

Established in 2012 by Anant Tanted, The Indian Garage Company (TIGC) is an asset-light, EBITDA-positive D2C firm that has grown into a leading casual wear brand with a rapid growth trajectory. In line with the brand’s focus to provide leading casual fashion to the Indian Gen-Z consumer, brand has the ambition to grow across multiple sub-categories with consumers across India. Apart from the main TIGC brand, the company has recently expanded into women’s wear range and plus size range with FreeHand and HardSoda brands respectively. The company intends to fuel its future growth through expansion into additional categories and GTM channels while leveraging technology.