

roar
for
good

Build a Business
That

ROARS

With Purpose

Ignite Sustainability. Drive Profit. Make an Impact.

Join a brand that blends style, innovation, and responsibility.

About Us

Roar For Good is a fast-growing sustainable lifestyle brand, offering eco-conscious fashion across footwear, apparel, and accessories.



Over 1,40,000 plastic bottles recycled



29,000 plastic bags saved



1,400 trees planted

We empower customers to turn everyday purchases into environmental action.

Our Visionary Founders



Rajan Pillai & Rajan Dutta

Turning Purpose into a Movement

With over 60 years of combined experience in fashion, retail, and business transformation, **Rajan Pillai** and **Rajan Dutta** set out to challenge fast fashion with a brand rooted in sustainability and innovation.

From early meetings in coffee shops to building a national brand, their mission has stayed clear:

Build a lifestyle label that's profitable, responsible, and built for long-term impact.

Our Mission & Vision

Mission 2030

To become a leading name in sustainable living—using organic cotton, bamboo, hemp, floral waste, and recycled plastics.



ZERO WASTE

Vision

To create a global community united by sustainable values, driving change through ethical fashion.



What Makes Us Unique



Transparent sourcing

Full traceability of recycled materials



Innovation-first approach

Try-on shoes, circular design, and in-house Roar Lab in Mumbai



Built-in impact

One shoe saves 14 plastic bottles, and every purchase plants a tree

Market Potential & Product Range

The global sustainable fashion market is projected to reach \$9.8 billion by 2025.

Product Line Includes :



Footwear

Ultra-light casual shoes for men and women



Apparel

Bamboo innerwear, activewear



Accessories

Organic cotton bags, eco-chic handbags



Why Choose Roar For Good?

Eco-Conscious Commitment

We prioritize organic, sustainable materials to minimize environmental impact.

Fashion with a Cause

Every product supports a greater mission of inclusivity, mindfulness, and positive change

Timeless, Thoughtful Design

Our collections blend lasting style with responsibility and purpose.

Driven by Purpose

Roar For Good is more than a brand — it's a movement for conscious living.





**A fast-growing
sustainable
lifestyle brand**



**More than 1,400 trees
planted to support
environmental
restoration**



**Driven by innovation
through its in-house
Roar Lab in Mumbai**


Roar For Good at a Glance



**Committed to
transparency and
traceability of all
recycled materials**



**Combines style, comfort,
and responsibility in
every product**



**Creates eco-
conscious fashion
across footwear,
apparel, and
accessories**



**Over 1,40,000
plastic bottles
recycled and
29,000 plastic
bags saved**



What is a Franchise?

A franchise allows you to run your own outlet using our brand name, products, and systems. You get the independence of owning a business with the backing of an established, trusted brand.

Franchise Benefits:



**Proven business
model**



**Training and
operational
support**



**Brand recognition
and customer
trust**



**Faster return on
investment with
lower risk**

Why Choose a Roar For Good Franchise?

Sustainable Market Growth

Consumers increasingly demand eco-friendly fashion made from recycled plastics, floral waste, and biodegradable materials.

A Purpose-Led Brand

Roar For Good is a mission-driven company that merges fashion with positive environmental and social impact.

Strong Business Model

High profit margins

Low operational overhead

Strong repeat customer base

Growing demand for green retail formats

Roar For Good = Profitable + Purposeful

What We Offer Franchisees



**Franchise
operations manual
and backend
systems**



**Marketing assets
and national
campaign support**



**Store design,
visual branding,
and staff training**



**Attractive
margins with
rising demand
for eco-fashion**



**Long-term
partnership with
a socially
responsible
brand**

Ideal Franchisee Profile

Passion for sustainability and fashion

Financial strength with a growth mindset

Retail industry knowledge or connections with multi-brand outlets

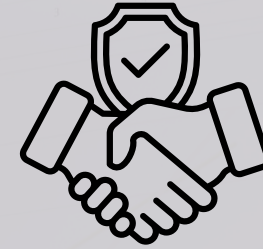
Your Impact with Roar For Good



Transform local markets through sustainable fashion



Build a purpose-driven retail presence



Partner with a brand that's future-ready and impact-focused

Deliverables And Pricing

RFG Roots

ROI	AMOUNT
Operational Break Even Year	Month 1
Year 1 Profit	Rs. 1,506,750
Year 2 Profit	Rs. 2,132,698
Year 3 Profit	Rs. 2,556,476
Year 4 Profit	Rs. 2,788,729
Year 5 Profit	Rs. 3,324,380
Annual ROI	140.91%
Total Return after 5 Years	Rs. 12,309,032

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Ready to **ROAR?**

Let's create a sustainable legacy together.

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