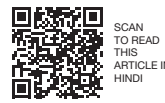




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Essenceara Luxe

Redefining the Indian Fragrance Experience Through a Product-First Philosophy and a Commitment to Social Accountability

Kaushal Kumar | The CEO Magazine



Priya Garg
Founder - Essenceara Luxe

Growing up away from metro privilege changes how you think about value. You become practical. Outcome-driven. And deeply aware of the gap between what's promised and what actually performs. For Priya Garg, that gap between perception and performance became the starting point.

She founded Essenceara Luxe with a clear intent to build a modern Indian luxury company that creates high-performance fragrance brands while generating meaningful social impact through inclusive employment, ethical practices, and responsible growth. At its core is a

simple belief: luxury should not just impress — it should perform, endure, and create opportunity.

A Modern Indian Luxury House

Essenceara Luxe Private Limited is a young Indian luxury company built on the belief that great products and responsible impact can coexist. Established in 2023, the company is being shaped as a modern Indian luxury house rooted in integrity and long-term value creation. Its larger vision is to become a globally respected Indian luxury name — known not only for product excellence but also for women's empowerment and employment generation.

Essenceara Luxe is guided by clear values: performance before promotion, honesty and transparency, and long-term brand building over short-term traction. Discipline, accountability, and consistency remain central to how the team operates and makes decisions. The company also prioritises hiring individuals with an ownership mindset, integrity, and curiosity, with special emphasis on women participation and leadership development.

Based in India and managed through strategic partners, Essenceara Luxe works with a team of 15+ people across its core team, creative collaborators, and manufacturing and operations partners. Beyond business growth, it consciously focuses on inclusive employment, women participation, and community contribution, believing that a luxury brand should also create opportunity.

UAMORE: Performance-First Fragrance

UAMORE is the flagship fragrance brand of Essenceara Luxe, created to solve a long-ignored gap in the industry: the disconnect between how perfumes are marketed and how they perform in real-life Indian conditions. With India's heat, long routines, and active lifestyles demanding durability and consistency, the brand is built on a product-first philosophy where performance is non-negotiable.



Kartik Goel - CEO and Priya Garg - Founder
Essenceara Luxe

UAMORE offers premium Eau de Parfum fragrances designed for modern Indian lifestyles. Each fragrance is developed to deliver 8–12 hours of long-lasting performance, balanced and refined projection, and stability across varied environments. Positioned with distinct personalities and emotional relevance, the range is designed to work for both daily wear and special occasions.

The brand caters to urban millennials and Gen Z consumers across India, including working professionals, students, entrepreneurs, and first-time premium buyers, who look for dependable quality, longevity, and responsible brands. Alongside product excellence, UAMORE works with women-led teams, ethical partners, and local contributors to ensure that growth remains both credible and conscious.

A Leader in Making

Priya comes from Budhlada in Punjab's Mansa district, a Tier-3 town where ambition often has to travel farther to find opportunity. Growing up outside metro ecosystems shaped her approach to business — practical, grounded, and outcome-driven. Currently a student at Chitkara University, her entrepreneurial journey has grown alongside her academics, demanding early discipline as she balanced education, execution, and responsibility at the same time.

Business, in many ways, was always part of her environment. With a businessman father, Priya grew up around conversations on risk, accountability, and decision-making. However, Essenceara Luxe was not built on inheritance or shortcuts. The support she received

was trust — the freedom to build independently, take ownership, and be answerable for results. Her parents' belief in education and independence quietly shaped her confidence as a leader.

At the same time, the Indian fragrance industry was changing fast. Consumers were becoming more informed and less tolerant of underperforming products sold as luxury. Priya saw this shift as an opportunity to build differently, by creating a brand that earns trust through experience rather than persuasion.

A Balance of Vision and Execution

The idea behind UAMORE did not begin as a business plan. It began as conversations around why promising brands often fade once early excitement wears off. Priya's focus was the consumer problem — perfumes that smelled impressive at first but failed to perform in real Indian conditions. She saw the gap between promise and reality as systemic and questioned why customers were expected to adjust instead of products.

Around the same time, Kartik Goel brought a different but equally important perspective. He wasn't only thinking about what should be built but also what would survive scale. With his experience in systems, execution, and long-term structuring, he had seen how strong ideas can collapse without operational discipline. What aligned them was a shared belief: vision without execution fades, and execution without vision loses direction.

That balance became the foundation of their partnership. Priya led brand philosophy, consumer insight, and product direction, while Kartik, as CEO, built the operational backbone — governance, compliance, supply-chain discipline, and scalability. With roles defined early, the company was able to move fast without losing clarity. "The clarity of this partnership has become a strategic advantage," Priya says. "Brand vision and product standards are led with intent, while execution, governance, and scalability are driven with discipline — allowing the company to grow without diluting its core philosophy."

Essenceara Luxe was born from this structure. Starting the company while Priya was still a student reinforced that discipline, leaving no room for ambiguity — only execution. UAMORE exists today because vision and execution were given equal authority from day one.

Building Credibility Through Precision

For Priya, one of the biggest challenges in the early days was credibility — especially as a young woman founder in a perception-driven industry. "Rather than compensating with stories, we focused on precision," she says.

“Product standards were non-negotiable, and operational discipline was uncompromised.” With Kartik Goel leading as CEO, systems and scalability were embedded early, while Priya stayed focused on protecting brand intent and consumer trust. This balance ensured short-term decisions never came at the cost of long-term value.

Beyond business growth, Priya considers her biggest accomplishment as a leader to be the culture she has helped build. Creating a workplace where women feel empowered, respected, and confident to lead has been deeply meaningful. “Creating employment opportunities for young professionals – especially women from non-metro backgrounds – and seeing them grow into responsible roles has been deeply fulfilling,” she shares.

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The Essenceara Luxe Difference

Essenceara Luxe stands apart in the fragrance space by staying rooted in building trust and long-term value. The company follows an India-first formulation philosophy and performance-led product development, with customer trust treated as a strategic priority. The company also benefits from a clear division of leadership between vision and execution, helping it scale without diluting standards.

Beyond products, Essenceara Luxe remains committed to women empowerment and employment generation, with inclusion and gender diversity treated as a priority, not an add-on. Across its journey, certain principles have stayed constant: transparency and honesty, accountability at every level, and long-term thinking.

Redefining Success

For Essenceara Luxe, success is measured beyond revenue. It reflects in impact – customer loyalty built



over time, employment created, women empowered, and communities supported. Over the journey so far, Priya has been recognised as one of the youngest entrepreneurs in the ecosystem, along with receiving entrepreneurial and leadership awards at a young age. The company has also marked key milestones, including the successful launch of UAMORE, strong repeat-purchase behaviour, and employment generation across teams. Alongside business growth, Essenceara Luxe has remained actively involved in Feed India-style community initiatives.

The Road Ahead

Essenceara Luxe represents the belief that world-class luxury brands can be built from anywhere in India – when vision is balanced with execution, and growth creates opportunity for others. Staying true to that intent, the company closely observes customer behaviour, feedback, and cultural shifts, while remaining grounded in product fundamentals rather than short-term trends.

At present, their focus is on scaling responsibly, expanding reach, strengthening supply chains, increasing employment opportunities, and deepening social impact without compromising quality. As the fragrance industry evolves, performance, transparency, and purpose will define what endures. *“Brands that deliver real value with social responsibility will stand the test of time,”* says Priya. *“Solve real problems. Build standards early. Credibility follows consistent execution.”*

**“BRANDS DON’T LAST BECAUSE THEY
ARE LOUD; THEY LAST BECAUSE THEY
KEEP THEIR WORD.”**