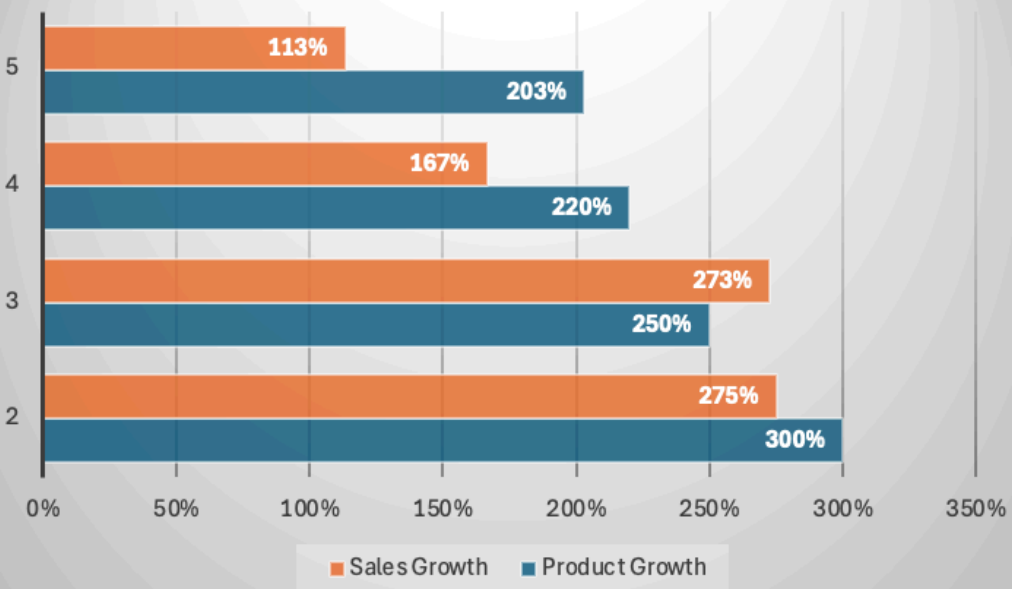


FROM STRATEGY TO SCALE:  
THE SHAIL ADVISORS PLAYBOOK

Apparel Startup

Strategic transformation from a niche enthusiast venture into India’s market leader in motorcycle apparel, with brand repositioning, omnichannel expansion and operational scalability driven by consumer analytics and supply chain efficiency



**SYNCHRONIZED  
PRODUCT AND  
SALES GROWTH**  
Up to 300%  
product expansion  
and 275% data-  
led sales growth  
through strategic  
innovation,  
portfolio  
optimization and  
market execution  
excellence

THE JOURNEY

What began as a passion-driven venture, through strategic brand building, diversified product growth, and market leadership, culminated in a successful strategic exit

01

Passion Project

Born from a love for active lifestyles, motorcycles and the open roads.

02

Established Brand/Design House

Created to blend lifestyle, performance and design into a purpose driven brand

03

Production & Ops Optimisation

In-house production and a robust distribution network, strengthening control over quality, margins, and customer experience while driving sustained sales growth.

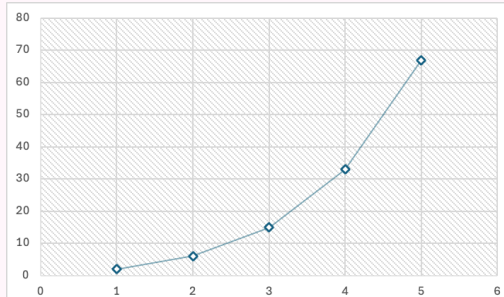
04

Strategic Exit

Successful strategic exit, maximizing value and ensuring a seamless transition for continued growth

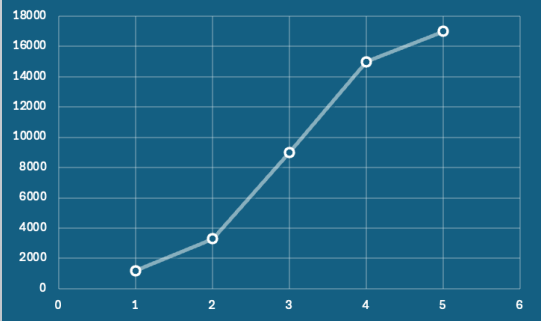
DESIGN GROWTH

Consistently launch fresh, market-relevant designs YoY, stayed ahead of trends & capture customer attention



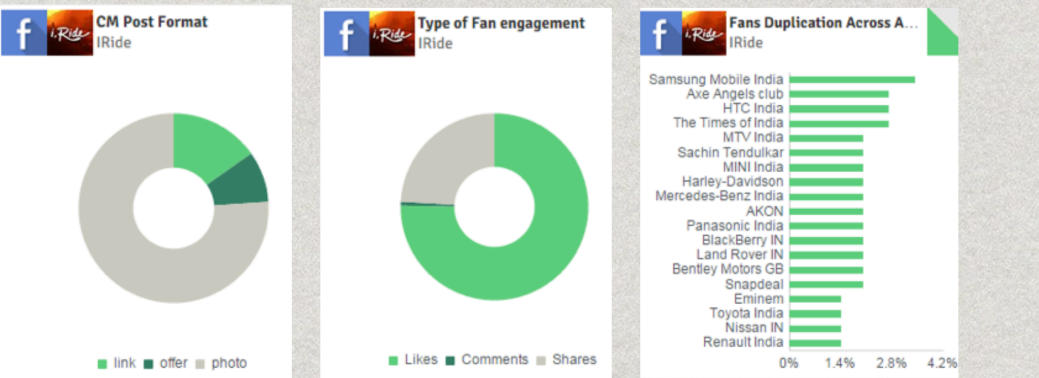
HYPERSCALING

Scaled sales from 1,200 to 17,000 within 4 years through data-driven marketing, performance optimization and strategic channel expansion.



SOCIAL PRESENCE

	Fans	PTAT	Activation Rate	Engagement/ Post	Publication Freq
iRide	263k	458	0.01%	28	5.71
Zovi	814k	4.5k	0.01%	48	7.57



Comprehensive social media strategy focused on brand positioning and sales enablement: driving strong audience engagement, consistent lead flow and measurable growth in customer acquisition

STANDOUT RESULTS

Top-tier milestones across multiple platforms, a testament to consistent performance and strong brand equity



PRODUCT DIVERSIFICATION

Expanded beyond core offerings into new passion segments such as running, racing and pets, while also successfully entering the travel and luggage category to capture broader lifestyle markets.

