

Bootstrapping a ₹75 Cr Fashion Brand — The Story of Saundh

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In an exclusive *Adgully* interview for the **W-SUITE** series, **Sarabjeet Saluja**, Founder and CEO of **Saundh**, reveals how he transformed a homegrown label into one of India's most admired contemporary fashion brands. His philosophy centers around a deep respect for Indian artisanship and a clear goal: to make sustainable, premium ethnic wear accessible to modern Indian women.

Founded in **2019**, Saundh bridges the gap between **luxury and affordability**. Thus celebrating intricate handcrafts and traditional textiles while offering modern silhouettes.

The Bootstrap Mindset: Growth with Purpose

Unlike many fashion startups that rely heavily on investor funding, **Saundh** is entirely **bootstrapped** — a rarity in the Indian fashion ecosystem. Saluja explains that this approach allows the brand to stay **nimble, authentic, and creatively independent**, focusing on long-term brand building rather than short-term gains.

Transitioning from an idea to a ₹75 crore enterprise in just a few years, Saundh's growth story reflects the power of **strategic reinvestment** and a **clear brand identity** rooted in slow fashion.

Retail Expansion: From Boutiques to a Pan-India Presence

What began as a single flagship store quickly evolved into a **nationwide retail network**. Today, **Saundh has over 30 exclusive brand outlets (EBOs)** and is present across leading **multi-brand stores** and **e-commerce platforms**.

Saluja notes that **brick-and-mortar stores remain vital** for offering tactile, emotional experiences that digital channels can't replicate. At the same time, Saundh's **digital-first strategy** has been crucial in connecting with younger audiences and expanding beyond metro cities.

Designing for the Modern Indian Woman

At the heart of Saundh's design language is the **modern Indian woman**. Each collection tells a **story of craftsmanship**, blending **hand-embroidered details**, **block prints**, and **contemporary draping** techniques.

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