

## Suditi Industries Raises US \$6.57 Million to Boost Kidswear Growth

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Textile and apparel player **Suditi Industries Ltd.** has announced plans to raise approximately **₹58.87 crore (US \$6.57 million)** to accelerate its push into India's burgeoning **kidswear market**, strengthening its retail and omnichannel efforts around its flagship brand, *Gini & Jony*.

The fundraise — executed through a mix of equity shares and warrants — reflects Suditi's strategy of transforming from primarily a manufacturer into a **vertically integrated kidswear retailer** with enhanced physical and digital presence.

### Investment Partners Back Retail Growth

A consortium of **consumer-focused investors** participated in the funding round, including notable names such as **Venkat Ramaswamy** (co-founder of Edelweiss), **Nitin Agarwal** (former GlobalBees CEO), and **Naresh Biyani** (Capwise Financial Services founder). Existing backers — including **Nikhil Vora**, **Sushant Goel** from Third Wave Coffee and **Vikrant Mudaliar** of Dream Sports — also took part in the round. The raise was led and advised by **Capwise Financial Services**.

Suditi's leadership says the capital infusion will not just expand **Gini & Jony's retail footprint** but also **scale digital and omnichannel capabilities**, widen product offerings and bolster backend infrastructure to support future growth.

### Gini & Jony: A Heritage Brand on the Upswing

At the core of this push is **Gini & Jony**, a beloved Indian kidswear label founded in **1980** and acquired by Suditi in late 2024, as part of its aggressive move into the children's apparel segment.

Under the Suditi umbrella, *Gini & Jony* is being reimagined with a modern omnichannel retail strategy that combines **exclusive brand outlets (EBOs)**, **large-format stores** and **e-commerce platforms** to reach families across India.

India's emerging **kidswear sector** — driven by rising incomes, digital shopping adoption and changing preferences among young parents — has shown strong momentum, making it one of the fastest-growing categories in the apparel market.

### Strategic Vision for Market Leadership

Suditi's leadership has stressed that the fresh capital will be instrumental in **executing its growth vision**, including enhancing supply chain efficiencies, expanding retail touchpoints and investing in brand-building activities.

By bolstering *Gini & Jony's* positioning and scale, Suditi aims to capture a larger slice of the **children's apparel landscape in India** — a market that industry research suggests will continue expanding steadily over the next decade.

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