

Tejasvi Madan's BeyondBound Brings Inclusive Activewear to Indian Women

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Tejasvi Madan's professional journey began in the corporate world as an investment banking analyst. But she soon realized that her true calling lay elsewhere — empowering women through fitness and fashion.

With this purpose, she founded BeyondBound: a brand that seeks to redefine women's activewear in India by focusing on **inclusivity, versatility, and confidence**.

The Birth of BeyondBound

Driven by this vision, Tejasvi founded **BeyondBound**, a brand dedicated to redefining women's activewear in India. Her mission was clear: create apparel that combines **functionality, fashion, and inclusivity**, breaking the mold of restrictive, size-limited activewear options.

Inclusivity at the Core

One of BeyondBound's defining principles is inclusivity. Unlike many brands that focus on standard sizes, Tejasvi ensured her collections cater to **all body types**, empowering women to feel confident regardless of shape or size. This focus on inclusivity has become a key differentiator for her brand. It emphasizes versatility — clothing that works **both in the gym and as everyday wear**. From detachable-strap bandeau sports bras to body-suits designed for comfort and style, each product merges performance with aesthetics, appealing to modern, multitasking women.

BeyondBound: More Than Just Gym Wear

BeyondBound isn't typical sportswear. It's built on a philosophy that **every woman — regardless of shape or size — deserves clothes that fit, flatter, and perform**.

- Their designs aim to be **functional yet fashionable**, straddling gym wear, athleisure, and everyday outfits.
- The first collection included pieces like **detachable-strap bandeau sports bras and body-suits**, meant to be versatile — suitable for workouts **and** everyday wear.
- The brand emphasizes **comfort, support, and inclusivity** over restrictive sizing or narrow body ideals.
- According to Madan, BeyondBound is not just about clothes — it's a statement about **empowerment, self-acceptance and reimagining what fitness fashion looks like for Indian women**.

Early Success & First Flagship Store

Since its inception, BeyondBound has grown steadily. Its online-first approach resonated with women looking for functional yet stylish activewear. of its first physical store — located in Greater Kailash, New Delhi. The store serves not just as a retail outlet, but as an immersive space where customers can experience the brand's mission, try garments and engage directly with the BeyondBound community.

Tejasvi Madan and BeyondBound show that fashion doesn't need to just follow trends — it can challenge norms, empower people, and build community. What started as personal conviction has grown into a brand that aims to offer **freedom, comfort and confidence** to women across India.

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