

# Triple Lead

Triple Lead is a clothing business I launched with two of my friends in 2022. The business used a print-on-demand business model and saw great success within its first months of operating. We opened a popup stall at the St. Regis in Bombay and raised 300,000INR (~3,600USD) for charity in the span of 2 hours.

This venture was profit-driven, however we did donate a large portion of proceeds to various charities. After a supply chain issue, the business was closed in the second quarter of 2022.

## **Links:**

Event organizer's appreciation letter: <https://l.jaiveer.me/pb-thanks>