

D2C Circle 2.0 by Expertbells

Scale Smarter. Sell Faster. (7 Weeks to Transform Your Brand)



MASTER 10X GROWTH IN 7 WEEKS
 30 curated D2C Founders | Cohort Begins: 1st February 2025

What is the D2C Circle?

A 7-week actionable learning sprint built to turn your idea or early traction into a scalable business. Whether you're running a D2C brand, planning to launch a product, or want to crack performance marketing and supply chain.

This cohort gives you execution-ready strategies from real founders, mentors & experts.

This program is built for:

- Q** Early-stage D2C & Quick-Commerce founders
- A** Aspiring entrepreneurs who want to launch D2C brands
- 10x** Anyone looking to scale up their startup 10X
- W** Operators, freelancers & marketers curious about how D2C actually works

Learn from India's Top D2C Founders

ARJUN VAIDYA
 Founder, Dr. Vaidya's | D2C Expert

- Built Dr. Vaidya's into a ₹100 Cr+ Ayurveda brand
- Forbes 30U30 & BW 40U40 awardee
- Partner at V3 Ventures, invested in brands like Kuku FM, Go Zero & Ugao.
- Scaled 10+ D2C brands across India & SEA
- Investing Titan on Zee TV's *IdeaBazz*

KIRAN SHAH
 Founder, Go Zero | D2C strategist

- Founder of Go Zero | **Featured on Shark Tank India S3**
- Built a ₹100 Cr+ Ice Cream Brand in just 3 years
- Serving 10L+ consumers across 1,000+ stores & 100+ cities
- Backed by India's top D2C investors & founders
- On a mission to make healthy snacking the new normal

RADHESH SIRSHIYA
 Founder, Shyle | Seen on Shark Tank India S4

- Shyle - India's leading handcrafted silver jewelry brand.
- Scaled Shyle from ₹7 lakh to a ₹70 crore valuation, backed by Namita Thapar & Ritesh Agarwal.
- IT Roorkee alumnus with 11+ years of experience in e-commerce and consumer brands
- Built a 470K+ Instagram community through high-engagement, viral content.

NITIN JAIN
 Founder, Indira's Ventures | Seen on Shark Tank India

- India's leading indigenous gifting brand with 5K+ products and global reach.
- Bootstrapped the brand to ₹50+ Cr revenue.
- Earned 350K+ 4.5+ reviews for quality and innovation
- Winner of India's Best D2C Brand & India's Best Design Award

SAIRAJ DHOND
 Founder, Wakao Foods | Seen on Shark Tank India

- Built India's first jackfruit-based vegan food brand offering preservative-free meat alternatives.
- Featured on Shark Tank India, secured ₹75L+ from three female sharks.
- Partnered with 500+ restaurants, hotels, and online marketplaces across India.
- BW Disrupt Young Entrepreneur Awards 2021

Domain Experts & Investors

Meet the leaders who will help you build, scale, and grow your brand with proven strategies, actionable insights, and real-world experience.

ATUL JAVERI
 Founder, Eaglewings Ventures

PRAKASH NIMBALKAR
 Head, PW Institute

AKSHAY KUMAR
 Founder, ForeTeach

VINOD KENI
 Advisor, AI100Unicom

ANIMESH PAUL
 Founder, AshleyandKivi

HARSHIT GUPTA
 Marketing Head, JobbaJ

7-Week Growth Sprint

WEEK 1

From Idea to 100Cr brand

Expert Session 1:

- Entrepreneurial mindset: Is launching a startup right for you?
- Finans, debts & readiness check
- Case studies of D2C founders started small

Expert Session 2:

- Idea validation framework
- Recognizing market gaps & customer pain points
- Shortlisting the right product/solution

Follow-up/Assignments:

- Founder self-assessment
- Idea validation worksheet

Speaker:

WEEK 2

Crafting Value & Building Your MVP

Expert Session 1:

- D2C vs B2B models -> choosing the right one
- Product development lifecycle
- Selecting the right product category for D2C

Expert Session 2:

- Building a Minimum Viable Product (MVP)
- Packaging & unboring experience
- Team structure objective

Follow-up/Assignments:

- Review and feedback on MVP progress
- Packaging exercise

Speaker:

WEEK 3

Storytelling, Branding and Go to Market Strategy

Expert Session 1:

