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# The New Vanguard of Play

## How Trendlika is Redefining the Sensory Toy Market

Kaushal Kumar | *The CEO Magazine*

In an era where digital saturation dominates childhood, a new force in the physical play sector is emerging—led by a founder who understands the consumer better than any seasoned executive. Shriyanshi Dodla, the visionary behind **Trendlika**, has transformed a childhood fascination into a high-performance e-commerce brand that is outstripping traditional competitors in the sensory toy market.

At just nine years old, Shriyanshi represents a new breed of “native entrepreneurs” with an intuitive grasp of product-market fit.

### The Foundation: Strategic Mentorship and Seed Support

Every disruptive startup requires a robust support system. For Shriyanshi, her parents served as the “Seed Investors” and primary mentors. Recognising her relentless drive to move beyond off-the-shelf products, they provided the critical resources to transform a home-based laboratory into a corporate entity. By facilitating her entry into the Kids Business Carnival, they acted as the brand’s first Board of Directors, teaching her the fundamentals of capital management and public presentation—lessons that resulted in a “Best Presenter” award and a total inventory sell-out.

### From Laboratory to Market Leadership

This parental support allowed Shriyanshi to treat her home as a high-stakes R&D hub. After over 50 failed formulations, she perfected a premium, non-toxic, sensory-art texture that has set a new benchmark for the category. The result is a product that serves as both a toy and a stress-relief tool for all ages. The transition to a profitable enterprise was rapid, recording an impressive **₹1 Lakh profit within its first 60 days**. Today, the brand has successfully scaled to Amazon and is finalising logistics for quick-commerce integration and B2B partnerships with national play zones.

### The Strategic Pillars: Operations and Digital Growth

Trendlika’s rapid scaling is sustained by a dual-pillar leadership team that balances physical operational excellence with digital market dominance.

**Kruthi Gouda**, the brand’s Director of Production and Sales, serves as the operational backbone. In the world of toy manufacturing, consistency is the primary challenge. Kruthi manages the complex supply chain and quality control protocols that ensure every batch meets the brand’s “premium-only” standard. Her leadership in exhibition management has been instrumental in the brand’s

100% inventory liquidation rates at major events like the Kite Festival and Kukudukoo.

Complementing this infrastructure is the digital architect, **Vatsal Kumar**. As the head of Social Media Marketing and Video Editing, Vatsal has built a digital ecosystem that resonates with Gen Alpha. Vatsal’s expertise in high-impact visual storytelling has transformed Trendlika into a viral sensation. His ability to translate tactile, sensory experiences into a compelling visual medium is the primary driver behind the brand’s rapid customer acquisition and high engagement rates.

### A Legacy of Discipline and Global Vision

The founder’s success is anchored in the elite discipline that earned her a **Guinness World Record** in Kuchipudi dance. This precision is now the DNA of the entire leadership team. Supported by her parents’ guidance, the operational rigour of Kruthi Gouda, and the digital vision of Vatsal Kumar, the brand is poised to enter the broader **Kids’ Play & Education sector**, focusing on “mind-based” toys designed to develop logical reasoning. With an international export strategy already in motion, Trendlika is moving from a trending startup to a permanent fixture in the global toy industry.