

Cbazaar Gets ₹50-crore Private Equity Fund Line

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Bengaluru: Cbazaar, an online Indian ethnic wear store, has received funding of ₹30-₹50 crore from private equity firm Forum Synergies and other investors as it prepares to scale up operations.

Existing investors Inventus Capital and Ojas Venture Partners also participated in this second round of funding.

This round of funding valued Cbazaar at about ₹150 crore, according to a person with direct knowledge of the matter.

Cbazaar, based in Chennai, makes custom-designed ethnic clothing for the Indian diaspora and will use the money to hire talent, improve technology and expand in markets such as the US, the UK, Canada, South Africa and the Middle East.

"The e-commerce model we saw was focused on discounts, losses and promotions. We don't believe those



Founders of Cbazaar: (Left) Rajesh Nahar and Ritesh Katariya

models can be sustainable," said Hemchandra Javeri, Co-founder and Managing Director of Forum Synergies.

"This (Cbazaar) model is financially viable and profitable."

Founded in 2005 by friends Rajesh Nahar and Ritesh Katariya, both 37 years old, Cbazaar expects revenue of about ₹60 crore this year. It uses technology to customise ethnic apparel based on measurements provided.

"In future, a customer would need to just click a picture with a phone and send it to us for customisation," said Nahar.

"There is huge demand for ethnic clothing worn by actors and actresses in Bollywood movies and Indian soap operas," said Nahar, whose firm provided fashion design inputs for Bollywood movie 'Bullett Raja'.

Cbazaar ended up selling ethnic clothing after the founders tried their hand at the gifting business, a grocery portal and a railway ticketing service.