

Indian Brand Zudio Outpaces Global Fashion Giants with Huge Sales in FY25

Published on 06 Jan 2026 | By IFI Correspondent



India's fast-growing fashion retail sector saw a standout performer in **FY25**, as the Tata Group-owned brand **Zudio** delivered extraordinary sales figures that rival global fast-fashion names like Zara and H&M. The homegrown retailer quietly posted massive volumes across apparel and accessories, underscoring the rising influence of affordable, accessible fashion in the Indian market.

Record-Breaking Sales Performance

According to industry data, **Zudio sold an astounding 220 T-shirts, 60 pairs of denims, 250 fragrances, and 330 lipsticks every minute** throughout FY25 — highlighting not only widespread consumer demand but also the brand's effective retail strategy. These figures represent sustained sales momentum across a broad product range and reflect the brand's ability to meet evolving fashion needs at scale.

Zudio's surge was not a flash in the pan; the Mumbai-based retailer also **crossed the \$1 billion revenue mark** last year, a milestone many global players continue to chase in India's competitive fashion landscape.

Strategy: Accessibility and Expansion Over Hype

Industry analysts attribute Zudio's success to its **value-driven approach**, prioritising **affordability, trend-aware designs, and strategic expansion** into Tier-2 and Tier-3 cities — regions that are rapidly gaining buying power and fashion awareness. By establishing a strong physical presence where everyday shoppers live and shop, Zudio created accessibility that many aspirational brands have struggled to achieve.

Rather than relying on celebrity endorsements or high-profile campaigns typical of international brands, Zudio focused on **building reach and relevance** through everyday retail experiences. This strategy resonated especially with the Indian middle class, which seeks contemporary styles without intimidating price tags.

Balancing Growth with Costs

While the rapid expansion helped Zudio deepen its market footprint, it also came with challenges. Analysts note that aggressive growth has tightened **profit margins**, as costs associated with new stores and inventory rise. However, these investments are viewed as positioning the brand for **long-term sustainability and deeper customer engagement**.

Redefining Indian Fashion Retail

Zudio's performance in FY25 demonstrates that **Indian fashion retailers can compete with global giants by leaning into local insights and value-oriented strategies**. Its model — emphasising simple, affordable, yet fashionable

clothing — appears to have struck a chord with consumers across diverse regions of the country.

As the fashion industry evolves, Zudio's success story illustrates a broader shift: **performance-driven retail built on reach and relatability**, rather than solely on glamour or international branding. This domestic rise could signal an emerging era where Indian fashion labels define mainstream retail trends both at home and beyond.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.