



Nobody's fault, everybody's problem. How Pilgrim fixed its WiFi without buying more bandwidth.

Pilgrim is one of India's fastest-growing direct-to-consumer beauty brands: five million customers, ₹200 crore (\$21 million) in funding in 2025, and a valuation of approximately ₹3,000 crore (\$316 million)

As Pilgrim grew from 85 to more than 200 employees, its network began falling apart. Calls dropped mid-meeting. Employees lost connections moving between floors. Microsoft Teams and Zoom became unpredictable. Everyone had a theory, but nobody had the answer.

The blame game

When the complaints escalated, the troubleshooting process quickly became a problem of its own.

Pilgrim had already moved to address what looked like the obvious problem. The company evaluated an upgrade to a 1 Gbps leased line and invested in

firewall subscriptions. Neither resolved the underlying issues. The network kept failing, and nobody felt like spending more on infrastructure without any confidence that it would solve the problem.

A different kind of question

Pilgrim contacted networking solutions provider FGTech to help resolve the issues. They conducted a comprehensive wireless assessment that included an office-wide heat map, capacity and coverage evaluation, user density analysis, and a review of roaming behavior between floors. That diagnostic work produced a surprising result.

“When we started facing network issues, it became the usual blame game: the ISP blamed the hardware, and the hardware vendors blamed the ISP. Meanwhile, our calls were dropping, and meetings were being disrupted.”

Gagandeep Makker, Co-Founder, Pilgrim



“Our objective wasn’t to sell new hardware. It was to identify the actual bottleneck and recommend the platform that solved it. In Pilgrim’s environment, NETGEAR was the right fit technically and commercially.”

Shailendra Jain, Founder, FGTech

The problem was not bandwidth, it was the WiFi. Pilgrim’s 400 Mbps leased line was sufficient, but as the company had grown, its wireless infrastructure had not kept pace. More users, more devices and more concurrent sessions were happening on a network that hadn’t evolved along with the headcount.

Prove it first

FGTech’s recommendation was a modern WiFi 6 architecture built around 20 NETGEAR WAX620 access points, managed through NETGEAR Insight and connected via a NETGEAR MS324TXUP Multi-Gig PoE++ switch. Before committing to a complete rollout, FGTech proposed a phased approach so Pilgrim had something concrete to evaluate before asking them to commit. The initial two-unit deployment was sufficient to demonstrate the difference. The full rollout followed.



No complaints

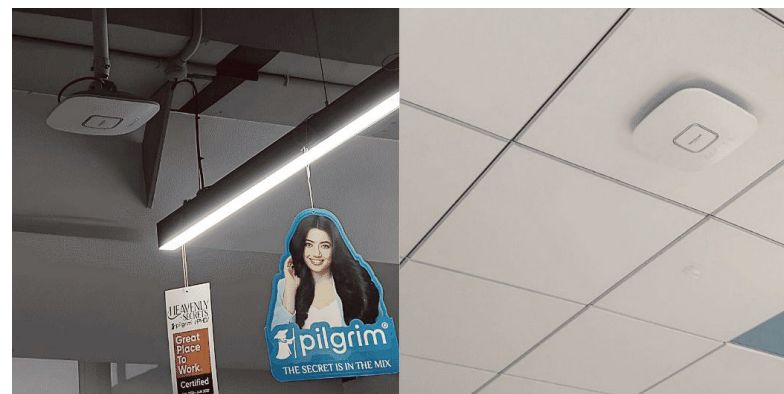
The results have been undeniable:

“Since deployment, the network has performed seamlessly. We’ve had no complaints, no downtime, and virtually no troubleshooting requirements.”

Gagandeep Makker, Co-Founder, Pilgrim

Employees can now move between floors without losing sessions. Video conferencing performs consistently across the office. The recurring tickets that had occupied Pilgrim’s IT team have stopped, and the network that once generated a steady stream of complaints now generates none.

Managing the network, thanks to NETGEAR Insight, has also become dramatically simpler. A single-pane-of-glass view across all 20 access points gives the IT team faster issue resolution, greater visibility, and less time spent on manual intervention, giving them more time to focus on high-value work.



“NETGEAR’s WiFi 6 platform provided the best combination of enterprise-grade performance, centralized cloud management through NETGEAR Insight, Multi-Gig PoE support, and the scalability Pilgrim needed for its planned growth. It delivered the capabilities of an enterprise solution without unnecessary complexity or cost.”

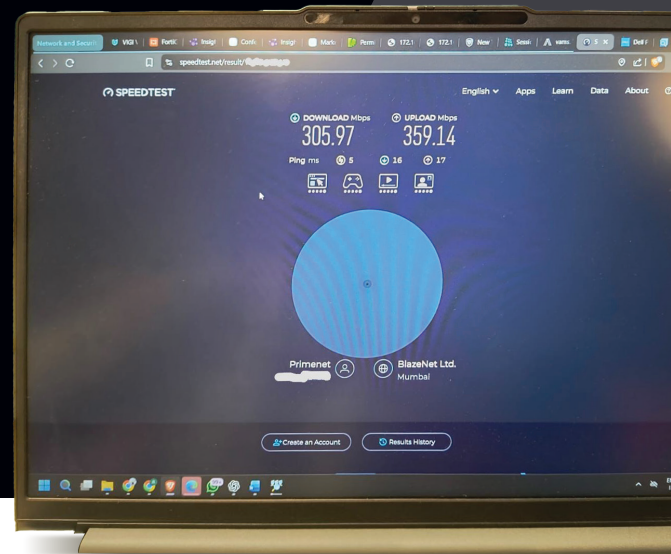
Shailendra Jain, Founder, FGTech

“As we scale to 350 employees, we need a partner who can solve problems without unnecessary spending and build for future growth. FGTech and NETGEAR delivered exactly that.”

Gagandeep Makker, Co-Founder, Pilgrim

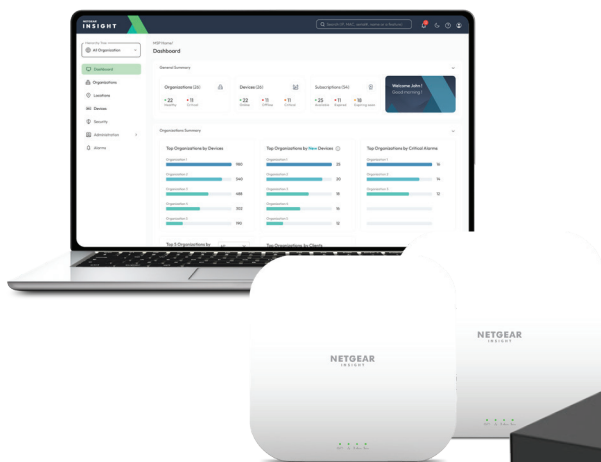
“The team conducted a detailed heat map study, identified coverage gaps, and recommended a phased deployment. They first installed two NETGEAR access points, allowed us to validate performance, and then expanded the rollout.”

Gagandeep Makker
Co-Founder, Pilgrim



Products deployed

- 20 x NETGEAR WAX620 WiFi 6 access points
- NETGEAR Insight
- NETGEAR MS324TXUP Multi-Gig PoE++ switch



Built for 350

The network currently supports over 200 employees and handles multiple devices per user without performance degradation during peak periods. The infrastructure is designed to scale to Pilgrim's planned workforce of 350. And it can do that without the leased-line upgrade the company had originally considered, which means a material difference in capital planning.

Finding the real bottleneck changed everything. What began as a frustrating cycle of dropped calls and finger-pointing ended with a NETGEAR WiFi 6 network designed to support Pilgrim's growth for years to come.

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