

## From Start-Up Beginnings to ₹243 Crore Brand : Snitch

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When Siddharth R Dungarwal founded Snitch in 2019, it started as a modest B2B apparel supplier — catering to retailers rather than end consumers. But soon, the volatile shifts caused by the COVID-19 pandemic forced him to pivot the business model. As physical retail came to a standstill, he reimagined Snitch as a direct-to-consumer (D2C) brand with just a small collection of 30–35 products.

That pivot proved to be a turning point. Snitch began resonating with young, style-conscious men — especially Gen Z — looking for trendy fashion at accessible prices. Dungarwal’s focus on fast fashion cycles, quick supply-chain turnaround, and value-driven pricing quickly began to pay off.

### **The Vision Behind Snitch — Fashion for the Modern Indian Man**

Dungarwal has repeatedly stated that Snitch’s mission is to deliver “trend-right products plus finest quality at appealing prices” — especially tailored to Indian consumers rather than copying global fits.

He saw a gap in the market: many global fast fashion brands didn’t cater to Indian body types or climate — and positioned Snitch to fill that void.

With a small but agile design team and production cycles managed end-to-end, Dungarwal created a brand that balanced fast fashion sensibilities with deep insight into local consumer needs.

### **Rapid Growth, Diversification, and Offline Expansion**

By fiscal year 2023–24, Snitch reported a sharp rise in performance — operating revenue jumped to ₹243 crore from ₹106.6 crore the previous year, while net profit climbed 1.3x to ₹4.4 crore.

Initially focused on men’s western wear, Snitch expanded into footwear, fragrances, and even a plus-size line called “Snitch Plus.”

At the same time, Dungarwal initiated an omni-channel push — opening exclusive brand outlets in major cities across India, including a store in Bhopal, and a 25th store recently launched in Dehradun.

The brand’s goal: reach 30 stores by end of the 2025 financial year, and eventually scale to over 100 stores nationwide.

### **Backing & Funding: Belief Turns to Investment**

Snitch’s rapid growth attracted investor confidence. In 2025, the brand raised a major funding round — reportedly about \$40 million — to fuel further expansion into new lifestyle categories, global markets, and even quick-commerce delivery models.

Founder Dungarwal described the investment as a pivotal step: a validation of the brand's business model and ambitions to become an iconic fashion label for India and beyond.

### **What's Next: From Pan-India Growth to Global Ambitions**

With funding, infrastructure, and a growing retail footprint secured, Snitch under Dungarwal is aiming for bigger milestones — rapid store expansion, entry into new categories, and possibly international forays.

As Snitch moves forward, it represents a broader shift in Indian menswear — from niche streetwear labels to scalable, aspiration-driven fashion businesses built for Indian youth.

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