

Flipkart Fashion Strengthens its Casual Wear Portfolio; Launches *The Indian Garage Company* Collection in Collaboration with *Surya Kumar Yadav*

- *Flipkart to make stylish casual wear from The Indian Garage Company X Surya Kumar Yadav accessible to millions of customers across the country*
- *More than 2,500 unique styles of stylish casual wear to go live on Flipkart beginning 29th March 2023*

Bengaluru - March 29, 2023: Flipkart, India's chosen destination for fashion, has announced the launch of the latest collection for one of India's most-desired new-generation brands **The Indian Garage Company in collaboration with cricketer Surya Kumar Yadav**. This launch will provide access to an expansive range of stylish men's casual wear for millions of Flipkart customers across the country. The Indian Garage Company has been the go-to brand for fashion aficionados who seek to experiment with their style and want to stand out from the crowd. The collection includes over 2,500 styles across men's casualwear, including trendy shirts and chinos, the most popular styles today. Flipkart has observed a 35% year-on-year growth in the casual wear segment over the past year.

According to [recent industry reports](#), GenZ is the largest generation by population, and globally, fashion is their most preferred shopping category. With the highest concentration of Gen Z population in the world at 52%, India has witnessed a rapid growth of contemporary brands and homegrown D2C labels, particularly in the fashion domain. Leveraging the opportunity to serve the evolving fashion needs of consumers across the country, and curated with a deep understanding of these consumers, 'The Indian Garage Company X Surya Kumar Yadav' collection is a range that addresses a very specific growing need for casual wear for men. It is aimed at young working professionals and college students who continue to look for branded, quality, and fashionable clothing that suits their ever-evolving lifestyle.

Speaking about the launch, **Abhishek Maloo, Senior Director, Flipkart Fashion**, said, *"Our vast reach and deep understanding of the fashion landscape has enabled us to serve a growing number of fashion-conscious consumers across India over the years. At Flipkart, we have observed the increasing popularity of men's casual wear over the past few years, with consumers in both metros and T2+ regions seeking options that are more 'everyday wear' and versatile in style. With a growing number of D2C brands addressing varied customer needs in the casual wear segment, its share of the closet as a fashion essential has increased tremendously. The Indian Garage Company X Surya Kumar Yadav collection effectively caters to the growing need for fashionable and comfortable clothing. We believe in being an accessible marketplace for all brands and sellers to solve the country's growing fashion needs, and this launch is aligned with our vision."*

Sharing his views on the launch on Flipkart, **Anant Tanted, Founder, The Indian Garage**

Company, said, *“The Indian Garage Company is a perfect amalgamation of fashion and functionality, and it truly reflects Surya Kumar Yadav’s sense of style, athleticism, and design. Surya is a fearless player who has made his mark in the sport of cricket whilst also being known for his unconventional and uber-cool style. We at The Indian Garage Company, also believe in being bold in our approach and imbibing experimentation at the core of our DNA. We are thrilled to unveil this collection on Flipkart, a fashion destination that understands the pulse of young shoppers, and their deep market penetration will help us provide the widest selection of casual wear to every fashion-seeker across India.”*

About the Flipkart Group

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 400 million, offering over 150 million products across 80+ categories. Our efforts to democratise commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please write to media@flipkart.com

About TIGC

The Indian Garage Co. is a tech-enabled fast-fashion D2C brand that offers a diverse range of menswear collections inspired by Gen Zs. This homegrown brand promises its customers a vast array of global fashion trends at an unprecedented pace.

Established in 2012 by Anant Tanted, TIGC has grown organically to become a 300-crore GMV business. The company has tapped into new categories like footwear and also marked new heights by foraying into women’s wear and plus-sized fashion through the House of Brands format.

Visit <https://tigc.in/> for more information.