

Xarder Reinvents itself: From footwear to a Visionary Indian Watch Brand

XARDER

Lucknow, Uttar Pradesh Aug 14, 2025 ([Issuewire.com](https://www.issuewire.com)) - In a bold and forward-thinking move, emerging Indian startup Xarder, founded in 2022 by Ajay Singh and his close-knit team of friends, has announced a strategic pivot from the footwear industry to the booming electronics market—specifically into smartwatches and analog watches. The company, headquartered in Lucknow, is setting its sights on becoming a major player in India's wearable tech ecosystem.

The shift marks a significant milestone in Xarder's growth journey. Initially launched with a vision to make affordable and stylish footwear accessible to young Indians, Xarder gained traction for its edgy branding and customer-focused designs. However, over the past year, uneven market dynamics, rising competition, and evolving consumer preferences prompted the founders to reevaluate their long-term direction.

"In today's world, technology is not just a choice—it's a necessity," says founder Ajay Singh. "We've always believed in building something lasting. As a team, we realized that if we want to create real impact, we must innovate in a space that directly influences lifestyle and health. Watches—both analog and smart—perfectly blend tradition with technology."

Xarder's new vision revolves around designing intelligent, affordable, and lifestyle-friendly watches tailored to Indian youth and professionals. The brand is already working on prototypes that include features like health tracking, sleep monitoring, call reminders, altimeters, and classic timekeeping aesthetics, offering both digital convenience and timeless design.

This move is not just about product diversification—it's about identity transformation. Xarder now wants to be known as an aspiring Indian watch brand, rooted in reliability and powered by innovation.

India's wearable tech market is projected to grow at 20%+ CAGR, with smartwatches accounting for a large portion of this surge. As global players dominate the premium segment, Xarder aims to fill the gap for affordable, Indian-made wearables that offer a premium feel without premium pricing.

"Lucknow has always been known for its heritage and craft. We're taking that pride into the 21st century—with watches built with purpose, precision, and personality," Singh adds.

The startup plans to roll out its first smartwatch line by the end of 2025, featuring everyday fitness tracking, long battery life, and design sensibilities inspired by Indian users' preferences. Simultaneously, Xarder will introduce analog watches for customers seeking classic elegance with modern flair.

Xarder's founders believe that every setback is an opportunity in disguise. What began as a response to uneven footwear market conditions has now evolved into a future-ready leap. With renewed purpose and a sharper focus, Xarder is no longer just a company—it's a movement to bring Indian innovation to your wrist.

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