



NW Fact Sheet



Who is Nakhre Waali?

What am I?
Who am I?
Am I a thought?

Am I an idea?
Am I a person?

Am I living? Or am
I a figment of your
imagination?
I am India.

I am
the India that
was robbed by the
British. I am the India
that has the loud and head strong
Delhi, Bangalore and Kolkatta.

that has the quiet and beautiful

I am Pushkar, Kozhikode and Dawki. I

Art. I am the Art that's beautiful. I am the Art
think. I am the Art that's within you. I am the Art that raises
that, that makes you doubt yourself. I am that, that makes you

I am passion. I am a Friend. I am the Friend
that's a part of you. I am the Friend that you're annoyed with.
I am the Friend you want to tell your darkest secrets to. I am the Friend
you hug when something is amiss. I am

I love. I am a Woman.
is

I am the Woman who is shy. I am the Woman who is
independent. I am the Woman who can win against a
man. I am the Woman who needs a man to love me. I
am the Woman who is submis-sive. I am the Woman
who has the authority. I am desire.

I am a feeling. I am a touch. I am the
thought that doesn't let you sleep. I
am a happiness that warms your
heart. I am the feeling that gets
you through a rough day. I am

the sadness that teaches
you about life. I am the
joy that makes your
life worth living. I
am the smile that
lights a fire in your
eyes. I am inside
you. I am around
you. I am you. I
am me. I am all
of us. I am,
Nakhrewaali

Mumbai,
I am the India
Leh,
diverse.

that makes you
a question. I am
proud
of your
self.



NakhreWaali, a contemporary fashion brand, was born out of a profound belief that our rich cultural heritage deserves recognition in the face of fast fashion dominance. Our mission is to create a vibrant dialogue between tradition and modernity, celebrating Indian textiles and handicrafts with a modern twist.



We believe in reviving and preserving India's diverse cultural traditions. By blending various textiles and crafts from different parts of the country, we create contemporary designs that celebrate our shared heritage. Whether it be Madhubani from Bihar, Mirror work from Kutch, Shell work from Goa, Phulkari from Punjab: our artisans and karigars, bring their unique skills to the table, reminding us that our differences are what make us stronger when we celebrate them together. In embracing inclusivity, we recognize that our shared culture unites us and has the power to make a larger impact. Each of our creations tells a story of real people, real conversations, and the beauty witnessed through our travels.



Our Vision & Ethos.

NakhreWaali draws inspiration from various art movements throughout history, infusing elements from cubism, Memphis, orphism, and Bauhaus. By embracing these artistic influences, we create designs that are truly distinctive and recognizable. Additionally, we find inspiration in the stories of real people, an artisan in Tripura or the journey of a store owner in Antalya, Turkey. Our travels and experiences provide us with a wealth of inspiration, enriching our designs and allowing us to create truly exceptional pieces.

MINDFUL

Mindfulness is at the heart of everything we do. Every element in our value chain is chosen keeping in mind its impact – right down to the packaging. We are always on the lookout for newer material innovations that are respectful of the planet and help us create green products that lend to great style.

ETHICAL

We believe in collaborating with people that share our values of ethical practices. We only partner with companies that come with the right level of consciousness and certifications so we know our claims and promises are backed by the right processes. All our partners are committed to building livelihoods and practice sustainability – both environmentally and socially.

TRANSPARENT & ACCOUNTABLE

It's important for us that people know exactly what has gone into their product. From the materials we source, the artisans who work on our products, to the impact of our practices on the environment – we believe in transparency across all levels of operations.

CLASSIC

Our products don't just meet the standards, they set the standards. Sustainable, ethical and trend-agnostic. Every piece is handcrafted by an experienced artisan with great attention to detail, so that you cherish your purchase and use it for longer, adding an extra layer of sustainability to your practice.

Our Philosophy.



Who made your Nakhras?



Arfa Khatun.



AGE: 19

NAKHRA LEVEL: 7/10



AGE: 29

NAKHRA LEVEL: 7/10

Javier Khan.



AGE: 19

NAKHRA LEVEL: 8/10

Ramima Khatun.

Nazimul Haque.



AGE: 28

NAKHRA LEVEL: 7/10



Saddam Hossain.



AGE: 31



Pushpa Devi.



AGE: 27

NAKHRA LEVEL: 7/10



Mohd. Sajjad.



Ethics Or Aesthetics?

The Choice Was Clear : **Both.**



Catalogue.



Catalogue.



Nakhra Atelier is our end-to-end partnership program for brands looking to partner with a sustainable production unit to craft their new collection of eco-conscious products.

