

A Comparative Analysis Of Women Entrepreneurship: Insights From Sugar And Renee Brands In India.

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Abstract: The rise of women entrepreneurs in India's beauty industry has been exemplified by the success of Sugar Cosmetics and Renee Cosmetics. Both brands, led by Vineeta Singh and Aashka Goradia, have disrupted the competitive cosmetics market through innovative business models, strategic digital marketing, and product differentiation. This study conducts a comparative analysis of these two brands, exploring their market positioning, consumer engagement strategies, challenges, and growth opportunities.

The findings reveal that Sugar Cosmetics has positioned itself as an affordable, long-lasting, and high-quality brand tailored for Indian consumers, while Renee Cosmetics focuses on premium, multifunctional products with a luxury appeal. Both brands have leveraged social media, influencer collaborations, and digital-first approaches to drive consumer engagement. However, challenges such as funding limitations, gender biases in entrepreneurship, and intense market competition persist.

The study highlights key opportunities for both brands, including international expansion, sustainable product innovation, and AI-driven beauty solutions. It also provides recommendations for aspiring women entrepreneurs in the cosmetics industry, emphasizing the importance of digital transformation, brand differentiation, and strategic funding.

Ultimately, this analysis underscores how women entrepreneurs are redefining India's beauty industry, setting a benchmark for innovation, resilience, and market disruption. Future growth will depend on continued innovation, sustainability initiatives, and global market penetration.

Keywords- Women Entrepreneurs, Sugar, Renee, Comparative Analysis

I. INTRODUCTION

In recent decades, the landscape of entrepreneurship in India has witnessed a transformative shift, with women stepping into leadership roles across various sectors. Historically, societal norms and cultural expectations limited women's involvement in business and entrepreneurship. However, today, women are increasingly becoming key players in shaping India's business ecosystem. This transformation has been gradual yet profound, as women entrepreneurs not only contribute to the economy but also challenge traditional gender roles, creating new opportunities for future generations. The rise of women-led businesses, especially in the beauty and fashion sectors, has been particularly significant. Among these trailblazers are brands such as Sugar Cosmetics and Renee Cosmetics, which have gained substantial recognition in India and globally.

Women entrepreneurship, particularly in India's contemporary economic environment, has the power to redefine the societal mentality. It promotes inclusivity, empowers women economically, and breaks down gender stereotypes. Furthermore, the entrepreneurial journey of women represents more than just financial independence – it signals a growing awareness of gender equality, individual empowerment, and the importance of creating inclusive workplaces. This article delves into the impact of women entrepreneurship in India, with a comparative analysis of two leading Indian beauty brands, Sugar Cosmetics and Renee Cosmetics. By examining the histories, current conditions, and entrepreneurial journeys of these brands, this analysis will explore how women-led businesses are not only changing the business world but also reshaping societal attitudes toward women's role in business.

1.1 The Role of Women Entrepreneurship in Changing Societal Mentalities

Women entrepreneurship plays a crucial role in altering the societal mindset, particularly in countries like India, where traditional gender norms have often constrained women's professional and entrepreneurial aspirations. In the past, entrepreneurship was seen primarily as a male-dominated field, and women were typically expected to confine themselves to roles within the home, or at best, support roles within family-run businesses. However, over time, as women began to pursue business ventures more aggressively, there has been a notable shift in both economic and social expectations.

One of the most profound impacts of women entrepreneurship is the shift in the mentality of society regarding gender equality. As women assume leadership roles and run successful businesses, they serve as role models and break stereotypes about women's capabilities. They show that business acumen, leadership skills, and innovation are not bound by gender. When a woman successfully runs a company, she not only challenges the traditional notion of women being subordinate to men in the corporate hierarchy, but she also paves the way for younger women to aspire to similar professional heights.

Moreover, women entrepreneurs are significantly contributing to the empowerment of other women in their communities. Women-led businesses are known to have a stronger focus on creating inclusive opportunities for women, especially in marginalized sectors. For instance, many women entrepreneurs provide employment to other women, offer mentorship opportunities, and create work environments that cater to women's specific needs, such as flexible work hours and the provision of child care. This fosters a more supportive ecosystem for women in business, encouraging others to step forward and pursue their entrepreneurial goals.

