

## Chumbak: India's Quirky Lifestyle Brand Success Story

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What began as a playful idea to sell Indian-inspired souvenirs has grown into one of India's most recognizable **lifestyle brands**. **Chumbak**, co-founded by husband-and-wife duo **Shubhra Chadda** (Co-founder & Head of Products) and **Vivek Prabhakar** (Founder & CEO), is now a name synonymous with colourful, vibrant, and contemporary designs that appeal to urban consumers across the country.

### Humble Beginnings

The journey started in **2010** when Chadda and Prabhakar noticed a gap in India's design-led souvenir market. Tourists and locals alike were looking for keepsakes that were more than kitsch — items that celebrated Indian culture in a modern, playful way. Starting with printed fridge magnets and postcards sold online and at local craft fairs, the duo quickly discovered a passionate customer base.

### Design-First Philosophy

From day one, **design and storytelling** were at the core of Chumbak's strategy. The founders invested in bold graphics, playful motifs, and culturally inspired illustrations that differentiated their products from generic souvenirs. The initial success led to expansion into **home décor, apparel, accessories, stationery, and quirky lifestyle products**, creating a holistic brand universe.

### Digital and Retail Growth

Chumbak's growth was fueled by **early adoption of e-commerce**, enabling it to reach customers nationwide. Recognizing the power of brand experience, the company later opened **brick-and-mortar stores** in key cities, designed to immerse customers in the brand's colourful and whimsical world. Today, Chumbak has over **25 retail stores** across India and a thriving online presence, demonstrating a successful **omnichannel strategy**.

### Key Drivers of Success

Industry analysts credit Chumbak's rise to a few core factors:

- **Unique design language** rooted in Indian culture with a modern twist
- **Rapid product innovation** catering to lifestyle trends
- **Strong brand identity** and storytelling that resonates with millennials
- **Omnichannel presence**, blending online convenience with physical experiences

- **Sustainable and scalable business approach**, adapting to market demand

### **A Homegrown Brand With National Impact**

Chumbak has become a benchmark for **India's design-led start-ups**, showing that creativity combined with smart business strategy can create lasting consumer loyalty. The brand has not only carved a niche in lifestyle products but also inspired countless entrepreneurs to think beyond conventional retail.

Looking ahead, Chumbak plans to expand its international footprint while continuing to innovate in product design, cementing its position as a **trendsetter in India's lifestyle and retail space**.

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