

DECK



The India Furniture Market size is estimated at \$29 Bn in 2024, and is expected to reach \$49 Bn by 2029, growing at a CAGR of 10.80%

FACTORS FUELING GROWTH

- 1. Increased Urbanisation
- 2. Increase in Middle Class Income
- 3. Awareness & Exposure
- 4. Booming real estate

INDUSTRY PAIN POINTS

- 1. Logistics & Damages
- 2. Limited Point of Sales
- 3. Unorganised Industry
- 4. Consumer Distrust
- 5. Local Carpenter Mindset

THE START

Company was born out of a vision to provide high-quality, fashionable and accessible furniture to the modern Indian consumer. We recognized a gap in the market for modular furniture that combines elegance, durability, and affordability.

Our mission is to fill that gap and become the go-to MADE IN INDIA brand for every household in the country.

IDEAL CONSUMER PROFILE

Demographics:

Age: 25-60 years old.

Income: Middle Class, with household incomes ranging from INR 10 lakhs to 30 lakhs per annum.

Occupation: Professionals, entrepreneurs, and senior executives.

Location: Urban and semi-urban areas, particularly in Tier 3 and 4 cities and growing urban centers.

Psychographics:

Aspirations:

Desires a stylish and contemporary home Prefers high-quality, durable furniture that combines aesthetics with practicality

Aims to implement urban designs to their home

Values:

Emphasis on quality and sustainability.

Appreciates innovative design and premium materials.

Willing to invest in products that enhance their living experience and provide long-term value.

Behavioral Traits:

Shopping Habits:

Research-oriented, often comparing products online before making a purchase.

Regularly visits home decor stores and offline platforms for the latest trends.

Prefers brands with a strong reputation for customer service and product reliability.

Brand Loyalty:

Likely to stick with brands that offer consistent quality and excellent customer experiences.

Values shopping experiences and post-purchase support.

Trust

India's Most Trusted Furniture Brand



WINS

- 400+ Dealerships
- 5 Distribution Partners
- 12 Year History
- Over 1 Million Customers
- 100% Modular
- 300+ Designs
- Dominance in Tier 2 & 3
- In-House Manufacturing- Over 2,00,000 Sq Ft
- Connected plant. Technology Enabled Operations.
- State of the art machinery handling all furniture categories

BOTTLENECKS

- Dependence on dealer network
- Limitations of market demand
- Growing local manufacturing
- Labour dependence
- Seasonality of market

COMPETITIVE ANALYSIS

Royal Oak

170+ Stores
Turnover 400 Cr+
Import Dependent

Godrej Interio

300+ Stores
Turnover Unclear
Import Dependent

Nilkamal

300+ Stores
Turnover 2000 Cr+
Public Firm
Manufacturing & Importing

Damro

250+ Stores
Turnover 100 Cr+
PLB Strength
Manufacturing & Sourcing

Kosmo

Owner by Spacewood 400 CR+ Turnover Segment Turnover 18CR Manufacturing & Importing RM

Durian

100 Cr+ Turnover40+ StoresImport DependentPrimary Category only sofas

OUR FUTURE PATH

Marketing

Solidify Existing Channel

Activation of New
Territories and Increasing
Depth of existing markets
and Category Expansion

Expand D2C

Activation of Online

Own Website Spend, Pepperfry, Amazon & Flipkart. Focus on Omnichannel

Own Stores

FOCO COCO Store

Identifying key areas of sale and creating a parallel to existing channel business.

Global Expansion

Exports

Exploring similar markets with similar buying trends and negotiating rates to be able to compete China Pricing.

US, UK, UAE, South

Africa, Bangladesh, etc

Decrease in Margins but higher volume

CATEGORY EXPANSION

Dining Tables

Immediate addition to complete the home category

Modular Kitchens

Plug & Play of Kitchen Category with our established offline stores

Modular Interior

Leveraging offline stores with technological solutions like pytha to cater to entire interior execution through dealerships

Institutional Business

On achieving scale, set up teams for liason and expand into the space with highest volumes

