



ARTHNOVA

AUGUST 2025 INDIA

MAHINDRA UNVEILS
NU PLATFORM FOR
NEXT-GEN SUVs

THE MODERN
ELEGANCE OF
*Shraddha
Kapoor*

PALMONAS RAISES
₹55 CRORE
FOR GROWTH

LIBAS OPENS
11 STORES IN ONE
DAY NATIONWIDE

GLOW
GRACE
REFINE



INSIDE THE ISSUE

Welcome to the August 2025 edition of *Arthnova India*, a month where Indian brands didn't just grow; they evolved. From mobility and retail to lifestyle and finance, August reflected a defining shift toward innovation, design, and ambition.

Inside, you'll find Mahindra unveiling its 'Nu' platform, a new era in Indian automotive engineering; Reliance Retail's ₹40,000 crore investment to build India's largest food ecosystem; and Titan's global repositioning to elevate Indian luxury. Palmonas, backed by Shraddha Kapoor, raised fresh capital to scale its demi-fine jewellery brand, while Libas executed an unprecedented 11-store rollout in one day, proving that physical retail is far from dead.

From Ather's next-gen *EL* scooter platform to Lay's x ARKS' creative collaboration and Ananta Capital's investment in Rubans, every story this month signals India's growing influence, not as a market to enter, but as one setting the pace.

FOUNDER'S NOTE

AUGUST 2025

Dear Reader,

August was a month of vision, of Indian brands breaking categories, reimagining scale, and rewriting what it means to lead. From Mahindra's 'Nu' platform to Reliance's massive food-park investment, India's enterprises aren't reacting to trends; they're building the future. Whether it's Titan aiming global, Palmonas raising capital, or Ginger planning a thousand-hotel journey, one thing stands clear, Indian innovation is no longer confined to startups; it's embedded across legacy, luxury, and lifestyle.

At Arthnova, we see this as India's design decade, where ambition meets authenticity, and every brand tells a story of evolution.

Sincerely,

Aditya Badola
Founder, Arthnova



Mahindra Unveils 'Nu' Vehicle Platform on Independence Day 2025

On August 15, 2025, Mahindra & Mahindra teased its all-new "Nu" vehicle platform, a next-generation monocoque architecture designed to power the brand's upcoming range of SUVs and electric vehicles. The reveal, timed with India's Independence Day, symbolizes Mahindra's renewed commitment to innovation and self-reliant engineering.

The "Nu" platform is expected to underpin multiple global models, offering enhanced performance, safety, and modularity for both ICE and EV powertrains. Positioned as the technological backbone for Mahindra's next decade of mobility, it reflects the company's ambition to merge Indian ingenuity with world-class automotive standards.



Insight→ Mahindra's 'Nu' platform marks a defining shift toward indigenous innovation, reinforcing India's growing influence in shaping the future of global mobility.

Reliance Retail Ventures to Invest ₹40,000 Crore in Integrated Food Parks

In August 2025, Reliance Retail Ventures Limited (RRVL) announced plans to invest ₹40,000 crore over the next three years to establish a network of AI- and robotics-enabled integrated food parks across India. The initiative aims to create Asia's largest farm-to-fork ecosystem, uniting farmers, food processors, and retailers under a single supply-chain framework.

The move marks Reliance's deepening entry into India's food and FMCG manufacturing space, reinforcing its goal of building a ₹1 lakh crore consumer products business within five years. By integrating sourcing, processing, and retail operations, RRVL is positioning itself as a dominant player in India's fast-evolving agri-retail sector.

