



spykar 
YOUNG & RESTLESS

THE BRAND

WHO WE ARE



- ESTABLISHED IN 1992 AS A FASHION JEANSWEAR AND ACCESSORIES BRAND

- MR. PRASAD PABREKAR'S AMBITION, COUPLED WITH AN UNWAVERING PASSION AND STRATEGIC INTENT, LED TO THE CREATION OF BRAND

- A BRAND SYNONYMOUS WITH 'YOUTH' AND 'ASPIRATION'

- ONLY HOMEGROWN BRAND EXTENSIVELY PRESENT IN ALL RETAIL FORMATS

- SPYKAR IS A PART OF THE LORD BAGRI PROMOTED METDIST GROUP, A DIVERSIFIED PORTFOLIO OF COMPANIES. THE METDIST GROUP HAS BUILT A GLOBAL PRESENCE IN THE METALS TRADING AND FABRICATION INDUSTRIES AS WELL AS OTHER SECTORS SUCH AS HOSPITALITY, REAL ESTATE AND INSURANCE IN MORE RECENT YEARS.

BRAND POSITIONING



T-SHIRTS

PRODUCT PORTFOLIO

DENIM

TROUSERS

TOPS

SHIRTS





OUR PRESENCE

WIDEST REACH IN THE COUNTRY, AVAILABLE IN OVER 1650 STORES & SHOP & SHOPS*, ACROSS 300+ CITIES & TOWNS OF INDIA.

OFFLINE

Sales Format	No. of stores
Exclusive Business Outlets (EBO)	285
Large Format Stores (LFS)/ Modern trade	610
Multi Brand Outlets	700
Factory Sale Outlets (FSO)/ Alternate Sales	60

* THROUGH OUR PRODUCT CATEGORIES – CLOTHING & ACCESSORIES

OUR NEW EBO IDENTITY // 2025



R-CITY, MUMBAI



R-CITY, MUMBAI



PHOENIX PALLADIUM, MUMBAI

CELEBRITY TIE-UP

SPYKAR X VIDYUT

SPYKAR LAUNCHED ITS LATEST MARKETING CAMPAIGN SPOTLIGHTING THE MOST DESIRABLE FIT - CHICO, WITH ACTION ICON VIDYUT JAMMAL AS THE FACE OF THE COLLECTION. THE CAMPAIGN WAS DESIGNED TO BUILD INTRIGUE, FUEL SPECULATION, AND DRIVE CONVERSATION AROUND CHICO FIT — CREATING A PERFECT BLEND OF CELEBRITY, AND STYLE.



SPYKAR X VIDYUT

OOH CAMPAIGN
MUMBAI
DELHI



OUR SOCIAL PRESENCE



FACEBOOK FAN BASE - 411K



X FAN BASE - 5K



INSTAGRAM FAN BASE - 141K

DENIM ON DENIM

Embrace the power of layering and mix different washes, textures and silhouettes for a fresh take on the classic trend.



SUMMER HOLIDAY

Aims to capture the essence of a sun-soaked vacation, radiating warmth, vibrancy and a carefree spirit.





FASHION
AND
FANTASY