Branded Factory's Bhilwara Launch Signals Bigger Value Retail Bet as Dr Vivek Bindra Pushes 'From Bhilwara to Bharat'

The 1.10 lakh sq. ft. Bhilwara outlet brings together scale, multi-brand choice, and discount-led retail while strengthening Branded Factory's ambition to build a pan-India presence



New Delhi, Delhi Nov 7, 2026 (Issuewire.com**)** - The latest expansion of Branded Factory in Bhilwara is bigger than the opening of another retail outlet. With a 1.10 lakh sq. ft. store, the brand is putting a larger question at the centre of its growth strategy: can a value-led, multi-brand retail format built outside India's traditional metropolitan hubs scale into a national retail business?

The answer, at least in Branded Factory's current expansion strategy, appears to be a clear bet on scale.

The Bhilwara outlet, inaugurated on 31 October 2026, adds a significant retail footprint to a business that is positioning itself around a simple proposition, bringing branded products, wider choice and competitive pricing together under one large-format retail destination.

The company was founded by Basant Gandhi and is backed by Bada Business, with Dr Vivek Bindra associated with Branded Factory as its Co-Founder. The business is part of the broader entrepreneurial

ecosystem around Bada Business, and its Idea to IPO initiative, which focuses on helping promising SMEs build stronger systems, processes, governance, and growth capabilities as they prepare for the possibility of entering the capital markets.

Why Bhilwara Matters to Branded Factory

Bhilwara is not being treated merely as another location on a store-opening map. The city represents the kind of market where organised retail can compete by combining scale with value.

Branded Factory's large-format model brings apparel, footwear, fashion accessories, home furnishings, electronics and other lifestyle categories under one roof. Its B2C and B2B approach also allows the business to address individual consumers as well as bulk buyers.

The Bhilwara store has been designed around this model, offering customers access to products across multiple categories while using bulk procurement and strategic sourcing to support competitive pricing.

At launch, products were offered with discounts of up to 90 per cent, reinforcing the value-led positioning that sits at the heart of the brand.

But the larger significance of the outlet lies in what comes next.

From Bhilwara to Bharat

Branded Factory's expansion narrative is captured in its "From Bhilwara to Bharat" positioning.

The company currently has outlets in Bhilwara, Vadodara and Navsari, with an overall retail footprint of approximately 2.50 lakh sq. ft. The Bhilwara store itself accounts for around 1.10 lakh sq. ft., while the Vadodara outlet spans about 1 lakh sq. ft. and the Navsari store approximately 40,000 sq. ft.

The next phase includes proposed outlets in Godara and Bhavnagar, while markets such as Ahmedabad, Surat and Vapi are also being explored.

That expansion plan points towards a retail strategy that is not dependent on one city or one consumer segment. Instead, Branded Factory is attempting to create a repeatable format that can move across markets while retaining its core proposition of variety and value.

Can Value Retail Become a National Brand?

This is where Branded Factory's business model becomes particularly interesting.

India's retail market is no longer defined only by premium shopping destinations and conventional department stores. Large-format value retail has created a different proposition: consumers can access multiple brands and categories in a single destination while remaining price-conscious.

Branded Factory is attempting to build its identity around this intersection of **brand variety, scale, and affordability**.

Its proposed combination of company-operated stores and a structured franchise model could further accelerate geographic expansion. For a growing retail business, the challenge will not simply be opening more stores, but maintaining consistency in sourcing, customer experience, inventory and pricing as the

network expands.

That makes operational discipline as important as physical expansion.

The Bada Business and Idea to IPO Connection

The Branded Factory story also sits within a wider business-building narrative.

Through Bada Business, Dr Vivek Bindra has been associated with the Idea to IPO initiative, which is focused on identifying and supporting SMEs with the potential to grow into professionally managed, investment-ready businesses.

The idea goes beyond simply pursuing a stock-market listing. It places emphasis on strengthening business systems, financial discipline, operational processes, governance, leadership, and growth strategy—areas that become increasingly important as an enterprise moves from an entrepreneurial setup towards institutional scale.

Branded Factory provides a real-world example of this larger ambition: a business originating from Bhilwara seeking to build a retail footprint that can eventually extend across India.

A Retail Expansion With a Larger Ambition

The Bhilwara launch therefore represents two stories at once.

At the consumer level, it is a new 1.10 lakh sq. ft. retail destination offering multiple categories and discounts of up to 90 per cent.

At the business level, it is part of a larger attempt to build Branded Factory into a scalable national retail brand.

The success of the strategy will ultimately depend on how effectively the company can replicate its value-led model across different markets while maintaining operational efficiency and customer relevance.

For now, however, the direction is unmistakable: **Branded Factory is looking beyond individual store launches and building a larger retail growth story, one that begins in Bhilwara, but has its sights set on Bharat.**

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