

**FROM A HOMETGROWN IDEA TO A SNEAKER MOVEMENT
HOW COMET IS REDEFINING INDIA'S FOOTWEAR CULTURE.**



COMET

VENTURESCAPE



SHRI RAM CONSULTING AND RESEARCH CENTRE

ORIGINS OF THE DUO

- In **2022**, two friends **Utkarsh Gupta and Dishant Daryani** saw India's sneaker scene booming but dominated either by pricey global giants or generic, mass-market shoes with little design or identity.
- Long-time sneaker and culture enthusiasts, they viewed footwear not as a commodity but as a canvas for **self-expression, community, and storytelling for India's youth**.
- Spotting a clear white space for a **homegrown brand** that could blend global design language with Indian emotion and accessibility, they began shaping what would become **Comet, a design-first, culture-led sneaker label**.

ONE EXPERIMENT AT A TIME

- Before chasing scale, the founders chose the **slower, harder route of building from scratch** instead of white-labelling, experimenting with materials, silhouettes, and manufacturing capabilities to get comfort and quality right.
- They worked closely with **experienced factories abroad** to understand sneaker construction and quality control, while in parallel setting up a scalable, reliable supply chain for future drops.
- **Comet finally launched in 2023** as a storytelling-centric, direct-to-consumer sneaker brand with a clear mission to democratize good design in India's sneaker market.

THE GAP & MISSION

- Comet was created to **occupy the gap between elite, expensive international sneakers and anonymous local offerings**, offering globally sharp design, strong narratives, and accessible pricing without compromising on quality.
- From day one, the brand's philosophy has been to **"build a brand before building scale"** through culture, content, and community rather than pure performance marketing.
- Its bold identity and motto, **"Never Shy, Never Sorry"**, were crafted to signal confidence, individuality, and unapologetic self-expression for a new generation of Indian sneakerheads.

COMET'S STORY



PRODUCT PHILOSOPHY



METICULOUS CRAFTSMANSHIP

At its core, the brand is driven by **exceptional craftsmanship**. Every stage, from shaping the sole to the final finish, is executed with care and intent. This attention to detail ensures **durability and quality**, resonating with Indian consumers who value long-term wearability over fleeting trends.



THE "EXPERIMENTAL CHEF" MINDSET

The brand treats creativity like **experimental cooking** selecting the finest ingredients and letting them shine through thoughtful ideas. It **balances experimentation with comfort, function, and everyday relevance**, without ever compromising on quality.



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EMOTIONAL CONNECTION

The brand is driven to **push boundaries** not just in **design**, but in the **stories** it tells. By focusing on **relatability and intent**, Comet creates an **emotional connection** that makes customers feel part of something meaningful, rather than participants in a trend.



STRATEGIC SIMPLICITY

Comet keeps things intentionally **simple**, focusing on **one SKU at a time** and perfecting it fully. With just four silhouettes, Low, Aeon, Alter (Highs), and Slides, the brand prioritises **depth over volume**, aligning with Indian consumers who value well-made, good-looking daily shoes over sneaker culture hype.



CONTINUOUS IMPROVEMENT

Comet focuses on **refining existing designs and introducing them in new colours**, ensuring the integrity and identity of the original silhouettes are maintained, an approach that reinforces **trust, consistency, and long-term value** for the Indian consumer.

