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Inside Rare Rabbit's Journey to India's Premium Fashion League

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Founded in **2015** by **Manish Poddar** and **Akshika Poddar**, **Rare Rabbit** emerged from Bengaluru with a clear mission — to offer **modern, premium menswear that resonates with the contemporary Indian man's style sensibilities**. The brand operates under **The House of Rare**, which is part of **Radhamani Textiles Private Limited**, a group with deep experience in apparel manufacturing for global labels.

Manish Poddar, the **creative force and visionary behind Rare Rabbit**, recognised a gap in the Indian fashion landscape where quality, design-led menswear was still dominated by either international brands or traditional menswear. Leveraging his insights and the textile expertise of his family business, he set out to build a homegrown brand that could stand shoulder-to-shoulder with premium players.

Crafting a Distinct Identity

Rare Rabbit entered the market with **smart casual and western wear collections** designed for the urban professional — shirts, chinos, jackets, accessories, and more — infused with contemporary aesthetics and seasonal trends. Rather than competing solely on price, the brand focused on **quality, fit, and design**, which helped it attract a loyal customer base.

The brand's presence extended early to **e-commerce platforms** and its own online store, making it accessible to a tech-savvy audience. Over time, this online foundation was complemented by a **rapid brick-and-mortar expansion** strategy, merging digital convenience with in-store experiences.

Omni-Channel Growth and Store Expansion

Rare Rabbit's retail journey took flight with its first stores in major Indian cities. By **April 2023**, the brand crossed the **100 store milestone** and continued an active rollout, reaching more than **120 outlets** across the country, including recent launches in **Jaipur, Hyderabad, and Chandigarh**.

These stores blend modern retail design with welcoming visual merchandising, showcasing collections that appeal to men seeking both everyday wear and occasion outfits. The expansion reflects the brand's ambition to build a **pan-India footprint**, connecting fashion enthusiasts from metros to emerging urban markets.

Strong Financial Traction and Institutional Backing

Rare Rabbit's growth is not just retail-driven — it also boasts **impressive financial momentum**:

- In **FY23**, Rare Rabbit's parent reported significant revenue growth, with operating revenue rising sharply and profit scaling year-on-year.
- In **2025**, the brand successfully raised **Rs 50 crore** from existing investor **A91 Partners**, boosting its valuation to about **$279 million**.

The company's fundraising history includes earlier capital rounds that welcomed participation from investors linked with prominent names in Indian business, indicating strong market confidence in its long-term prospects.

This diversification allows the business to address wider customer segments and seasonal trends, turning House of Rare into a multi-brand fashion player rather than a single label.

Future Outlook:

From its **Bengaluru roots to a national retail powerhouse**, Rare Rabbit's success story is one of **vision, execution, and an intuitive understanding of evolving consumer tastes**. By blending design sensibility with an omni-channel approach, the brand has proven that Indian fashion companies can hold their own against global competitors.

As it accelerates store expansion, strengthens e-commerce outreach, and innovates with seasonal collections, Rare Rabbit is a compelling example of how **homegrown brands are shaping the future of premium fashion in India**.

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