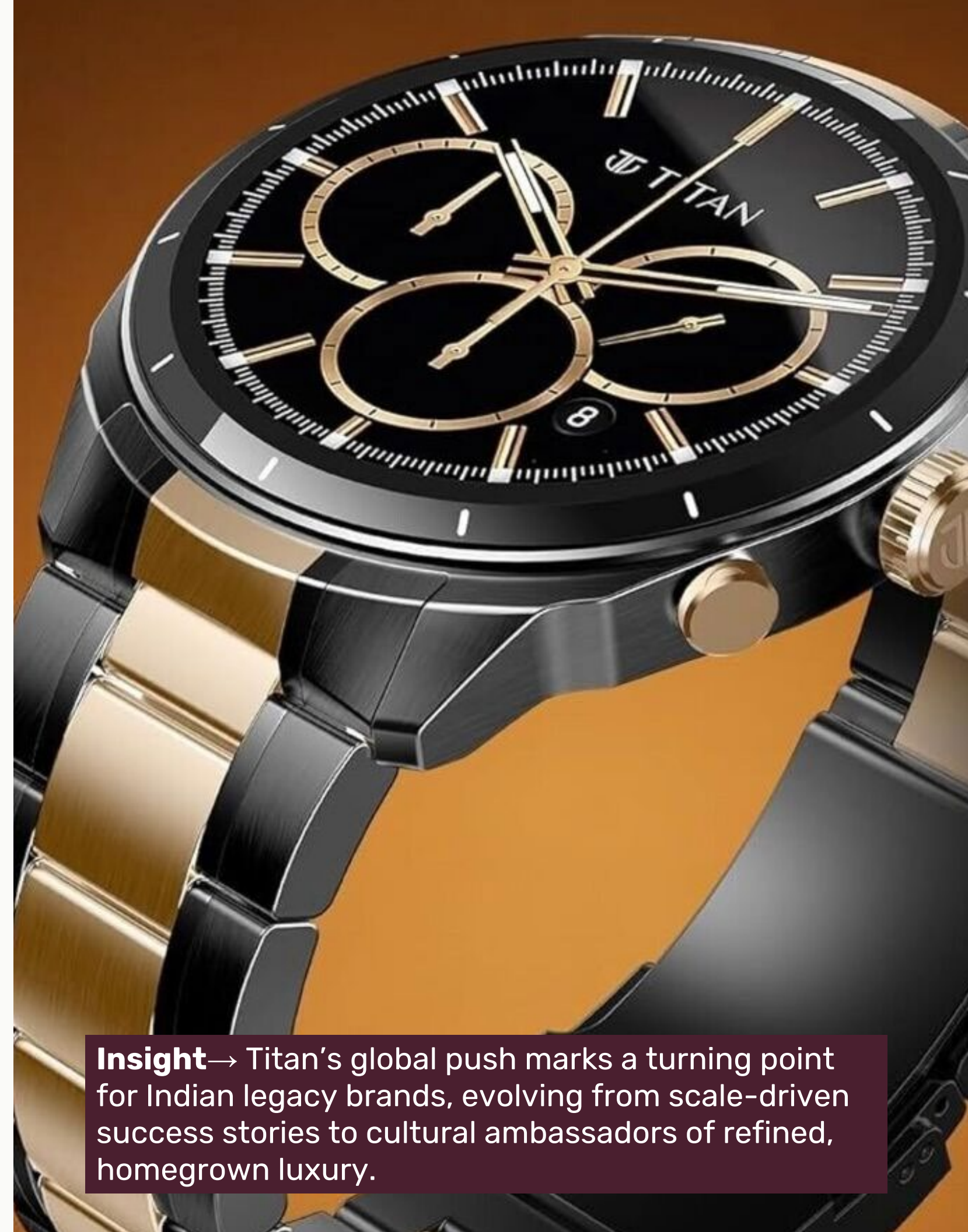


Insight → Reliance's massive investment in food parks highlights how Indian retail giants are moving upstream — owning the production pipeline to drive efficiency, traceability, and market control.

Titan Repositions for Global Growth with Premium Watch Strategy

In August 2025, The Titan Company, a Tata Group subsidiary and India's largest watchmaker, announced a major strategic shift aimed at transforming itself into a global premium and luxury player. The company revealed plans to expand its international footprint across Southeast Asia, the Middle East, and select European markets while revamping its domestic portfolio to focus on high-value segments. This repositioning includes premium launches under Titan, Raga, and Xylys, along with new limited-edition collaborations that blend Indian artistry with global design sensibilities.