- Why D2C launches fail
- Customer persona & consumer behavior
- Storytelling & positioning your D2C brand

Expert Session 2:

- Go-to-Market strategy for D2C
- Power of branding (Logo, packaging, experience)
- Case studies: How Dr. Vaidya built a ₹100 Cr D2C brand

Follow-up/Assignments:

- Brand positioning exercise
- Audience persona worksheet

Speaker:

WEEK 4

Website, Google ads, Meta Ads and SEO

Expert Session 1:

- Building your D2C website on Shopify
- Setting up payments, shipping & automations
- Build and launch your e-commerce store

Expert Session 2:

- Driving traffic through Meta Ads, Google Ads & SEO
- Key metrics to track performance
- Learn to acquire customers and measure ad effectiveness

Follow-up/Assignments:

- Shopify store setup review
- Meta ads optimization

Speaker:

WEEK 5

E-Commerce & Quick Commerce

Expert Session 1:

- Master scaling on e-commerce marketplaces
- E-commerce platforms: Amazon, Flipkart, Myntra
- Listing optimization, ads & conversion growth

Expert Session 2:

- Quick Commerce Revolution: Blinkit, Zepto, Swiggy Instamart
- How GoZero became a top-selling brand on Blinkit
- Learn strategies for scaling

Follow-up/Assignments:

- Marketplace setup & strategy review
- E-commerce & Q-commerce scaling strategies

Speaker:

WEEK 6

Distribution Channels, Retail & Legal

Expert Session 1:

- Offline strategy: Building distribution channels
- Retail, franchise & cold chain distribution models for scaling
- Designing your retail & distribution expansion roadmap

Expert Session 2:

- Creating a winning pitch deck
- When & how to approach investors
- Understanding investor expectations
- Learn to pitch your startup confidently to investors

Follow-up/Assignments:

- PMF check framework
- Unit economics calculator exercise

Speaker:

WEEK 7

Investor Connect, Funding & Demo Day

Expert Session 1:

- Legal compliances for D2C brands
- Key business registrations, policies & contracts
- Understand the essential legal & compliance framework for D2C startups

Expert Session 2:

- Live pitching to investors
- Feedback & mentoring
- Get real-time feedback from experienced investors

Follow-up/Assignments:

- Draft pitch deck submission
- Demo Day / Mock Investor Pitch

Speaker:

Convocation at Gurugram:
 Celebrate completion, meet mentors & network with investors

[Apply Now](#)

Want to Build a Growth-Ready, Fundable D2C Brand?

Program Details

- Live, expert-led Zoom sessions**
- Interactive Q&A with top D2C founders**
- Zero theory — only real-world playbooks**
- Founders Community + WhatsApp groups for peer + mentor support**
- Access to templates, dashboards & cohort-only resources**
- Session recordings available for limited-time access**

Program Duration

- 7 Weeks Starts From 1st Feb, 2026**
 A high-intensity sprint covering product, brand, growth, ops & fundraising in one powerful journey.
- 4-6 hours/week**
 • 2 Live Sessions (Sat & Sun | 2 hrs (Per Session))
 • Weekly Review & Assignment Briefing (Tue | 1 hr)
- Program Mode**
 Join all learning sessions remotely designed for founders across India.

Convocation Day at Gurugram: a power day of networking, mentorship, and live pitches.

Join the D2C Circle Program

Get Freebies Worth ₹15,000 Absolutely FREE!

1-Year Free Accounting Software

Startup Guide Book - "Startupology" by Zebra Learn

Database of 1000+ Investors, VCs & Fellowship Programs

Access to 1000+ Business Documents for Daily Operations

Exclusive Access to Expertbells Founders Community

Program Fee

Process

- Submit Application**
 Submit your application and pay the ₹29,990 + GST program fee to confirm your participation. Payments are securely processed through our integrated gateway.
- Application Review**
 Once we receive your application and payment, our team reviews each submission to ensure the right fit. We select founders with clarity, traction, and readiness to launch or scale their D2C brands.
- Enrolment Fee**
 If approved, your enrolment in the D2C Circle will be confirmed. If not shortlisted, your payment will be refunded within 2-3 working days.

