

Angrakhaa Founders Champion Size-Inclusive Fashion Brand

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In an industry long shaped by rigid size standards and “fat tax” pricing, **Vishakha Bhaskar** and **Asana Riamei** have emerged as trailblazers by building **Angrakhaa**, a **size-inclusive fashion brand** that celebrates diversity and body confidence. What started as a deeply personal journey for the co-founders has grown into a successful business that resonates with customers across India and abroad.

Tackling the “Fat Tax” and Redefining Fashion

The idea for Angrakhaa was born out of a shared frustration with the fashion industry’s bias against people who fall outside traditional size charts. Many brands charge higher prices — known as a “fat tax” — for larger sizes, and plus-size customers often face limited style choices and discrimination. Recognising this gap, Vishakha and Asana launched Angrakhaa in **2018** with a clear mission: to offer stylish, modern clothing in a wide range of sizes — from **XXS to 5XL** — without charging extra for larger sizes.

The name **Angrakhaa**, derived from Sanskrit meaning “protector of the body,” reflects their commitment to inclusivity and empowerment. The brand offers a diverse range of categories including **summer wear, occasion wear, and Indian outfits**, all designed to flatter and celebrate diverse body types.

From Challenges to Market Momentum

Both founders brought unique strengths to the venture. Vishakha — who majored in economics at Delhi University and gained experience through fashion writing and assistant roles — infused the brand with her passion for style and social change. Asana, with over a decade of experience in fashion merchandising, provided industry expertise and technical know-how. Together, they laid the foundation for a business that prioritises fit, comfort, and aesthetics for all customers.

Early years were challenging, with limited resources and slow sales growth. Orders during the first two years were modest and the COVID-19 pandemic added further pressure. However, the founders used the time to learn digital marketing and strengthen their online presence — moves that paid off when demand finally began to rise.

Shark Tank India and Business Boost

Angrakhaa’s entrepreneurial breakthrough came when the duo showcased their brand on **Shark Tank India Season 2**. Their passionate pitch highlighting size inclusivity and fair pricing captured national attention and earned them a **₹40 lakh funding deal** with **Amit Jain**, co-founder of CarDekho, in exchange for equity. The exposure from the show not only validated their vision but also delivered a significant sales boost immediately after broadcast.

Since then, the brand has continued to grow, serving customers across India and internationally, with **thousands of orders fulfilled** and a strong presence on social platforms. Their products are known for stylish silhouettes, breathable

fabrics, and thoughtful design that challenges the stereotype that fashion must conform to conventional size norms.

Empowering Customers, Shaping Fashion Culture

Beyond business metrics, Angrakhaa has resonated deeply with its audience by connecting fashion with **confidence, self-expression and inclusivity**. The brand's commitment to offering customisation at no extra cost and keeping pricing equal across sizes has garnered appreciation from customers who felt underserved by mainstream fashion labels.

Looking ahead, the co-founders aim to expand their product range further — exploring categories like men's wear, jewellery, and even bridal and wedding-related fashion — all while staying true to their founding ethos of accessibility and inclusion.

A Fashion Journey with Purpose

The success story of **Vishakha Bhaskkar and Asana Riamei** is more than a business achievement — it's a movement. By challenging industry norms, uplifting underrepresented customers, and championing inclusive design, Angrakhaa has carved a unique place in India's fashion landscape, proving that style and inclusivity can go hand-in-hand.

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