CubeAPM × mamaearth™

A leading Personal Care Brand

With CubeAPM — Unlocking Faster Incident Resolution, Unified Monitoring, and Predictable Pricing

Case Study

About Mamaearth

Mamaearth is one of India's fastest-growing personal care brands, valued at over **$1.2 billion** & trusted by millions of customers across the country. Known for its toxin-free and eco-friendly products, Mamaearth has expanded rapidly across **500+ cities** with both online & offline presence.

Backed by **Sequoia Capital** and other marquee investors, Mamaearth **went public via IPO in November 2023,** marking a major milestone in its growth journey. With strong financial performance and customer loyalty, the company continues to disrupt India's beauty & personal care market.
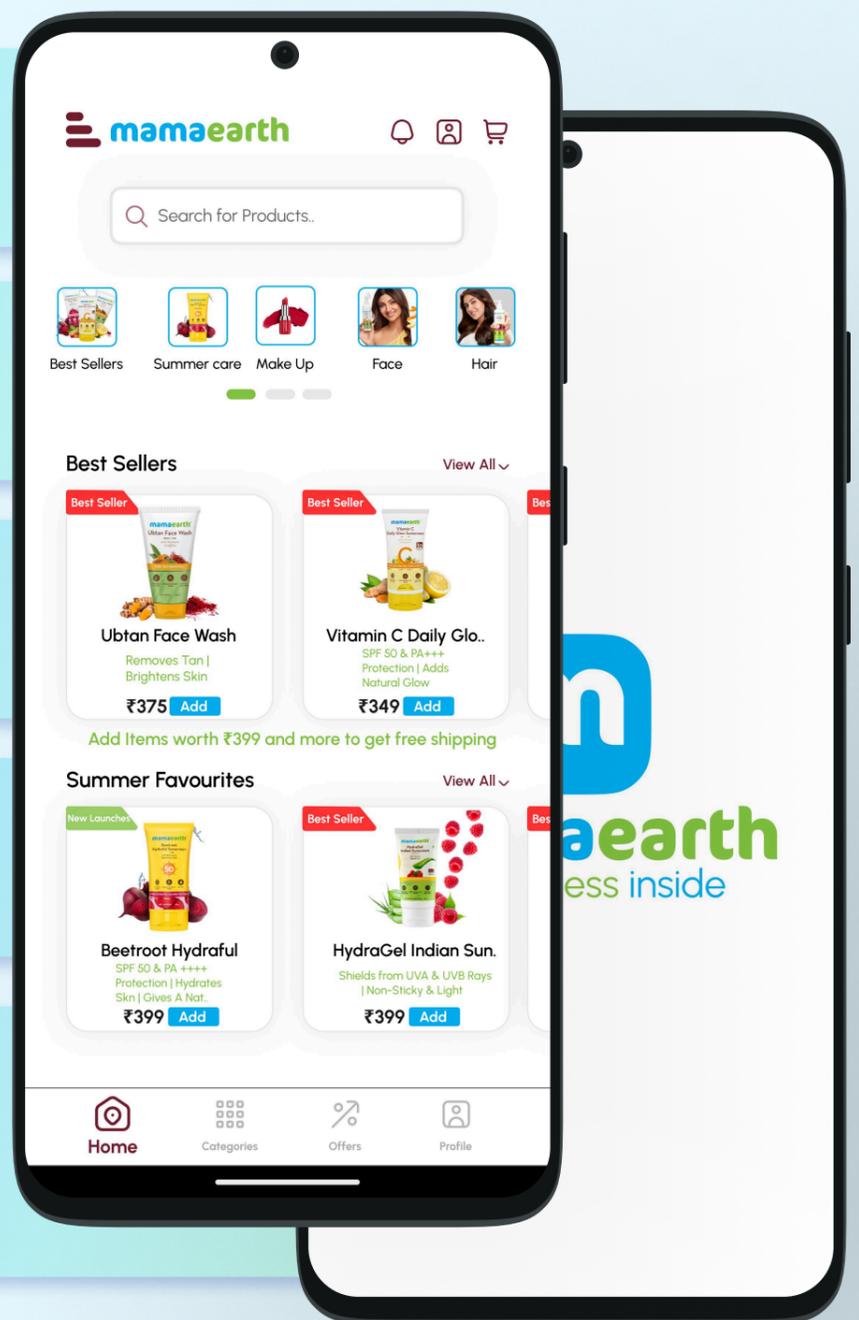
$1.2B+ Valuation

$250M revenue

1000 Employees

**500+** Cities Served

10M+ Customers & growing rapidly

The Challenge

As Mamaearth scaled rapidly across India, their engineering team faced growing challenges with **application performance monitoring.**

Scalability Constraints

With 50,000–60,000 daily orders at peak, 200+ SKUs, and 2M+ organic monthly visitors, the platform needed observability that scaled seamlessly without performance trade-offs.
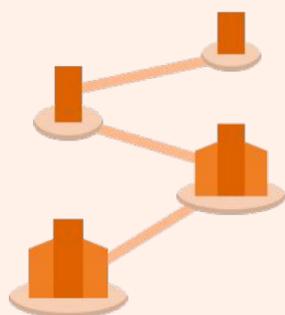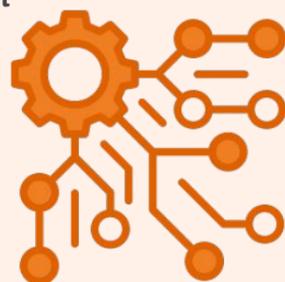
Rising Observability Costs

Existing APM tool's pricing ballooned with scale, making long-term monitoring unsustainable.
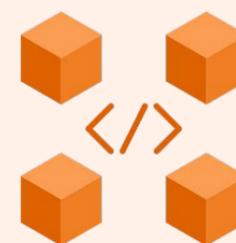
Slow & Complex Dashboards

The dashboards were sluggish and hard to navigate during peak load, delaying incident resolution.

