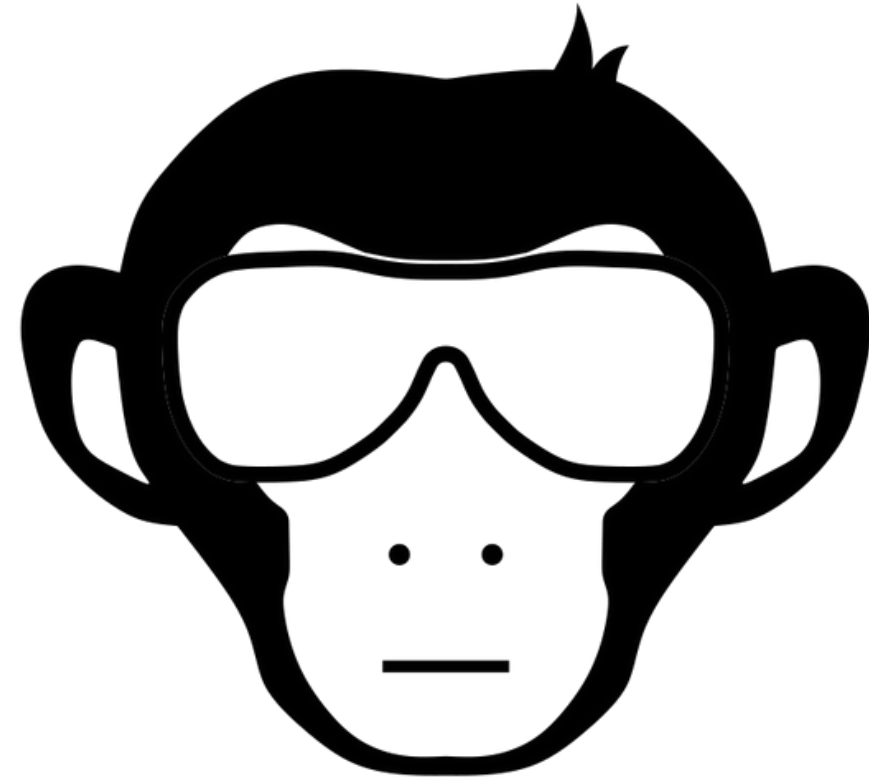




URBAN MONKEY®

Official Merchandise Made Exclusively For The
Indian Underground Street Culture

An Overview by Wavelength Partners

INDIA'S HOMEGROWN STREETWEAR BRAND



Urban Monkey is India's **homegrown** fashion and accessories brand, built on **self-expression** and **cultural relevance**.

While rooted in **street and underground culture**, Urban Monkey appeals to a much wider demographic, offering versatile, trend-forward accessories and apparel.

Remember,

agnostic play

loyal community

first mover's advantage

insane brand recall



To build the biggest ***self sustaining*** underground community
by empowering ***vari0.us*** artists & athletes.

TIME TO SCALE IS NOW

‘Street’ community seeks **sub-culture focused** brands

Lack of homegrown, authentic streetwear brands



Global brands are **overpriced**;
local ones lack quality & credibility



No brand focusing exclusively on
lifestyle accessories like **caps** at scale



CRACKING THE GENZ CODE & UNLOCKING INDIA'S TRUE STREETWEAR POTENTIAL



First-mover advantage in Indian streetwear & caps



Premium quality at accessible price points



Sustainable scaling – in-house design & moving supply chain to India



Strong brand identity & loyal following - through collaborations & cultural relevance



Deep-rooted community engagement – music, art, and street culture



Youth-Centric Fashion & Accessories - promoting **drip culture**

INSTRUMENTAL IN SHAPING INDIA'S UNDERGROUND STREET CULTURE.



