

Ghazal Alagh — Mompreneur and a Corporate Trainer

Ghazal Alagh is an Indian entrepreneur who is the co-founder and Chief Innovation Officer of Mamaearth. Mamaearth is an e-commerce retailer that sells products related to baby, health, skin, and hair care. Alagh founded the company in 2016 along with her husband, Varun Alagh. The couple started Mamaearth because they struggled to find products to treat their son's skin condition. They wanted to set up a company that only sold natural products free of any toxins. In 2021, the company joined the unicorn club with a valuation of more than \$1 billion. Ghazal Alagh is also one of the investors on Shark Tank India. Here's her success story.

Ghazal Alagh was born on 2 September 1988. She completed her schooling from Gurgaon, Haryana. After that, she attended Panjab University where Alagh graduated with a degree in Bachelor of Computer Applications. In addition, she also graduated with a degree in Fine Arts from the New York Academy of Arts. In 2008, she worked as a corporate trainer at NIIT Limited. She trained managers and engineers from several IT companies in SQL, J2ME, and Oracle. Ghazal worked there for two years.

Later, she started her first start-up called dietexpert.in. Unfortunately, this start-up was not very successful. Next, she started another start-up called Being Artsy, an art studio where young kids discover creativity through a hands-on approach.

Finally, when Ghazal and her husband couldn't find any products to treat their son's skin condition, they started Mamaearth. Her husband resigned from his job in the corporate sector to start the company.

Mamaearth

Unable to find natural products for their son's skin condition, Ghazal and her husband decided to go to the root of the problem. They discovered that a lot of toxins used in India are banned outside the country as they were harmful to a baby's skin. The couple decided to do something about it and hence, they created Mamaearth in 2016.

They invested 90 lakhs in the company, including their savings and a couple of angel investors. Ghazal's main goal was to create natural



and toxic-free products for young infants. In the beginning, the company sold six products which included lotions, creams, shampoos, body wash, oils, and diapers. Today, Mamaearth sells over 100 products.

Forbes India - Sneak Peek: When Mamaearth Found Daddy Unicorn

Within five years, Mamaearth has become one of the fastest-growing brands in the country's FMCG sector. It sells over 100 products in the baby care, skincare, and hair care category. To date, Mamaearth has served around five million customers in over 500 cities. The company also employs around 400 people.

In addition to being a successful entrepreneur and mother, Ghazal Alagh is also among the top 10 women artists in India. At Mamaearth, she is responsible for product development and managing the community. Recently, the company entered the unicorn club with a valuation of more than \$1 billion. In an interview, Ghazal stated that numbers don't matter to them. What matters is the trust their customers put in them.

Lessons we can learn

With their company, Ghazal and her husband deliver products that are certified toxin-free and safe. Ghazal started this company to help millions of mothers facing the same issues as her. Her passion, determination, and hard work are truly inspiring.

To achieve success, we must always follow our dreams and never give up. There are no shortcuts to success. It purely depends on hard work and our will to never give up.

Awards and Recognitions

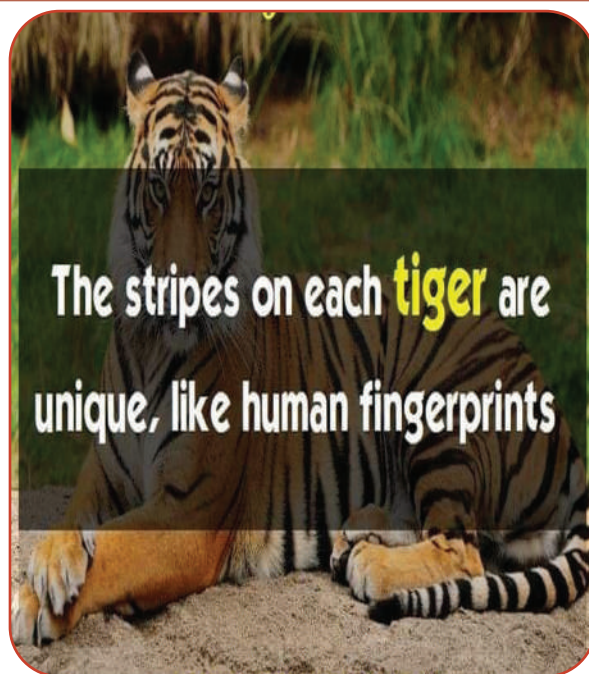
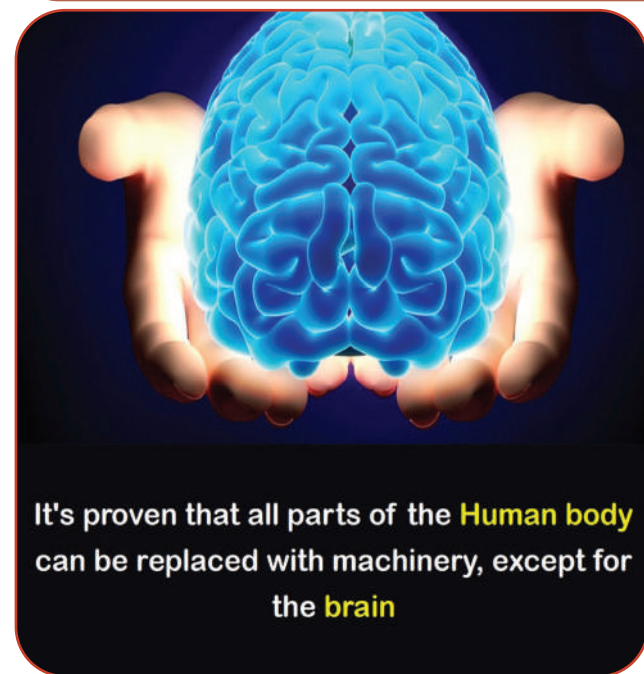
Ghazal won the award for the best brand of the year for MamaEarth in 2018-19.

