

# Mohit Yadav

## CEO & Co-Founder at Minimalist

Mohit Yadav is one of the two founders of Minimalist, a high-performance skincare brand that is rooted in science. Hailing from Jaipur, Rajasthan, Mohit launched Minimalist in October 2020, amidst the COVID 19 pandemic, along with his brother and co-founder Rahul Yadav.

Apart from being the co-founder, Mohit is also the CEO of Minimalist and is actively involved in defining the growth trajectory for the brand.

After acquiring his formal education from the University of Rajasthan, Mohit went on to pursue a career as a Chartered Accountant from The Chartered Accountants Institute of India where he was awarded a gold medal. In 2005, he started his career with Deloitte, followed by Credit Suisse, where he joined as an AVP. With a strong pedigree in education and work, he plunged into entrepreneurship next by launching Mangostreet.com – an online shopping destination for kids apparel & footwear – which was later acquired by Hushbabies (a leading ecommerce platform that sells baby products).

The experience helped him gain professional and real world acumen across various functions like business development, marketing, operations and brand – all of which he now puts to use in his current role at Minimalist.

Launched with an objective of simplifying skincare and giving consumers complete information about the product ingredients and their performance, Minimalist is an embodiment of transparency and efficacy in skincare. Within a short span of two years, the brand has grown significantly and has garnered many loyal customers in India.

“Minimalist is all about products that deliver exactly what they claim,” says Mohit. “As a scientific skincare brand, we are single-mindedly focussed on creating the best blends and formulations based on advances in R&D, while always keeping in mind the customers’ feedback and needs.”

Apart from work, Mohit enjoys staying in & watching documentaries or reading biographies. He is most fascinated by real people's stories, which he finds very interesting and inspiring. He’s passionate about bikes and also calls himself an ex Liverpool fan.