

## The Empire of Sheen And Shine Microfiber Cleaning Cloth



**New Delhi, Delhi Apr 25, 2022 ([IssueWire.com](http://IssueWire.com))** - With 12X growth, this household cleaning company is making its mark in multiple categories

Starting as a small business in 2005, Sheen started selling Microfiber cleaning cloths to OEMs like Audi, Mercedes, BMW, and Hyundai. The market was niche and the owner, Mr. Atul Jain chartered a marketing plan which he says “was a tough nut to crack, but we managed to acquire and retain some really good clientele in this B2B segment”.

It was only in the paradigm shift of E-commerce around 2013-14 when they identified and understood, with some experiments, that the market is shifting at a massive pace from offline to online. “It was the right time for us to enter this blue-ocean market where customers needed good quality cleaning cloths, and portals like Flipkart and Amazon needed experienced suppliers to sell it with stable quality at bargain prices,” says Karan Jain who heads the E-commerce division of the company and is the son of Mr. Atul Jain.

Sheen reached an overall growth of 12X in 6 years from 2016-to 2022. The large share of the sale comes from the online space through their in-house created dealer and distributor portal [www.skpinia.net](http://www.skpinia.net). Even the TATA-backed spare parts expert of e-commerce Boodmo.com exclusively sells Sheen Microfiber and has gotten 10X growth within just a year.

When asked how they have managed to achieve this level of growth while the Auto accessory market

had slowed, Karan said “Although the B2B and OEM market is seeing a slump, the B2C consumer segment has risen from 12 Billion USD to 25 Billion USD in just 5 years. Moreover, the lifestyle changes in the households have made a big difference. Before 2000, Indian customers used to use old T-shirts and rags to clean their cars and houses, but they’re aware of the advantages of using good quality cleaning cloths”.

Sheen’s offline business has also seen a boost overall, as they have been able to do business with reputed hotel chains like JW Marriott, IHCL, etc., and start-ups like HORECA. Sheen is also one of the first SMEs to complete Walmart’s supplier development program and they are looking to export to the giants of the west soon.

Karan Jain holds a Master’s degree in International Management from the University of Strathclyde, Glasgow, Scotland and he is an active member of the Association of British Scholars. He recalls “Back in 2014 when I came back to India, our company was struggling with only one channel of sale. Over the years, with our staff members, we have built multiple channels for sales which have led to a robust business with a strong foundation. I think the secret to our success is that we have identified the right product mix for Indian customers, which is a blend of great quality at cheap prices, and that makes our products a great value for money—something that Indian consumers truly want”.



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Source : A Sheen and shine company started in 2005 and this is microfiber cleaning cloth company B2B and B2C and tieup with All Luxury like- Audi, Mercedes, BMW, Hyundai

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