

Mokobara Opens New Flagship Store in Pune to Reach Maharashtra

Published on 06 Nov 2025 | By IFI Correspondent



Premium travel and lifestyle brand Mokobara has opened a new flagship outlet on the ground floor of the West Block in Amanora Mall, Pune, marking a significant push into the Maharashtrian market.

The store launch is part of a broader omnichannel strategy, with Mokobara emphasising the importance of physical retail. Alongside its online presence.

Store Experience & Offerings

The new store is designed with a sleek minimalist aesthetic, featuring bright colours and a layout reminiscent of an airport lounge.

It offers an extensive range of luggage, duffels, backpacks, travel accessories, and handbags. Which caters to men, women and younger travellers alike.

Why Pune and Why Now?

Pune is emerging as a major retail hotspot in Maharashtra, with a young and strong demand for lifestyle brands.

>Mokobara's decision to open in this city signals its intent to tap suburban and urban consumers who value both style and functionality.

>According to the founder, this move underscores their aim to "bring Mokobara closer to our customers" in key markets.

Key Takeaways for Consumers

- Customers in Pune now have access to the full Mokobara product range in-store, enabling hands-on inspection of luggage. Along with materials and workmanship before purchase.
- The store's travel-focused aesthetic may also offer added services or thematic displays (e.g., travel gear bundles, curated accessories).
- With physical presence bolstered, Mokobara's after-sales and warranty servicing become more accessible locally, enhancing the value proposition.

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