
A COMPREHENSIVE ANALYSIS OF ZUDIO FASHION BRAND – A CASE STUDY

Ashwini N.

*Research Scholar, Institute of Management and Commerce,
Srinivas University, Mangalore, India
n.ashwini76@gmail.com*

Dr. Venkatesh S. Amin

*Research Guide, Institute of Management and Commerce,
Srinivas University, Mangalore, India*

ABSTRACT

Zudio is a brand operated by the Indian retail giant, Trends & Beyond, which was a part of the larger TATA Group in the year 2008. The brand was launched to provide accessible, fashionable clothing to a broad customer base, establishing itself as a good value choice in the cutthroat retail sector. The company sells a variety of trendy items, such as footwear, accessories, and apparel. It is a well-liked option among customers who are concerned about fashion because it is renowned for offering fashionable solutions at reasonable costs. Zudio offers a wide range of products, from casual wear to more formal clothes, to cater to a diversified audience.

With its wide array of products, from casual wear to more formal attire. Zudio represents a successful model of integrating fashion, affordability, and customer-centric service, making it a notable player in the Indian retail landscape. This article illustrates different elements of the organization, its company sections, and marketing strategies, the secondary data were obtained from various scholarly journals, websites, and books. We have analyzed the financial performance, and corporate social responsibilities of the company and examined their strategies using the SWOC framework as a research case study.

Keywords: ZUDIO- “Fashion at Star Price”, Marketing Strategies, SWOC Framework, Corporate Social Responsibility, Affordable Clothing.

1. INTRODUCTION

The Indian fashion industry is a large and constantly evolving sector that includes the design, production, marketing, and retail of clothing and accessories. Fashion is essentially defined as the styles of clothing and accessories worn by different groups of people at a particular time. The Industrial Revolution, which took place from the late 18th to the early 19th centuries, was a significant turning point for the fashion industry. Textile production became mechanized, allowing for mass production of fabric, leading to the birth of the ready-to-wear clothing industry. The 20th century saw fashion evolve from a privilege of the elite to an accessible, global industry. This era marked the rise of iconic retail brands and global expansion. Fashion became a reflection of youth culture, particularly in the 1960s when

designers like Mary Quant (who popularized the miniskirt) embraced bold colours and revolutionary styles. Mass production expanded, and the idea of fast fashion began to take root as brands like H&M (Hennes & Mauritz) and Zara started their journey by making affordable, trendy clothing available.

The 20th century also saw luxury brands become global icons. Companies like Gucci, Louis Vuitton, and Chanel expanded beyond their national borders, marketing their heritage, craftsmanship, and exclusivity to an international audience. A digital revolution in the rise of the internet and digital technologies has transformed the retail fashion industry. Brands like ASOS, Boohoo, and Fashion Nova embraced online shopping, creating fast, and trend-driven fashion available at the click of a button. Platforms such as Instagram and TikTok have significantly influenced the fashion industry, enabling consumers to track trends instantly and stay updated in real time. Growing awareness of the environmental and ethical impacts of fast fashion led to a push for more sustainable practices with retail brands constantly evolving to meet the needs of a changing world. **It includes everything from high-end couture to everyday wear** characterized with its swift transition of high-fashion designs into affordable ready-to-wear garments, Zudio has experienced exponential growth. The increasing internet penetration and a young population keen to stay trendy without overspending provided an ideal environment for Zudio's emergence. As a subsidiary of Trent Limited, a key player in the retail industry, Zudio has carved a niche by offering stylish yet affordable clothing to a diverse customer base. Its rapid growth and expansion highlight the crucial role of brand awareness in the success of contemporary businesses.

Have you ever thought, “I wish I had the same clothes,” after looking at your favourite actor or actress? It seems to be a pleasant experience, but when it comes to the cost of these outfits is so expensive that the salary earned would not be enough to buy. When we think so we only have one thought: why not purchase a copy? However, this is our reaction after realizing the product's quality. by saying money is wasted in buying such a product. But today there is such an Indian company which can give you stylish clothing like TV stars and less than 1000 rupees.

Zudio is an Indian **value-fashion retail brand** launched in **2016** by **Trent Limited**, which is a part of the **Tata Group**, one of India's most trusted business conglomerates. The brand was created with a vision to **make fashion affordable, accessible, and aspirational** for the Indian mass market. Unlike high-end or premium fashion brands, Zudio focuses solely on delivering **trendy apparel at competitive prices**, specifically designed for the **price-conscious Indian consumer**. The brand has positioned itself as a “value-fashion” retailer, aiming to make fashionable apparel accessible to the masses without compromising on style or quality.

