

Lexaura is luxury perfume brand founded by Yash Solanki & Dhawal Namdev



Manawar, Madhya Pradesh Nov 1, 2025 ([IssueWire.com](https://www.issuewire.com)) - Two young entrepreneurs, Yash Solanki and Dhawal Namdev, from Manawar, Madhya Pradesh are poised to disrupt the Indian perfume market with the upcoming launch of their luxury perfume brand, Lexaura. Recognizing the prohibitive cost of international luxury fragrances for the average Indian consumer, Yash and Dhawal are creating a line of inspired perfumes, offering high-quality scents at accessible prices. Lexaura aims to democratize the world of luxury fragrances, making sophisticated aromas available to a wider audience and challenging the status quo of the perfume industry in India.

Lexaura is built on the principle of providing access to luxury. Yash and Dhawal identified a significant gap in the Indian market, where the allure of high-end international perfumes is often overshadowed by their steep prices. Lexaura seeks to bridge this gap by offering inspired fragrances that capture the essence of luxury brands, but at a fraction of the cost.

The brand's focus on affordability doesn't compromise on quality. Lexaura is committed to using high-quality ingredients and meticulous craftsmanship to create perfumes that deliver a long-lasting and captivating scent experience. The founders are working with experienced perfumers to develop unique and sophisticated fragrance profiles that cater to diverse preferences.

Lexaura represents a new wave of entrepreneurial spirit in India, demonstrating that innovation and problem-solving can come from anywhere. Yash and Dhawal's story is an inspiration to aspiring entrepreneurs, proving that age is no barrier to creating a successful and impactful business. Their dedication to providing affordable luxury is a testament to their commitment to the Indian consumer.

The launch of Lexaura is strategically timed to capitalize on the growing demand for luxury goods in India. As the Indian economy continues to grow, more consumers are seeking out premium products and experiences. Lexaura is positioned to capture a significant share of this market by offering a compelling combination of quality, affordability, and accessibility.

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Manawar

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