Fragmented Tooling

Logs, APM, infra, and Kubernetes monitoring lived in separate modules, forcing engineers to context-switch & creating blind spots during incident investigations.
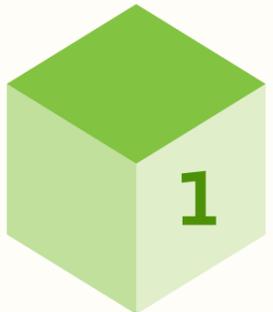
Mamaearth needed a platform that was **faster, predictable, unified, & compliant -** something that existing observability tool could no longer deliver.
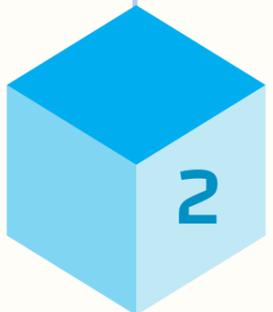
The Objectives

As a fast-scaling D2C brand, Mamaearth needed a monitoring solution that could support rapid growth while removing the roadblocks. Their key objectives were:
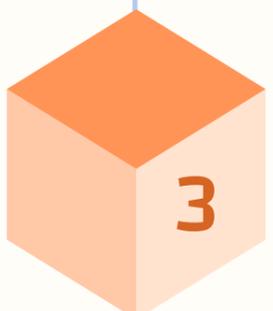
1

Reduce MTTR
Resolve issues faster with dashboards and traces that load instantly, enabling quicker recovery during peak traffic.
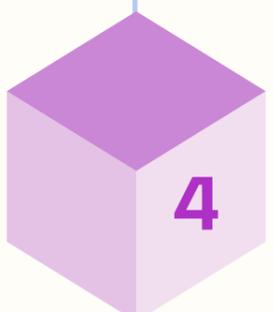
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Predictable Spend
Ensure observability costs remain transparent & forecastable as data volumes grew, avoiding billing shocks.
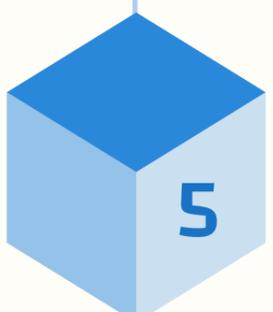
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Unified Solution
Replace multiple tools (APM, logs, infra, RUM) with one integrated platform.

4

Minimal Disruptions
Ensure a seamless migration from existing tool with no impact on live traffic.

5

Avoid Vendor Lock-in
Adopt an OpenTelemetry-first platform with flexible deployment options.

The Solution

CubeAPM delivered a faster, leaner, and more predictable alternative - enabling Mamaearth to scale with confidence while improving developer productivity.

Seamless Migration

Mamaearth was able to move to CubeAPM in under an hour, reusing existing agents & ensuring zero disruption to live traffic.
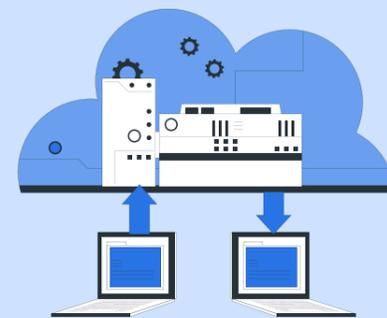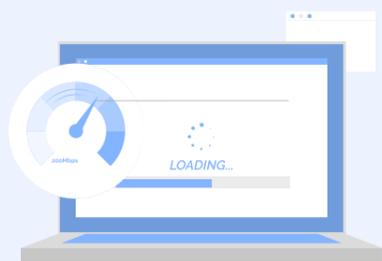
Predictable Observability Spend

By removing surprise egress charges & offering capped pricing with unlimited retention, CubeAPM turned monitoring into a forecastable line item - eliminating billing shocks as data scaled.

Improved MTTR

Engineers now debug issues **50% faster**, correlating traces, logs, and RUM data in one place to resolve incidents in real time.

Faster Dashboards

Dashboards and traces load **4× faster,** giving teams immediate visibilityduring peak traffic surges.

Seamless Integration

CubeAPM unified APM, logs, infra, RUM, & error tracking into one platform, eliminating silos and enabling smoother workflows.

The Result

With CubeAPM, Mamaearth unlocked faster performance, predictable monitoring spend, and smoother workflows - all while scaling to millions of customers seamlessly. The shift from incumbent tool proved truly transformational.

4× Faster Dashboards

Engineers resolved issues in real time with dashboards and traces that load instantly.

50% Faster MTTR

Teams cut resolution times in half by correlating traces, logs, & RUM data in one unified view.

Seamless Migration

Mamaearth moved to CubeAPM in under an hour with zero downtime.

Predictable Spend

CubeAPM eliminated surprise billing spikes, giving finance & engineering full confidence in sustainable observability.

Testimonial

★★★★★

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As a fast-growing D2C brand, we need an observability solution that can keep pace with rapid launches and seasonal surges. CubeAPM has delivered exactly that — blazing fast dashboards, simple yet powerful integrations, and support that's always just a ping away. Switching to CubeAPM cut our monitoring costs by nearly 70% without compromising on speed or reliability. It's been a true accelerator for our growth journey.

Lokesh Chhaparwal

SVP, Head of Technology at Mamaearth

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