It operates on a **standalone retail format**, runs **exclusive brand outlets (EBOs)** rather than selling through multi-brand stores. These outlets are strategically located in high-traffic areas, such as shopping malls and prime urban streets, across Tier I, II, and III cities. The brand has seen **rapid expansion**, with **over 400 stores** across 42 cities in India as of 2024. A major player in the retail industry has carved out a niche by offering stylish yet affordable clothing

to a wide-ranging customer base. Its swift growth and expansion highlight the critical role of brand awareness in the success of modern business. Zudio ensures a seamless and consistent shopping experience by integrating its online and offline channels. Through services like Buy Online, Pick Up In-Store (BOPIS) and same-day delivery, it offers convenience and immediacy to customers. Real-time single inventory management helps maintain stock accuracy across platforms, avoiding stockouts or excesses. By combining its physical store network with digital platforms like Flipkart, Tata Cliq, and Amazon, Zudio effectively meets customer needs while keeping prices low and leveraging digital media for wider reach and engagement.

2. REVIEW OF LITERATURE

Aprem, A.S(2022) Sustainable Practices in Textile Dyeing and Printing” by Textile dying sustainable practices focus on reducing the environmental and social impacts of the processes. It aids in the productive consumption of natural resources, reduction of production costs, and waste generation, a sustainable development that focuses on the cultural, social, economic, environmental, and technological aspects of the textile processes and productions.

Jain and Gupta (2020) discussed the competitive advantage of fast fashion brands in India, focusing on how rapid product turnover, affordable pricing, and trendy designs appeal to millennial consumers. Their research shows that frequent updates in product collections and a focus on low-cost, fashion-forward clothing help attract and retain customers in urban areas like **Bangalore**. This insight directly aligns with **Zudio’s strategy**, as the brand targets large millennial population by consistently offering fresh, stylish, and affordable collections, building strong customer loyalty in a competitive market.

Casciani, Chkanikova, and Pal (2022) explores how digital transformation is revolutionizing the fashion industry by enhancing supply chain efficiency, enabling new business models, and promoting sustainability-driven innovation. The authors emphasize that digital tools—such as AI, real-time data systems, and digital platforms—can improve inventory management, streamline production, and reduce waste, ultimately supporting more sustainable and responsive fashion systems. Zudio has a critical opportunity to leverage digital tools not just for speed and scale, but also for **sustainable innovation**—such as demand forecasting to reduce overproduction, digitized supply chain tracking for transparency, or exploring AI-driven design personalization.

Hima Bindu’s (2020) study highlights that **brand reputation and consumer trust** play a critical role in influencing purchase decisions. Consumers tend to choose products from brands they perceive as reliable, honest, and consistent in quality. Despite being a relatively new and affordable fashion brand, Zudio gains immediate credibility in the eyes of consumers due to Tata’s strong reputation. This trust helps Zudio attract first-time buyers, retain loyal customers, and expand confidently into newer markets, especially in tier 2 and 3 cities where brand image significantly impacts buying behavior.

Herweg and Rosato (2019) studied how some businesses use a bait-and-switch strategy—where customers are drawn in with low prices but then encouraged to buy more expensive items once they arrive. This tactic can be misleading and creates unfair pressure on customers. However, Zudio does not follow this approach. While it attracts people with very low prices, it keeps most of its products affordable and does not try to upsell.

2.1. Unique Contribution of the Zudio Case Study to Existing Literature

The Zudio case provides a novel perspective on value fashion retailing in emerging economies by showcasing how an offline-first, hyper-localized strategy can effectively capture underserved markets. Unlike traditional Omni channel, Zudio's emphasis on exclusive in-store experiences and region-specific assortments highlights a unique retail format that leverages cultural relevance over digital scale. This approach introduces a fresh framework for understanding consumer behavior in non-metro regions, particularly among price-sensitive youth. Additionally, the brand's ability to balance affordability with trend responsiveness underlines an alternative model of fast fashion adapted to localized demand. By operating successfully without a standalone e-commerce platform, Zudio also challenges prevailing assumptions about digital dependence in modern retail growth, offering new dimensions for studying retail scalability, operational efficiency, and strategic positioning in India's evolving retail landscape.