Since **2016**,
fueled hip-hop by organizing
cyphers, booking recording
sessions, sponsoring music
videos, as a means to support
emerging rappers & producers

In **2021**,
launched an **artist
residency**(called **Mixtape**),
introducing **illustrators and
street artists** to a new canvas
of garments and lifestyle
accessories

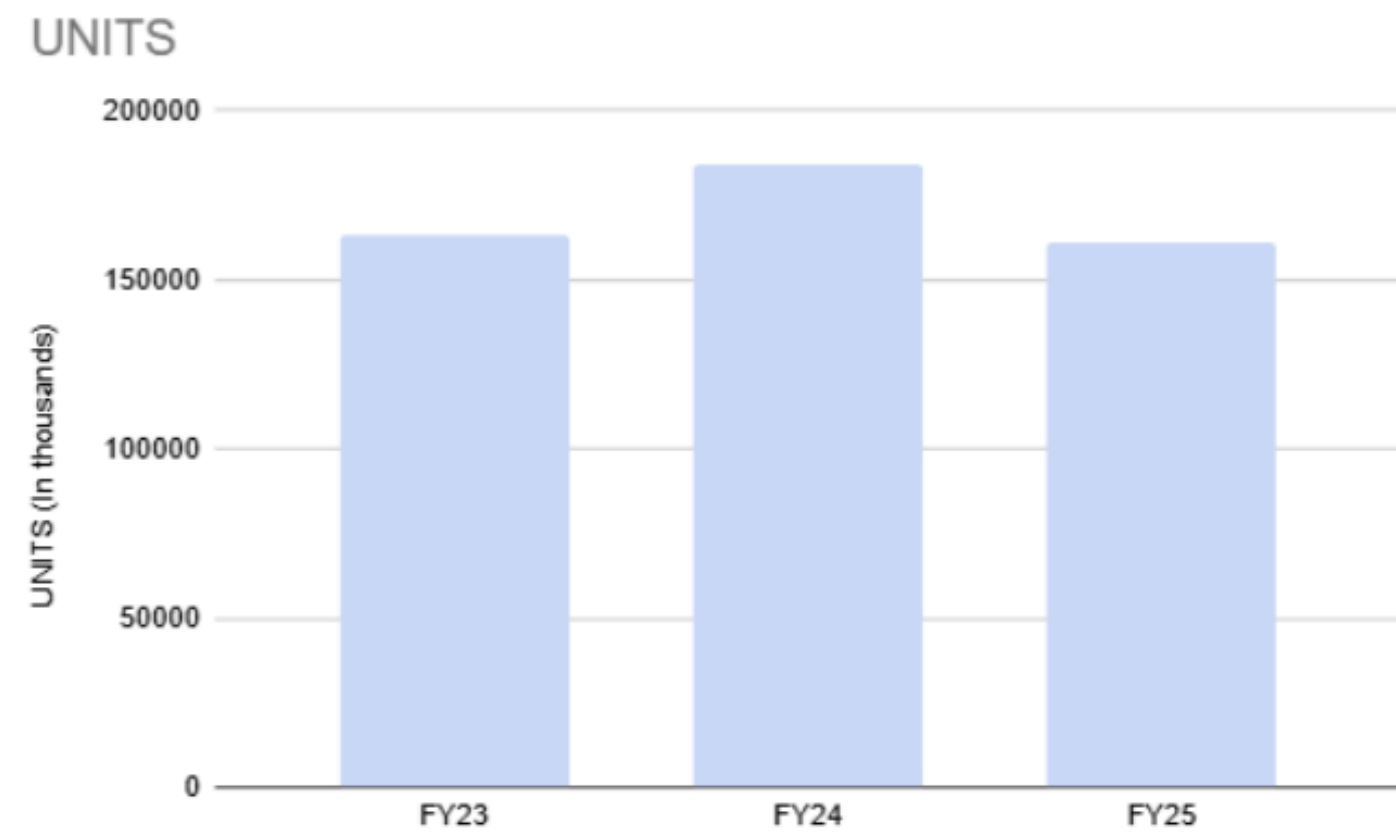
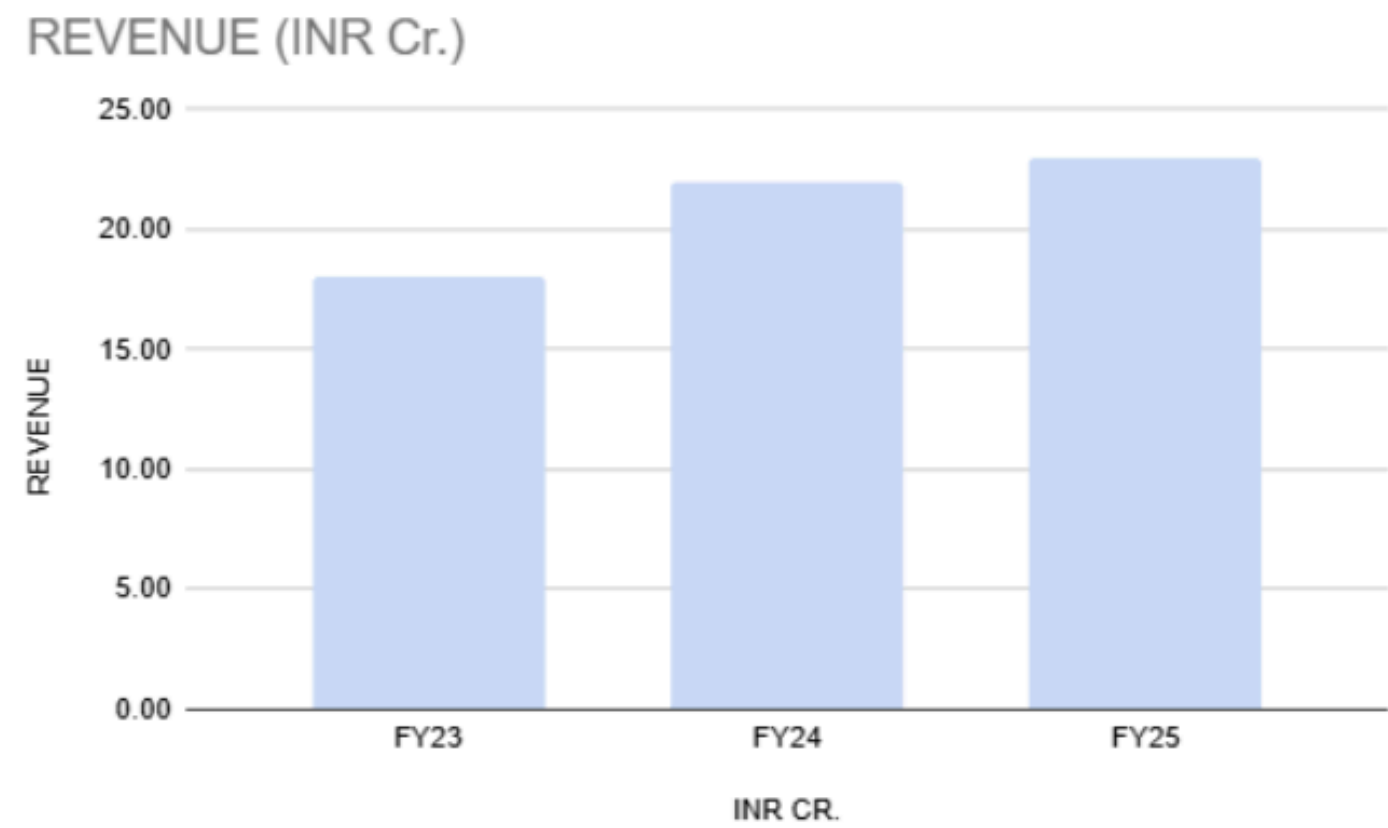
By 2025,
built India's first brand
sponsored **skateboarding
team**

