

## Suchi Mukherjee's LimeRoad: Social Shopping Reinvents India's Fashion E-Commerce

Published on 15 Dec 2025 | By IFI Correspondent



Suchi Mukherjee returned to India in the early 2010s after working in the UK with global tech and e-commerce companies like **Skype, eBay and Gumtree**. Inspired by her passion for fashion and digital communities, she founded **LimeRoad in 2012** — positioning it as *India's first women-focused social shopping platform* that blended discovery, style expression and online retail.

Unlike typical fashion marketplaces, LimeRoad encouraged users to *explore, create and share* fashion inspirations through its interactive **Scrapbook feature**, where people could mix and match products into their own looks and get feedback — turning shopping into a *social experience*.

### Redefining Online Fashion Through Community

Under Mukherjee's leadership, LimeRoad differentiated itself from competitors by building *user-generated content and fashion interaction* into its core model. Instead of merely listing products, the platform empowered users to express their personal styles, share looks with friends and discover new trends — turning everyday online shopping into something closer to *magazine browsing and social exchange*.

This social approach helped LimeRoad grow a strong community of engaged shoppers. The platform saw thousands of new fashion stories and looks shared daily, with users returning multiple times to interact rather than simply transact.

### Growth, Funding and Market Impact

LimeRoad's innovative model attracted major investor interest early on. It raised significant funding over multiple rounds, including backing from **Matrix Partners India, Lightspeed Venture Partners and Tiger Global**, with total capital reaching approximately **\$50 million (₹310 crore)**.

In a major capital injection, LimeRoad raised around **₹185 crore** in a single funding round — reflecting strong investor confidence in its *social-commerce platform* and its potential to drive the next wave of online retail growth in India, especially among women fashion shoppers.

Through this growth phase, the platform's **gross merchandise value (GMV)** and user base expanded significantly, with millions of looks created by users and a rapid rise in monthly engagement.

### Supporting Local Sellers and Inclusive Fashion

Mukherjee also steered LimeRoad toward supporting smaller fashion and lifestyle sellers across India. The platform offered *access and visibility* to regional vendors, artisans and boutique brands — extending beyond metropolitan fashion to encompass diverse styles and local craftsmanship online. This approach aligned with India's broader *Make in India*

and *artisan empowerment* efforts.

By enabling smaller vendors to reach a pan-Indian audience, LimeRoad helped *democratise online fashion retail*, providing both discovery and commerce opportunities for communities that were previously underserved in e-commerce.

### **E-Commerce Evolution**

Over time, LimeRoad experimented with *offline retail integration* and strategic partnerships to deepen its reach. In 2022, the platform entered into an agreement with **V-Mart Retail**, allowing it to leverage a large offline store network while continuing to serve its strong digital community of buyers

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