

Korra doesn't believe in assembly lines for the sheer joy of making something with the hand. "If a tailor is making a pair of jeans from end to end, there is an immense sense of satisfaction involved," says Shyam. Korra also makes with longevity in mind. If there is a problem with a pair, Korra aims to repair and give back the cloth to the consumer. "Instead of giving three choices to the consumer, we'd rather ask the consumer to pause, devote some time and give us information so that we can make it right the first time," says Shyam.

Despite all these choices, Korra manages to stitch and ship an order within a day. Korra has a team of 20 tailors at their Delhi unit who custom-make the jeans. A customer can also ask for sizes like 31.5 or 29, sizes which are typically not available.

Sustaining and the road ahead

Completely bootstrapped, Korra has been surviving and thriving for the past three years. The average price range for a pair of jeans is at INR 3500 and online is their primary mode of customer acquisition. "We have built a healthy community on social media and our channels Instagram and Facebook bring in a lot of orders. We are also present on Myntra and Amazon and will explore other modes but our website will remain the primary mode," says Shyam.



It has been a challenge to stick to the choices Korra has made but then they are challenging the economic principles of industrialisation and mass manufacturing which have been built over the last century. Nothing stands for ever though. With changing times and increasing consciousness, there is a growing segment of people who like to see where their food is coming from or how their clothes are being made. "Our ethos is very important to us and we are confident about the path we have chosen," concludes Shyam.

In the race towards standardisation and speed, companies like Korra are a pleasant alternative that give a different perspective to doing business. One can expect more and more such initiatives growing roots in the coming times.

Website: [Korra](#)