Limited to 30 Curated Founders Only
 Apply Now at www.d2ccircle.com

Regular Program Fee
₹29,990/- (₹59,990) (Plus GST)

What You Get:

- 14 Live Sessions + 7 Follow-up Sessions
- 2 Top D2C Founders + 8 Industry Experts
- Practical Assignments & Frameworks
- Opportunity to pitch your startup to investors
- Closed community of 30+ D2C founders
- Access free deliverables worth ₹15,000
- Convocation Day + Gurugram

Build. Scale. Fund. Faster.
 Join 30 driven founders inside India's most actionable D2C sprint.

[Apply Now](#)

What Founders are Saying

Real voices. Real growth. Here's how the D2C Circle and Expertbells Community made a difference:

Rudresh (Founder)

This entrepreneurship cohort was incredible and incredibly useful for me. It transformed my experience with insights that made a lasting impact!

Mehardeep Singh (Founder)

This Cohort is a game changer for me. Really learned so much in the cohort, which is quite practical and interactive.

Dr. Prabesh Yadav (Founder)

The cohort was highly beneficial, providing valuable insights that have greatly enhanced my knowledge and understanding.

Pragya Arora (Founder)

It was a very warm and insightful cohort session. The mentor related to my topic, thoroughly shared valuable insights, identified the areas where I need to improve, and addressed the struggles I am currently facing as a founder. Overall, it was a highly valuable experience filled with learnings and practical guidance.

Suresh Sharma (Founder)

I thank the Expertbells team from the bottom of my heart for their prompt and active support and especially their excellent update and initiation system. Expertbells' cohort program has been one of the most trusted and valuable experiences for founders. Truly wish the team continued success and a bright future ahead.

Ashv Kumar Gupta (Founder)

I was clueless about how to move forward with my idea at such an early stage. The Expertbells cohort program made it so much easier to cut through the noise and clearly highlighted the things I should prioritize first. It gave me much-needed clarity and direction.

Prithvi Rastogi (Founder)

The Expertbells cohort gave me actionable strategies that boosted my startup growth.

Arpit Gupta (Serial Product Strategy, Scaling D2C Founder)

This program clarified my fundraising and connected me with the right investors.

Ananya Ghosh (Founder)

The cohort provided step-by-step guidance that helped me confidently launch my business.

About Expertbells

Expertbells is India's leading mentorship and startup growth platform, offering 1-on-1 personalized sessions with top startup experts to help founders grow with guidance—not guesswork. Whether it's validating your idea, building your MVP, scaling operations, or raising funds, we've got you covered.

WHO WE ARE

We are a mentorship-first growth platform—empowering founders with expert guidance, practical knowledge, proven growth strategies, and a strong network. From early-stage planning to full-scale growth, Expertbells connects you with the right mentors and tools to launch, scale, and succeed.

Want to build a growth-ready, fundable D2C brand?
 Apply Now at www.d2ccircle.com

FAQs

Who is this program designed for?

Built for aspiring entrepreneurs and D2C/Q-commerce founders in their early or growth stages — who want to master real-world systems and scale fast, without the trial and error.

Even if your product isn't launched yet — this is built to help you prepare, validate, and win

What's included in the ₹29,990/- plus GST ?

- You get everything you need to accelerate your brand's growth (or launch one):
- 14 Live Sessions + 7 Follow-up Sessions
 - 2 D2C Mentors + 8 Expert Masterclasses
 - Practical Assignments & Frameworks
 - 1:1 Pitch Review from Mentors
 - WhatsApp Founder Community
 - Convocation Day + Gurugram
- No upsells. No hidden costs. Just real value.**

Is this program live or recorded?

The program is 100% live and interactive, with sessions conducted on Zoom.

Get real-time feedback from mentors, ask questions, and revise on the spot.
 Final Demo Day + Convocation happens offline in Gurugram.

Will this work if I haven't launched yet or don't have revenue?

Yes! It's ideal for anyone who wants to understand D2C end-to-end — even if you're still building your first product or exploring ideas.

You'll gain frameworks, strategies, and community support that cut months of guesswork.

Will I get personalized feedback?

Absolutely. Every piece of feedback is personalized for you — not generic.

You'll get 1:1 pitch breakdowns, live mentor reviews, and weekly founder Q&As — each one crafted around your startup's stage and challenges.

Every insight you receive will help you move faster, sharper, and with real clarity.

expertbells

Thank You for Exploring The D2C Circle by Expertbells

We're Excited to Support your Journey

Reach Out Anytime

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