



STYLOX[®]

Making **Style and Comfort**
Affordable for every Indian



INVESTOR PITCH DECK 2024

Stylox delivers premium men's fashion that combines style, comfort, and durability proving that **premium doesn't have to be pricey.**

Founded in 2019, Stylox is known for expertly crafted denim and a full range of men's apparel, from jeans and shirts to activewear and accessories. Each piece is designed with the modern man in mind, offering effortless style for every occasion, all while staying affordable and accessible.

PRODUCT

Over 700 SKUs, with monthly growth of 10%.

MARKET

Growing presence in 200+ cities with 400+ retail counters and 35 franchise stores, reaching consumers through retail counters and franchise stores.





Jeans



T- Shirt



Lowers



Chinos



Belts



Shirts



Sweatshirts



Jackets



Wallets



Socks

Stylox offers a complete range of men's apparel, including jeans, shirts, T-shirts, chinos, activewear, and accessories like belts, jackets, and wallets.

Partner Stores

Rajasthan
Telangana
Bihar
Chhattisgarh
Odisha
Uttar Pradesh
Maharashtra
Madhya Pradesh
Manipur
Odisha
Haryana
Bihar
Assam



Exclusive Stores

Haryana
Rajasthan
Uttarakhand
Kerla
Bihar
Uttar Pradesh
Gujrat

Stylox has a growing presence across 200+ cities in India, reaching consumers through retail counters and franchise stores.

What makes our products unique?

- Quality Top Notch
- Premium Crafted Design
- Premium Thread
- Eco-friendly washing
- Comfort focused
- Better after every use



400+
Retail Counters

40+
Franchise Stores

200+
City presence

700+
SKU's

10% inc
MoM SKU's

2300+
B2B order YoY

35%
Gross Margin

Stylox products stand out due to their exceptional quality, contemporary designs, and afford-ability. By controlling the entire production process—from manufacturing to retail—Stylox ensures premium craftsmanship and durability without the premium price tag. This approach allows them to offer stylish, comfortable apparel that meets the needs of modern men seeking both fashion and value.

Team Stylox



Vishal Mehra
Co Founder



Ritika Mehra
Co Founder



Sukhbir Singh
Renowned singer
with 1.1 M followers
Instagram
435 K subscribers
Youtube



Gurvinder Singh
SVP, Group
Financial Controller
@ Delhivery



Mr. Amit Singal
Partner @ Fluid Ventures
RealTime Angel Fund
Director @ ASR
and Greenzo



Atul Gupta
Board Member IFAC
& Chairman GST
Committee at FII
(Federation of Indian
Industry)
President ICAI (2020-21)