Sent multiple artists to
represent India internationally
in **Graffiti, Beatbox** and
Dance.
Sponsored over 300 Hip Hop
Songs till date.

CURRENT TRANSACTIONS :NUMBERS THAT BACK OUR STORY

NET ARR	GROSS MARGIN	REPEAT RATE (TTM)	AOV
30 CR+	57%	32.57%	1,400 INR
ROAS	CAC	AVG. MONTHLY D2C ORDERS	CATEGORIES
5.5x	300 INR	~12,000+	15+
5 YR AVG CAGR	PRODUCT RETURN RATE(D2C)	ACTIVE SKUS	MONTHLY APP USERS
60%	<8%	600+	30,000+

CONSISTENT FINANCIAL GROWTH YoY



AOV Increased in FY25 due to price hike, sales maintained

LIFETIME SALES ON D2C

85CR+

TRANSPARENCY SCORE

82%

WEBSITE MONTHLY VISITORS

1.2M+

FOLLOWERS ON INSTAGRAM

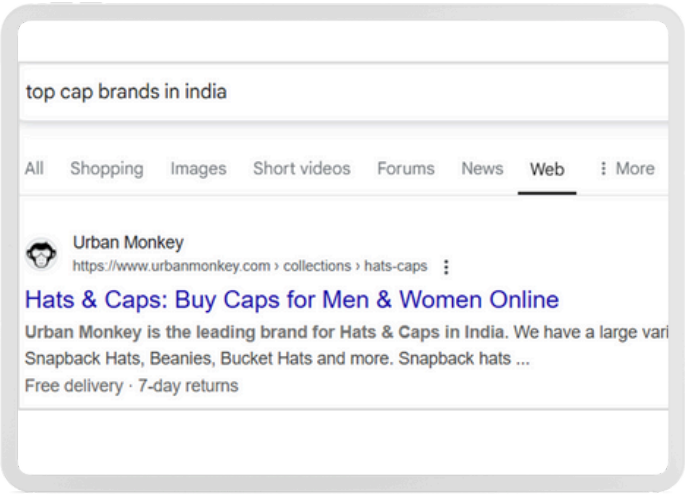
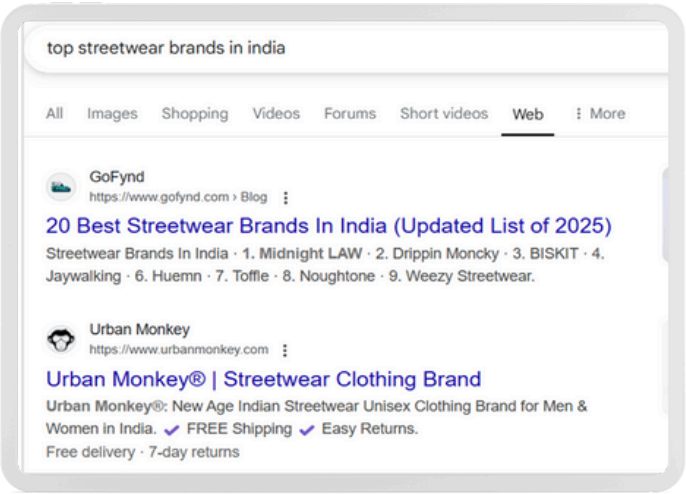
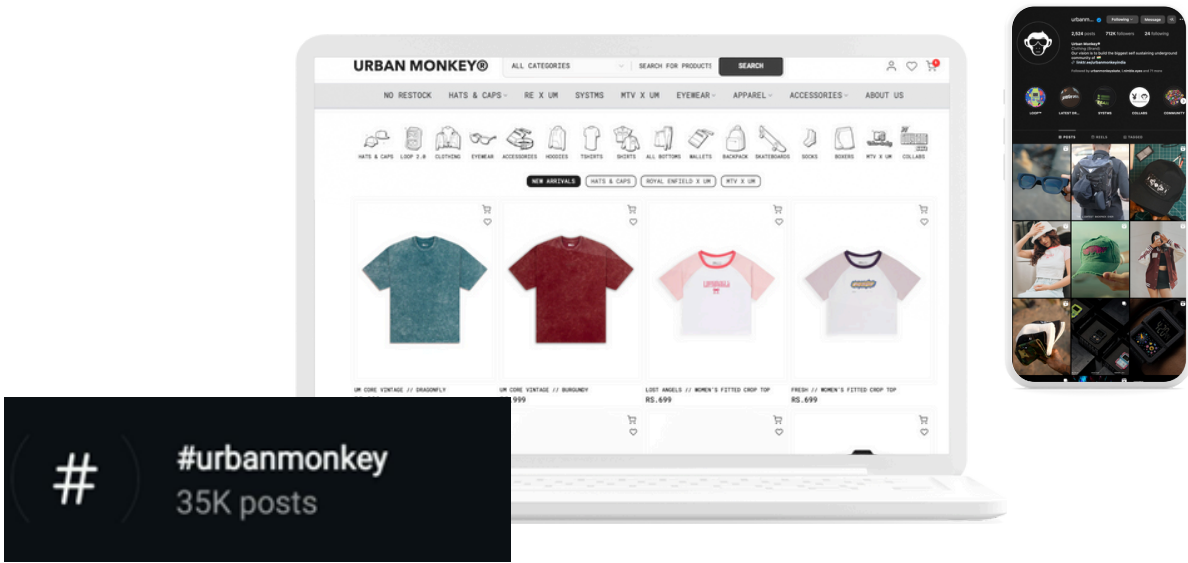
712K

