



LAXSONS ENTERPRISES

Manufacturer & Exporter

A unit of Laxsons Group.



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Crafting Scents That Define Elegance.

Laxsons Enterprises is a premium fragrance and lifestyle brand based in Goa, India. Established in 2022, the brand brings together traditional aromatic sensibilities and modern design-led thinking to create fragrance products that enhance everyday spaces and experiences.

Laxsons offers a curated range of scented solutions — from elegant sachets to refined aroma oils — developed with a focus on purity, consistency, sustainability, and timeless appeal. Each product is crafted to deliver a balanced fragrance experience suited for homes, hospitality environments, and lifestyle settings.



LAXSONS GROUP – OVERVIEW

Laxsons Group is a business-led organisation built on the integration of operational strength and brand-focused growth. The group operates with a clear structure that combines supply, process discipline, and market-driven product development across its ventures.

At its foundation is Equipped Solutions, established in 2015, which serves as the group's operational and sourcing backbone. With years of experience in B2B supply, procurement coordination, and operational execution, Equipped Solutions provides the systems, oversight, and reliability required to support scalable business operations.

Under the group, Laxsons Enterprises functions as the dedicated fragrance and lifestyle brand, focusing on product development, design, and market presence across home, wellness, gifting, and lifestyle segments. This separation of operations and brand execution allows the group to maintain consistency, quality control, and long-term growth across markets.

Laxsons Group follows a process-driven, partnership-oriented approach, prioritising reliability, responsible sourcing, and sustainable expansion. The group is structured to support domestic and international collaborations, ensuring that its brands are backed by sound operations, clear accountability, and a long-term business vision.



GROUP STRUCTURE

Laxsons operates under a clearly defined group structure designed to ensure operational efficiency, accountability, and focused brand development.

Laxsons Group comprises the following entities:

Equipped Solutions

Established in 2015

Serves as the operational and sourcing backbone of the group. Equipped Solutions manages procurement coordination, supply operations, process oversight, and logistical support, providing a stable foundation for group ventures.

Laxsons Enterprises

Functions as the fragrance and lifestyle brand under the group. Laxsons Enterprises is responsible for product development, brand identity, design direction, and market engagement across home, wellness, gifting, and lifestyle segments.

This structured separation allows the group to maintain process discipline at the operational level while enabling focused brand growth and innovation. It ensures consistency in quality, reliability in execution, and long-term scalability across domestic and international markets.



EQUIPPED SOLUTIONS – PARENT COMPANY

Equipped Solutions is the parent company of Laxsons Enterprises and forms the operational backbone of the Laxsons Group. Established in 2015 and based in Goa, India, the company brings years of hands-on experience in B2B sourcing, supply management, and operational execution.

The company's core expertise lies in managing structured procurement, vendor coordination, quality oversight, and supply continuity across business operations. Through its background in handling commercial requirements, repeat client servicing, and process-driven workflows, Equipped Solutions has developed a strong foundation in reliability, discipline, and execution consistency.

As the parent entity, Equipped Solutions provides strategic and operational support to Laxsons Enterprises, enabling structured growth, controlled scaling, and dependable delivery standards. Its role ensures that the Laxsons brand is supported by sound operations, clear accountability, and long-term business planning.

With a focus on ethical practices, operational clarity, and sustainable expansion, Equipped Solutions strengthens the group's ability to engage confidently with domestic and international partners while maintaining stability and professionalism across markets.



LAXSONS ENTERPRISES – BRAND INTRODUCTION

Laxsons Enterprises is the fragrance and lifestyle brand of the Laxsons Group, focused on creating well-designed, reliable, and market-ready fragrance products for everyday living. Based in Goa, India, the brand was established in 2022 with a clear objective: to deliver fragrance solutions that balance quality, consistency, and contemporary design.

The brand offers a diversified portfolio spanning home fragrance, personal fragrance, wellness, and gifting categories. Each product is developed with careful attention to formulation stability, scent balance, and practical usability, making the range suitable for retail, hospitality, gifting, and export markets.

Backed by the operational strength of Equipped Solutions, Laxsons Enterprises operates with structured processes, controlled scaling, and a long-term business outlook. This foundation enables the brand to support customisation, private-label opportunities, and flexible order requirements, while maintaining consistent quality standards.

Laxsons Enterprises positions itself as a dependable fragrance partner, combining creative brand sensibility with operational discipline to support lasting partnerships across domestic and international markets.



PRODUCT CATEGORIES

Laxsons Enterprises offers a diversified range of fragrance and lifestyle products developed for home, personal, wellness, and gifting applications. The product portfolio includes:

- Scented Sachets.
- Reed Diffusers.
- Perfumes.
- Incense Sticks.
- Aroma Oils.
- Room Fresheners.
- Car Diffusers.
- Body Mists.
- Gift Packs.

Detailed product visuals, fragrance variants, and usage applications are presented in the Laxsons Product Catalogue.



WHY PARTNER WITH LAXSONS

Laxsons Enterprises is built to support long-term partnerships across retail, hospitality, gifting, and export markets, combining creative fragrance development with structured operations.

Key strengths include:

- Consistent Fragrance Profiling for repeatable quality across batches.
- Flexible Order Volumes to support gradual and reliable scaling.
- Customisation & Private-Label Support across fragrance and packaging.
- Design-Led, Market-Ready Products suited for modern retail environments.
- Operationally Backed Execution, supported by the Laxsons Group and Equipped Solutions.

Laxsons positions itself as a dependable fragrance partner, focused on consistency, accountability, and sustainable growth across domestic and international markets.



QUALITY, SAFETY & COMPLIANCE

Laxsons Enterprises follows a quality-first approach across product development, sourcing, and packaging, ensuring that fragrance products are safe, consistent, and suitable for their intended applications.

The brand works with IFRA-aligned fragrance sourcing, and formulations are developed for home, lifestyle, and personal-use environments with attention to stability and user comfort. Product development emphasises responsible ingredient selection and controlled formulation processes.

To support domestic and international business requirements, Material Safety Data Sheets (MSDS) and Certificates of Analysis (COA) are available on request, along with assistance for export-related documentation where applicable.

Quality checks are conducted at multiple stages, including raw material sourcing, production handling, and final packaging, to maintain consistency and reliability across batches. Packaging choices are made with consideration for product safety, shelf stability, and environmental responsibility.

Laxsons Enterprises remains committed to ethical practices, regulatory awareness, and continuous improvement, supporting partners with confidence, transparency, and long-term reliability.



MARKETS & GROWTH ROADMAP

Laxsons Enterprises currently operates across domestic and select international markets, following a structured and sustainable approach to expansion.

Current Market Presence

- India — Active across retail, gifting, hospitality, and lifestyle segments.
- European Union (EU) — Active through distribution and export partners.

Growth Roadmap

- International Expansion across key global markets, including Europe and Asia-Pacific, aligned with demand for fragrance and lifestyle products.
- Export Network Development through long-term partnerships tailored to international market requirements.
- Product & Format Expansion with new fragrance formats and packaging options suited to global standards.
- Private-Label & Custom Projects developed to meet partner-specific and regional preferences.
- Sustainable Development emphasising responsible sourcing and improved, compliant packaging solutions.

Laxsons Enterprises pursues growth with an emphasis on reliability, market readiness, and partnership-led expansion, creating long-term value for international collaborators.



CONTACT & BUSINESS ENQUIRIES

For business enquiries, partnerships, distribution discussions, or export-related communications, please contact:

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