Titan's renewed strategy underscores its ambition to elevate "Make in India" craftsmanship to global luxury standards. By targeting affluent consumers and tapping into India's growing reputation for quality and design, Titan is redefining what an Indian brand can represent on the world stage.



Insight→ Titan's global push marks a turning point for Indian legacy brands, evolving from scale-driven success stories to cultural ambassadors of refined, homegrown luxury.

Shraddha Kapoor-Backed Palmonas Raises ₹55 Crore to Fuel Expansion

In August 2025, Shraddha Kapoor's demi-fine jewellery brand Palmonas raised ₹55 crore in its Series A funding round led by Vertex Ventures Southeast Asia & India. The capital infusion will power the brand's expansion into new product lines, including 9 kt-gold and luxury vermeil collections, and support its ambitious plan to open 100 new stores across India by 2026.

Co-founded by Kapoor, Palmonas has quickly established itself as India's first celebrity-backed demi-fine jewellery label, bridging the gap between fine and fashion jewellery. Its modern design language, affordable luxury positioning, and the star's influence have propelled the brand into India's fast-growing premium accessories segment.

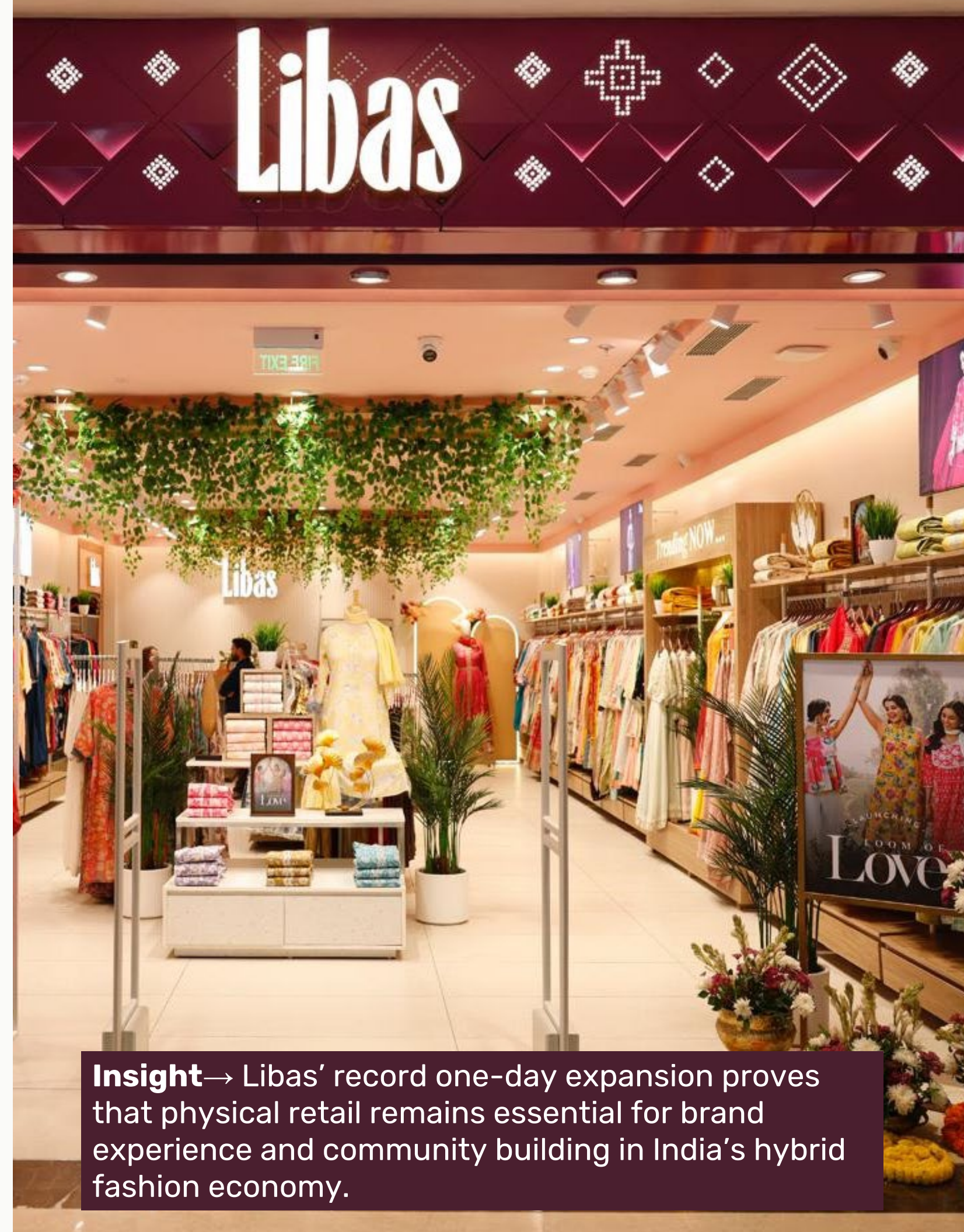


Insight→ Shraddha Kapoor's Palmonas proves how celebrity-founded brands in India are maturing beyond endorsements, building scalable, design-led businesses rooted in authenticity and modern aspiration.

Libas Executes 11 Store Launches Across India in a Single Day

In mid-August 2025, Indian apparel brand Libas achieved a remarkable retail milestone by inaugurating 11 new stores across India within a single day. The expansion spanned key metros and tier-2 cities, reinforcing the brand's commitment to accessibility and on-ground presence even as e-commerce continues to grow.

The coordinated rollout reflects Libas' confidence in India's evolving fashion landscape, where regional demand and omni-channel engagement drive long-term growth. By betting on physical retail alongside its strong online footprint, the brand is deepening its connection with aspirational middle-class consumers seeking affordable, trend-driven fashion.



