



# Siddharth Dungarwal

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## CEO & FOUNDER - SNITCH

A passionate workaholic and troubleshooter, is the CEO and Founder of Snitch, India's fastest-growing fast-fashion brand. With a lively nature and kind demeanor, Siddharth is known for his tenacity and relentless pursuit of success. Born on August 10, 1987, in the small town of KGF (Kolar Gold Fields), located 100 kilometers away from Bangalore, Siddharth's journey into the world of fashion began over a decade ago.

### Education and Early Ventures:

Siddharth is a graduate of Bhagwan Mahavir Jain College in Bangalore, where he completed his Bachelor of Commerce degree. At the young age of 18, driven by his passion for clothes, Siddharth started a small 400-square-foot retail store named 4EVER in Frazer Town, Bangalore, which still exists today. The success of his retail venture attracted the attention of other retailers who wanted to purchase merchandise for their own stores. This led Siddharth to venture into the B2B business on a small scale.

### Trials and Triumphs:

In mid-February 2012, Siddharth struck a deal with a large manufacturing company to sell their leftover fabrics. However, a sudden audit by the company resulted in a delay in dispatching the stocks. The buyer, unable to wait, canceled the deal, leaving Siddharth in a challenging situation. With limited savings and a loan from a friend, Siddharth found himself with a surplus of fabric that others were offering to buy at significantly lower prices. Determined to overcome this setback, Siddharth decided to convert the fabric into shirts. Despite having no prior knowledge of production, patterns, or materials, he managed to find a factory in Bangalore willing to do a trial order of 500 shirts. This marked the turning point in Siddharth's journey, as the shirts were well-received by a retailer in Mumbai, who subsequently placed additional orders.

### Building Snitch:

Siddharth's ability to source high-quality fabric and design standout products became Snitch's unique selling proposition (USP). Starting with just one retailer, Snitch quickly expanded its customer base to include over 100 retailers and large brands across India. Over the years, Snitch garnered a reputation for its manufacturing capabilities and expertise, serving as a trusted partner for 12+ years before the launch of the Snitch brand.

### Navigating Challenges and Expanding Horizons:

Like many businesses, Snitch faced significant challenges during the pandemic. However, Siddharth's entrepreneurial spirit and determination propelled him forward. Despite limited resources and knowledge in e-commerce, Siddharth took a chance and launched snitch.co.in on July 4, 2020. With a team of just four members and 39 products on the website, Snitch made its first sale within one hour of going live.

### Siddharth's Approach to Operations and Finance:

As the CEO, Siddharth takes a hands-on approach to managing Snitch's operations and finance. His experience in the industry has honed his expertise in production, design, and operations, ensuring the brand consistently delivers high-quality products. Siddharth's astute financial management has played a crucial role in Snitch's growth and sustainability.

### Personal Values and Leadership Style:

Siddharth upholds core values such as integrity, dedication, and resilience. His leadership style is marked by a strong focus on teamwork, collaboration, and fostering an environment where employees can thrive. Siddharth's unwavering commitment to his team's growth and well-being has contributed to the vibrant and cohesive work culture at Snitch.

### Future Growth and Expansion:

Snitch's primary vision is to become the fastest-growing fast-fashion brand in India. With Siddharth's guidance and the collective efforts of the Snitch team, the brand has already made significant strides in achieving this goal. Snitch has received widespread recognition and numerous awards, solidifying its position as a leading fashion brand. As the brand continues to expand, Siddharth envisions exploring new markets, expanding product lines, and leveraging technology to enhance the customer experience.

Siddharth Dungarwal's entrepreneurial journey, marked by resilience, innovation, and a commitment to quality, has positioned Snitch as a formidable force in the fast-fashion industry. With his visionary leadership and unwavering dedication, Siddharth is poised to lead Snitch to even greater heights in the years to come.