

Pump Club Launches as India's First Bold and Sporty Men's Underwear Brand



Bengaluru, Karnataka Oct 4, 2025 ([IssueWire.com](https://www.issuewire.com)) - Pump Club Launches as India's First Bold and Sporty Men's Underwear Brand

Pump Club, India's first premium men's underwear brand distinguished by its bold, colorful, and sporty designs, is proud to announce its official launch. Designed for the modern man, with a particular focus on youth and Gen Z consumers, Pump Club aims to redefine men's essentials with a fresh and confident approach to everyday wear.

Headquartered in Bangalore, Pump Club products are now available for purchase on the brand's official website www.pumpclub.in as well as leading e-commerce platforms including Myntra and Amazon.

"Men's underwear is often overlooked when it comes to design innovation," said the Pump Club Founding Team. "At Pump Club, we aim to challenge this norm by offering products that combine style, comfort, and individuality. Our mission is to help men express confidence and self-assurance from the inside out."

Pump Club's collection features contemporary designs, precision fits, and premium fabrics that ensure superior comfort and lasting quality. Each product is crafted to deliver both functionality and aesthetic appeal, ensuring that customers experience an ideal blend of fashion and performance.

The brand's philosophy centers on confidence and self-expression—believing that true style begins with what lies beneath. With its launch, Pump Club aspires to set new standards in men's innerwear by introducing a category that celebrates boldness, quality, and individuality.

About Pump Club

Pump Club is India's pioneering men's underwear brand offering distinctive designs that fuse comfort, color, and contemporary style. Established in Bangalore, Pump Club focuses on delivering premium-quality innerwear tailored to modern men who value confidence and individuality. The brand's products are available through its official website www.pumpclub.in, as well as on Myntra and Amazon.

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