AUTHENTICITY SCORE

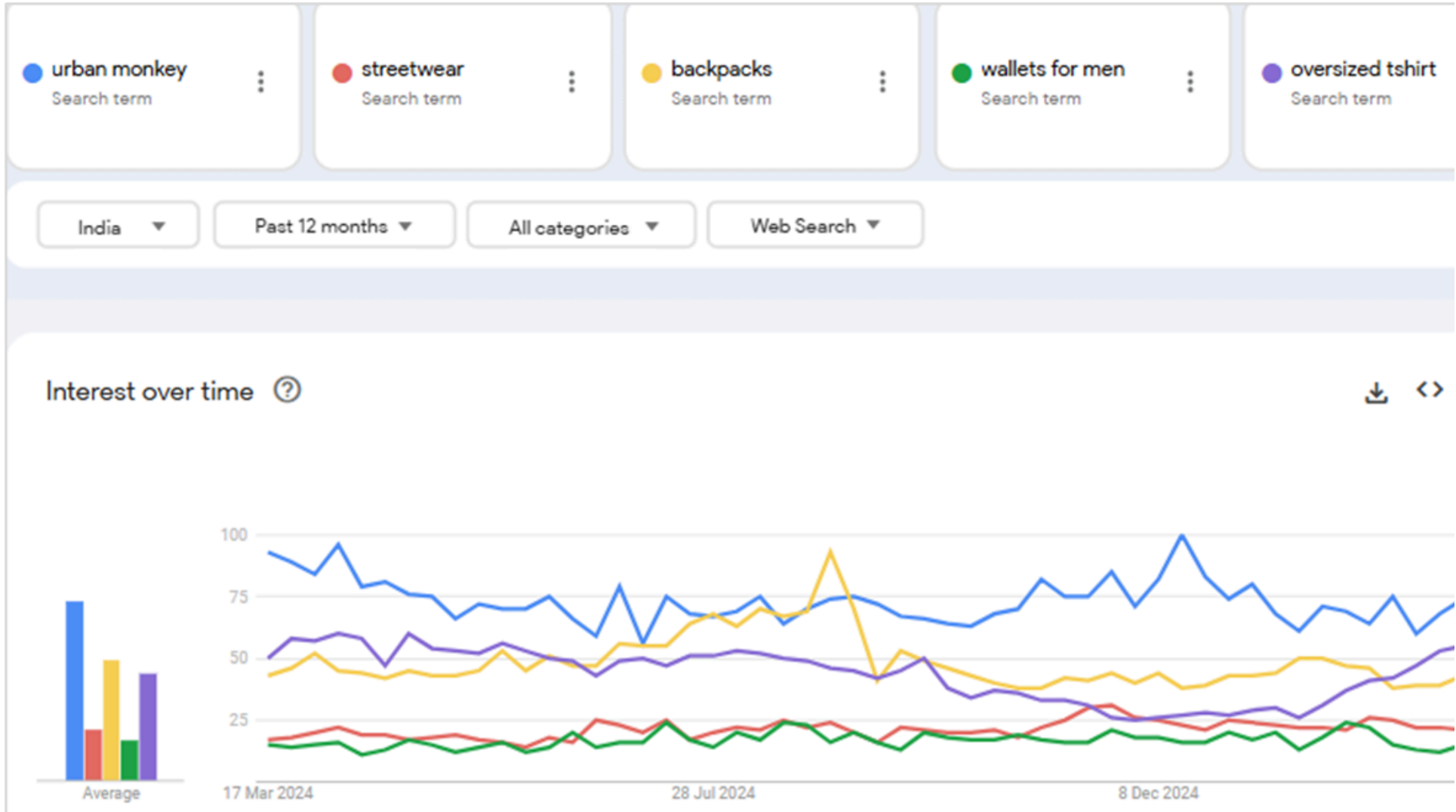
75%

Brand affinity & recall- dominates **organic searches**

The first name to pop up for **caps and streetwear (organically)**

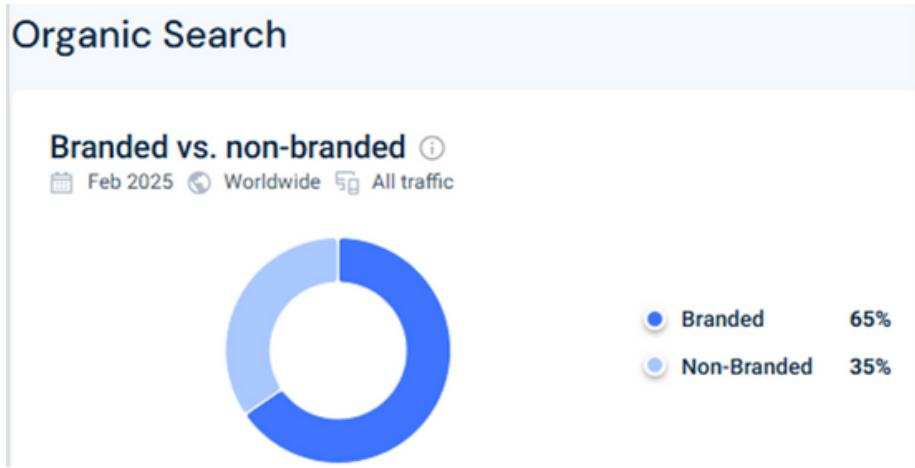


ORGANIC RECOGNITION: NOT RELIANT ON MARKETING ONLY



65% of organic traffic is branded, showcasing Urban Monkey’s strength in driving demand beyond individual products.

Consumers actively search for the brand itself, signaling deep **brand loyalty** and **market-leading recall**.



0 keyword selected		+ Create new list	Search tra
☐	Keywords (13,468)	Clicks	↓
☐	1 urban monkey	571K	64.74%
☐	2 urbanmonkey	34.6K	3.92%
☐	3 cap	19.4K	2.20%
☐	4 urban monkey caps	9.7K	1.10%
☐	5 cap for men	9K	1.02%

CUSTOMER TESTIMONIAL

very good and fitting too... wo



5★ Nice fit, and the fabric quality is just wow
Saksham Baloni | 12 May 2024

5★ It was really nice fabric
Tarun Jain | 24 Apr 2024

5★ material is very good and fitt



Balu

★★★★★ Verified Purchase

Excellent build quality

Reviewed in India on 24 February 20

