Kindlife launches its first brand ‘2BeKynd’

By Maverick Martins - 13 April 2022

Beauty and wellness firm Kindlife has launched its first personal care brand ‘2BeKynd’. The portfolio of products include a hand sanitizer, hand wash, deodorant, and hand cream.

The brand sees huge potential for growth in India and expects its newly launched product range to be received well by the Generation Z in India.

Commenting on the launch, Radhika Ghai, founder CEO of Kindlife in a statement said, "Hygiene industry globally is valued at USD 500+ billion and is projected to reach USD 700+ billion by 2030. It is estimated to grow exponentially in the next 3 years. For example, just the hand wash category, specifically, will grow by 40 percent."

"With a population of 472 million, Generation Z in India is the largest in the world. No one is talking to them in their language. We see a huge gap in daily essentials for gen Z - if it doesn't look good, smell good, while being super effective, it won’t be a part of their daily lifestyle. Purpose is very important to Gen Z and a key driver while making purchase decisions."

2BeKynd is currently available on its website and plans to expand to other online and offline channels.
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