

Sachin Tendulkar's Ten X You Debuts on Myntra

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Ten X You, co-created by Tendulkar, positions itself as a **consumer-centric sportswear label** built around the philosophy of encouraging more people in India to *play more, move more, and make sport a natural part of everyday life*. The brand is designed to appeal not just to serious athletes, but also to **recreational players and fitness-curious consumers** seeking comfort and style in their activewear.

The Myntra launch brings an expansive portfolio to the platform, featuring **more than 30 styles of footwear and over 60 apparel designs**, spanning options for performance, recovery, casual use and everyday wear.

Designed for India — On and Off the Field

Ten X You's product range includes **professional cricket shoes, multi-sport footwear suited to different surfaces, walking and running recovery shoes, and versatile casual sneakers**. The apparel line offers performance-oriented t-shirts, tanks and shorts made with breathable, sweat-resistant fabrics aimed at flexibility and comfort for both sport and day-to-day activities.

A distinctive feature of the footwear collection is its **design tailored to Indian foot anatomy**, which is generally wider than global averages — an insight the brand has incorporated to improve fit, stability and overall comfort.

Strategic Online Launch on Myntra

Partnering with Myntra for its e-commerce debut allows Ten X You to tap into one of India's most popular lifestyle platforms, where **sportswear and activewear categories have shown sustained growth**. According to Myntra, more than 60 % of customers in its sports segment have made repeat purchases in recent months, highlighting strong and growing demand for comfort-led activewear.

Karthik Gurumurthy, Co-Founder and CEO of Ten X You, described the launch as a step toward making comfortable, versatile sportswear accessible to a broad audience, while Myntra's executives highlighted the increasing role of athleisure and sportswear in everyday fashion choices.

Riding the Activewear Wave in India

Industry analysis points to India's **activewear and athleisure segment as one of the fastest-growing categories** in lifestyle retail, driven by rising health consciousness, casual fashion trends, and consumer demand for functional yet stylish clothing. Ten X You's arrival on Myntra places the brand squarely within this expanding market and leverages the platform's wide user base to drive awareness and sales.

For Tendulkar, this launch reinforces his long-standing influence beyond the cricket pitch by bringing his passion for sport into everyday wardrobes. As the brand evolves, it aims to expand into more sports categories and potentially wider

markets — but its Myntra debut is a strong opening play

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