic shift, aligning the brand with the burgeoning global trend of clean and sustainable beauty.





Earth Rhythm's commitment to science-backed formulations, independent clinical trials, and sustainable practices set it apart in the market. The brand's evolution from soaps to a comprehensive range of professional-grade products in haircare, skincare, and makeup showcases its adaptability and responsiveness to consumer needs. Notably, the introduction of shampoo bars in 2019, a plastic-free alternative to liquid shampoo, became a standout product and contributed significantly to the brand's success.

The company's revenue growth, recording a 4X jump in May 2021 compared to the previous year, underscores the resonance of Earth Rhythm's philosophy with consumers.

A digitally native brand, it derives 75 percent of its revenues directly from its website, emphasizing the power of direct-to-consumer (D2C) business models. The strategic partnerships with third-party platforms like Nykaa and Amazon, constituting 25 percent of the revenue, reflect a balanced approach to market penetration.

Earth Rhythm's fundraising success in July 2021, securing \$1.2 million in seed funding from the Anicut Angel Fund, signals investor confidence in the brand's potential. The allocation of funds for research and development, product development, clinical trials, marketing, and market expansion positions the company for sustained growth and innovation.

The brand's story resonates not only with investors but also with consumers seeking safe, non-toxic, and sustainable beauty options. Harini's journey, transitioning from a concerned mother seeking solutions for her son to an entrepreneur spearheading a successful clean beauty brand, encapsulates the essence of perseverance and passion in business.

As Earth Rhythm navigates the competitive landscape of the direct-to-consumer beauty market in India, its emphasis on a zero-waste philosophy, coupled with the blend of natural raw materials and science-backed formulations, positions it as a frontrunner in the evolving beauty industry. The company's dedication to addressing gaps in the market, particularly in catering to specific needs like fragrance-free products for individuals with sensitivities, showcases its commitment to inclusivity.

In a landscape where the direct-to-consumer business in India is projected to be worth \$100 billion in the next five years, Earth Rhythm stands as a testament to the potential for homegrown brands to thrive. Harini's advice to women entrepreneurs — to pursue their ideas and visions relentlessly — reverberates as a guiding principle derived from her own transformative journey. In a market populated by numerous direct-to-consumer beauty startups, Earth Rhythm's unique blend of personal conviction, sustainability, and scientific rigor positions it as a noteworthy player with the potential to leave a lasting impact on the Indian beauty industry.



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