5★ It is my best purchase..



★★★★★ 01/01/202

I Verified IshanM

MINDBLOWINGLY GOOD

Its extremely useful tbh. Be

5★ Superb quality

Biswajit K Das |

Customer Reviews (2)

5★ 8 months ago

The quality of the bag is super good and its look nice



★★★★★ 03

N Verified Naje

Baseball cap

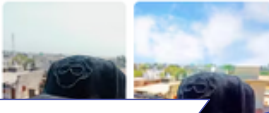
Verv good quality cap

★★★★★ 04/11/2023

Verified Vaibhav Kumrawat

Super quality

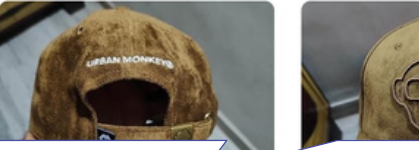
Best



★★★★★ Verified Purchase

Excellent build quality

Reviewed in India on 24 February 2025



Customer Reviews (2)

4★ 9 months ago

I carry all the time this bag
Because I'm in love with this bag shape and quality

tsundue Helpful? 1

From India

Amazon customer

★★★★★ Verified Purchase

Top notch.

Reviewed in India on 18 August 2024

Exactly as shown in the picture. Very good quality and the package comes ina very sturdy box. The p notch

Most Recent

★★★★★ 03/03/2025

Verified AmanKumar

cap
soo soft , crazy cap , and the colour combination is OP 🍌 . NO dout on this cap .