Insight→ Libas' record one-day expansion proves that physical retail remains essential for brand experience and community building in India's hybrid fashion economy.

Ginger Charts Ambitious Expansion Plan Toward 1,000 Hotels Across India

In August 2025, the Indian Hotels Company Limited (IHCL) announced an aggressive expansion strategy for its mid-scale brand, Ginger, positioning it as one of the fastest-growing hospitality chains in India. CEO Puneet Chhatwal revealed plans to scale the brand toward 1,000 hotels nationwide, citing strong demand in the business travel and affordable-luxury segments.

The expansion will focus on a mix of company-owned and managed properties, targeting Tier-1 and Tier-2 cities where mid-scale hospitality remains underserved. By leveraging IHCL's operational expertise and the Ginger brand's smart design and tech-friendly model, the company aims to capture India's growing base of value-conscious travelers.



Insight→ Ginger's bold 1,000-hotel vision reflects how Indian hospitality brands are redefining scale, not through opulence, but through accessibility, design efficiency, and deep market reach.

Lay's Collaborates with ARKS for Limited-Edition 'Colour-Lays' Sneaker Drop

In August 2025, Lay's India announced a creative collaboration with lifestyle and sneaker brand ARKS to launch "Colour-Lays", a limited-edition sneaker collection inspired by the vibrant palette of Lay's iconic chip flavours. Each pair blends ARKS' streetwear design language with Lay's signature colours like Classic Yellow, Cream & Onion Green, and Hot & Sweet Red, creating a bold crossover between food culture and fashion.

The collaboration marks a new phase in Lay's brand storytelling, positioning the snack giant as a lifestyle statement rather than just a product. The drop was accompanied by an interactive campaign featuring digital try-ons, influencer showcases, and exclusive giveaways through ARKS' e-store.



Insight→ Lay's x ARKS shows how FMCG brands are extending beyond traditional marketing, turning consumer products into fashion statements that merge pop culture, nostalgia, and design innovation.

