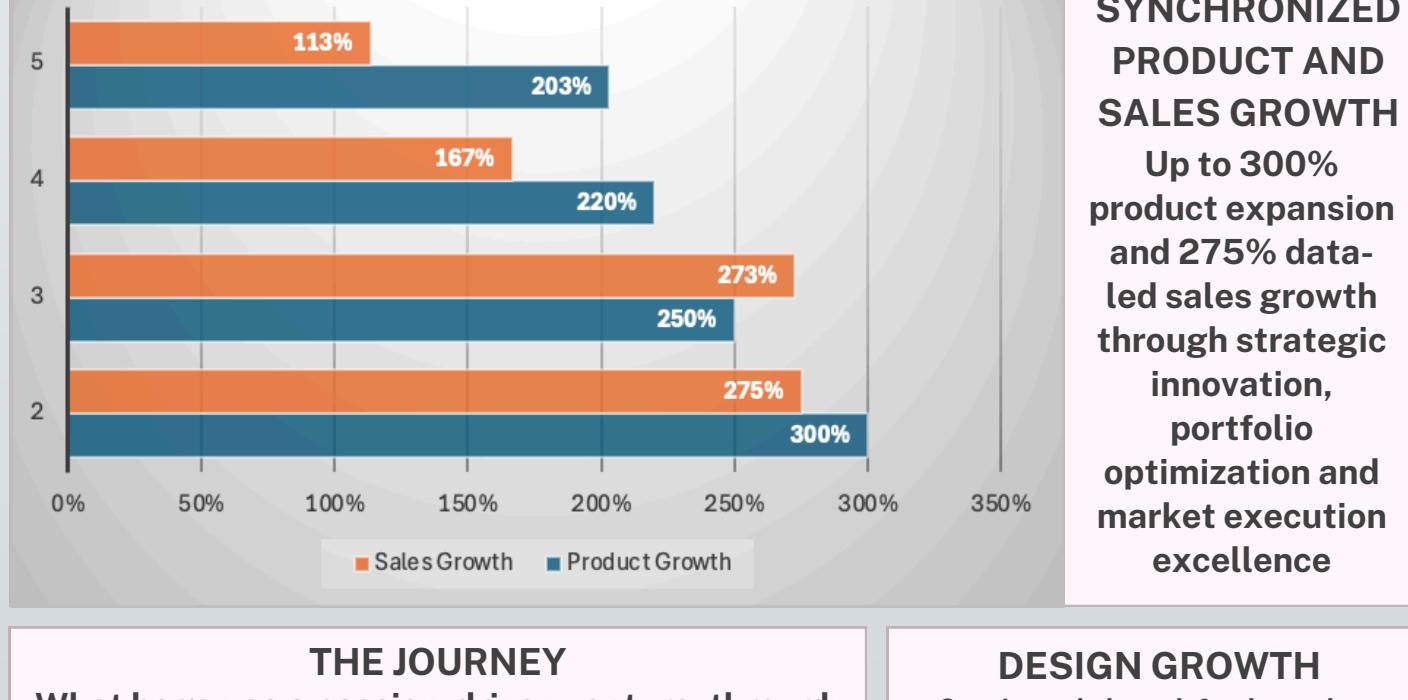


# FROM STRATEGY TO SCALE: THE SHAIL ADVISORS PLAYBOOK

## 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

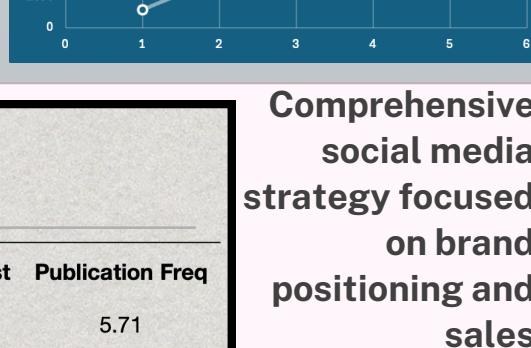
### DESIGN GROWTH

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.



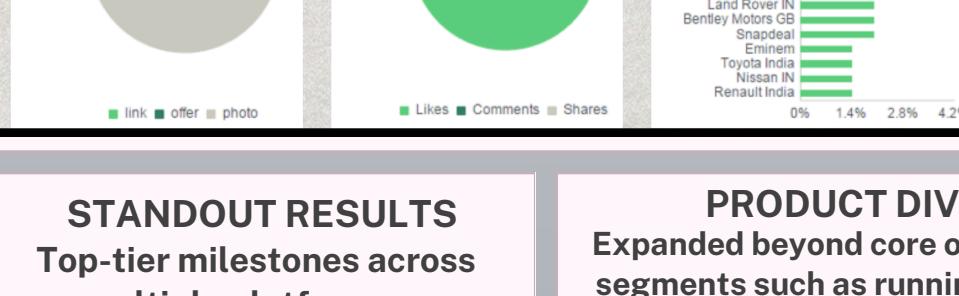
### SOCIAL PRESENCE

Comprehensive social media strategy focused on brand positioning and sales enablement:

driving strong audience engagement, consistent lead flow and measurable growth in customer acquisition

### 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



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Multiple Amazon Top 100 Products

Top Apparel vendor with Paytm

**BEST RESULTS**

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