DESIGN PORTFOLIO



X- LOWS

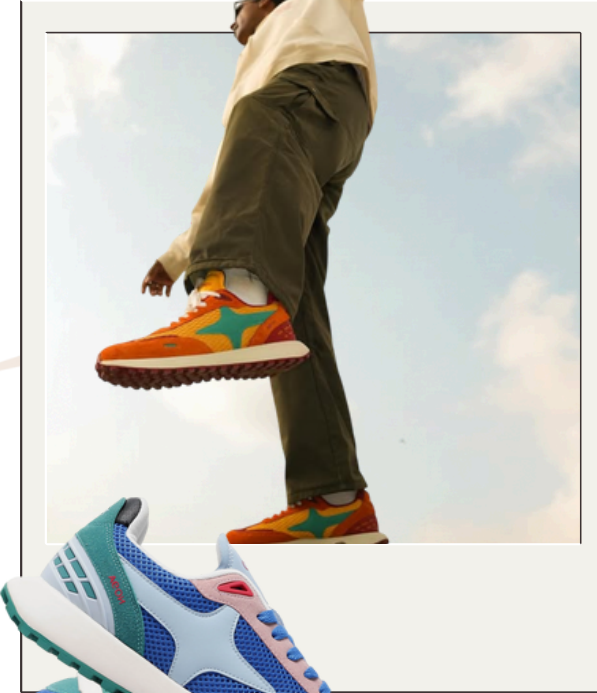
This is the brand's **low-top lifestyle sneaker**. It serves as a primary canvas for various themed releases.



ALTER



The Alter represents the **"Highs" or high-top silhouette** in Comet's portfolio.



AEON

A **distinct silhouette** that sits alongside the Lows and Alters as a core sneaker offering.



A more casual footwear option compared to the sneaker models. But these were launched as a part of **"Member's Club"**

SLIDES



SNEAKER CULTURE?

At the core of this approach is a deliberate question the brand continues to engage with: whether Indian consumers are truly seeking sneaker culture as **defined by the West**, or **simply better-looking**, better-made shoes for everyday life. In a market that remains price-sensitive with **limited resale-driven** behaviour, Comet consciously prioritises design, comfort, and longevity over hype cycles or collectability. This perspective shapes both its visual identity and product strategy, ensuring each release is **aspirational, practical**, and made to **be worn**.

UNBOXING EXPERIENCE

The Comet unboxing experience goes beyond just receiving a pair of sneakers. Along with the shoes, the brand includes a **thoughtful note**, a **care guide**, a **dedicated dust bag**, **additional laces**, and **stickers**.

These small but intentional additions make the process feel more personal and considered, reinforcing Comet's attention to detail and care for the consumer. By extending the experience beyond the product itself, Comet turns unboxing into a **moment of engagement**, strengthening the brand's premium yet approachable identity.

NEW SNEAKER

The **Apex series** represents a new, more technical and design-forward sneaker silhouette from Comet, blending lifestyle styling with **structural innovation**. With its price point sitting above Comet's usual range, Apex positions itself as a premium offering. Apex features layered construction, **breathable mesh**, and a complex **multi-component sole** that prioritises structure, cushioning, and everyday comfort.

APEX



TARGET MARKET

- College Students (18–24)
- Gen Z Streetwear Enthusiasts
- Young Urban Professionals (22–30)
- Sneaker-Curious First-Time Buyers
- Creator-Following, Trend-Driven Consumers

VALUE PROPOSITION

- Comet manufactures **affordable & stylish** sneakers for everyday Indian wear.
- The brand provides **modern style, comfort, and durability** without high prices.
- Its **main target** are youngsters who wear sneakers for college, work and social gatherings.
- Comet is **digital-first and community-driven**, offering trend-led yet authentic footwear.

CUSTOMER ACQUISITION

- **Omnichannel D2C:** Seamless storytelling on social media facilitating unified purchase flow.
- **Creator Credibility:** Micro-influencer partnerships for brand trust building.
- **UGC-Driven Growth:** Organic scaling through community building and social proof.
- **Scarcity & Scoping:** Limited-edition "drops" priced for the urban youth market.

ACTIVATION STRATEGY

- **First Impression:** Digital purchase, delivery and high-quality unboxing to produce a strong first impression.
- **Real-time Wearability:** A comfortable design will guarantee that customers feel the value in the initial wears.
- **After Sales Support:** Styling tips, care instructions and social reminders facilitate early use and sharing.

