

From Garage to Giant: How The Indian Garage Co. Built a ? 500 Crore Fashion Powerhouse

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Founded in **2012 by Anant Tanted** with a modest team and a vision to democratise stylish apparel for young Indians, TIGC started as an online-first menswear label that blended global trends with everyday affordability. Over the years, the brand's rapid ascent has positioned it as a potential **?500 crore enterprise**, with strong growth momentum and ambitious plans for the future.

Central to TIGC's rise has been its **data-driven, tech-enabled business model**. From the outset, the brand embraced digital channels to reach fashion-forward consumers, capitalising on e-commerce platforms such as its own website, Myntra, Ajo, Flipkart, Amazon, Snapdeal and others. The digital focus allowed TIGC to scale rapidly without the heavy overheads of traditional retail.

Under the umbrella of a **"House of Brands"**, TIGC has also diversified beyond its core menswear line. The company now includes **FreeHand**, a womenswear label, and **Hardsoda**, a plus-sized fashion brand, broadening its appeal and market potential.

A significant milestone in TIGC's journey was the **?155 crore investment by TMRW**, the digital ventures arm of the Aditya Birla Group. This funding has bolstered the company's growth runway, supporting expansion plans in both product and distribution channels.

While TIGC's roots are in online retail, recent years have seen a **push into physical stores**. The brand has launched **Exclusive Brand Outlets (EBOs)** across cities such as Bengaluru, Hyderabad and Kochi as part of an ambitious strategy to open **100 stores nationwide** over the coming years. This offline expansion aims to capture new consumer segments and enhance the overall shopping experience.

TIGC's appeal among Gen Z and young urban shoppers has also been fuelled by strategic campaigns and collaborations. For example, the brand signed **cricket star Suryakumar Yadav as its ambassador**, leveraging his popularity to elevate visibility and engagement on digital platforms.

Design innovation remains core to TIGC's identity. From graphic streetwear to culturally inspired collections — including pieces drawing on Indian architectural motifs — the brand continually refreshes its offerings to stay ahead of trends.

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