3. OBJECTIVES OF THE STUDY

- On the way to understand the company's business strategy.
- To examine the pricing strategy in the affordable fashion market.
- With the aim to identify Zudio's competitors, products, and services.
- To explore the company's marketing approach.
- To assess the company's corporate social responsibility efforts.
- To identify factors that influence customer loyalty to Zudio.

4. RESEARCH METHODOLOGY

This case study is based on secondary data, with information gathered from published sources. It outlines the marketing strategies of Zudio Company, providing detailed assessments derived from journal articles, newspapers, and business websites, including the company's website. The case study method helps explore how Zudio's pricing, consumer trust (linked to the Tata brand), store strategy, and emerging sustainability efforts work together in real-world settings. Since Zudio is relatively underexplored in academic research, the case study approach provides a practical way to generate new insights, understand brand-specific challenges, and offer actionable recommendations.

5. PRODUCTION STRATEGY

Zudio continues to be a dominant player in the fashion industry where India looks for affordable clothing at a reasonable price.



- Zudio is the trend parent company that creates its in-house designs that look up to the latest fashion, and products that attract young adults where the products are initially sent to only a few stores in the market in just 12 days. If the product performs well and gets sales, they produce it in large quantities and distribute it to the remaining stores. This adds to the advantage of in-house designing and production for having better, control over the cost and quality.
- The second strategy takes place, is 'Economies of Scale Suppose, 1000 people live in a city, of which only 50 are rich. So some fashion brands like Zara will sell their products to those 50 people who can afford them. But the rest of the people would look for trendy clothes at affordable prices this is one of the production strategies that Zudio looks for to reduce their cost of production.

Demography: Zudio targets young adults in addition to urban and semi-urban consumers.

6. MARKETING STRATEGIES

The marketing strategy strengthens Zudio Fashions' marketing mix, which assesses the brand and company by directing on the 4Ps Product, Price, Place, and Promotion. Zudio has carved a niche in the fast-fashion market by focusing on:

1. First and foremost, most of the company's products are not sold online but only in their outlets (offline). This increases the delivery cost, and reverse logistics costs will add up to the product cost, making the product costlier. Instead of paying delivery costs, customers would prefer to buy products offline.
2. Instead of extensive advertising campaigns, Zudio focuses on establishing a direct connection with its customers through strategic initiatives placements, and word-of-mouth communication.
3. Market penetration Zudio has strategically positioned its stores in tier 2 and tier 3 cities, where the demand for affordable fashion is growing but often remains unmet this approach has helped the brand build a strong connection with its target audience without heavy advertising.
4. Leveraging the Tata Group's vast sourcing and supply chain capabilities, Zudio offers products at significantly lower prices than many competitors. Most items are priced under ₹1500
5. The brand tailors its collections to resonate with local fashion sensibilities, making them relatable and accessible to a wide audience.
6. Zudio's agile business model allows it to quickly adapt to the latest fashion trends, ensuring that its collections remain fresh and appealing.
7. Zudio continues to expand its footprint across India, with plans to open more stores and increase its market share in the fast-fashion segment
8. The brand maintains an active digital presence to engage with its young audience, leveraging social media platforms to showcase its latest collections and promotions.

Zudio, a fashion brand under Trent Limited, adheres to several Corporate Social Responsibilities (CSR) initiatives focused on making a positive contribution to society and the environment here's a detailed overview.

7. CORPORATE SOCIAL RESPONSIBILITY

Trent Limited's CSR philosophy is based on the Tata ethos of "what comes from the community should go back many times," reflecting their commitment to societal and sustainable development.

1. *Plastic Waste Management:* Trent collaborates with Wise Bin to gather and recycle plastic waste from Zudio stores and warehouses. They also adopt biodegradable bags and use recycled materials like paper and cardboard to reduce their environmental footprint.
2. *Sustainable Materials:* Zudio encourages ethical fashion choices among its customers by incorporating sustainable materials into its products, promoting a more eco-conscious industry.
3. *Sustainable Strategy:* Trent's sustainability approach is centered on six pivotal pillars.
4. *Resource Efficiency:* Maximizing resource use to minimize waste and enhance efficiency.
5. *Product Stewardship:* Ensuring environmentally responsible design, manufacture, and disposal of products.
6. *Sustainable Logistics:* Adopting logistics practices that lessen environmental impacts.
7. *Social Wellbeing:* Prioritizing the welfare and development of communities and employees.
8. *Strategic CSR:* Aligning CSR activities with core business strategies for greater impact.
9. *Governance:* Upholding high standards of corporate governance to ensure ethical conduct and transparency.
10. *Community Collaboration* Trent's CSR projects emphasize community collaboration and active participation, fostering strong relationships and support systems within society.

