



## **TMRW House of Brands makes the right move with INR 125 Cr investment in Accel and Virat Kohli backed WROGN**

*With this investment, TMRW's portfolio now consists of 8 high value Indian fashion brands*

**Bangalore, 19<sup>th</sup> June 2024:** [TMRW House of Brands, an Aditya Birla Group Venture](#), announced expansion of its portfolio with an INR 125Cr investment in Accel and [Virat Kohli backed WROGN](#). Founded in 2014, by the brother-sister duo of Anjana and Vikram Reddy, WROGN has been one of the leading youth brands in India in the casual wear space. **With this investment, TMRW added another leading millennial focused Fashion & Lifestyle brand with a premium and distinctive design positioning, making the overall portfolio of 8 high value Indian fashion brands.**

Since its inception, WROGN has gained popularity in India, particularly among the youth, due to its trendy designs, quality, and association with Virat Kohli, one of India's most prominent and influential cricketers. The brand has also expanded its presence through online and offline retail channels, having a loyal customer base across the country. With the partnership with TMRW, WROGN is ready to unlock its next phase of omnichannel growth. Apart from strengthening its leadership position on fashion platforms like Myntra, this partnership will help expand its offline footprint and while providing impetus to scaling up the D2C business. **With TMRW's investment and capabilities, WROGN has a path to become the leading brand in the men's casual & active wear category with a path to 1500 Crs in the next 5 years.**

**Anjana & Vikram Reddy, Founders of WROGN** expressed their enthusiasm for the collaboration, stating, *"From the outset, we have always questioned the norms and looked beyond the conventional. WROGN was built with the same go-getter attitude, striving for excellence, and delivering high-quality fashion to all. Now, as we partner with TMRW, we are excited to take the significant leap forward in the journey we've always envisioned. Together, we are ready to disrupt the fashion industry in a never-seen-before way."*

Speaking about the latest addition to the house of brands, **Prashanth Aluru, CEO and Co-founder TMRW** said, *"I am thrilled to welcome WROGN to the TMRW House of Brands. Over the years WROGN has carved a leadership position for itself with excellent product-market fit along with disruptive brand building. Talk about celebrity-led Indian fashion brands and WROGN will easily be the first on your mind. With the deep category & brand building experience as well as tech-led scaling path that TMRW brings, we are confident that we will be able elevate WROGN to an iconic status! As strategic partners to their blitz scaling journey ahead, we are deeply committed to the collaboration with Anjana & Vikram who have demonstrated phenomenal capabilities as founders & leaders."*

Virat Kohli's association with WROGN reflects his interest in fashion and his desire to engage with his fan base beyond cricket. He has become synonymous with WROGN, resonating with customers through his distinct style and personality. Speaking of the partnership, **Indian Cricketer, Virat Kohli**, said, *"Success in a game of cricket as well as in a business venture is guaranteed when the entire team plays to win. Joining forces with Anjana and Vikram has been nothing short of successful with the amazing teamwork done to raise the bar in fashion. And now, TMRW's partnership*



*brings an exhilarating new chapter for us, as we share a goal to revolutionize the fashion industry. I am thrilled about the incredible journey ahead and confident that we will reach remarkable heights together."*

**Mahendran Balachandran, Partner at Accel said, "WROGN has created a highly differentiated brand in the competitive world of retail fashion. Anjana and Vikram are visionary founders who have been able to identify the right partnerships to create disruptive outcomes. We are excited about this new collaboration that will bring all-round synergies to take WROGN to the next level."**

As per a recent report by TMRW X Bain & Company, the fashion and lifestyle space is India's second largest consumer category, valued at \$110 billion with approximately 10% online at \$11 billion. The online fashion market overall is expected to grow to approximately \$35 billion by financial year 2028 (FY28) at a 25% CAGR. E-commerce has democratized access to fashion, including fashion brands. The category has seen around 30% historical growth, compounded annually, since 2019. TMRW House of Brands with its existing expertise and strong legacy is primed to make the most of this opportunity & foster growth for its brands across fashion and lifestyle categories.

**For further queries, please contact:**

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**About TMRW**

TMRW is a tech-led 'House of Brands' venture from the Aditya Birla Group. With a focus on fashion and lifestyle, the company's strategic vision entails crafting a leading House of Brands enterprise, exceeding the \$1 billion benchmark, within the next 5-7 years. Functioning as both a coach and a catalyst, TMRW assumes the pivotal role of nurturing these brand founders and teams, steering them toward becoming the next generation of revered, consumer-adored brands. TMRW's competitive edge derives from an extraordinary amalgamation of expertise in category and brand cultivation, blended seamlessly with cutting-edge digital-first & technology capabilities with an experienced founding team. TMRW is focused on building large, enduring brands and deploying a balanced growth path with strong fundamentals and unit-economics. Currently, the TMRW portfolio consists of casual wear, Athleisure & Fashionwear™ along with expression wear and kids wear categories.

**About WROGN:**

WROGN, founded by Indian cricket icon Virat Kohli in partnership with Universal Sportsbiz Pvt Ltd (USPL), is a dynamic fashion brand renowned for its contemporary and edgy designs catering primarily to young men aged 18 to 30. Embracing the ethos of challenging conventions, WROGN offers a diverse range of casual wear, footwear, and accessories, characterized by bold prints, vibrant colors, and streetwear influences. Leveraging Kohli's star power, the brand has rapidly expanded its presence through exclusive brand outlets and strategic partnerships with leading e-commerce platforms. Through regular collaborations for exclusive collections, WROGN consistently pioneers new trends and resonates with the urban youth, solidifying its position as a significant influencer in the Indian fashion scene.

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