

Chumbak Launches New Line of Stylish and Functional Backpacks



Bengaluru, Karnataka Aug 9, 2024 ([IssueWire.com](https://www.issuewire.com)) - Chumbak, the beloved lifestyle brand known for its vibrant colors and playful designs, is excited to announce the launch of its new product category: **backpacks**. The new line seamlessly blends Chumbak's signature style with functionality, catering to the modern individual's on-the-go lifestyle.

The launch of backpacks marks a significant expansion for Chumbak, offering customers a versatile and stylish option to carry their essentials. Each backpack in the collection embodies Chumbak's unique aesthetic, featuring a fusion of Indian motifs and contemporary designs. The backpacks are crafted with attention to detail, using high-quality materials to ensure durability and comfort.

"We are thrilled to introduce our new line of backpacks," said Miss **Shubhra Chadda**, Co-founder at Chumbak. "Backpacks are an essential accessory for today's fast-paced lifestyle, and we wanted to create a range that not only looks good but also functions seamlessly. Our new backpacks are a perfect blend of style and utility, reflecting Chumbak's commitment to providing our customers with products that enhance their everyday lives."

The new Chumbak backpack collection is now available for purchase at all Chumbak stores and online at <https://www.chumbak.com/>.

Customer Testimonial

"I absolutely love my new Chumbak backpack! The vibrant colors and quirky design make it stand out. It's spacious, comfortable, and perfect for my daily commute. Plus, it's gotten me tons of compliments." - Ria, Mumbai

"Chumbak's home decor items have transformed my living space! The wall hangings are a conversation starter, and the crockery adds a pop of color to my dining table. I'm obsessed with their unique and cheerful designs." - Aditi, Delhi

"I've been a fan of Chumbak for years, and their new purse collection is amazing! The quality is fantastic, and the designs are always on-trend. My new Chumbak purse has become my go-to accessory." - Priya, Bangalore

About Chumbak

Chumbak is a lifestyle brand that brings a touch of India to everyday life. With a focus on vibrant colors, playful designs, and functional products, Chumbak has garnered a loyal following across India. From apparel and accessories to home decor, Chumbak offers a wide range of products that celebrate the Indian spirit.

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