

## Neeman's Raises \$4M to Expand Retail

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Indian direct-to-consumer (D2C) footwear brand **Neeman's** has successfully raised **US\$4 million** (approximately ₹35.5 crore) in its **Series B2 funding round**, marking a significant milestone as the company eyes expansion and stronger market positioning. The round was **led by SNAM Group's investment arm, SNAM Solutions**, with participation from existing backers including **Anicut Capital, ENAM Investments and Sharrp Ventures**.

### Backing Growth Across Offline and Online Channels

Founded in 2017 by *Taranjeet Singh Chhabra* and *Amar Preet Singh*, Neeman's has built its brand around **comfort-led, sustainable footwear** and a platform that combines online convenience with evolving retail presence. The fresh capital will be deployed to **expand the company's offline retail footprint, strengthen its online distribution channels, and enhance supply chain capabilities** as it scales operations.

With the Indian footwear market growing rapidly and consumer preferences shifting toward affordable yet premium products, the investment underscores investor confidence in Neeman's business model and growth trajectory.

### Vision for Revenue Growth and Market Expansion

Neeman's is targeting **around ₹180 crore in revenue** for the current financial year (FY 2025-26) and aims to reach a **₹500 crore topline within the next two years**. The company's founders have described this fresh funding as validation of their long-term brand vision and values — centring on both **sustainability and practical consumer appeal**.

The strategy reflects a broader trend in India's consumer landscape, where D2C lifestyle brands are rapidly scaling by integrating digital channels with strategic physical retail expansion.

### Investor Perspectives and Market Confidence

Representatives from SNAM Solutions expressed optimism about Neeman's position within the footwear sector, saying the Indian consumer market offers "strong opportunities for scalable, new-age businesses" and that Neeman's is at a "critical inflection point" in its growth journey. Both new and existing investors cited shared values and confidence in the founders' vision as key reasons for participating in the Series B2 raise.

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