>> urbanmonkey.com replied:
Thank you for your glowing review of our Homarun that you

5★ Urban Monkey's caps are amazing



REVIEWS

10,000+

AVERAGE RATING

4.71

Benjamin C.

★★★★★ Amazon Vine Customer Review of Free

What a hat

Reviewed in the United States on 30 December

Seriously, this has become my favorite hat I have plenty of them. The velvet touch is j impressive. Highly recommended 10 out of

FROM CRICKET TO BOLLYWOOD



Organic Celebrity Affiliations

2022+2023 | PLAYBOY X UM



India’s first International Streetwear Collab.

With a vision of transitioning awareness into acceptance,with a focus on four core messages - *Gender Neutrality, Sexuality & Sexual Awareness, The Pleasure Within, Body Positivity*

2023+2024 | MTV X UM



Celebrating the value of **music** and the impact that hip hop has created, to create real brotherhood & sisterhood, to break down barriers, and to build bridges between cultures and communities.

2024+2025 | ROYAL ENFEILD X UM



Putting light on the evolution of **Biking Culture** in India, through a Post Apocalyptic story documented in the form of Graphic Novel, called Made Like a Gun.



Raftaar



Rannvijay



Gully Gang



Studio Sorted



Okami



Homework



DoodleMapuls



Bhuvan Bam



Kings United

TIMELINE: GROWING REVENUES & BRAND LOYALTY

2013-2016

Marketplaces and Product **testing**

2016-17

Website **launch**
Category **consolidation**

2018-2020

UM was **organically** featured as the brand of choice in the Bollywood film ***Gully Boy***

Launched: Eyewear, Skateboards

2021

Introduced **Wallets** and **Bags**
Expanded clothes with Knitwear

Opened **First Store**

Reached **5 Cr ARR**

2022

Featured on **Shark Tank India**

Launched **watches** and sold out **Loop 1.0** (watches) in **2 hours**

Doubled up in revenue to **10 Cr ARR**

2023

Playboy® collab: Drop **1** generated **1.4 Cr sales**

Revenue touched **18 Cr+**

2024

Opened **Bangalore** Store

Featured on **Forbes Global** Biz

Revenue crossed **20 Cr**

2025

Working on moving manufacturing to **India**

Achieved **23 Cr** in revenue

Planning **category** and **SKU expansion**

Working **capital constraints** but achieved a **10% growth**



YASH GANGWAL

Yash Gangwal's passion for **skateboarding** and **underground** culture led him to create Urban Monkey— a brand that started as a **niche label** for skateboarders and **hip-hop** enthusiasts, has now grown into a go-to destination for the fashion-forward youth, with a direct funnel to Gen Z consumers.

He has crafted a brand that resonates with India's youth, shaping fashion and hip-hop culture.

With a product-agnostic, culture-driven approach and artist collabs including Raftaar, Bhuvan Bam, and Divine, Urban Monkey blends style, music, and self-expression like no other.



VARUN MEHTA

Varun Mehta is a transdisciplinary designer from Mumbai, India, with a practice that spans architecture, identity design, communication design, and product design. Graduating as an **architect** in 2017 from Mumbai University, his early work focused on how spatial design influences **human behavior**. In 2022, he completed a Master's in **Computational Design** from the Institute of Advanced Architecture of Catalonia, exploring **parametric workflows, machine learning, AI; through design for social impact**.

Mehta has also been an **advocate for skateboarding culture in Mumbai**, playing a crucial role in developing skateparks and promoting the social impact of public spaces.

He is dedicated on making **quality design accessible to the masses while fostering creative innovation**.

BUILD A GLOBALLY RECOGNIZED YOUTH LIFESTYLE BRAND ROOTED IN INDIAN STREET CULTURE



01/ Strengthen **distribution** and streamline **supply chain** for scale.

02/ Launch **50+ offline stores** over the next **3 years** across key urban centers

03/ Expand into new categories like **sneakers** and **women's accessories**.

04/ Increase **local & global collabs**.

05/ **Deepen SKU range** across fashion, accessories and lifestyle products for higher basket size

JOIN THE MOVEMENT NOW

THANK YOU

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