

PROMOTION



Manu Jeswani, Sumit Israni, Maheep Kapoor and Seema Kiran Sajdeh



Jas Arora, Riddhima Kapoor Sahni, Sarika Yadav Israni and Sumit Israni (Inset)



Indian beauty industry that constantly redefines extravagance and aesthetics, this Salon is home to 4,000 professionals, and boasts outstanding interiors. In fact, they have been accredited by L'Oréal as the best hair colour salon.

GEETANJALI SALON'S REVOLUTIONARY JOURNEY

With over three decades in the industry, Geetanjali Salon has become one of India's fastest growing empires in the hair and beauty domains, with over 150 outlets in 35 cities

Synonymous with expert hair transformations, Geetanjali Salon has become a household name as it provides exceptional customer experiences. With the introduction of Geetanjali Studio and Tweak Salon, the brand has expanded its portfolio, and is now catering to unique consumer preferences all while creating synergy in the realms of beauty and self-care.

A Trailblazer in the Industry

The visionary leadership of Sumit Israni, the brand's Managing Director and Celebrity Hair Designer, has allowed Geetanjali Salon to remain authentic while adapting to changing beauty trends and consumer

preferences. As they continue to evolve and inspire, the brand's journey stands as a testament to the power of innovation and the enduring pursuit of excellence in beauty and grooming.

A Journey of Excellence

With a network of 150 salons in Ahmedabad, Indore, Mumbai, Chandigarh, and revamped flagship outlets in Delhi's Saket and Khan Market, Geetanjali is recognised both nationally and internationally as one of North India's best salon chains. An innovator in the

The brand also celebrated Father's Day with a heart-warming gesture—they treated senior citizens at old-age homes to pampering sessions thus emphasising self-care at every age.

Redefining Accessible Beauty

Geetanjali Studio is touted to be a one-stop beauty destination for those who want to embrace the latest beauty trends and make a statement with their individuality. The Studio's expansion from Delhi-NCR and Udhampur to Kanpur and Pune showcases its growing popularity. By combining adaptability and expertise with a sense of inclusivity, Geetanjali Studio continues to empower individuals to express themselves authentically.

Embracing Artistry

The brand's Tweak Salon celebrates uniqueness and creativity as well as their stylists as artists. Every customer is treated as a diverse canvas, resulting in signature looks that reflect both the client's persona and the stylist's imaginative visualisation. The brand—it has ventured into locations such as Delhi's Khan Market and DLF Promenade—is also set to cater to fresh faces.

Empowering Through Education

Commitment to education and development lies at the core of Geetanjali Academy, a project that nurtures both new and existing talent. In affiliation with L'Oréal Professionnel Arth Academy, the Academy boasts modern interiors spread over 7,000sqft in Hauz Khas, New Delhi, and offers a comprehensive curriculum covering hair, make-up, and nails. Geetanjali Academy's holistic approach to education is evident given its team of highly-skilled instructors but also by offering exclusive opportunities, industry connections and professional development, elevating the next generation of beauty professionals.