In addition, women in business also help promote equality by advocating for policies that benefit women at large. These policies can range from gender-sensitive hiring practices to advocating for equal pay. By pushing for these changes, women entrepreneurs create ripple effects that gradually improve the position of women in the workforce, leading to a more equitable society. The collective impact of such enterprises helps shift societal attitudes toward a more progressive, inclusive future.

1.2 Sugar Cosmetics: History, Present Condition, and Impact

Sugar Cosmetics is one of the most prominent brands in the Indian beauty industry and a testament to the growing influence of women entrepreneurs in India. Founded by Tanvi Puri and Vineeta Singh, the brand has become a household name in a relatively short period, known for its cruelty-free, high-performance products that cater to Indian consumers.

Sugar Cosmetics was launched in 2015 with the vision of creating a beauty brand that spoke to the specific needs of Indian women – a brand that resonated with their skin tones, beauty preferences, and lifestyle choices. With its bold product lines and unique positioning in the market, Sugar Cosmetics quickly carved out a niche for itself in the competitive beauty landscape. The founders, Tanvi and Vineeta, have often cited their personal experiences and the lack of suitable beauty products in the Indian market as the driving force behind the inception of Sugar Cosmetics.

The company's success story is a reflection of the growing importance of women entrepreneurship in India. It exemplifies the changing dynamics of the beauty industry, which, for years, was dominated by multinational corporations and brands that failed to cater to the Indian consumer's specific needs. Sugar Cosmetics was one of the first beauty brands to focus on creating products that catered specifically to Indian skin tones, thus gaining a loyal customer base.

Under the leadership of Vineeta Singh, a former management consultant, Sugar Cosmetics has not only thrived in India but also expanded its presence internationally. Vineeta's success story is a source of inspiration for many women in India who see her as a role model for breaking the glass ceiling in the highly competitive beauty industry. She is often featured in discussions on women's empowerment and entrepreneurship and is a vocal advocate for gender equality in business. Her rise to success has helped reshape perceptions about the role of women in business, proving that with the right vision, determination, and leadership, women can lead successful ventures in industries that have traditionally been male dominated.

1.3 Renee Cosmetics: A New Player with a Bold Vision

Renee Cosmetics, though a newer entrant in the Indian beauty market compared to Sugar Cosmetics, has quickly gained recognition and a strong consumer base. Founded by two women entrepreneurs, Priyanka and Anupama, Renee Cosmetics aims to revolutionize the beauty industry by offering innovative products that combine the best of science and nature.

Renee Cosmetics specializes in offering a wide range of beauty products, from skincare to makeup, all formulated to cater to the Indian market's specific needs. The brand's primary selling point is its commitment to using natural ingredients and cutting-edge technology to deliver high-quality, effective products. Much like Sugar Cosmetics, Renee Cosmetics emphasizes inclusivity and diversity, focusing on creating products that meet the needs of a wide spectrum of Indian skin tones.

What sets Renee Cosmetics apart from its competitors is its approach to building a community around the brand. By using digital platforms and social media, the company has cultivated a loyal customer base that engages actively with the brand. This community-centric model has allowed Renee to gain a competitive edge in a highly saturated market. Priyanka and Anupama, as entrepreneurs, have faced the challenges of establishing a brand in a market that is highly competitive, but their passion for beauty and commitment to inclusivity has propelled Renee Cosmetics toward success.

The story of Renee Cosmetics demonstrates how women entrepreneurs, even when entering an already established industry, can bring fresh perspectives, innovation, and a renewed sense of purpose. Priyanka and Anupama's leadership represents the broader trend of women taking the reins in industries traditionally dominated by male leaders. Their entrepreneurial journey serves as an example of how women-led companies can thrive in challenging market conditions and contribute meaningfully to the overall growth of the beauty and cosmetics sector in India.