Ather Energy Unveils EL Electric-Scooter Platform and AtherStack 7.0

In August 2025, Ather Energy introduced its new “EL” electric-scooter platform at the brand’s annual community event, signaling the next phase of its innovation roadmap. The showcase featured concept models built on the EL architecture, promising improved range, faster charging, and enhanced design modularity.

Alongside the hardware reveal, Ather also launched AtherStack 7.0, its upgraded software ecosystem offering better connectivity, predictive maintenance, and advanced navigation features. Together, these unveilings strengthen Ather’s position at the forefront of India’s smart EV evolution, blending engineering depth with consumer-driven intelligence.

A sleek, modern electric scooter with a white body and bright yellow accents on the seat and side panels. It features a large, illuminated headlight and a digital display on the handlebars. The scooter is positioned on a blue carpeted floor in front of a light-colored wall with large, abstract circular patterns.

Insight→ Ather’s EL platform and software upgrades show how Indian EV brands are moving beyond hardware, building ecosystems where design, data, and digital experience power loyalty.

Ananta Capital Takes Majority Stake in Rubans to Fuel Accessory-Scale Growth

In August 2025, private-equity firm Ananta Capital completed the acquisition of a majority stake in Rubans (via its parent company Fonte Fashions India Pvt Ltd), a rapidly-growing Indian fashion-jewellery brand founded in 2017 by Chinu Kala and Amit Kala.

Rubans started as a single mall kiosk and, within a few years, scaled into a digitally-native, omnichannel accessories label focused on trend-led, affordable luxury jewellery for young Indian women. With Ananta's backing, the brand plans to invest significantly in design innovation, module its omnichannel footprint (online-off-line), and ramp up marketing and community building to become India's destination for women's fashion accessories.

