

Aditya Birla's TMRW: Scaling Youth-Focused Fashion Labels

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The **Aditya Birla Group's** flagship digital fashion venture **TMRW House of Brands** is rapidly emerging as one of India's most ambitious fashion platforms, aiming to redefine direct-to-consumer (D2C) retail by building a powerful portfolio of youth-focused lifestyle and apparel brands.

Launched in **2022** by **Aditya Birla Fashion and Retail Ltd (ABFRL)** as a **technology-led "house of brands,"** TMRW operates a diversified group of fashion labels targeting Gen-Z and millennial consumers—covering casual wear, expressive fashion, denim, kidswear and athleisure segments.

At the helm of this ambitious platform is **Prashanth Aluru**, Co-founder and Chief Executive Officer, who is steering the venture's strategy to acquire, scale and incubate digital-first brands that resonate with India's evolving youth fashion market.

A Fast-Growing Brand Portfolio

TMRW's portfolio includes some of India's recognised D2C fashion names such as:

- **Wrogn** – a millennial and Gen-Z casual wear brand backed by Virat Kohli and co-founders Anjana and Vikram Reddy.
- **Bewakoof** – one of India's largest expressive and casual wear brands for young consumers.
- **The Indian Garage Co. (TIGC)** – casual and informal fashion label.
- **JuneBerry, NautiNati, Nobero, Urbano and Veirdo** — brands spanning women's wear, kidswear, active lifestyle clothing and casual denim styles.

Together, these brands make TMRW a diversified lifestyle ecosystem that blends digital-first agility with offline expansion, tailored to the fashion tastes of younger Indian consumers.

Strategic Investments and Growth Initiatives

Over the past few years, TMRW has been actively strengthening its position through strategic investments and retail expansion efforts. In **2024**, the venture invested **₹125 crore** for a **16% stake in Wrogn**, with an option to increase ownership later, aiming to expand the brand's omnichannel presence and accelerate direct-to-customer growth.

In mid-2025, TMRW secured **₹437 crore in external funding from ServiceNow Ventures**, a technology investment that will help deepen data-driven consumer insights and operational efficiency across its portfolio.

The venture has also pursued innovative retail collaborations, including partnerships designed to bring its D2C brands into physical spaces, marrying online discovery with offline shopper experiences.

Positioning for the Future

Built upon the extensive fashion-retail expertise of the Aditya Birla Group and ABFRL's established infrastructure, TMRW is positioning itself at the intersection of **fashion innovation, technology and youth-centric branding**. By enabling founder-led brands with operational, digital and growth capabilities, the venture aims to unlock new growth avenues in India's vibrant fashion landscape.

Industry analysts say TMRW's model reflects a broader shift in Indian retail, where tech-enabled brand ecosystems with strong online consumer engagement are increasingly shaping the future of fashion commerce.

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