

## ZILO: How an Indian Startup Reinvented Fashion Shopping in 60 Minutes

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In 2025, seasoned e-commerce executive **Padmakumar Pal** — a former Vice President at **Flipkart and Myntra** — teamed up with entrepreneur **Bhavik Jhaveri** to tackle one of India's most persistent fashion retail challenges: convenience without compromise. Together, they launched **ZILO**, a Mumbai-based quick-commerce fashion platform designed to bring **on-trend apparel and lifestyle products straight to customers' doorsteps within 60 minutes**.

Recognising that today's urban consumers value speed, personalisation and experience, the founders blended **fast logistics with curated fashion**, carving out a new niche between traditional e-commerce and offline shopping — and redefining what it means to shop for style in the digital age.

### Innovating Fashion Discovery and Delivery

From day one, ZILO set itself apart by not just delivering fashion fast, but by making the **entire shopping journey effortless and enjoyable**. Drawing on a hybrid model of **dark stores and strategic brand partnerships**, the platform offers:

- **60-minute delivery** of curated apparel from more than 250 leading brands like *Levi's, Puma, United Colors of Benetton* and *The Souled Store*.
- **Scheduled Home Trials**, where customers can try on multiple sizes at home before buying, mirroring the comfort of a fitting room without leaving the house.
- **Instant returns** and effortless exchanges, blending online convenience with offline confidence.

By keeping only **fresh, in-season stock** and eliminating outdated inventory, ZILO ensured customers receive not just speed but **relevance — the right product at the right time**.

### Funding and Strategic Growth

ZILO's pioneering model quickly attracted investor confidence. In **June 2025**, the startup raised **\$4.5 million in a seed funding round** led by **Info Edge Ventures and Chiratae Ventures**, with the fresh capital earmarked to build out the platform's supply chain, deepen brand partnerships, and expand operations beyond Mumbai into other major Indian cities.

The funding validated ZILO's growth strategy, helping it compete in India's rapidly expanding **quick-commerce market**, where urban consumers increasingly demand instant delivery alongside thoughtful curation.

## Expanding Reach and Enhancing Experience

By the latter half of 2025, ZILO began scaling both its **category offerings** and delivery footprint. The company opened its **second dark store in Mumbai**, extending its services beyond apparel to include **accessories, footwear, bags, watches and fashion jewellery** — all delivered in under 60 minutes.

This expansion — three months after its initial launch — exemplified how quickly ZILO was iterating and responding to customer demand. By bringing fashion and lifestyle essentials together under one platform, ZILO turned itself into a one-stop-shop for fast, curated style choices.

## Style Meets Editorial Vision

In early 2026, ZILO took another leap forward by welcoming **celebrity stylist and fashion editor Anaita Shroff Adajania** as **Style Director and equity partner**. Through this collaboration, the platform now features *curated style edits* and trend-focused collections, helping bridge the gap between high fashion insight and everyday shopping ease on the ZILO app.

Adajania's involvement adds an editorial dimension to the brand's rapid-commerce foundation — giving customers not just speed and choice, but expert-led fashion guidance.

## The Road Ahead: A New Fashion Frontier

In just over a year since its launch, ZILO has crafted a compelling narrative: **speed, curation and experience can coexist in fashion retail**. By marrying instant gratification with thoughtful discovery, the startup is reshaping how India's urban shoppers view fashion acquisition — no longer a task, but a delight.

With strong backing, strategic partnerships and a growing customer base, ZILO is poised to expand beyond regional hubs into a truly national — and potentially global — fashion quick-commerce champion in the years to come.

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