II. LITERATURE REVIEW

1. **Dela Cruz, M. N. (2024).** The study on women entrepreneurship aims to systematically review current trends and challenges faced by women in business. It highlights the role of women entrepreneurs in promoting gender equality and increasing women's participation in the formal economy.
2. **Jaiswal, R., Singh, A., & Rai, P. (2024).** The purpose of the study "An Investigation of Challenges and Opportunities for Indian Women Entrepreneurs" is to explore the specific challenges faced by women entrepreneurs in India and to identify the opportunities available to them in the current business environment. The findings reveal that while women encounter significant barriers such as limited access to finance, societal norms, and a lack of mentorship, they also have access to emerging opportunities

through government initiatives, digital platforms, and supportive networks that can facilitate their entrepreneurial journey.

3. **Bashir, A. (2024).** The purpose of Aliya Bashir's study, "Women Entrepreneurship: A Way to Economic Development," is to explore the critical role of women entrepreneurs in driving economic growth and development. The findings suggest that women entrepreneurs contribute significantly to job creation, innovation, and community development, despite facing challenges such as access to finance, societal barriers, and limited networking opportunities. The study emphasizes the need for supportive policies and programs to empower women entrepreneurs and enhance their contributions to the economy.
4. **Thakkar, R., & Mehta, O. P. (2023).** The study on women entrepreneurship by Thakkar and Mehta aims to examine the various factors influencing women's participation in entrepreneurial activities, including socio-cultural, economic, and institutional barriers. The findings indicate that while women face significant challenges such as limited access to funding, societal expectations, and inadequate support systems, they also demonstrate resilience and innovation, leveraging emerging opportunities in the market to establish successful ventures and contribute to economic growth.
5. **Hemamalini, M. R., & George, P. S. (2024).** The study "Rural Women Entrepreneurship: An Emerging Trend in India" by Hemamalini and George aims to investigate the growing phenomenon of entrepreneurship among rural women in India and its implications for economic development. The findings indicate that rural women are increasingly engaging in entrepreneurial activities, driven by factors such as access to microfinance, government support programs, and changing societal attitudes. However, the study also highlights persistent challenges, including limited access to markets, inadequate training, and cultural barriers, which need to be addressed to fully harness the potential of rural women entrepreneurs in contributing to sustainable economic growth.
6. **Kumar, J., & Shobana, D. (2023).** Evolution and significance of women entrepreneurs in India. World Journal of Advanced Research and Reviews, 19(1), xx-xx. GSC Online Press. The study "Evolution and Significance of Women Entrepreneurs in India" by Kumar and Shobana aims to trace the historical development and current importance of women entrepreneurs in the Indian economy. The findings reveal that women have increasingly taken on entrepreneurial roles, contributing to economic growth, job creation, and social change. The study highlights the impact of various factors, including government policies, educational initiatives, and changing societal norms, while also addressing ongoing challenges such as access to finance, market opportunities, and gender biases that continue to hinder women's entrepreneurial potential in India.
7. **Najera, L. E. (2023).** The study "Indian Women's Entrepreneurship" by Lizbeth Enriquez Najera aims to explore the landscape of women's entrepreneurship in India, focusing on the unique challenges and opportunities faced by women in the business sector. The findings indicate that while Indian women entrepreneurs are making significant strides in various industries, they continue to encounter barriers such as limited access to capital, societal expectations, and inadequate support systems. The study emphasizes the importance of fostering an enabling environment through policy interventions and support networks to enhance the entrepreneurial potential of women in India.
8. **Nidhan, N., Singh, B. K., Maurya, R., & Verma, A. (2024).** The study "Empowering Women through Social Entrepreneurship: Case Studies from India" by Nidhan, Singh, Maurya, and Verma aims to examine how social entrepreneurship initiatives can empower women in India by providing them with

economic opportunities and enhancing their social status. The findings reveal that successful case studies demonstrate the transformative impact of social enterprises on women's lives, enabling them to gain financial independence, develop leadership skills, and contribute to their communities. The study highlights the importance of supportive frameworks and resources to sustain and scale these initiatives for broader societal impact.

