

From CA Fairytale to Fashion Jewellery Powerhouse: Aditi Garg's Story

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ADITI
GARG



Aditi Garg, now founder and CEO of Adwitiya Fashion Pvt. Ltd., began her entrepreneurial journey after leaving behind a planned career in Chartered Accountancy — a decision that marked the turning point of a new chapter. Founded in **2012**, Adwitiya originally focused on fashion jewellery — with a clear goal: make high-quality gold-plated jewellery accessible, stylish and risk-free for the consumer.

Challenges, Learning & Pivot

Aditi's early path was not without obstacles:

- While pursuing her CA, she also started a side business selling jewellery online. Over time, balancing both became difficult.
- Sourcing high-quality products at scale was challenging. She moved from relying on wholesalers to working directly with artisans and manufacturers to build inventory and ensure design uniqueness.
- Changing public perceptions about artificial jewellery meant the brand had to earn trust and prove value. "What will people say if I wear artificial jewellery?" Aditi reflected.

Transformation through Connectivity

One of the innovative moves for the brand was leveraging digital tools — particularly WhatsApp Business—to interact with artisans, vendors and customers. Using WhatsApp, Adwitiya:

- Shared product images directly with artisans to simplify procurement.
- Took customer orders and offered special discounts through its WhatsApp community (which grew to 2,000+ users).

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