

Suyash Saraf

D2C & Consumer Brand Expert | Entrepreneur | Growth Strategist

Suyash Saraf is recognized as a trailblazer in India's D2C and consumer brand space, known for scaling and innovating with precision.

Co-founder of Dot & Key Skincare, a brand redefining beauty with clean, science-backed formulations, now among India's top 3 skincare brands.

Led 16X growth since 2021, scaling it to a ₹500+ crore net revenue brand with sustained profitability.

Expert in consumer behavior, brand building, and omnichannel expansion, creating high-impact, dermatologist-approved skincare solutions.

Drove digital-first growth, expanding Dot & Key across D2C, marketplaces, and offline retail, ensuring a seamless customer journey.

Strategic partner in a joint venture with Nykaa, continuing to shape the brand's vision and market leadership.

Passionate about mentoring emerging D2C founders, helping them build sustainable, high-growth brands in India's evolving consumer landscape.