9. **Tiwari, N. (2022).** The study "Women Entrepreneurship in India: A Literature Review" by Neha Tiwari aims to synthesize existing research on the status, challenges, and contributions of women entrepreneurs in India. The findings indicate that while women are increasingly participating in entrepreneurial activities, they face significant barriers such as limited access to finance, societal norms, and inadequate support systems. The review highlights the need for targeted policies and programs to promote women's entrepreneurship and suggests areas for future research to better understand the dynamics affecting women in business.
10. **Devi, L. (2023).** The study "Review of Literature on Women Entrepreneurship in India" by Laxmi Devi aims to provide a comprehensive overview of existing research on the subject, highlighting key themes, challenges, and opportunities faced by women entrepreneurs in India. The findings reveal that while there has been a notable increase in women's participation in entrepreneurship, significant barriers such as access to finance, societal expectations, and lack of mentorship persist. The review underscores the importance of supportive policies and initiatives to foster an enabling environment for women entrepreneurs and calls for further research to address gaps in the literature.
11. **Jacob, J. (2023).** The study "A Study on Women Entrepreneurs: The Change Makers" by Jiny Jacob aims to explore the transformative role of women entrepreneurs in driving social and economic change. The findings indicate that women entrepreneurs are not only contributing to economic growth but also challenging traditional gender roles and fostering community development. The study highlights the various challenges they face, such as access to resources and societal biases, while emphasizing the need for supportive frameworks and policies to empower women entrepreneurs as key agents of change in society.
12. **Baral, R., Dey, C. M., Manavazhagan, S., & Kamalini, S. (2023).** The study "Women Entrepreneurs in India: A Systematic Literature Review" by Baral, Dey, Manavazhagan, and Kamalini aims to synthesize existing research on women entrepreneurship in India, identifying key themes, trends, and gaps in the literature. The findings reveal that while there is a growing body of work highlighting the contributions of women entrepreneurs to the economy, significant challenges remain, including access to finance, societal norms, and limited networking opportunities. The review emphasizes the need for targeted policies and further research to address these challenges and enhance the entrepreneurial landscape for women in India.
13. **Rajamani, S. (2022).** The study "Women Entrepreneurship in India" by Shanmugam Rajamani aims to explore the current state of women entrepreneurship in India, focusing on the challenges and opportunities that women face in the entrepreneurial landscape. The findings indicate that while women entrepreneurs are increasingly contributing to various sectors, they encounter significant barriers such as limited access to finance, societal expectations, and inadequate support systems. The study highlights the importance of creating a conducive environment through policy interventions and support networks to empower women entrepreneurs and enhance their contributions to economic development.

14. **Manzoor, S., Manzoor, A., & Idrees, N. (2022).** The purpose of the article by Seema Manzoor, Asma Manzoor, and Nusrat Idrees (2022) is to explore the role of women entrepreneurship in promoting empowerment and economic independence for women. The authors argue that entrepreneurship provides a critical pathway for women to break free from societal and economic constraints, offering opportunities for financial autonomy and a stronger societal presence. The findings emphasize the positive impacts of women-owned businesses on the empowerment of women, highlighting that entrepreneurship not only provides women with income-generating opportunities but also fosters confidence, decision-making capabilities, and leadership skills. Through a review of existing literature and case studies, the article underlines the transformative potential of women entrepreneurship in enhancing gender equality and creating more inclusive economic growth.
15. **Katakwar (Hatewar), S. (2022).** Role of women entrepreneurship in Indian economy. *International Journal of Advanced Research*, 10(5), 571-577. The purpose of Shivani Katakwar (Hatewar)'s article (2022) is to examine the critical role of women entrepreneurship in the Indian economy. The article aims to highlight how women entrepreneurs contribute to economic growth, job creation, and social development. The findings suggest that women entrepreneurs play a significant role in the diversification of India's economy, especially in traditionally male-dominated sectors such as manufacturing, technology, and retail. The study emphasizes the challenges women face, such as limited access to finance, societal norms, and gender biases, but also showcases how overcoming these barriers leads to economic empowerment, social change, and increased representation of women in business. The article underscores the importance of supporting women entrepreneurship for fostering a more inclusive and sustainable economic growth in India.