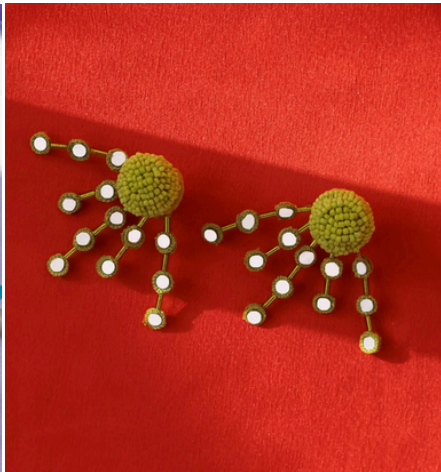
Our services and expertise include sourcing, design and production. At NakhreWaali, we believe in making a difference, whether that is through our collection or your label.



White Label Services.

WHAT NAKHREWAALI OFFERS?

- ◆ White label services.
- ◆ Co-created and co-branded collaborations.
- ◆ Nakhrewaali-branded products.





WHAT NAKHREWAALI PROMISES?

- ✦ An end-to-end partnership, right from sourcing to delivery
- ✦ Flexibility to work with smaller MOQ's
- ✦ A strong understanding of the space, materials and certifications



- ✦ An obsessive focus on quality and workmanship
- ✦ An experienced leadership team who understands production and fashion
- ✦ A proven track record of being partners with some iconic brands globally.

White Label Services.

VERVE

TEDx

KHUSH
Wedding


THE ECONOMIC TIMES

COSMOPOLITAN

GRAZIA

hindustantimes

NDTV

INDIA
TODAY

LAKMÉ
FASHION
WEEK
IIMG | Reliance
NEXA



Google

hindustantimes
BRUNCH

ual: london college
of fashion

FEMINA

 Miss
Malini

BW|BUSINESSWORLD

VOGUE

THE
OSCARS.

YOURSTORY

LBB

ELLE



Ministry of Culture
Government of India

DelhiTimes

HOMI

BAZAAR Harper's

Key Features.



**Why just be eco-conscious?
let's be **eco-fabulous**, too.**

INSTAGRAM

E-SHOP

JOIN OUR NETWORK

NAKHRA HELPLINE

GET IN TOUCH: HELLO@NAKHREWAALI.CO



Gursakhi Lugani



An artist at heart and an entrepreneur by accident, Gursakhi belongs to the 3 a.m. club, loves to tell stories, and geeks out on data. She is a polygamist reader, philomath, tidsoptimist, trained singer and pianist, spasmodic writer, occasional hermit, jester of jabs, lab rat of the human mind, curious traveler, and hoarder of everything handcrafted

Founder and CEO of NakhreWaali:

NakhreWaali, a D2C eco-conscious fashion accessories brand, seamlessly blends India's rich cultural heritage with modern aesthetics. Founded in 2017, the brand has expanded to 11 countries over the last six years, achieving a **250% growth in annual revenue** while cultivating a loyal community of **150,000+ customers**.

With a healthy **profit margin exceeding 35%**, a lean marketing spend at 10% of revenue, and a balanced retail model : 60% D2C and 40% B2B2C, the brand remains EBITDA positive, demonstrating a strong **founder-market fit**.

By innovating through design and reviving traditional textiles, NakhreWaali introduced a **new category** of "fashion jewellery", and managed to secure a 30% increase in market share within the segment. The brand's artisan-led approach has empowered over **100 women artisans** across India, reinforcing its commitment to social impact.

NakhreWaali's distinct focus on human symbolism and life-centric design has garnered international acclaim, with features at the **Academy Awards (Oscars)** and coverage in prestigious publications such as **Vogue Italia**, The Economic Times, Elle Czech Republic, and Cosmopolitan India. Its recognition by institutions like **IIM Bangalore**, IIM Shillong and celebrity endorsements from Bollywood's elite like **Kareena Kapoor and Sara Ali Khan** further underscore its influence.

Gursakhi is a **2x TEDx speaker** and guest faculty at Domus Academy, Milan; **London College of Fashion, UAL**; National Institute of Fashion Technology, New Delhi; and a Member of the **Harvard Business Review Advisory Council**.

She has been acknowledged as one of the key sustainable fashion brand founders by Vagabomb, Grazia India, and **YourStory**. She was awarded the **Inkpot Achiever's Award** by Akhilesh Mishra and Shashi Tharoor for her contribution in promoting textiles globally.

Gursakhi is also incubated as one of the three designers for Project Aatman by the **Ministry of Culture, GOI**, to showcase her work at the Galleries of Red Fort, New Delhi.

Founder Intro.

At the heart of Gursakhi's career is a profound love for **storytelling** - Raised by strong, independent women, stories have been her compass, shaping her understanding of the world and fueling her passion, which turned into her purpose. Whether it was breaking free from a script written by others to discover her own narrative sovereignty, or crafting the story of NakhreWaali, Gursakhi's life has been a reflection to the **power of narrative**.