8. CORPORATE GOVERNANCE

Trent adheres to the Tata Code of Conduct for both employees and non-executive directors. This includes: A whistle-blower policy to ensure transparency and accountability and an insider trading prevention policy to uphold integrity and trust.

Zudio leverages key strengths such as ultra-low pricing, a strong offline presence, localized assortments, and the trusted Tata brand to cater to value-conscious consumers, especially in tier 2 and 3 cities. However, it faces weaknesses like the lack of a dedicated e-commerce platform, limited tier 1 city penetration, and minimal customer engagement programs. The brand has significant opportunities to grow through digital expansion, deeper rural reach, and

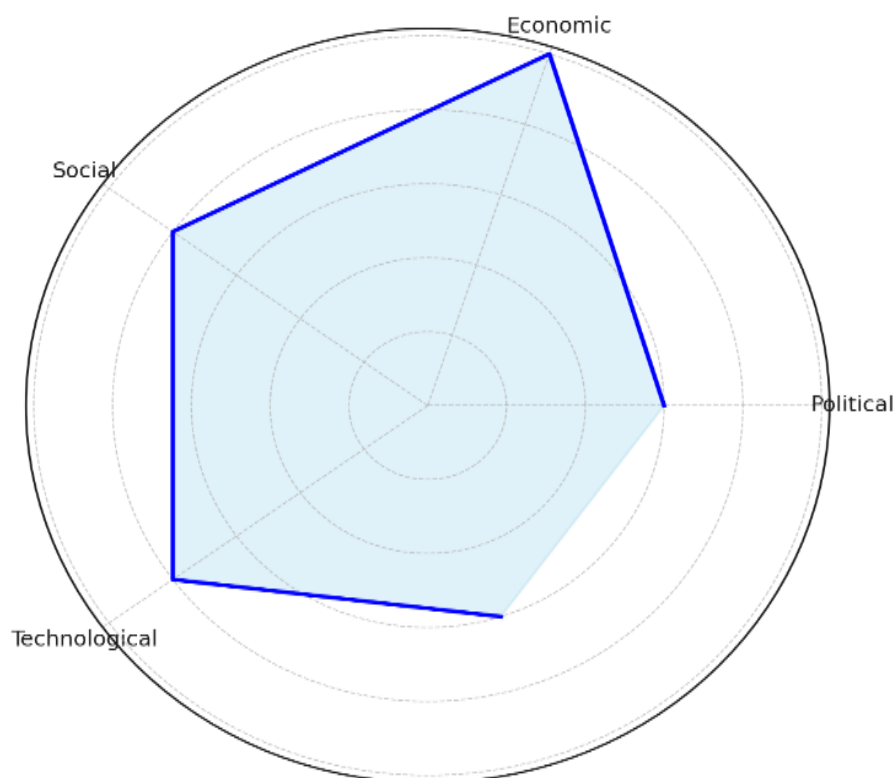
youth-focused marketing. At the same time, it must navigate challenges like increasing competition, offline dependency, and the environmental concerns tied to fast fashion.

Table 1: SWOC Analysis of ZUDIO Fashion

STRENGTHS	<ul style="list-style-type: none"> ➤ Affordable pricing ➤ Diverse product range ➤ In house production ➤ Loyal customer base ➤ Brand recognition as Tata group
WEAKNESS	<ul style="list-style-type: none"> ➤ Limited marketing resources ➤ Dependence on budget segment
OPPORTUNITIES	<ul style="list-style-type: none"> ➤ Expansion plan ➤ Social media engagement ➤ E-Commerce growth
CHALLENGES	<ul style="list-style-type: none"> ➤ High competition ➤ Economic factors ➤ Perception as a cheap brand.

