

Founder's Bio — Kapil Garg

A driven entrepreneur, Kapil Garg is the co-founder of India's first integrated accessory brand, Thela Gaadi. Following his passion coupled with a tad bit of quirk and innovation, he is changing the Indian landscape for accessories by providing nostalgic yet modern products.

EARLY LIFE

His father was a government official due to which Garg schooled in different cities in Rajasthan. After completing his graduation in computer science from Pune Institute of Computer Technology (PICT) in 2011, he worked as a Software Test Engineer for Trizetto (now Cognizant) until **December 2013**.

Although his job offered him everything, Garg was always fascinated with business and passionate about starting his venture.

Along with his job at Trizetto, Garg went on to start an eCommerce website in Pune with his roommates — Diwaly(dot)com. A first of its kind to deliver Diwali gifts at the doorstep, it was featured in a prominent daily 'Maharashtra Times' as the "Most Innovative Start-Up" for delivering 500+ corporate orders. However, the company was later shut down due to other work priorities in November 2013.

To challenge himself and expand his limits, he moved to work with a start-up, Spotzot, as a Software QA Engineer till July 2014.

2014. After quitting his job and closing his first venture, Garg returned to his hometown, Jaipur, and joined another IT company, Metacube, as a Senior Software QA Engineer and Technology Analyst. Here, he gained in-depth knowledge about processes involved in start-ups by working on product development and innovation.

THELA GAADI

2018. Along with his job, he started Thela Gaadi as an Instagram page — curating quirky, bright socks from different parts of the world. It fast gained traction, got listed on Amazon, and generated sales due to its exclusive designs and quality. Soon after, Thela Gaadi's website was launched and how.

2019. Due to COVID-19, Garg was unable to curate products from abroad. So, he launched Thela Gaadi as a 100% 'Make in India' brand with all its materials sourced, designed, and produced in India.

2020. Thela Gaadi received huge traction and rave reviews due to its exclusive product range and superior quality. Because of this, Garg bid goodbye to his job and took up his start-up as a full-time venture. To date, his company has sold over 15,000+ products in just 2 years.

Touted as India's first integrated accessory brand, Thela Gaadi offers a range of products for men and women and is the official merchandise partner of Warner Bros and Cartoon Network.

Down the line, Garg envisions his company as the largest accessory brand in India renowned for its quality, usability, and quirky designs. He also aims to provide a collaborative platform for designers, to revive lost local art forms, and convert them into useful products.

PERSONAL LIFE

In his leisure time, Garg enjoys watching action movies, indulging in DIY, electronic repairs, and table tennis. A proud citizen of the pink city, Jaipur, Garg endeavors to incorporate rich Indian heritage and culture into his products, drive innovation, and make an impact with his venture.

You can connect with him on LinkedIn and Facebook.

FOR LINKEDIN

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Following that, he started working with Spozot as a Software QA Engineer till July 2014. Garg, then, returned to his hometown, Jaipur, and joined another IT company, Metacube, as a Senior Software QA Engineer and Technology Analyst. He gained in-depth knowledge about processes involved in start-ups by working on product development and innovation.

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