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# Juicy Chemistry

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Over a decade she faced the problem of sensitive skin and consulted with many dermatologists, But she got disappointed with the results by using the suggested products, Then she decided to go in organic route. one Sunday they visited the mall, there they came across list of organic products, so she taught that organic products would suit her face. she consulted with her husband about this organic product. Her husband said that it is not an organic product because he found the chemicals used in the petroleum industries are used in this organic product. so they decided not buy the product. Finally, they came into the decision of no products are organic in the market and they decided to start a new company naming JUICY CHEMISTRY. The founder of juicy chemistry is Megha Asher and Pritesh Asher in the year 2014. Its headquarters located at Coimbatore, Tamil Nadu. It was started only with the investment of Rs.5000 With the space of 10\*10 kitchen. Initially they started to use online platform to sell their products. They were certified by ECOCERT. They import raw materials across the globe.

They used a strategy of digital marketing by using Instagram to promote their products. The company targeted the people who are concerned about harsh chemicals and toxins in their current skin & hair care products and also customers who want to elevate their current choice of product from the “natural” category to certified organic products. They were offering products in various like Face care, Hair care, Body care, organic makeup. Juicy Chemistry providing delightful and holistic products. Juicy Chemistry products are available on Nykaa , Amazon ,Myntra and other online channels . The juicy chemistry is B2C business model.

Juicy Chemistry earned revenue of 29Cr in the financial year. The key investors are Verlinvest , Spring Marketing Capital , Manoj Lifestyle . juicy chemistry don’t want to use plastic in packaging so they come up with the environmentally friendly packaging. juicy chemistry always remains free from harmful chemical and never tested their products on animals or buy raw materials tested on animals they use only organic ingredients for all products. They minimize the use of machinery wherever possible and use machinery in certain processes for the sake of efficiency or hygiene. juicy chemistry not using any artificial fragrance or any other synthetic additives and no preservatives and no water in the product.

Juicy chemistry was a home grown brand, gaining the customer trust is the biggest challenges the company faced. They are facing the issues like when working with natural ingredients that may vary in composition, colour, or aroma can be challenging. so, the customer often expects uniformity in the products they purchase, and they are facing challenges like educating consumers and formulating challenges.

Learnings from Juicy Chemistry:

- We learnt from juicy chemistry is, the business properly used the social media to bring profit in their business.
- Also learnt that just jumping into the market may not be the best strategy but proper research helps in understanding the consumer needs and developing the product accordingly and succeeding in a business you must be genuine, distinct, and different from others.



- For getting a product success in the market it require numerous sleepless days and nights, lot of sweat and a lot of difficult effort.
- Social media is one the best medium to market as well as educate the products to the customer.
- There should be physical stores opened in the metropolitan cities so that there could be increased in the sales.
- Social media influencers are medium source to market to advertisement the products to the consumers .
- Taking customers feedback can increase the brand loyalty of the juicy chemistry .



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