9. PEST ANALYSIS OF ZUDIO FASHION

PEST Analysis Radar Chart: Zudio



PEST analysis has consistently been a key aspect of the external macro-environment in which the company operates, considering the following factors:

Political Factors: Zudio operates under stable Indian retail regulations. However, changes in FDI (Foreign Direct Investment) policies, GST compliance, and labour laws can influence its operations. Policies promoting “Make in India” and textile sector incentives are beneficial, but import restrictions or sudden regulatory changes could pose risks, especially in sourcing or logistics.

Economic Factors: Zudio’s success is strongly tied to economic indicators like disposable income, inflation rates, and consumer spending in lower-income segments. As a value brand, it benefits from increasing demand in price-sensitive markets. Economic slowdown or inflation, however, could reduce consumer spending on non-essential items like fashion.

Social Factor: The rising influence of urbanization, youth fashion trends, and social media has shaped a growing appetite for affordable, trendy clothing. Zudio effectively taps into this demand, especially in emerging cities. However, shifts toward ethical fashion and sustainability may challenge its fast-fashion model if not addressed.

Technological Factors: Technology is central to fashion retail today. Although Zudio is primarily offline, it has begun integrating digital tools like inventory management, BOPIS, and same-day delivery via third-party platforms. Still, competitors investing in AI-driven personalization, AR/VR trials, and full-fledged Omni channel ecosystems may gain a technological edge.

10. COMPETITORS OF ZUDIO FASHION

Zudio is a retail fashion and leisure brand in India that is owned by Trent Limited, a division of the Tata Group. It focuses on young people and buyers on a tight budget by providing fashionable, trendy, and reasonably priced apparel, accessories, and footwear. With an emphasis on cost and style, Zudio competes in the fast-fashion market using a value-driven business model.

Table 2: List of Zudio’s Competitors, Including Top-performing Companies, their Year of Establishment, Founders, and Annual Turnover

Sl No	Name of the Company	Established On	Founder	Annual Turnover
1	YOUSTA (Reliance Retail)	2023	Akhilesh Prasad	Rs. 300,000 Crore
2	STYLE-UP (ABFRL)	2019	Sangeeta	Rs. 12,418 Crore.
3	INTUNE (Shoppers Stop)	2023	Ken Lentz	Rs. 345 Crore
4	V-MART	2002	Lalit Agarwal	Rs. 24,798 Million
5	STYLE BAZAAR	2016	Shreyans Surana	Rs. 749.3 Crore.
6	CITY KART	2012	Sudhanshu Agarwal	Rs. 560 Crore.
7	V2 RETAIL	2011	Ram Chandra Agarwal	Rs. 838.88 Crore.

Zudio, backed by the Tata Group, has established itself as a strong player in the Indian affordable fashion market through its ultra-low pricing, offline-first strategy, and focus on tier 2 and 3 cities. Compared to newer entrants like Yousta (Reliance Retail) and Intune

(Shoppers Stop), Zudio holds a first-mover advantage in the value fashion segment with a well-established store network and brand trust. While Yousta benefits from Reliance's massive financial and technological backing, and Style-Up leverages ABFRL's retail experience, Zudio's consistent growth and localization strategy make it a strong competitor. Smaller brands like City Kart, Style Bazaar, and V2 Retail cater to regional markets with a hyper-local focus and price-sensitive offerings, but they lack the national reach and brand power of Zudio. In terms of scale, only Yousta and Style-Up operate with comparable corporate support, while Zudio's rapid expansion and curated in-store experience give it a strategic edge in penetrating non-metro markets. Overall, Zudio is well-positioned to maintain and grow its market share amidst rising competition in the value retail segment.

11. FINDINGS

1. It offers a wide variety of sizes to cater to various body types and promote body positivity.
2. Zudio primarily sells products through physical outlets, which reduces delivery and reverse logistics costs, making it more cost-effective for customers to buy offline.
3. Instead of relying on extensive advertising campaigns, Zudio emphasizes direct customer engagement through strategic placements and word-of-mouth communication.
4. By leveraging Tata Group's supply chain, Zudio offers products at lower prices, with most items priced under ₹1500, making it more affordable than many competitors.
5. Zudio has strategically positioned its stores in underserved markets, particularly in tier 2 and tier 3 cities, to meet the growing demand for affordable fashion.
6. They also adopt biodegradable bags and use recycled materials like paper and cardboard to reduce their environmental footprint.

