

Beyoung.in success story of 0 to 2 crores per month revenue

Beyoung derives its strength from its ability to provide the best quality and fashionable t-shirts at pocket-friendly prices.



Udaipur, Jul 17, 2020 (IssueWire.com) - Founded in 2018, [Beyoung](#) has acquired more than 5 million customers since its 2 years' inception.

Beyoung started with 4 founding members. Today, it has a team of 70 people, with its head office located in Udaipur, Rajasthan.

Initially devoted to only t-shirts and mobile covers, Beyoung quickly established itself as a trendsetter in the Indian market and launched an additional range of Custom tees, boxers, t-shirt dresses, and crop tops.

Classified as one of the fastest-growing Indian t-shirt brands, Beyoung offers a 50-60K product range across 100+ categories including plain, and printed t-shirts, Henley, vest, tank tops, couple tees, custom tees, mobile cover, boxers, shirts, crop tops, and safety essentials.

Beyoung derives its strength from its ability to provide the best quality and fashionable [t-shirts](#) at pocket-friendly prices.

"Being a homegrown lifestyle brand, our spirit was always about leaving a positive impact on our Beyoungsters (Customers). That's for the primary concern we have our policy framed in just ONE RULE = Price + Quality + Satisfaction", says CEO-Shivam Soni

Pursuing its diversification strategy, they have received a magnificent response on the **3 C's**: Customization, Combo & Couple Tees. Followed by the 3 C's, the opening of its offline stores in 2018 has further strengthened the brand's reach among Indian customers. Beyoung's Offline stores are located at Udaipur and Jodhpur.

"Our frontline marketers always come up with such creative, innovative and robust marketing strategies that withstand the current competition. With this motive, our Dynamic and Creative Team is aggressively planning & forecasting to capture the bigger spectrum of the Clothing & Apparel Industry. Also, our vision is to cover the mass market with a diverse product range available to every level-shopper at an affordable price. " says Marketing Head Sakshi Soni.

Beyoung's theme-based design, availability of plus sizes, and user-friendly customizations make it one of the top online graphic tees brand in India. Backed by its quality of service and its reliable distribution network, Beyoung delivers all over India.

Knowing the pulse of the market is key to the success of any fashion brand. One needs to be creative to come up with design concepts that resonate with current youth.

"Our team constantly strives to provide graphics and other designs that cater to today's taste and trends. Ever since our inception, we have constantly gathered feedback from our customers, and we have achieved great success by constantly adapting ourselves and introducing new products", says Designing Head, Shivani Soni

The recent lockdown due to COVID-19 has impacted all small and big industries. Beyoung, however, took the challenge head-on and did not lay off a single member from the team.

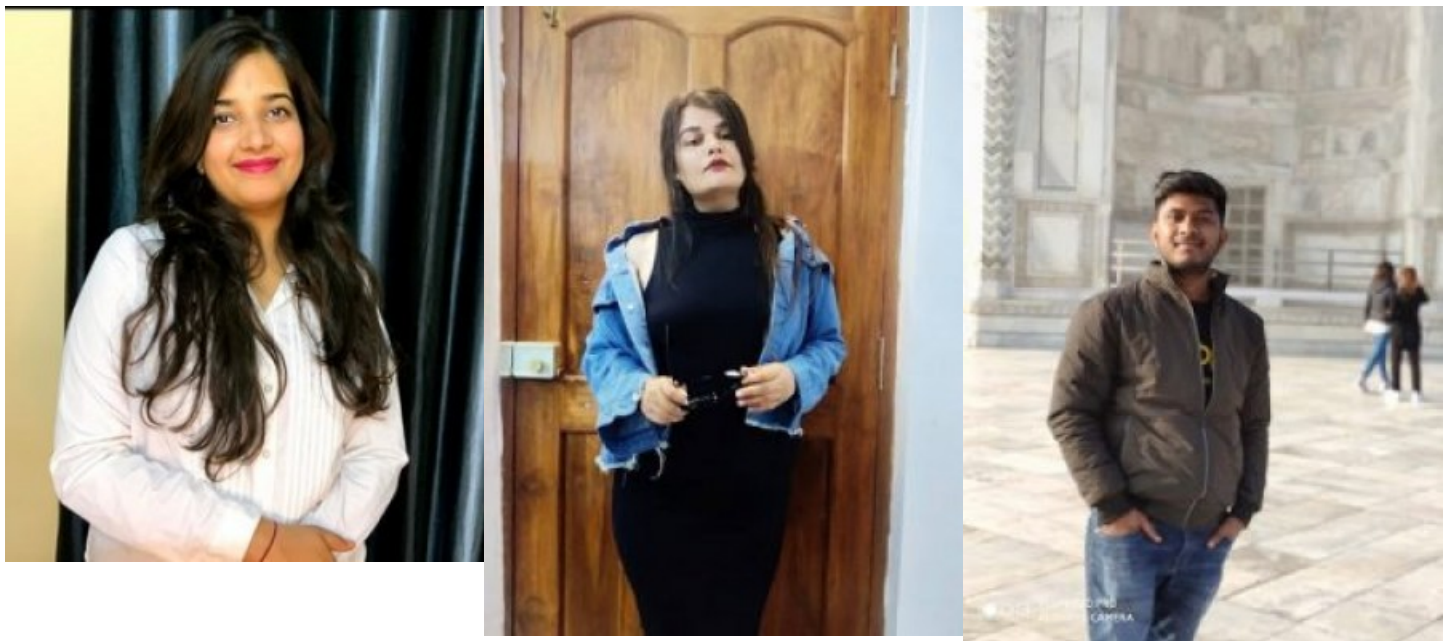
"We are back on track during the unlocking stage now. In fact, we are more determined to strengthen the Make in India and Vocal for Local mantra. We aim to provide the best quality Made in India t-shirts to our customers", says CEO Shivam Soni.

The safety of our team, delivery partners, and customers is paramount to us. We have taken the utmost care in sanitizing all our warehouses, storage facilities. All members' health and temperature and regularly being monitored and we are also holding educational and fitness sessions in our premises." says Operations Head, Shankar Mali.

Beyoung has recently added face masks to its product range.

*"The journey from 4 to a team of 70 and from 0 to 2 crores per month revenue has been exhilarating and enriching. We are looking forward to exponential growth, both in our offering and revenue in the 2020-2021 Financial Year", says **Shivam Soni***

As per estimates based on current sales and trends, Beyoung will soon be processing 1 Lakh orders per month. Going by these numbers, Beyoung's revenue is expected to achieve 200% growth in the following months.



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