III. RESEARCH METHODOLOGY

This study adopts a comparative qualitative research approach to analyze the entrepreneurial success of Sugar Cosmetics and Renee Cosmetics within the Indian beauty industry. The methodology incorporates secondary data analysis, case study examination, and thematic analysis to explore key business strategies, challenges, and growth opportunities for women entrepreneurs.

1. RESEARCH DESIGN-

This study is exploratory and descriptive, focusing on a comparative analysis of two successful women-led beauty brands—Sugar Cosmetics and Renee Cosmetics. The research follows a qualitative approach, utilizing secondary data sources to understand brand positioning, business strategies, and entrepreneurial challenges.

2. DATA COLLECTION METHODS-

a) Secondary Data Sources-

Data is collected from publicly available sources, including:

- **Company websites and official reports** (e.g., brand mission, product offerings, and business models).
- **Industry reports and market research studies** (e.g., Indian cosmetics market trends, consumer behavior).
- **News articles and business magazines** (e.g., Forbes, Economic Times, Business Standard).
- **Interviews and podcasts** featuring the founders of Sugar and Renee.
- **Social media and digital marketing insights** from platforms like Instagram, YouTube, and LinkedIn.

b) Case Study Approach-

A case study method is used to analyze the two brands in terms of:

- Founder's journey and entrepreneurial challenges.
- Business model and market positioning.
- Product innovation and branding strategies.
- Growth, expansion, and future opportunities.

c) Thematic Analysis -

- A content analysis of marketing campaigns, branding techniques, and customer engagement strategies is conducted.
- Key themes are identified, including women entrepreneurship, digital transformation, consumer behavior, and sustainability trends.

3. DATA ANALYSIS METHODS-**1. Comparative Analysis:**

A structured comparison is conducted between Sugar and Renee based on key business parameters such as market positioning, product innovation, marketing strategies, funding access, and expansion plans.

A findings table is created to summarize the strengths, challenges, and opportunities for both brands.

2. Trend Analysis:

Industry trends related to women entrepreneurship, beauty consumer preferences, and sustainability are analyzed to provide future growth recommendations.

3. NVIVO Analysis:

Data collected from various sources such as Google, Google Scholar, Twitter (now X), LinkedIn etc. was analysed to give a Thematic Interpretation of the data.

4. SCOPE AND LIMITATIONS-**Scope:**

- Focuses on two women-led beauty brands in India.
- Examines the entrepreneurial landscape, business strategies, and market trends influencing the industry.
- Provides insights for aspiring women entrepreneurs, investors, and policymakers.

Limitations:

- Relies on secondary data, which may not capture internal financial details and operational challenges.
- Limited to two case studies, and findings may not be fully generalizable to the entire beauty industry.
- Consumer behavior analysis is based on available reports, and direct surveys are not conducted.

5. ETHICAL CONSIDERATIONS-

- All data is obtained from credible and publicly available sources.
- No confidential business information is disclosed.
- The study maintains objectivity and neutrality in comparing the two brands.