12. SUGGESTIONS AND RECOMMENDATIONS

Based on the above assessment, we propose further viable enhancement suggestions:

1. Utilize technologies like AI for trend forecasting, AR for virtual try-ons, and 3D printing for faster prototyping and customization.
2. Invest in a user-friendly E-Commerce platform and with customers via social media and other digital platforms.
3. Invest in training programs to ensure employees are knowledgeable and passionate about the brand. If needed to guide the customers to make purchases.
4. To have better collaborations with Partners, influencers, designers, and other brands to create unique collections and expand reach.
5. To gather and analyze customer feedback to improve products and services.
6. To start with online stores considering the customer's time constraints and to make sure consumers are informed about all products beyond just the flagship items available at the stores.
7. The industry should provide some advertisements and offers launched to the early bird customers in turn creating brand loyalty for the products.



8. Consumers tend to exhibit strong brand loyalty to international brands. While customers have the freedom to choose any brand, they should consider supporting and promoting homegrown brands like Zudio Fashions, which is an Indian brand.
9. Host or participate in fashion shows, exhibitions, and events to showcase new collections and engage with the fashion community.
10. Introduce a rewards program to retain loyal customers and encourage repeat purchases.
11. Implement AR features in stores or online to create interactive and immersive shopping experiences.

A complete study should be conducted through new research to develop innovative clothing by understanding consumer behavior and assessing brand loyalty, which will help enhance demand patterns.

13. CONCLUSION

Zudio has successfully disrupted the Indian fashion industry by offering affordable, trendy clothing that appeals to budget-conscious consumers, especially in Tier II and III cities. By focusing on cost-efficiency, sustainable practices, and community engagement, Zudio has carved out a niche in the fast-fashion market. Its ability to provide stylish apparel at competitive prices has made it a popular choice among millennials and Gen Z. Overall, Zudio's strategy of merging affordability with contemporary designs has redefined the fast-fashion landscape in India. Zudio's business provides valuable insights into its market positioning, revenue generation, and customer engagement strategies. From this, we can infer its target audience, pricing approach, and potential competitive advantages. Effective supply chain management and impactful marketing strategies have contributed to building a loyal customer base. Zudio's minimalistic yet effective approach challenges traditional fast-fashion models by focusing on accessibility over excess and relevance over hype. Moreover, its ability to deliver trend-focused apparel without the overhead of e-commerce complexities makes it a distinctive case of retail innovation. Its strategy involves **hyper-localized collections** that resonate with local fashion sensibilities. This approach has helped the brand quickly gain popularity among the youth. Zudio has expanded significantly, boasting over **350 standalone stores** and generating substantial revenue. The brand's success has prompted other retailers to enter the value-fashion segment, intensifying competition in the market.

14. LIMITATION AND FUTURE SCOPE OF THE RESEARCH

As the study is restricted to the source of secondary information, the results generated cannot be generalized because of this the future scope of the studies should be conducted to bridge the gap and should concentrate on collecting primary data so that a clear picture can be obtained. As only SWOT analysis and PEST analysis is used in the analysis of the company marketing strategy the studies can further focus on various analyses to derive at an accurate result.



Future research can explore how Zudio, as a fast-growing, affordable fashion brand, can incorporate **sustainable practices** across its supply chain, such as eco-friendly fabrics, waterless dyeing, waste reduction, and ethical sourcing. Zudio's current offline-first model, researchers could examine the **feasibility and impact of adopting a full-fledged e-commerce platform**.

15. MANAGERIAL IMPLICATIONS

Zudio's strategy offers several key insights for retail managers. Its inclusive sizing promotes body positivity and appeals to a broader customer base. By focusing on offline retail, the brand reduces logistics costs, making its products more affordable. Instead of spending heavily on advertising, Zudio relies on strategic store placement and word-of-mouth to build visibility. Leveraging Tata Group's strong supply chain enables it to keep prices low while maintaining quality. The brand's expansion into tier 2 and 3 cities helps tap into underserved markets with high growth potential. Additionally, its eco-friendly practices, such as using biodegradable and recycled materials, reflect a growing commitment to sustainability—enhancing brand value and consumer trust.

