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From D2C Startup to Fashion Player: Salty’s Growth Story

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India’s trend?driven **fashion accessories brand Salty** has taken a major step forward, securing **?30.1 crore in fresh funding** in a round led by **MG Investment** with participation from existing backers like **Anicut Capital, All In Capital and JK Group**, along with several new angel investors.

Founded in **2022** by **Sonaal Goel, Twisha Gupta and Kanishka Garg**, Salty began as a youthful, online?first brand catering to fashion?savvy consumers looking for stylish yet affordable accessories. Over the past few years, the brand has grown from a niche jewellery label into a broader lifestyle player in India’s booming direct?to?consumer (D2C) ecosystem.

Using Capital to Drive Growth and Reach

The latest funding will be strategically deployed to **strengthen Salty’s core team**, scale its **e?commerce and quick?commerce distribution**, and boost its **logistics capabilities** to meet rising customer demand.

Salty’s ambitions go beyond jewellery: the company plans to launch **new product categories** such as watches, sunglasses, scarves, belts and bag charms. It is also gearing up to introduce a **Salty Bags** line, marking a significant expansion of its fashion portfolio.

Meeting Customers Across India

One of Salty’s defining achievements has been its rapid penetration into Tier?2 and Tier?3 markets. With deliveries spanning **over 18,000 pin codes across India**, the brand has demonstrated strong demand well beyond major metros — a key factor that attracted investor interest.

This growing reach reflects a broader shift in Indian fashion retail, where convenience and fast delivery are becoming just as important as design and price — positioning Salty to benefit from both **online commerce and quick?commerce trends**.

Stepping Into Physical Retail and Beyond

In an important strategic pivot, Salty has revealed plans to open its **first flagship offline store**. This move toward an **omnichannel retail presence** marks a milestone in the company’s evolution — blending digital?native agility with real?world customer experiences.

By combining strong online traction with physical accessibility, Salty is positioning itself to compete more aggressively with established fashion brands while retaining the agility and brand personality that define its identity.

A New Chapter for an Indian Fashion Startup

With fresh funding, expanding category breadth and an omnichannel strategy in motion, Salty is not just growing — it's **reinventing what it means to be a fashion accessories brand in India today**. From affordable design to rapid delivery and broad distribution, the company's journey showcases the power of **nimble thinking coupled with bold growth ambitions** in the country's vibrant consumer landscape.

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