



indya

COMPANY PROFILE

The logo for 'indya' features the word in a lowercase, sans-serif font. The letter 'i' is yellow with a red dot above it. The letters 'n', 'd', 'y', and 'a' are also yellow. A horizontal yellow line is positioned below the letters 'n' and 'd'.

FABALLEY

Started in the year 2012, High Street Essentials Pvt. Ltd. (HSE) – the brainchild of Shivani Poddar and Tanvi Malik, has emerged as one of India’s leading omni-channel fashion houses. **Indya** – the ethno-fusion brand of the company was started in the year 2016. Indya is the first brand in the country to cater to the burgeoning fusion-wear fashion industry. Not quite ethnic, and not all-out Western, the brand toes a fine-line between the two schools of dressing.

HSE has uniquely positioned itself as the 360 degree solution to all urban, twenty-something women’s fashion needs. Besides Indya – the fusion wear brand, HSE owns **FabAlley** – a rapid fashion Western wear brand comprising of globally trendy apparel and accessories; and Curve – a Western Wear brand for plus-sized women. All three brands have an inimitable style signature and are attuned to the women of today. Today, the brands sell from 200 retail points across the country.

Indya has made its first foray into Exclusive Brand Outlets with 25 own-stores in Delhi, Chennai, Bangalore, etc marking the first step in its offline journey with many more to come. For FY 19-20, High Street Essentials is expected to achieve a turnover of INR 220 Crores in Gross Sales. SAIF Partners has recently invested in HSE.

OUR PARTNERS



India Quotient is a Mumbai based Venture Capital fund with 2 funds totaling more than INR 200 Cr under management. IQ led the Series A round in HSE and believes in partnering with Companies with a differentiated offering that can create billion dollar businesses.

The logo for SAIF Partners consists of the text 'SAIF Partners' in a bold, sans-serif font. The word 'SAIF' is in black, and 'Partners' is in red. The logo is set against a white rounded rectangular background.

SAIFPartners^o

SAIF Partners is a leading private equity firm that provides growth capital to companies in Asia. The firm was founded in 2001 and currently manages over \$4 billion in capital. With over 100 investments since its inception, SAIF has become one of the largest and most active funds in the region. SAIF is a long-term investor with local teams in Hong Kong, China and India. Their Indian portfolio currently consists of companies such as BookMyShow, FirstCry.com, PayTM, ShareChat, Swiggy, Urban Ladder and others.

BRAND PROMISE



Designer Luxe At Affordable Prices

- Fusion Occasion-Wear Clothing that exude glamour and class
- Western Silhouettes with artisanal Indian detailing, fabrics and embellishments
- Feminine, flattering, comfortable and thoughtfully crafted for the Indian women of today
- Differentiated, boutique designs with an inimitable DNA and affordable pricing
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CUSTOMER PROFILE



Who is the Indya woman Global Citizen with Indian Roots

25 to 40 Years

Modern, Independent, Working women with rising disposable incomes and paucity of time. Her busy schedule leaves her with very little time to explore bespoke occasion wear, leading to a desire for ready-to-wear options for events & functions

Millennial Values

She is exposed to global fashion through Instagram & Facebook, and has a discerning sense of style. Unlike her generational predecessors, she only wants what is new and now and frequently refreshes her wardrobe to avoid looking dated

Self Expression

She doesn't comprehend the old lines between western and Indian wear as she has grown up in a globalized India. For her, dressing up is a form of self expression and she likes clothes that reflect her creativity and her mixed identity

THE STORY TILL DATE



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Launched in March 2016, Indya has rapidly expanded to 170 shop in shops with Central, Lifestyle, Shoppers Stop, Globus and Ethnicity across 20 cities

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Indya is among the Top 5 brands on the Ladies ethnic floor across all chains

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Successfully launched 25 exclusive stores in Delhi, Bangalore, Mumbai, Chennai, Ludhiana, Pune, Chandigarh, Lucknow, Bhubaneswar etc

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Online launch on own website www.houseofindya.com and Myntra in 2017, proving to be a fast moving brand and already among the top ethnic wear brands on Myntra

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FUTURE PLANS



- Indya has an aggressive omni-channel strategy to pursue robust growth through own stores, large format stores, own website and online marketplaces

- 25 stand-alone stores launched in 2018-19 till date

- Roll-out plan of 25 additional stores by the end of 2020

- Plan to launch with multiple pan-India large format chains in the next 12 months

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PHOENIX MARKETCITY, BANGALORE



