

Nitesh Kanchan Takes Over as CEO of Arrow

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Arvind Fashions has formally appointed Nitesh Kanchan as the Chief Executive Officer of its menswear brand Arrow, effective 1 January 2026. This move comes following the resignation of the previous CEO Anand Aiyer, who stepped down for personal reasons.

Why Nitesh Kanchan Was Chosen

Kanchan has a rich background spanning over two decades in fashion, beauty, and retail. He has held senior roles across digital commerce, brand building, merchandising, planning, supply chain, licensing, and retail operations with leading fashion retailers. Before taking up this role, he served as Chief Digital Officer at Arvind Fashions, overseeing digital businesses, omni-channel initiatives, and operations on platforms such as marketplaces and brand e-commerce portals. His prior stints also include senior leadership positions with global brands within the group, giving him a wide range of expertise across the fashion value chain.

Strategic Vision for Arrow

As CEO, Nitesh Kanchan will lead Arrow's next growth phase, focusing on:

- Strengthening Arrow's core segment in formal and occasion wear,
- Scaling the brand's presence in smart-casual and lifestyle categories to match evolving consumer preferences,
- Sharpening the product and design narrative to maintain brand relevance,
- Enhancing consumer experience across both offline and online channels,
- Leveraging data and digital tools to drive profitable growth via omni-channel retail.

Company's Outlook

According to Amisha Jain, MD & CEO of Arvind Fashions, Kanchan's "powerful blend of technical insight, commercial sharpness and digital expertise" positions him ideally to navigate changing consumer trends and lead Arrow towards sustainable future growth. The appointment underscores AFL's commitment to strengthening its core brand portfolio amid evolving retail dynamics in India.

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