

Youth, Humour, Hustle: The Bewakoof Story

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What started as a quirky idea in a tiny dorm room at **IIT Bombay** has grown into one of India's most iconic **Direct-to-Consumer (D2C)** fashion brands. **Prabhkiran Singh** and **Siddharth Munot**, co-founders of **Bewakoof.com**, have turned their youthful vision of fun, expressive fashion into a thriving business that resonates deeply with India's millennials and Gen Z.

A Humble Beginning With Big Ideas

In 2011, while studying civil engineering at IIT Bombay, Prabhkiran and Siddharth noticed a gap in India's fashion scene — there was little for young consumers who wanted affordable, relatable apparel that spoke their language. With just **₹5 lakh** from personal savings and plenty of creativity, they launched Bewakoof in 2012, selling humorous printed T-shirts that captured campus culture, internet memes, and youth humour.

The name "Bewakoof" — meaning "foolish" in Hindi — was chosen intentionally to reflect the brand's playful and irreverent personality. Their early strategy was grassroots: they designed graphics using simple tools, printed small batches of shirts, and personally packed and delivered orders through social media channels like Facebook. By 2013, their relatable designs began spreading virally, turning the brand into a grassroots phenomenon.

Growth Through Digital Innovation

As India's digital ecosystem matured, Prabhkiran and Siddharth made a strategic shift from being just a novelty T-shirt seller to creating a full **lifestyle fashion brand**. They embraced **social-first marketing**, relying on witty content, meme culture, and engagement with youth audiences rather than traditional advertising.

This digital focus paid off. Bewakoof expanded its product range beyond tees to include **hoodies, joggers, accessories, phone covers, and more**, now offering over thousands of products tailored to everyday youth style.

Industry confidence in their vision was boosted when global investor **Investcorp** led an **\$11.2 million investment** in the brand, enabling deeper innovation in customer experience and technology.

Today's Success and Brand Impact

Under the leadership of Prabhkiran and Siddharth, Bewakoof has achieved remarkable milestones:

- **Over 4 million loyal customers** across India.
- Monthly sales exceeding **650,000 units**.
- Strong presence across digital platforms and social media engagement.

- A creative brand identity that speaks directly to India's youth.

The brand's flexible, youthful designs and local cultural cues have differentiated Bewakoof in a crowded fashion market, making it a go-to choice for expressive, affordable wardrobe staples.

Influence Beyond Clothing

Bewakoof's success isn't just commercial — it reflects a deeper cultural connection with its audience. By turning humour and self-expression into design principles, the founders have crafted a fashion label that resonates as much with lifestyle identity as with style.

With plans to continue innovating and expanding their digital reach, Bewakoof remains a standout example of how youthful creativity, combined with strategic use of technology and deep audience insight, can transform a simple idea into a fashion revolution.

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