

## From Startup to Scale?Up: Neeman's Journey in Sustainable Footwear

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Neeman's, the Hyderabad-based footwear brand co-founded by **Taran Chhabra** and **Amar Preet Singh**, has carved out a distinct identity in India's crowded footwear market by prioritising **comfort, sustainability and design innovation**. Since its inception in **2017**, the brand has grown rapidly — expanding its product range, retail footprint and funding support while championing eco-friendly fashion.

### Origins: Solving a Simple Problem With Big Ideas

The idea for Neeman's was sparked by a simple yet universal problem: the lack of footwear that feels comfortable all day while remaining stylish and environmentally responsible. Taran Chhabra, educated with an MBA and inspired by global footwear innovations, teamed up with his brother Amar Preet Singh to rethink the traditional shoe category in India. Their goal was to create versatile, all-purpose shoes that combined **comfort and sustainability** — a pairing rare in the local market when they started.

The founders spent nearly two years researching materials and shoe construction before launching Neeman's online in **late 2018**, beginning with natural and renewable fibres like **Merino wool** — a breathable, lightweight wool not traditionally used in Indian footwear.

### Core Philosophy: Comfort and Sustainability

Neeman's quickly positioned itself as **India's first sustainable footwear brand**, emphasising materials that minimise environmental impact. The company uses **natural, recyclable and renewable fibres** including Merino wool, **organic cotton**, recycled PET bottles, recycled tyres and plant-derived components. Through this approach, Neeman's has recycled **over one million plastic bottles and other waste materials** into shoes — a testament to its eco-centric mission.

The brand's products aren't just sustainable on paper — they include a diverse portfolio of **sneakers, slippers, loafers, flip-flops, slides and joggers**, all designed for everyday wear with a minimalist aesthetic that appeals to urban consumers.

### Direct-to-Consumer Growth and Funding Support

Neeman's adopted a **direct-to-consumer (D2C)** strategy from the start, selling through its own website as well as major online marketplaces like Amazon, Flipkart and Myntra. This ecommerce focus helped the brand build visibility and deepen customer engagement early on.

Financial backing has played a key role in accelerating growth. The company secured early funding from **Anicut Capital's Angel Fund**, raising about **\$1?million in seed investment**. It later attracted further capital from **Sixth Sense Ventures**, and additional funding rounds have expanded its investor base and supported scaling efforts.

### **Retail Expansion and Future Ambitions**

While Neeman's online presence remains strong, the brand has also **expanded into physical retail**. By 2025, it had opened numerous **exclusive brand outlets (EBOs)** across India, including its 20th store in Jaipur — a significant milestone in its omnichannel strategy.

Looking ahead, Neeman's has **ambitious growth targets**: plans to open **approximately 100 stores nationwide** and aims to reach **?400?crore in annual revenue within the next few years**. The focus on Tier?II and Tier?III cities underscores its intent to make sustainable footwear accessible to a wider audience.

### **A New Chapter in Footwear**

Neeman's journey reflects more than just business growth — it signals a shift in Indian consumer preferences toward **responsible, comfortable and stylish products**. Through continuous innovation in materials, a strong digital strategy and an expanding retail network, founders Taran Chhabra and Amar Preet Singh have positioned Neeman's as a **leading name in sustainable footwear**, inspiring customers and competitors alike.

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