INTERNAL STRUCTURE

Manufacturing Entity

Trading Entity

Vendors

Factory

Stock

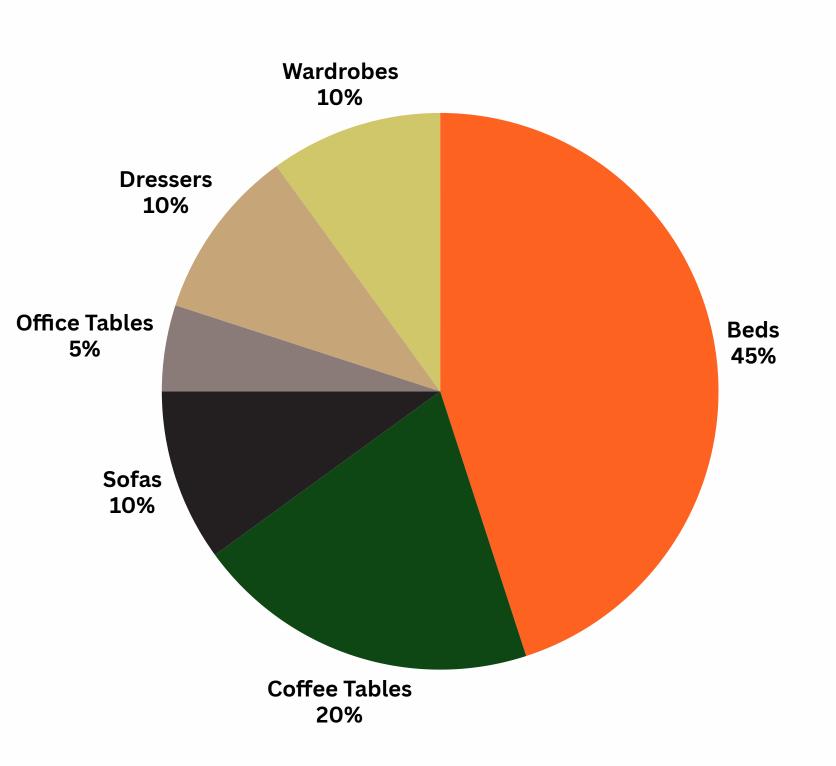
Sales

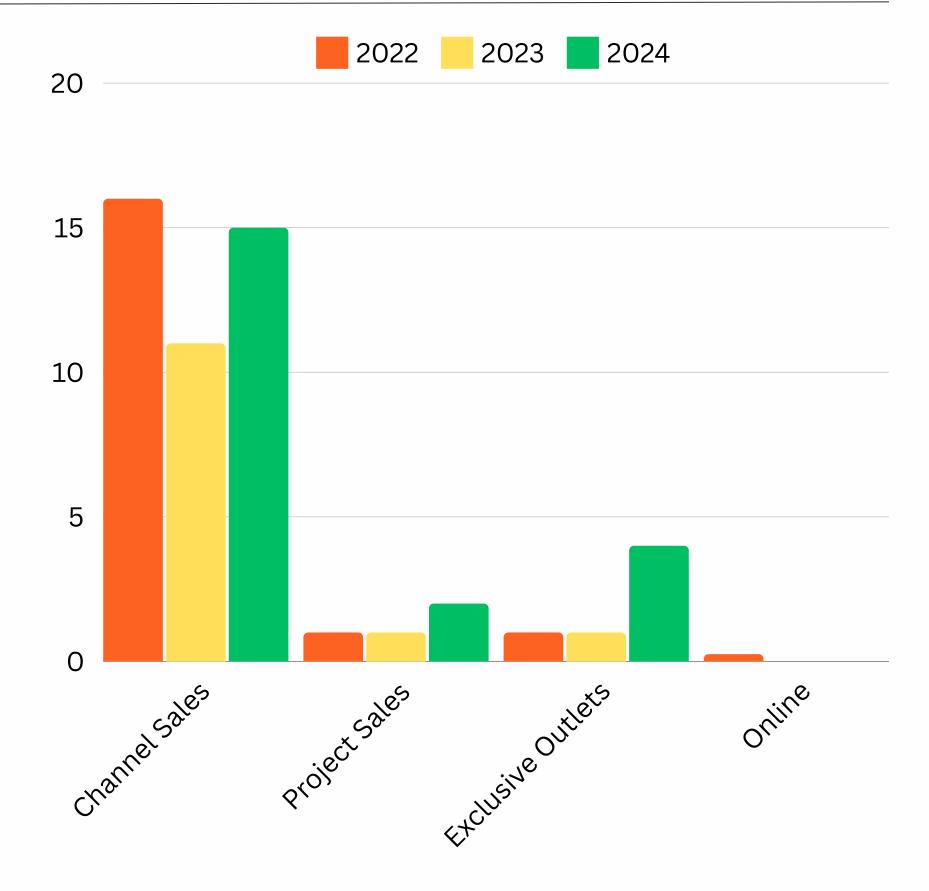
Stock

Debtors

Revenue Stream	2024	2025	2026	2027
Channel RR	20 Cr	30 Cr	40 Cr	50 Cr
COCO/FOCO RR	1 Cr	5 Cr	10 Cr	20 Cr
Website/E-Commerce RR	-	3 Cr	6 Cr	10 Cr
Projects RR	3 Cr	10 Cr	20 Cr	40 Cr
Total	25 Cr	48 Cr	76 Cr	120 Cr

SALES





Team

- 1. IIM-A Alumni
- 2. Experienced Entrepeneur with 20+ YOE
- 3. Business Sales Head Christ Univ

Capital Structure

Clean Cap Table



Thank you