IV. DATA ANALYSIS AND RESULT

DATA ANALYSIS

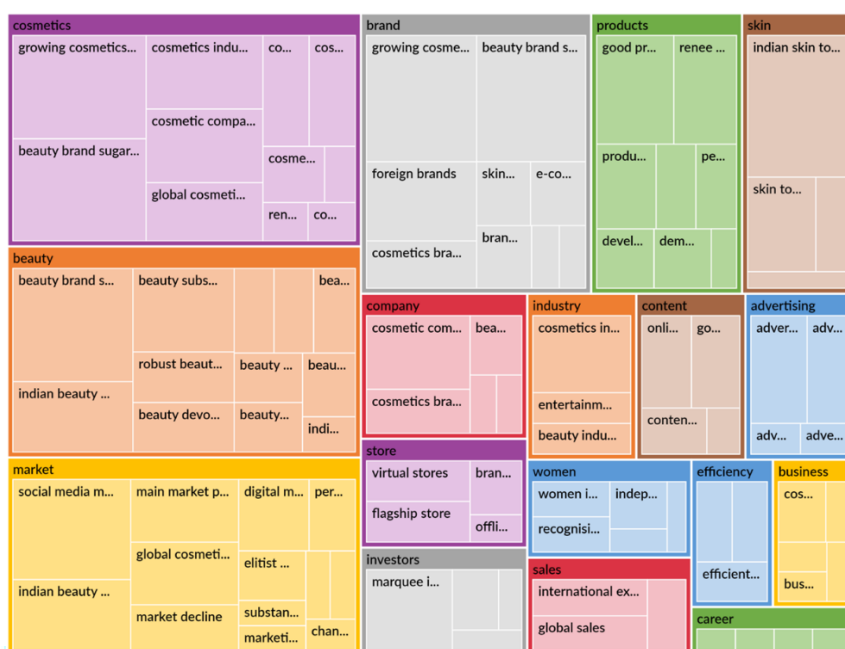


FIGURE 1

RESULTS

1. The Rise of Women Entrepreneurs in the Beauty Industry

Women entrepreneurs have been at the forefront of India's evolving beauty industry, leveraging digital platforms, e-commerce, and innovative product development. Both Sugar and Renee reflect the changing consumer trends, wherein quality, affordability, and inclusivity are key factors driving business success.

- **Sugar Cosmetics:** Founded by **Vineeta Singh**, Sugar has become a household name in India, emphasizing cruelty-free, high-quality, and long-lasting cosmetics designed specifically for Indian skin tones.
- **Renee Cosmetics:** Co-founded by **Aashka Goradia**, Renee has positioned itself as a premium, innovative beauty brand focusing on multifunctional products with global appeal.

Both brands showcase the entrepreneurial potential of women leaders in India, demonstrating how their business acumen has enabled them to break stereotypes in a traditionally male-dominated industry.

2. Market Positioning and Brand Strategy

The thematic analysis from the reference image highlights key aspects like market, brand, products, advertising, and content, which are crucial in understanding the comparative strategies of Sugar and Renee.

A. Sugar Cosmetics: Affordable and Trendy

- Targets the mass and mid-premium segment, catering to young women looking for bold and durable makeup.
- Strong digital presence via social media marketing, influencer collaborations, and an aggressive e-commerce model.
- Expands through offline stores and a D2C (Direct-to-Consumer) strategy.

- Focuses on Indian beauty needs, offering matte, long-lasting, and smudge-proof products suitable for the Indian climate.

B. Renee Cosmetics: Premium and Innovative

- Positioned as a premium beauty brand, focusing on innovative, high-quality formulations.
- Leverages international sales and global expansion strategies.
- Uses a unique product portfolio, such as dual-use and multi-functional products (e.g., 5-in-1 lipstick).
- Invests heavily in influencer marketing, celebrity endorsements, and luxury branding.

Both brands utilize social media and digital marketing effectively but differ in their **target audience, pricing strategies, and market outreach**.

3. Digital Marketing, Advertising and Industry Impact

Both brands contribute to job creation and skill development within the cosmetics sector. They challenge traditional norms of beauty and entrepreneurship, focusing on inclusivity and diversity.

- **Innovative Campaigns:** Both brands utilize engaging content that reflects the lifestyle and aspirations of modern Indian women. They often incorporate user-generated content to enhance brand loyalty.
- **Online Presence:** Heavy reliance on digital marketing has enabled both brands to reach wider audiences through social media platforms.
- **E-commerce Strategy:** The brands use online channels for direct sales, significantly growing their customer base.