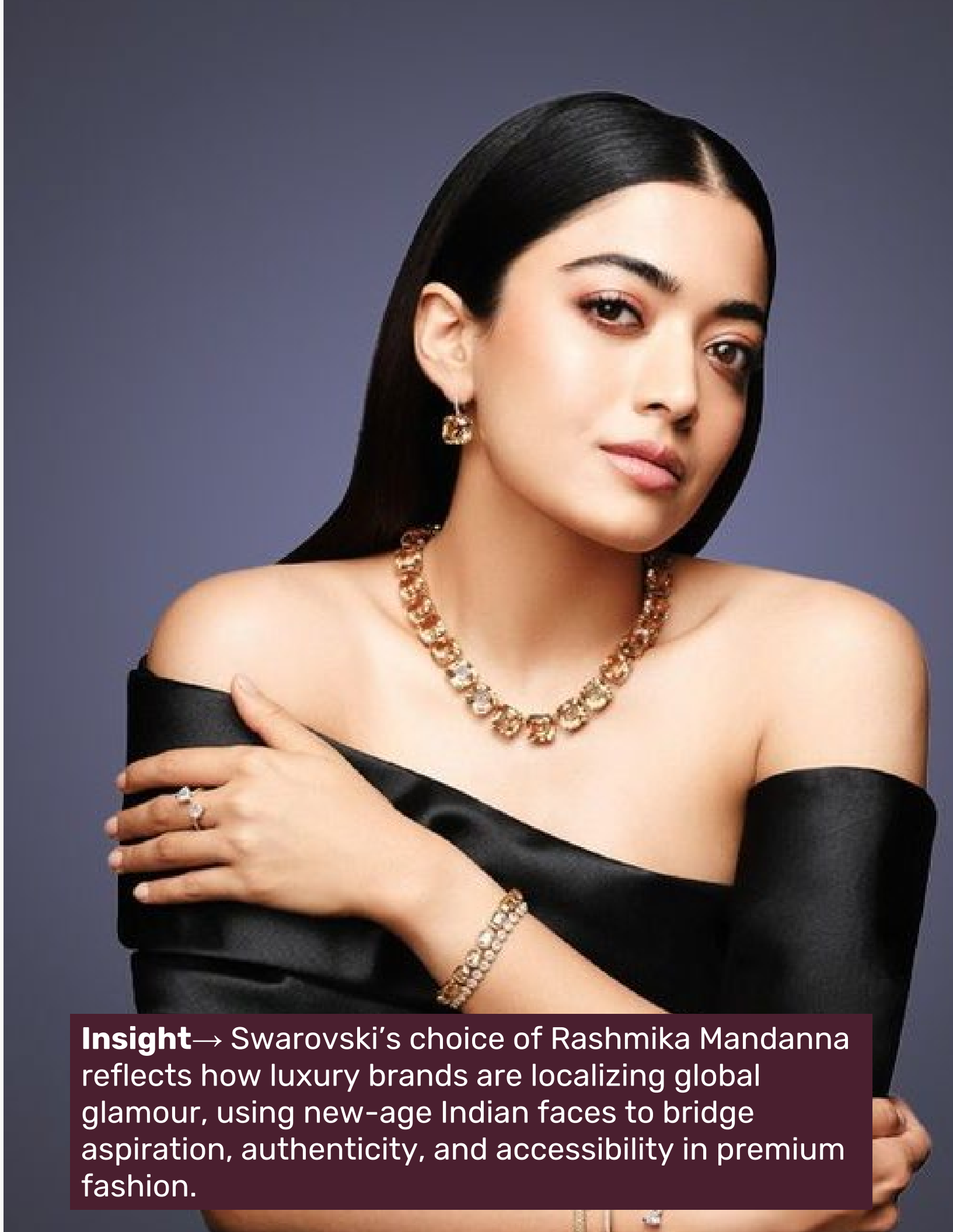


Insight→ Rubans' leap marks a wider shift: accessory-centric brands in India are achieving institutional-scale capital, signalling that the "fashion jewellery" space is no longer fragmented but becoming investible and innovation-led.

Rashmika Mandanna Becomes Swarovski's New Indian Brand Ambassador

In August 2025, global luxury jewellery brand Swarovski announced actress Rashmika Mandanna as its new Indian brand ambassador, marking a strategic move to strengthen its connection with younger, style-conscious consumers. The announcement came alongside Swarovski's latest collection launch in India, blending contemporary craftsmanship with bold, expressive design.

Rashmika's appointment symbolizes the brand's commitment to aligning with India's rising generation of cultural icons who embody confidence, elegance, and individuality. Her association brings a fresh, relatable edge to Swarovski's luxury positioning in one of its fastest-growing global markets.

A portrait of actress Rashmika Mandanna against a dark blue background. She is wearing a black off-the-shoulder dress and is adorned with Swarovski jewelry, including a large necklace, a ring, and a bracelet. She has long dark hair and is looking towards the camera with a slight smile.

Insight→ Swarovski's choice of Rashmika Mandanna reflects how luxury brands are localizing global glamour, using new-age Indian faces to bridge aspiration, authenticity, and accessibility in premium fashion.

Beyond the Headlines

- Voltas Limited (Tata Group) expanded its direct retail network on August 22, 2025, with new Company Owned outlets across India.
- UNIQLO announced its first Western India store in Pune, set to open on September 26.
- Marico launched *Parachute* Botanics, a premium natural hair-care range, extending its legacy into clean beauty.
- ITC entered the healthy-snack segment with NutriNosh, featuring baked chips and protein bars for India's growing wellness market.



