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BlackSoil Capital invests Rs 110 crore in Carlyle-backed VLCC to fuel next growth phase

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To support the company's ongoing business requirements and growth opportunities



VLCC, India's leading homegrown beauty and wellness company, has secured Rs 110 crore from BlackSoil Capital to support its next phase of growth across its beauty, wellness, and personal care businesses.

The financing comes as VLCC, backed by global investment firm Carlyle, continues to scale its integrated beauty and wellness platform across services, personal care products, vocational education and international markets. The capital will support the company's ongoing business requirements and growth opportunities, including strengthening its operating platform and supporting the expansion of its businesses and subsidiaries.

Founded by Vandana Luthra in 1989, VLCC has grown into an integrated beauty and wellness platform with a presence across more than 250+ locations in over 130 cities. Its businesses span beauty and wellness services, vocational training and personal care products, with operations across India, South Asia, the Middle East, and Africa.

Commenting on the development, Deepak Taluja, CEO, VLCC said, "This financing will enable us to pursue our growth plans across our businesses, including new product introduction and store network expansion. With increasing demand for organised beauty and wellness services and products, we remain focused on enhancing customer experience, expanding our reach, and building a stronger, future-ready platform."

BlackSoil Capital provides alternative credit solutions to high-growth businesses across sectors, supporting companies with flexible financing to scale operations unlocking long-term value.