

ONYC Emerges as India's Most Trusted Kids Footwear Brand, Delivering Over 12 Lakh Pairs Across 20,000 Pincodes



Ahmedabad, Gujarat Apr 13, 2026 ([IssueWire.com](https://www.issuewire.com)) - *The award-winning Indian kids footwear brand redefines comfort for toddlers and children with soft-sole, flexible shoes, sandals, and flip-flops now featured on Bharat ke Super Founders*

ONYC, a Gurugram-based kids footwear brand operated by Knack Innovations Pvt. Ltd., has reached a significant milestone by delivering over 12 lakh pairs of children's shoes, sandals, sliders, and flip-flops to families across 20,000 pincodes in India. With more than 9 lakh parents choosing [ONYC](#) for their children's daily footwear needs, the brand has firmly established itself as a leading name in the Indian kids footwear segment.

Founded on the premise that footwear for infants and toddlers must prioritise flexibility, breathability, and safety over aesthetics, ONYC has built its product line around a single guiding principle: making shoes kids actually need. Its range of toddler first step shoes, infant sandals, children's flip-flops, and sliders is designed to support natural foot development during the critical early years of childhood.

Filling a Gap in the Indian Kids Footwear Market

India's footwear industry is dominated by adult-focused brands, with very few Indian footwear brands designing products specifically engineered for children's physiology. ONYC identified this gap early and built a certified, world-class manufacturing facility — referred to internally as the 'Bada CareKhana' — where each pair of shoes undergoes rigorous quality checks before reaching the customer.

"We worry about materials, arch support, sole flexibility, and breathability so parents don't have to," said a spokesperson for ONYC. "Our manufacturing process is completely transparent — parents can see exactly how their child's shoes are made."

ONYC's product catalogue spans shoes for infants and toddlers, children's sandals including its bestselling Frog Sandals, Crocodile Sandals, and Dino Sandals, as well as flip-flops and sliders available for both boys and girls. All products are unisex-friendly where applicable, with price points

ranging from Rs. 299 to Rs. 899 — making premium quality kids footwear accessible to a wide range of Indian households.

Recognition, Reviews, and National Media Coverage

ONYC has accumulated over 5,200 verified product reviews with an average rating above 4.7 stars, making it one of the highest-reviewed homegrown kids footwear companies in India. The brand's products are available across its direct-to-consumer website onyc.in as well as on leading marketplaces including Amazon, Myntra, and FirstCry.

National media outlets including ANI News, Business Standard, The Print, and Dailyhunt have recognised ONYC's growth trajectory, with coverage noting that the brand is fast becoming the first choice of Indian parents seeking safe, comfortable footwear for their children. Most recently, ONYC was featured on Bharat ke Super Founders on MX Player — a programme spotlighting India's most innovative direct-to-consumer startup founders.

The brand's rapid scale, from a home-grown startup to a nationally recognised kids footwear company reaching every corner of India from Delhi to Dibrugarh — reflects the growing demand for dedicated, quality-focused footwear brands in India.

Key Product Features Setting ONYC Apart

ONYC's design philosophy is built around four core features:

- Soft, flexible soles that support natural gait development in toddlers and young children
- Breathable HoneyComb insoles with replaceable options, promoting hygiene and extending product life
- Machine-washable construction — a practical necessity for parents of young children
- Anti-skid soles and lightweight builds suitable for both indoor and outdoor play

Customer-First Policies Supporting Parent Confidence

Understanding that online shopping for infant shoes and toddler footwear can be uncertain due to sizing, ONYC has invested in a comprehensive size chart resource and a hassle-free 7-day return and exchange policy. Free delivery on all prepaid orders further reduces the purchasing barrier for first-time buyers. The brand's customer support team is reachable via WhatsApp and email, reinforcing a high-trust purchase experience.

Looking Ahead

ONYC continues to expand its product range with new drops each season, covering shoes for infants, toddler boy shoes, toddler girl shoes, and unisex collections. The brand's B2B and bulk enquiry programme is also open to institutional buyers, schools, and gifting partners across India. With its combination of transparent manufacturing, strong review credentials, and parent-centric design, ONYC is positioning itself as the benchmark for kids footwear brands in India.

About ONYC

ONYC is an award-winning Indian kids footwear brand operated by Knack Innovations Pvt. Ltd., headquartered at Plot No. 71, Sector 7, IMT Manesar, Gurugram, Haryana – 122052. The brand

specialises in soft-sole shoes, sandals, sliders, and flip-flops for infants, toddlers, and children, sold across India through onyc.in and major e-commerce marketplaces.

Media Contact Company: Knack Innovations Pvt. Ltd. (ONYC) Email: care@onyc.in Phone: +91 82733 76777 Website: <https://onyc.in> Address: Plot No. 71, Sector 7, IMT Manesar, Gurugram, Haryana – 122052

Media Contact

ONYC Kids Footwear

*****@onyc.in

<https://onyc.in/>

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