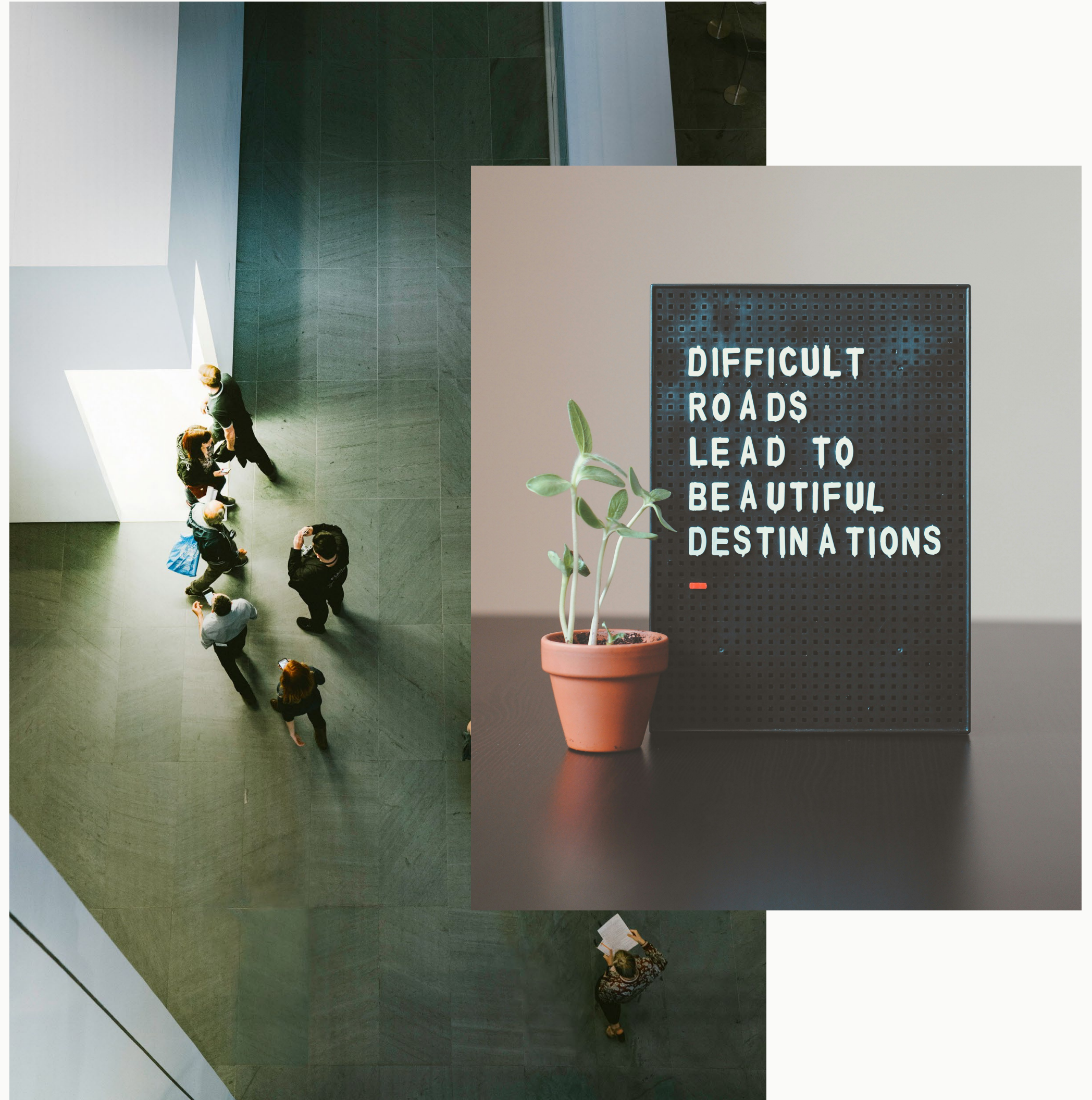
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Final Thoughts

August 2025 proved that India's growth story isn't just about expansion, it's about elevation. From Reliance and Mahindra redefining industry roadmaps to Libas, Ather, and Rubans shaping consumer culture, this month captured how India is merging scale with sophistication.

As Indian brands rise to global relevance, they bring something the world can't replicate, purpose, personality, and persistence.

Until next month, keep watching the signals.





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PUBLISHED SEPTEMBER, 2025

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