REFERENCES

1. Ornaghi Junior, H. L. (2025). Smart fabric textiles: Recent advances and challenges. *Textiles*, 2(4), 34. [Cross ref](#)
2. Nayak, R., George, M., Jajpura, L., Khandual, A., & Panwar, T. (2022). Laser and ozone applications for circularity journey in denim manufacturing - A developing country perspective. *Current Opinion in Green and Sustainable Chemistry*, 38, 100680. [CrossRef](#)
3. Cai, Y. J., & Choi, T. M. (2020). A United Nations' Sustainable Development Goals perspective for sustainable textile and apparel supply chain management. *Transportation Research Part E: Logistics and Transportation Review*, 141, 102010. [Cross Ref](#)
4. Banken, V., Ilmer, Q., Seeber, I., & Haeussler, S. (2019). A method for smart idea allocation in crowd-based idea selection. *Decision Support Systems*, 124, 113072. [Googlescholar](#)
5. Hidayati, S. C., Goh, T. W., Chan, J. S. G., Hsu, C. C., See, J., Wong, L. K., Hua, K. L., Tsao, Y., & Cheng, W. H. (2021). Dress with style: Learning style from joint deep embedding of clothing styles and body shapes. *IEEE Transactions on Multimedia*, 23, 365–377 [Reference](#)
6. Max Fashion. (2016). *A study on customer satisfaction towards Max Fashion*. Scribd. [Reference](#)



7. Business Standard. (2020, February 29). Zudio: The new engine driving retail giant Trent's revenue growth. *Business Standard*. [Reference](#)
8. Indian Textile Magazine. (n.d.). Zudio [Reference](#)
9. Fibre2Fashion. (n.d.). Trent launches private label store Zudio in Bengaluru. [Reference](#)
10. Apparel Resources. (n.d.). Reliance Retail eyes value apparel space after success of Zudio. Retrieved from <https://in.apparelresources.com/business-news/retail/reliance-retail-eyes-value-apparelspace-success-zudio/>
11. Social Samosa. (2023). what tapirs did for Pulse candy, influencers are doing for Zudio. [Crossref](#)
12. Major, J. S. and Steele, Valerie (2024, October 22). *Fashion industry*. *Encyclopedia Britannica*. <https://www.britannica.com/art/fashion-industry>
13. Vij, S., Gupta, S., Kaur, V., Thakur, A., & Singh, P. (2024, April 15). Affordability unveiled: Decoding Zudio's pricing strategy1. SSRN. Retrieved from [Crossref](#)
14. The Economic Times. (2024, October 7). How the bottom-of-the-pyramid strategy worked out for Zudio. *The Economic Times* [Crossref](#)
15. Nandi, S. (2023, July 24). Zudio business model: How is it disrupting Indian fashion at scale? *The Business Rule*. [Reference](#)
16. Nucleus_AI. (2024, March 5). Business model of Zudio: How did it crack the code of fast fashion in India? You're Story. [CrossRef](#)
17. Sheridan, N. (2024). Zudio marketing strategy 2024: A case study. *Latterly.org*. [CrossRef](#)
18. Startup Urban. (n.d.). Zudio: Revolutionizing fashion retail with affordable style. *Startup Urban*. [Crossref](#)
19. Inspirajournals.com. Zudio by Tata Group: Thriving in the brick-and-mortar era. *fashion Law Journal*. (n.d.)[Crossref](#)
20. Brand study: Zudio. Retrieved from [Crossref](#)
21. Premium Capital Mind. (2024, March). Zudio: The story behind Trent's meteoric rise. *Premium Capital Mind*. Retrieved from [Crossref](#)
22. Study Finance. (n.d.). SWOT analysis of Zudio. Retrieved from [Crossref](#)
23. Nandi, S. (2023, July 24). Zudio business model: How is it disrupting Indian fashion at scale? *The Business Rule*. Retrieved from [Googleschloar](#)



24. Inspirajournals.com. (n.d.). Zudio by Tata Group: Thriving in the brick-and-mortar era. Retrieved from [CrossRef](#)
25. Sanil, H. S., Ramakrishnan, S., Alwethainani, M., Kazi, A. G., et al. (2016). Effectiveness of supply chain management with reference to the apparel industry: A case study in India. *International Review of Management and Marketing*, 6(4), 176-184.
26. Baraldi, E., Ciabuschi, F., Lindahl, O., & Fratocchi, L. (2018). A network perspective on the reshoring process: The relevance of the home- and the host-country contexts. *Industrial Marketing Management*, 70, 156–166 [Googlescholar](#)
27. Zafar, F., & Sarwar, A. (2021). Influence of fashion blogs on technology-driven behaviour of millennials. *International Journal of Fashion Design, Technology and Education*, 14(3), 366-374. [Googlescholar](#)