

Inside Wrogn: India's Bold Men's Fashion Brand

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Founded in **2014** by siblings **Anjana Reddy** and **Vikram Reddy**, *Wrogn* has emerged as one of India's most talked-about men's fashion brands, blending streetwear influences with bold casual style to appeal to young trendsetters across the country.

Born from a vision to defy the ordinary, the brand has carved a niche in the highly competitive fashion market by offering contemporary apparel, footwear, and accessories that reflect individuality and personality. Co-created with cricket icon **Virat Kohli**, *Wrogn* quickly gained traction among India's youth, earning recognition for its vibrant designs and unconventional aesthetic.

From Startup to Fashion Contender

Initially positioned as a men's casualwear label, *Wrogn* expanded its presence through a mix of **online and offline retail channels**, including exclusive brand outlets and partnerships with major e-commerce platforms. The brand's rapid growth attracted significant investor interest over the years, including backing from *Accel*, *Sachin Tendulkar*, *Flipkart*, and notably, **Aditya Birla Fashion and Retail (ABFRL)**.

In 2024, ABFRL — through its subsidiary Aditya Birla Digital Fashion Ventures — invested **₹75 crore**, increasing its stake in *Wrogn* to **32.84%**, marking a major vote of confidence in the brand's prospects. This followed an earlier ₹125 crore investment from ABFRL's *TMRW House of Brands*, which helped push *Wrogn*'s valuation past the \$100 million mark.

Aiming Higher Amid Shifting Market Dynamics

While *Wrogn*'s bold branding and celebrity association have driven widespread visibility, the company is navigating a transitional phase in India's fast-fashion landscape. According to recent industry reports, the brand has faced **revenue challenges and rising costs** as it adapts to changing consumer preferences and intensifying competition from digitally native labels.

Despite these hurdles, *Wrogn* continues to expand its retail footprint — from standalone outlets to multi-brand stores — and engage consumers with fresh collections that resonate with evolving style sensibilities. Its ongoing strategy reflects the founders' belief in pushing boundaries and questioning conventional fashion norms.

The Founders Behind the Brand

Anjana Reddy, a recognised figure in India's fashion start-up ecosystem, also leads Universal Sportsbiz, the parent company behind multiple celebrity-driven fashion labels including *Wrogn*. Her entrepreneurial journey has been highlighted internationally, including recognition in *Forbes* for her leadership in retail and e-commerce.

Together with her brother **Vikram Reddy**, the duo has built Wrogn into a symbol of modern menswear, targeting style-savvy consumers aged roughly **18–30** who embrace self-expression and individuality through fashion.

Looking Ahead

As the Indian fashion market continues to evolve, Wrogn's ability to balance trendsetting design with sustainable growth will define its trajectory in the coming years. With strong backing, a dynamic brand philosophy, and a charismatic co-creator in Virat Kohli, Wrogn remains a key player in shaping the future of homegrown fashion.

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