With over **eight years of experience** across various sectors—ranging from women's hygiene and fashion to media, cinema, beauty, SaaS, and AI—Gursakhi has developed a versatile approach to both B2B and B2C GTM strategies.

Her expertise lies in analyzing **solution-market fit, building research-based hypotheses to identify promising companies, crafting psychology driven product-market fit narratives, and working with founders to validate approaches - critical for enduring companies**. She specialises in branding and identity, creating IP campaigns for growth hacking, managing online/offline retail, driving PR initiatives, identifying new markets, and leading e-commerce performance-driven marketing, content-driven influencer activations and social media planning.

One of her recent projects involved leading the development of "**Generative Active Video**," a multimodal AI platform revolutionizing content personalization in wellness, finance, and coaching. This innovation underwent market validation with 200+ early adopters and 10,000 users, and is now preparing for a full launch and a Series A funding.

Harnessing her **50k-strong social media community**, Gursakhi has successfully collaborated on high-impact campaigns with brands such as **PeeSafe, HP, VIVO, Google, H&M, and Lenskart**, crafting narratives that have driven significant engagement and growth.

Through her **podcast**, Gursakhi continues to explore the intersection of psychology, intimacy and intergenerational dynamics of relationships, highlighting the unconventional journeys of thought leaders and industry experts. Some significant guests so far: **Kubbra Sait** (Actor/Author), **Rohan Joshi** (comedian), **Seema Anand** (Sex Therapist), **Lisa Mishra** (Singer), Kareema Barry (Comedian), Soni Razdan (Actor), Nitibha Kaul (Content Creator) and more. Each episode is a testament to her belief that stories are the threads that weave together the past, present, and future, guiding us toward a more meaningful existence.

Her curiosity, creativity, and ability to navigate uncharted territories position her as a leader capable of thriving in roles without predefined job descriptions, showcasing her unique "**Category of One**."

Gursakhi is also a **performing artist** and musician, having performed thrice at Rashtrapati Bhawan for Hon. Abdul Kalam, Sonia Gandhi, **Narendra Modi**, Manmohan Singh, Pranab Mukherjee. She received a full-time scholarship to study music at Trinity College, London. Gursakhi has also been honored with the prestigious Rafi Award by Padmani Kolhapure, **Lata Mangeshkar**, and Lakshi Kaant Pyaar Lal ji. Additionally, she was the runner-up in Sa Re Ga Ma Pa, Little Champs.

[BRAND E-SHOP](#) ✦

[ABOUT THE BRAND](#) ✦

[GURSAKHI'S INSTAGRAM](#) ✦

[BRAND'S INSTAGRAM](#) ✦

[FIRST TED TALK](#) ✦

[GURSAKHI'S LINKEDIN](#) ✦

[GURSAKHI'S PODCAST](#) ✦



Currently the brand caters to



Persona	Age Group	Geography	Lifestyle/User Behavior	Shopping Behavior/Influences
The Urban Millennial	25-30	Metro cities (Delhi, Mumbai, Bangalore, Hyderabad)	Socially active, image-conscious, frequent traveler, large friend circle, avid online shopper, follows fashion influencers	Shops for trendy, unique pieces both online/offline. Influenced by Bollywood celebrities, international influencers
The Gen-Z	18-24	Metro cities (India) & International (USA/UK/Europe)	Tech-savvy, mobile-first, individualistic, influenced by social media, loves street style, vintage, and upcycled fashion. Values sustainability	Shops from Insta stores, saves for purchases. Influenced by Bollywood & international influencers
The NRI Bride-to-be	26-35	Indian origin, living abroad (USA/UK/Europe)	Strong ties to Indian culture, values traditions, seeks balance between Indian and foreign cultures. High-spending on wedding accessories	High on research, eco-conscious. Influenced by family, community, and social media. Willing to spend for quality
The Curious Gen-X	35-55	Metro cities (Delhi, Mumbai, Bangalore, Hyderabad, Kolkata, Ahmedabad)	Family-centric, community-driven, well-traveled, culture-driven. Prefers authenticity, sustainable choices, and offline shopping	Shops for textiles and art offline. Influenced by community networks, word of mouth
The International	25-55 (assumed)	USA, Dubai, Europe, Middle East, UK	Loves travel, fascinated by handcrafted, premium, unique pieces. Considers handmade items as luxurious and culturally valuable	Collects handcrafted cultural pieces during travel. Influenced by craftsmanship, culture, and uniqueness



Current brand distribution and operations insights



Domestic retail distribution channels:

Channel	Platform/Details
E-shop	NakhreWaali Website
Direct Instagram Conversions	Instagram Page
WhatsApp Conversions	WhatsApp via Beacons
B2B2C Online (Key Partners)	Pernia's Pop-Up Shop
	Ogaan
	Aza Fashions
	The Loom
	Local Nation
	Jaypore
B2B2C Offline (Key Partners)	<p>Pernia's Pop-Up Stores: Delhi, Mumbai, Hyderabad, Kolkata;</p> <p>Ogaan Store: Khan Market, Delhi.</p> <p>Aza Stores: Mumbai, Bangalore;</p> <p>Outro Store: Jaipur;</p> <p>Shuffling Suitcases Store: Kolkata</p> <p>Ajiliya Store: Surat;</p> <p>Agashe Store: Delhi;</p> <p>Suta Stores: Delhi, Bombay (x3), Bangalore, Kochi, Chennai, Hyderabad</p>



Current brand distribution and operations insights



B2B2C Tie-Ups (Domestic/Global) (Linked*)

International:

Current revenue from International orders		15%
		USA
		Europe
		SEA
These are either in the form of:		
	B2B2C orders	these are shop-in-shop placements at designer stores
		outright buy/ consignment
		order size revolves between 50-500 units typically
		end customer is Indian AND locals
	D2C orders	individuals ordering for self OR for gifting friends and family
		typically Indians living outside of India and Locals
		order size ranges between 5-100 units



Current brand distribution and operations insights



Hero Product Categories:

Earrings (ASP: INR 2600) *Linked

Bags (ASP: INR 6000) *Linked

Bindis (ASP: INR 1900 for a set of 12) *Linked

Blouses (ASP: INR 7500) *Linked

Neckpiece (ASP: INR 3600) *Linked

Customised keychains for gifting (ASP: INR 1200) *Linked

Bridal Sets for Haldi/Mehendi** (ASP: INR 16000 for a set of 4) *Linked



Did you know?



- **Our lifetime marketing cost (including meta ad spend) is at 6% of our overall revenue).**
- Over the past six years, NakhreWaali has experienced a **200% increase in revenue, healthy net profit margin exceeding 35%.**
- By innovating through design and reviving traditional textiles, NakhreWaali introduced a **new category of “fashion jewellery”.**
- **We have ZERO dead stock.**
- At NakhreWaali, we operate with **zero machinery** in our workshops. Every product is crafted entirely by hand, with love and care from our skilled karigars. Our base materials are sourced from **waste fabrics discarded by export and clothing brands**, turning factory waste into beautiful creations. We use organically dyed fabrics and ensure that each item is meticulously handcrafted, providing vocational jobs and upskilling opportunities for women, empowering them beyond traditional roles.
- Our commitment to sustainability is reflected in our fair trade practices, strict prohibition of child labor, and maintaining good working conditions. We also focus on not overproducing, adhering to a smaller inventory and longer turnaround time (TAT) approach. As a sustainable brand, **all our products are trend-agnostic.**
- **We have never paid any influencer/celebrity/platform to endorse our product/brand.**
- We have conducted **founder led workshops** on brand building and handmade product/textile based jewellery making across Delhi, Bombay, Bangalore, Bali, Japan, Milan and New York.



Did you know?



- NakhreWaali's distinct focus on human symbolism and life-centric design has garnered international acclaim, with features at the **Academy Awards (Oscars)** and coverage in prestigious publications such as **Vogue Italia**, The Economic Times, Elle Czech Republic, and Cosmopolitan India. Its recognition by institutions like **IIM Bangalore**, IIM Shillong and celebrity endorsements from Bollywood's elite like **Kareena Kapoor and Sara Ali Khan** further underscore its influence.
- **We created the first-in-the-world hand embroidered bindis are secured with a custom manufactured glue after extensive research which has been worn by the who's who of Bollywood: Alia Bhatt, Vidya Balan, Sara Ali Khan and more and continues to be our Hero Product which cannot be imitated.**
- NakhreWaali is also incubated as one of the three designers for Project Aatman by the **Ministry of Culture, GOI**, to showcase her work at the Galleries of Red Fort, New Delhi.
- NakhreWaali operates as **a proprietorship firm**, registered under the Goods and Services Tax (GST) Act. The firm adheres to quarterly GST return filings and complies with Income Tax regulations under Section 44AD, with the proprietor's other incomes being clubbed for taxation purposes.
- NakhreWaali has **no personal loans** or hypothecation, whether registered or unregistered. Additionally, NakhreWaali has not secured any working capital or business loans from any bank, as the company is **entirely bootstrapped**.
- NakhreWaali holds no physical assets. Current assets include work-in-progress and receivables from debtors. Digital assets encompass **trademarks** registered under the Trademark Act in two classes since 2018, as well as the website/e-shop at www.nakhrewaali.co. Additionally, NakhreWaali has a functional Import-Export Code (**IEC**) and is registered with the Director General of Foreign Trade (**DGFT**).