RETENTION STRATEGY

- **Scarcity-Driven Loops:** Repeat sales through exclusive drops, limited colorways, and new designs.
- **Community-Led Affinity:** Building brand loyalty and emotional connection through active social engagement and UGC.
- **Trust-Based Retention:** Minimizing churn through consistency and lifecycle-targeted restock alerts.

REVENUE MODEL

- **Direct-to-Consumer (D2C) sales** through the Comet's own website as the main source of revenue.
- Customers buy **occasionally** but pay a decent amount each time.
- Sales that are **offline supplement online sales** and increase brand awareness.



GTM STRATEGY

LIMITED EDITIONS

Comet doesn't flood the market with sneakers. Each model is released in limited numbers, creating anticipation and excitement with every drop. By giving **early access to loyal customers**, the brand has turned its sneakers into a **cult phenomenon**, bringing the **hype driven drop culture** from abroad to India.

ACCESSIBLE PRICING

Indian consumers either bought mass produced shoes for ₹500 or premium shoes for ₹10000 or more. Comet's founders saw this opportunity and introduced sneakers priced around ₹4,300, offering premium quality without the premium price. They sell neither the cheapest nor the most expensive sneakers, but focus on **reasonably priced premium footwear**.

UNIQUE STORYTELLING

The stories behind Comet's sneakers feel familiar and close to home for Indian consumers, something global brands often struggle to replicate at a local level. Collections like **Mango, Jugnu, and Pataka** reflect this distinctive storytelling approach, with each series engaging consumers in a way that clearly sets Comet apart.

OFFLINE BRAND EXPERIENCES

Comet does not limit its relationship with consumers to online drops alone. Through **flagship stores** and **pop-ups**, the brand brings its stories to life in physical spaces. These experiences allow people to connect with the brand more personally and feel part of the **cult** around it.

EXPERIENTIAL PACKAGING

Comet pays attention to more than just the shoes, making the **unboxing experience** an important part of how the brand connects with its customers. The sneakers arrive in well-designed boxes with thoughtful touches like dust bags and stickers.

COMMUNITY BUILDING

Through every drop, story, and offline brand experience, Comet builds a **shared feeling** that people connect with. Over time, customers become a part of Comet's community.



COMET'S KEY DIFFERENTIATORS

SCALE-UP ROADMAP AND FUTURE GROWTH LEVERS

GROWTH PHASE 1

The first phase focuses on strengthening brand legitimacy through **flagship expansion in Delhi and Mumbai following Bengaluru**, with each store **targeting ₹40–50 lakh in monthly revenue**. This move shifts Comet from a primarily digital brand to an experiential omnichannel player, enhancing visibility and premium positioning in India's top sneaker markets.

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GROWTH PHASE 3

The final phase focuses on scaling operations and revenue through **1–2 storytelling drops per month** and expanding the range to **45–50 India-inspired SKUs**. Stronger partnerships with Indian manufacturers will support faster replenishment and larger production runs, while **\$7M+ in funding targets 5x growth and ₹4–5 crore in monthly revenue** within India's **\$3.1 billion sneaker market**.

3



2

GROWTH PHASE 2

The second phase deepens geographic penetration by **launching nine or more multi-brand stores and pop-ups across Tier-2 cities** such as Pune and Chandigarh. Alongside dominating the ₹4,299 premium segment, the strategy emphasizes **cultural collaborations, limited drops, and community-led engagement** to build strong brand loyalty in emerging sneaker markets.



In order to reach its INR 167 crore valuation trajectory, Comet Sneakers' scale-up roadmap prioritizes offline expansion and product innovation, building on its 4x FY25 revenue surge to INR 29 crore and strengthening brand visibility in key sneaker markets. This growth plan focuses on opening more physical touchpoints in high-traffic urban locations, deepening customer engagement beyond digital channels, and leveraging limited-edition drops and new product lines tailored to Indian sneaker consumers.

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