

Invogue Score ₹2 Crore Deal on Shark Tank India 5

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Invogue, a Delhi-based direct-to-consumer shapewear and lingerie brand, secured a **₹2 crore investment** on *Shark Tank India* Season 5 after impressing the investor panel with its vision and growth potential. The deal was closed in exchange for a **15 percent equity stake**, marking one of the season's significant fashion and D2C success stories.

Co-founders **Maadhav Saxena and Ragini Saxena** entered the tank seeking capital to scale their business, which focuses on premium shapewear designed for comfort, confidence, and broad body-type appeal. Their pitch resonated with the Sharks after a detailed discussion about product quality, brand positioning and future expansion plans.

Investor Backing Amid Competitive Pitch

Among the investors, **Aman Gupta** emerged as the lead supporter, offering the ₹2 crore funding for 15 percent equity after negotiations around valuation and growth opportunities. The deal highlights a trend this season where established brands in the fashion and wellness categories are capturing strong investor interest.

Invogue's approach taps into the growing Indian market for **comfort-focused, body-inclusive shapewear** — a segment that has expanded alongside rising online retail adoption and social-media-driven branding. The founders also highlighted their recent marketing push backed by a well-known industry ambassador, helping elevate brand awareness among urban consumers.

What the Founders Plan Next

With fresh capital from the deal, Invogue plans to **expand its product range**, invest further in design and manufacturing quality, and strengthen distribution channels across e-commerce and retail platforms. The funding is expected to support broader campaigns that deepen customer reach and engagement.

The deal also reflects growing investor confidence in India's **D2C fashion and wellness brands**, especially those that combine product innovation with strong community engagement and digital-first marketing strategies.

Shark Tank India Season 5 continues to showcase ambitious founders from across industries — from food and fashion to tech and lifestyle — as they vie for funding and strategic support on India's premier entrepreneurial platform.

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