4. Challenges and Opportunities for Women Entrepreneurs

Despite their success, women entrepreneurs in India face multiple challenges, including funding constraints, gender biases, and competitive pressures. However, brands like Sugar and Renee have capitalized on opportunities:

- **Digital transformation:** E-commerce platforms (Nykaa, Amazon, Flipkart) have enabled these brands to reach Tier 2 and Tier 3 cities.
- **Content-driven marketing:** Emphasizing brand storytelling through social media, influencer collaborations, and video content.
- **Sustainable and cruelty-free initiatives:** Growing consumer awareness has pushed brands to adopt ethical practices.

5. The Future of Women-Led Beauty Brands in India

The reference image highlights key themes such as efficiency, business growth, and career opportunities, which align with the growth trajectory of these brands. Going forward:

- Sugar Cosmetics is likely to focus on international expansion and product diversification.
- Renee Cosmetics may emphasize luxury branding and high-end innovations.
- Both brands will continue to shape women's entrepreneurship, inspiring more female-led startups in the industry.

V. FINDINGS AND RECOMMENDATIONS

Findings Table: Comparative Analysis of Sugar and Renee Cosmetics

Aspect	Sugar Cosmetics	Renee Cosmetics	Key Insights
Founder	Vineeta Singh	Aashka Goradia	Women entrepreneurs leading innovation in the beauty industry.
Market Positioning	Affordable, trendy, long-lasting makeup for Indian skin tones.	Premium, multifunctional products with a luxury appeal.	Different strategies cater to distinct consumer segments.
Business Model	Direct-to-consumer (D2C) & offline retail expansion.	Online-first with focus on influencer marketing & premium branding.	Both brands leverage e-commerce, but Sugar has a stronger offline presence.
Product Strategy	Matte, durable, smudge-proof cosmetics designed for Indian climate.	Multi-use, innovative products like 5-in-1 lipstick and high-end beauty essentials.	Sugar focuses on practicality, while Renee offers uniqueness and innovation.
Marketing Strategy	Strong social media presence, influencer collaborations, and digital ads.	Heavy reliance on influencer marketing, celebrity endorsements, and high-end positioning.	Both brands use digital marketing, but Renee emphasizes aspirational branding.
Challenges	Competition from established brands, expansion into smaller cities, sustainability initiatives.	Premium positioning may limit affordability for mass consumers, international expansion hurdles.	Women entrepreneurs face funding and market entry challenges.
Opportunities	Expansion into international markets, sustainability initiatives, tech integration (AI beauty tools).	Global expansion, deeper penetration into Tier 2 and Tier 3 cities, product diversification.	Both brands have high growth potential with tech-driven beauty solutions.
Consumer Base	Millennials & Gen Z in India, budget-conscious yet quality-driven buyers.	Urban, premium consumers looking for luxury and innovation.	Target demographics differ, impacting pricing and branding strategies.
Future Trends	AI-driven personalization, vegan & cruelty-free products, offline expansion.	High-end beauty tech, increased luxury collaborations, global presence.	Both brands need to stay ahead with tech and sustainability initiatives.

TABLE 1

RECOMMENDATIONS-

1. For Women Entrepreneurs in the Beauty Industry

- **Leverage Digital and Social Commerce:** Utilize Instagram, YouTube, and influencer collaborations to enhance brand visibility.
- **Focus on Product Differentiation:** Innovate with unique, high-quality formulations that cater to the needs of Indian consumers.
- **Seek Strategic Funding and Investments:** Women entrepreneurs should explore government grants, venture capital, and startup accelerators.

2. For Sugar and Renee Cosmetics

- **Expand Internationally:** While Sugar has started expanding, Renee should further penetrate global markets with luxury branding.
- **Develop More Sustainable and Eco-Friendly Products:** Align with global trends in clean beauty and sustainability.
- **Enhance Technological Integration:** Introduce AI-based skin analysis and virtual makeup trials for personalized consumer experiences.

3. For Policymakers and Industry Leaders

- **Encourage More Women-Led Startups:** Provide funding support and mentorship programs to female entrepreneurs.
- **Promote Local Manufacturing and R&D:** Encourage Indian beauty brands to invest in local production and innovation.
- **Facilitate Market Access:** Reduce entry barriers for women entrepreneurs in retail and e-commerce platforms.

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