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Ranveer Singh and Aman Gupta Launch H.I.M, a New Men's Personal Care Brand



CHENNAI – 21 Nov, 2026 Actor Ranveer Singh and entrepreneur Aman Gupta have jointly launched H.I.M (Handsome Indian Man), a new men's personal care brand specially formulated for Indian skin, climate and biology. The brand debuts with eight products across face, body and hair care, powered by IN·XT™, a proprietary molecule developed exclusively for H.I.M.

The product range includes Face Wash, Face Cream, Sunscreen, Body Wash, Body Lotion, Shampoo, Hair Serum and Soap Bar. Developed based on research into Indian male skin, the products are designed to address common concerns such as excess oil, body breakouts, dryness, dandruff and hair thinning. The range is priced between ₹299 and ₹899 and is available on the H.I.M website, Amazon and Blinkit.

Speaking about the launch, Ranveer Singh, Co-founder, H.I.M, said that the brand aims to offer personal care products specifically designed for Indian men and their unique skin and environmental needs. Aman Gupta, Co-founder, H.I.M, added that India's men's personal care category is growing rapidly and that H.I.M aims to meet the evolving needs of the next generation of Indian consumers.