She was one of the 40, under forty achievers of India in 2019.

Ghazal also won the super startups Asia award in 2019.

She is often featured on the cover pages of various renowned Indian magazines and tabloids.

THE FACT CORNER



BRAIN TEASERS

1 Q. Three coins are tossed in the air and two of the coins land with heads face upwards. What are the chances on the next toss of the coins that at least two of the coins will land with heads face upwards again?

2 Q. Add three consecutive letters of the alpha bet to the group of letters below, without splitting the consecutive letters of the alphabet, to form another word.
GERE

3 Q. In a right-angled triangle what is the length of the hypotenuse if the two shortest sides are 10 and 24 cm respectively?

4 Q. In eight years time the combined age of me and my two sons will be 124. What will it be in five years time?

5 Q. In a game of eight players lasting for 70 minutes, six substitutes alternate with each player. This means that all players, including the substitutes, are on the pitch for the same length of time. For how long?

6 Q. If five men can build a house in 16 days, how long will it take just two men to build the same house, assuming all men work at the same rate?

SOLUTION:
1. 115.
2. 50 percent
3. 26
4. 115.
5. 40 minutes.
6. 40 days.

English Proverbs and Meanings

*** A friend's eye is a good mirror.**
A real friend will tell you the truth.

*** A good beginning makes a good end.**
If a task is carefully planned, there's a better chance that it will be done well.

*** A leopard cannot change its spots.**
It is not possible for a bad or unpleasant person to become good or pleasant.

*** A stumble may prevent a fall.**
Correcting a small mistake

may help you to avoid making a bigger one.

*** Better the devil you know than the devil you don't know.**
It's better to deal with some body difficult but familiar, than change and risk dealing with somebody worse.

*** Better untaught than ill-taught.**
It's better not to be taught at all than to be taught badly.

*** Blood will out.**
A person's background or education will eventually show.

Sweet Potato Chaat



Ingredients:
300 gm chopped,boiled,peeled sweet potato
1 teaspoon chaat masala powder
black salt as required
salt as required
pomegranate seeds as required
1 teaspoon roasted cumin powder
3/4 teaspoon powdered sugar
3 tablespoon tamrind chutney
1 handful chopped coriander leaves
1 tablespoon lemon juice

Method

To make this dish, boil and peel the sweet potatoes. Next, take a bowl, add sweet potatoes and cumin powder, salt, chaat masala, black salt, and sugar. Mix everything well.

Once the potatoes are mixed well with powdered spices, add in tamarind chutney. Mix to combine well. Now, pour the prepared chaat into a serving bowl and top it with pomegranate seeds.

Season it with lemon juice and freshly chopped coriander leaves. Give a nice stir and it's done. Your Sweet Potato Chaat is ready. Enjoy.

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Walnut Brownies



Ingredients:
1/4 cup all purpose flour
2/3 cup sugar

1 egg
3/4 cup cooking chocolate
1/2 teaspoon vanilla extract
2/3 teaspoon baking powder
1/4 cup butter
1 Pinch salt
1/2 cup walnuts

Method

Firstly, preheat the oven to 165 degrees C for 10 minutes and grease a baking tray with butter.

Take a big bowl. Sift the flour, salt, baking powder in it. Mix the dry ingredients well.

In a separate bowl, combine butter and sugar. Use an electric mixer and mix it till the mixture turns light and fluffy. Now add a beaten egg in the mixture along with cooking chocolate, vanilla extract and mix again. Now add flour to this mixture and use a spatula to fold it well. Don't mix or whisk the batter, always fold it well to get the perfect texture. Lastly, add some chopped walnuts and fold again.

Now pour this batter into a greased tray and slide in the oven for 30-40 minutes. Once done, let them cool down and then chop them into pieces. Garnish with chocolate sauce if needed and serve.