

TechnoSport Expands Retail Offerings with New EBO in Hyderabad

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TechnoSport, a rapidly growing Indian activewear brand, has broadened its retail presence with the launch of a new **Exclusive Brand Outlet (EBO)** in **Hyderabad's Lakeshore Mall, Kukatpally**. The move is part of the company's aggressive **organized retail expansion strategy** backed by a recent **\$25 million Series A investment from A91 Partners**.

A High-Tech Store Experience

More than a typical storefront, the Hyderabad outlet blends **innovative retail technology with an immersive shopping environment**. It features **India's first Holoflex transparent LED screen**, a striking digital façade that reflects TechnoSport's futuristic textile and performance focus. Shoppers at the store can also interact with garments powered by advanced technologies such as **TECHNOCOOL+**, **TechnoGuard**, and **UPF 50+ sun-protection fabrics**—hallmarks of the brand's performance-oriented design ethos.

Strategic Expansion and Growth Ambitions

According to TechnoSport CEO **Puspen Maity**, the Hyderabad EBO plays a crucial role in the brand's roadmap to establish **300 exclusive stores nationwide** over the next two years. The new outlet is positioned to attract fitness-focused urban consumers and serve as a showcase for TechnoSport's **vertically integrated R&D capabilities**. With current EBO revenues doubling year-on-year and an **83 % walk-in conversion rate across its network**, the brand is rapidly scaling both offline and online engagement.

Bridging Performance and Value

TechnoSport's latest retail expansion underscores its mission to **make high-quality, performance-driven activewear accessible to Indian consumers**. By combining cutting-edge fabrics with a seamless in-store experience—complete with advanced POS systems and immersive merchandising—the brand is setting new benchmarks in the mid-segment athleisure and performance wear sector.

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