



Gaurav Attri

Product Career Coach

**SHE SAID NO TO
₹1 CRORE AT 23...
TO SELL LIPSTICKS.**



MEET

VINEETA SINGH



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Product Career Coach

IIT + IIM

**She's one of the few Indian women
to crack both IIT & IIM — and then
chose to build, not follow.**

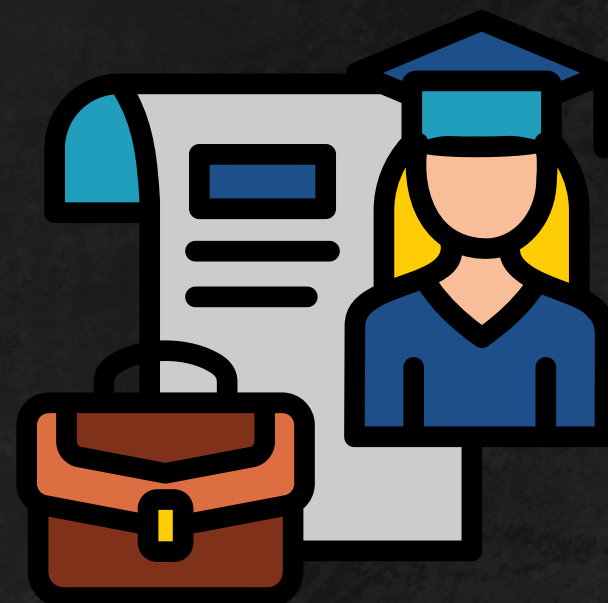




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Straight out of IIM
Ahmedabad, she shocked
everyone by rejecting a ₹1
crore offer — chasing
passion over paychecks.





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HER FIRST STARTUP FAILED HARD

Her venture in **women's lingerie** didn't take off — but she calls it her most valuable MBA in resilience.





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SUGAR COSMETICS **WAS BORN FROM** **FRUSTRATION**



Disappointed with **Western brands that didn't match Indian skin tones**, she co-founded Sugar with her husband in 2015.





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₹3 CR DEBT TO ₹500 CR BRAND

Sugar once faced massive debt — today it competes with giants like **L'Oréal** and **Maybelline** in over 45,000 retail stores.





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NOT JUST A CEO — AN ATHLETE TOO

She's run ultramarathons
and **still starts her**
mornings with a 10km run.





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SHARK TANK GRIT

On Shark Tank India, she's known
for **backing bold women,**
bootstrapped founders, and
ideas with real hustle.





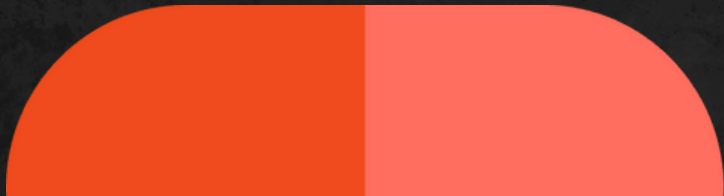
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BUILT SUGAR WITHOUT CELEB ENDORSEMENTS

Unlike other brands, Sugar scaled without Bollywood — relying purely on **relatable content and loyal customers.**





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TOUGH MOM, TOUGHER BOSS

She was answering investor emails from her hospital bed — just hours after delivering her baby.





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WHY IS VINEETA SINGH AN **EXCELLENT PM** ??

Like a true Product Manager,
she identified the gap,
understood her users, and
delivered what global brands
missed.





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100+ Success Stories

**GET INTO 1:1 DEMO CALL
AND BREAK INTO PM ROLE**

Link In Comments

