



 nasher miles



Why Nasher Miles?

Key challenges



Monotonous products



Lack of customer connect



High price points



Poor after-sales service



Lack of options online

Nasher Miles' answer to evolving customer needs

Variety & Newness



65+ collections in a wide variety of colors for fashion-conscious travelers

Strong customer connect



Brand ambassador

4.3



1.2 Lakh+ stellar customer reviews on Flipkart & Amazon

High quality, affordable luggage



Mid-priced

24x7 Customer Support

✓ Hassle free 7-10 days return & flexible replacement policies

Digital-first brand



D2C



Corporate gifting

Nasher Miles is disrupting the market with its strong brand proposition of stylish & durable luggage at competitive pricing

What do we sell?

Hard Luggage

Corporate & Casual Backpacks

Luggage Covers, Luggage Tags, etc.

Nasher Miles
Products

>>



Where do we sell?

Online

#1 D2C brand¹
on Amazon, Mynta & Flipkart

amazon

Flipkart



AJIO.COM

nasher miles

www.nashermiles.com

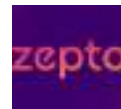
TATA
CLIQ

NYKAA

firstcry

JioMart

Quick
Commerce



Offline

1250+ Stores



Key Milestones

2017-18

Established June 2017

Launched Nasher Miles



Launched in
Hard & Soft luggage

amazon Flipkart

Listed on marketplaces



Forayed into accessories

2019-20



Launched backpacks



Launched brand on Myntra



Exclusive travel partner for
Chennai Super Kings

2021-22

4

Started Made in India
manufacturing

TATA
CLiQ AJIO.COM

Onboarded other marketplaces

nasher miles

Launched website
www.nashermiles.com

2023-24



Onboarded Rishabh Pant as brand
ambassador



All shark deal on
Shark Tank India Season 3

2024-25

Started Offline Distribution
Closed FY25 at 1200 stores.

Made in India at 60% of total
volume

Nasher Miles - The Brand

Targeting early adopters, millennials and Gen-Z consumers

Brand Ambassador resonating with the youth



Distinct new brand identity



All collections feature a signature "orange" detail—such as orange wheels

Amplifying brand awareness through innovative campaigns



Watch "Nasher Miles on Zepto"



Watch "Parent Honeymoon Campaign"

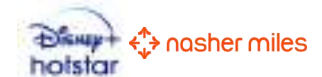


Watch "Santa is off duty"

Social media assets



✓ Collaborations: "Giveaway signed merchandise from Rishabh Pant"



✓ Features in the fifth episode of 'Brands of Tomorrow™' on Hotstar

60K+
Followers



7.5K+
Followers



✓ Industry-leading social capital and strong brand recall

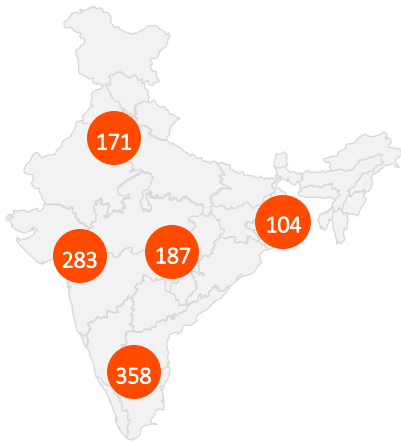
Nasher Miles being recognized as a reliable and stylish luggage brand among its customers & followers

All Shark Deal on Shark Tank India Season 3



Rapidly scaling presence in offline

Pan India retail footprint



1,330+

Presence across MBO outlets
pan India established in
9MFY25

Presence across multiple retail touchpoints



Enabled by a solid offline sales team

25+

Retail team strength



Samsonite



VIP
safari

Previous work ex

DELSEY
PARIS



VICTORINOX

Entry into Modern Trade



Present in
Hyderabad & Delhi



Starting in first
quarter- FY'26

EBOs across India- Expected to open another 25 outlets soon





Exclusive Brand Outlet Store Design

नैशर माइल्स

 nasher miles





nasher miles

GOA

SKOLATA

SVT

SE PODEE DE
POMOCNIKI
DO POKOJA
DO 100%

1

2

3

 nasher miles

SÃO PAULO
BOSTON
Cairo

KOLKATA
SYDNEY
MELAN

ATLANTA

Singapore

Wumpack.com

24 miles to
your side
to service
it all

3


2


1








Shop in Shops







Key Collections

Dubai



Oslo



Alexandria



Zanzibar



Silicon Valley



Manhattan



Brooklyn



Williamsburg



Execution-focused leadership team



Lokesh Daga

Co-founder & CEO

15 yrs+

- 15+ years of experience in Online & Offline Retail Trade
- Previous Roles: Head of Online Sales in Customer Lifestyle Division, Philips Electronics India Limited
- Education: MBA Marketing from SPJIMR



Abhishek Daga

Co-founder & Chairman

25 yrs+

- 25+ years of entrepreneurial experience in back-office operations, manufacturing & trading
- Previous Roles: Worked in Silicon Valley with GoTo.com
- Education: MS in Information Systems, Arizona State University



Shruti Daga

Co-Founder & CMO

15 yrs+

- 15+ years of experience in Branding & Marketing
- Previous Roles: Worked at ICICI Bank, Prime Focus, Edelweiss
- Education: MBA Marketing from SPJIMR



Anil Verma

Chief Strategy Officer

28 yrs+

- 28+ years of experience in Strategy & Ops across luggage & other consumer durables
- Previous Roles: COO, DELSEY Paris; Country Manager, Samsonite Asia
- Education: MDP from IIMA; CFA; FRM



Finish.