COMMERCIAL STREET, BANGALORE



GREATER KAILASH, NEW DELHI

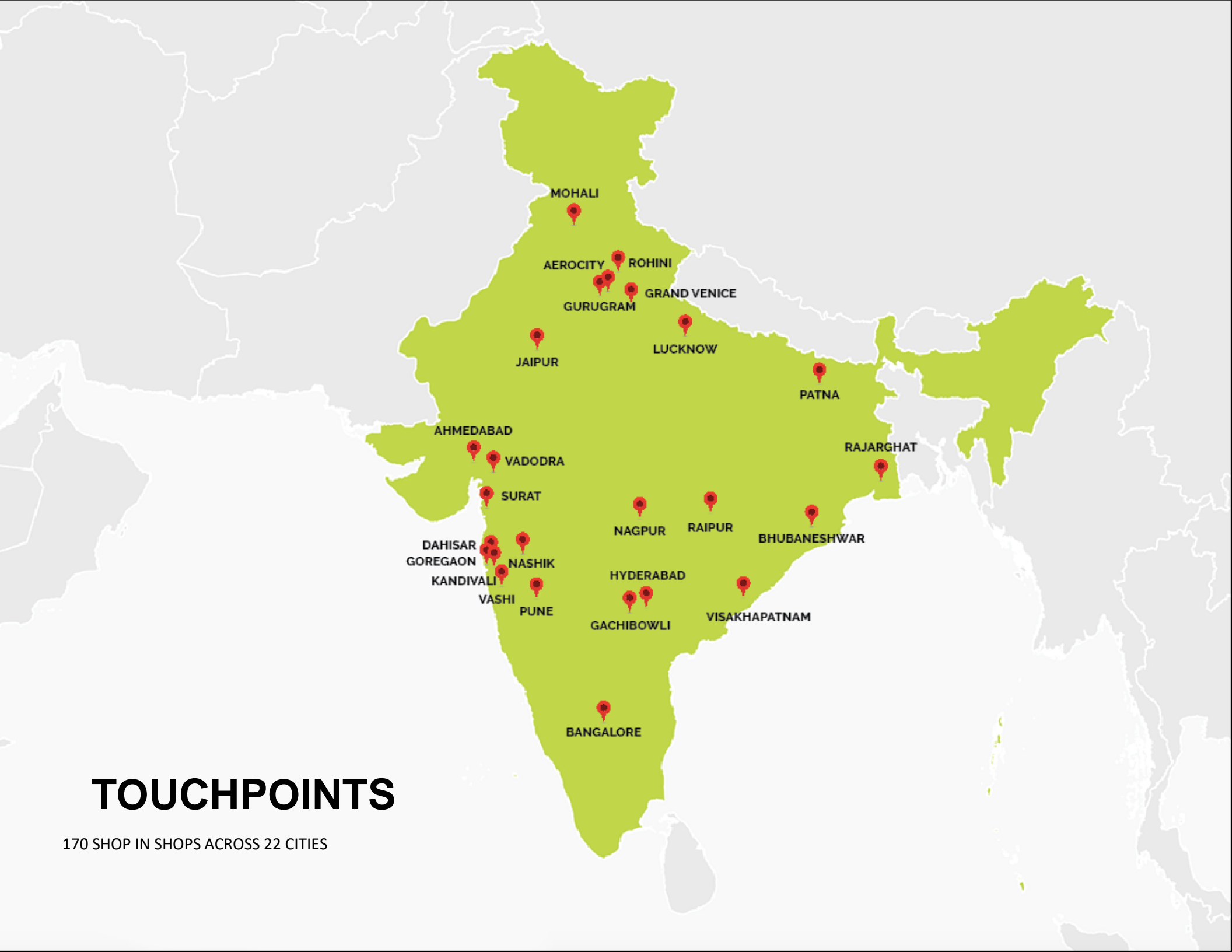


RAJOURI GARDEN , NEW DELHI



PHOENIX MARKET CITY MALL , CHENNAI





MOHALI

AEROCITY

ROHINI

GURUGRAM

GRAND VENICE

JAIPUR

LUCKNOW

PATNA

AHMEDABAD

RAJARGHAT

VADODRA

SURAT

NAGPUR

RAIPUR

BHUBANESHWAR

DAHISAR

GOREGAON

KANDIVALI

NASHIK

HYDERABAD

VASHI

PUNE

GACHIBOWLI

VISAKHAPATNAM

BANGALORE

TOUCHPOINTS

170 SHOP IN SHOPS ACROSS 22 CITIES



MEDIA COVERAGE



Financial Express
High Street secures Rs 60-crore funding from SAIF Partners
December 2018



India Retailing
Indya to open 10 exclusive stores by 2018
September 2017



The Economic Times
How a bunch of startups hope to breathe fresh life into the beleaguered online fashion market
July 2017



EtRetail.com
Indya to expand offline presence with 10 new stores by 2018
September 2017



The Hindu Business Line
Fashion e-tailer FabAlley to sustain profits with offline stores
January 2018



Indian Express
Festive fashion: Here are different Indo-Western fusion ideas to try this Diwali
November 2018

LOOKBOOK



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THIS IS JUST THE BEGINNING