

No Ceiling Stories



Rashi Sanon Narang




Founder & CEO,
Heads Up For Tails



A Kalaari Capital Initiative

Rashi Narang built the country's first organised, purpose-led pet-care brand — spanning **105+ stores, 70+ spas, 13,000+ products**, and one of India's strongest pet-parent communities.

Through Heads Up For Tails (HUFT), Rashi created:

-  A new category.
-  A new way India loves its pets.
-  A brand born from empathy, scaled with intent.



Early Roots (1980s–1990s)

She grew up in a joint family in Delhi, where dogs were never “pets” — they were siblings, companions, teachers.

Her grandmother taught her courage, conviction, and compassion, values that would shape everything she built later.

A childhood spent around animals quietly planted the seeds of HUFT.



Education & Foundation (Early 2000s)

Rashi studied Business Administration at Cardiff University, followed by a Master's in HR from the London School of Economics (First Class Honours).

Later, she was selected for the Stanford Seed Transformation Program, where she learned the discipline of scaling purpose-led ventures.





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The Spark

Everything changed when she adopted Sara, a fawn-coated Labrador who instantly became family.

When she went shopping for Sara's first birthday, she was shocked: **Unsafe toys. Garish colours.**

The market had nothing made with love.

The Real Gap: Perception

Rashi also realised the real gap wasn't products. It was perspective. Pets were treated as accessories.

This ignited her quiet rebellion against that mindset — built on the belief that pets deserve care, comfort, and dignity.



Handmade Beginnings (2008)

From a spare room in her Delhi home, Rashi began stitching beds, making toys, and designing accessories by hand.

Every prototype was tested by Sara. She became the first customer, the product tester, and the heartbeat of what HUFT would become.



Rejection. Persistence. Breakthrough.

Close to 200 pet stores rejected her products. Vendors refused to make items for “just animals.” Many didn’t understand why design and safety mattered.

So she turned to kiosks, flea markets, and pop-up stalls to meet pet parents directly.

Their response:
“Yes. We need this.”





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Building Without a Map

With no supply chain, no vendors, and no reference category to learn from, Rashi built everything from scratch.

Design, sourcing, packaging, retail — she did it all herself.

Every customer became a collaborator.
Every sale reaffirmed the mission.



Growing with Purpose

Rashi didn't scale HUFT through capital, ads, or playbooks; she scaled it through unmet needs.

From orthopaedic beds for senior dogs to chemical-free treats, grooming, and food — Every new product came from the same question...



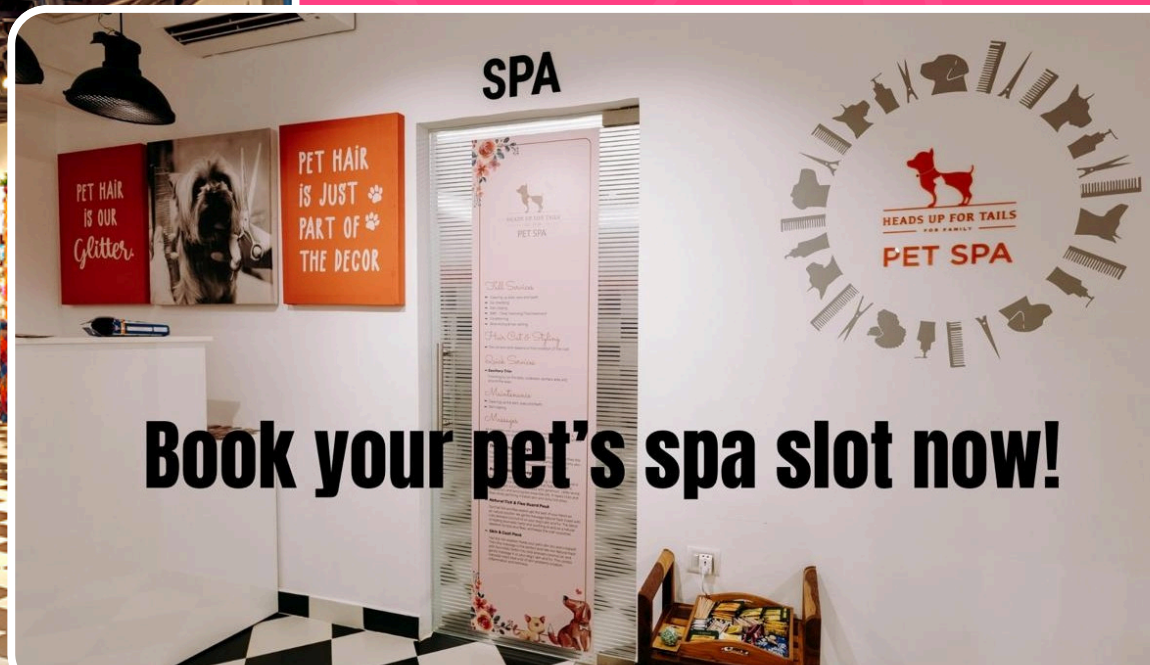
“How do we serve pets with dignity, care, and respect?”



Becoming One of India's Most Admired D2C Brands

From India's first pet experience centre (2018) to **105+ stores today** — HUFT became India's largest homegrown pet-care brand with:

- ✓ A thriving community of 1M+ loyal pet parents.
- ✓ 13,000+ products and 80+ spas.
- ✓ HUFT Foundation that's working to support animals in need.





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Honours & Recognition

- 🏆 Most Admired D2C Brand of the Year - Leisure at India D2C Summit Awards (2022).
- 🏆 Most Promising Pet Brand of the Year at the Indian Pet Industry Award (2021).
- 🏆 Brand of the Year 4 times, Animalis Edition at World Branding Awards.





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The Future Vision

Rashi's mission now goes beyond products, it's about shaping a compassionate **pet-first world**.

Her goals:

- 🎯 Build HUFT into a global lifestyle brand.
- 🎯 Innovate sustainable products.
- 🎯 Expand deeper into Tier II & III India.
- 🎯 Reach 10M pet parents by 2027.

“Sara taught me pets don't need luxury, they need love. HUFT is built on that love.”



SARA - OUR INSPIRATION





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Celebrating women
who break barriers
and redefine
possibilities.

Because if she can do it,
so can you.