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Manish Poddar and the Making of India’s Fastest-Growing Fashion Brand

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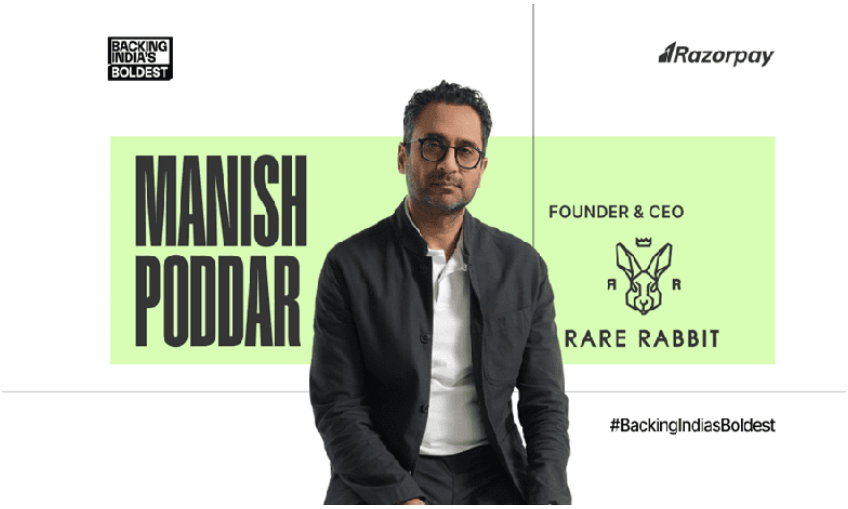

In a bold move, entrepreneur Manish Poddar borrowed **?37 crore** to launch his men’s fashion brand Rare Rabbit, identifying an underserved segment: style-conscious men in India. According to a report by Maharashtra Times, this initiative marked the starting point of a remarkable business journey.

Navigating Early Challenges

The path was far from smooth. Building a brand in the highly competitive fashion industry meant Manish and his team had to fight for visibility, shelf space, and customer trust. They faced typical startup struggles—tight capital, supply chain pressures, and the challenge of convincing men to prioritise fashion. Still, they stayed persistent and focused.

Scaling to a ?2,400 Crore Empire

Their perseverance paid off. From the initial loan, Rare Rabbit grew into a powerhouse, reportedly reaching a business value of **?2,400 crore** within years. The Maharashtra Times article highlights this rapid growth as emblematic of ambition meeting execution.

Meanwhile, other data show that the parent company, The House of Rare (under which Rare Rabbit operates), posted revenue jumps: e.g., a 72 % rise in FY23 to ?381 crore.

Strategic Moves Behind the Growth

Several key strategic decisions underpinned this success:

- Therefore premium men’s fashion where few home-grown brands had dominance, giving Rare Rabbit a distinctive niche.
- Expanding into women’s wear and kids’ wear via sister brands, thus broadening the market base.
- Strong omni-channel presence: retail stores + online, enabling reach across geography and customer segments.
- Leveraging funding and investor support to drive expansion and brand-building.

Significance & Industry Impact

This journey is significant on multiple fronts. Firstly, it underscores how Indian entrepreneurs can build premium fashion brands domestically, against strong global competition. Second, it highlights the importance of identifying a niche (in this case premium men’s apparel) and executing it well. Finally, it shows how retail-oriented culture can scale rapidly when

the product-market fit aligns.

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