



DECK

2 0 2 4



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.

VISION

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

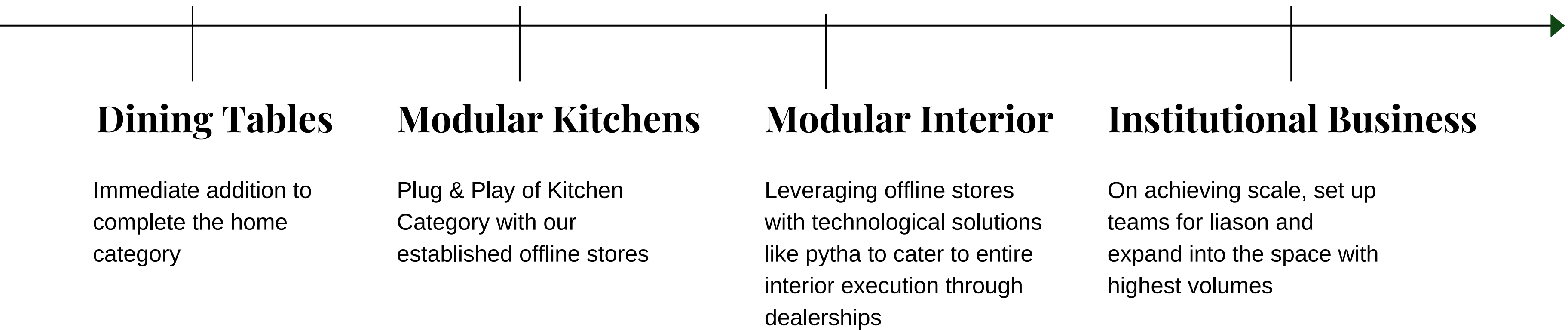
Durian

100 Cr+ Turnover
40+ Stores
Import Dependent
Primary Category only sofas

OUR FUTURE PATH



CATEGORY EXPANSION



INTERNAL STRUCTURE

Manufacturing Entity

Vendors
Factory
Stock



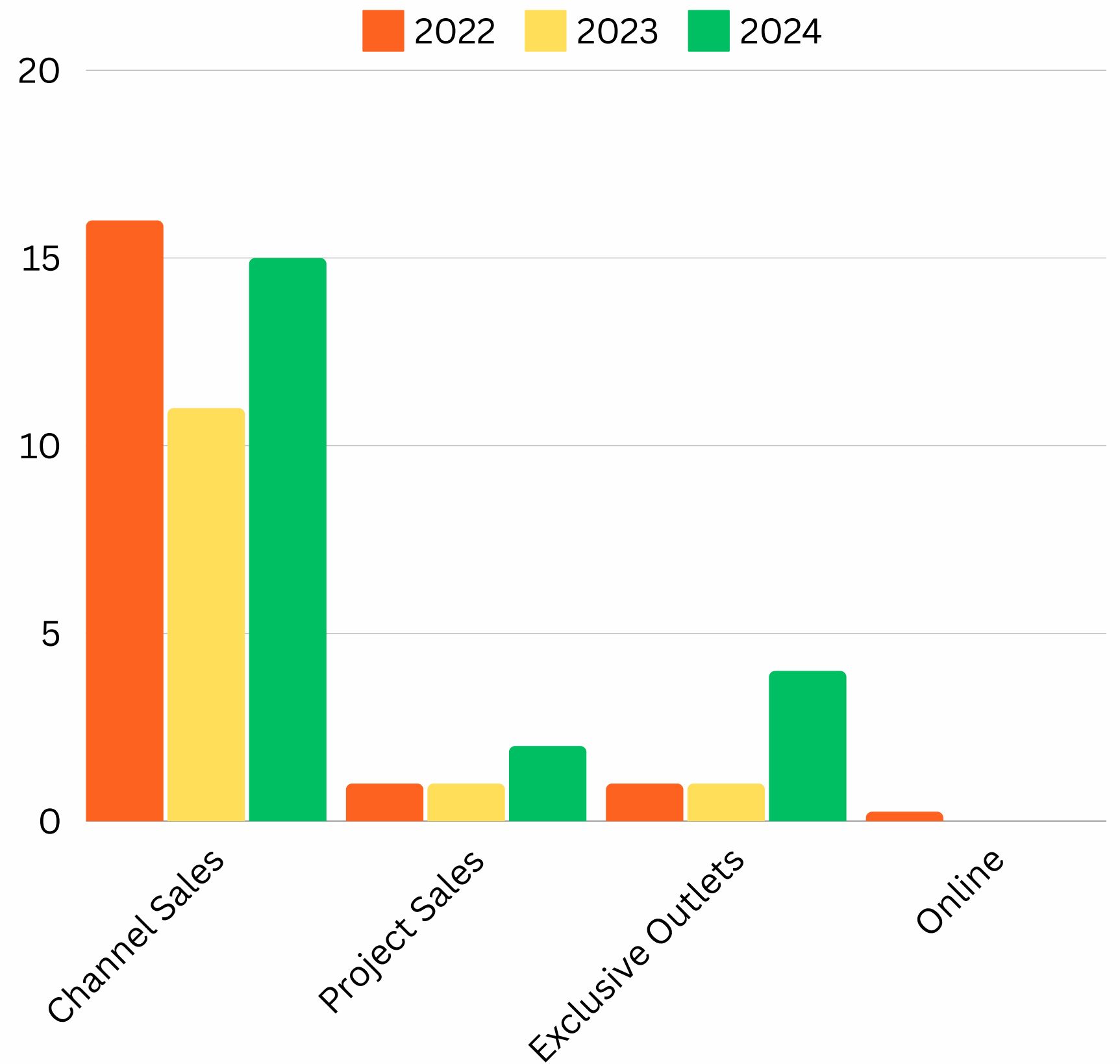
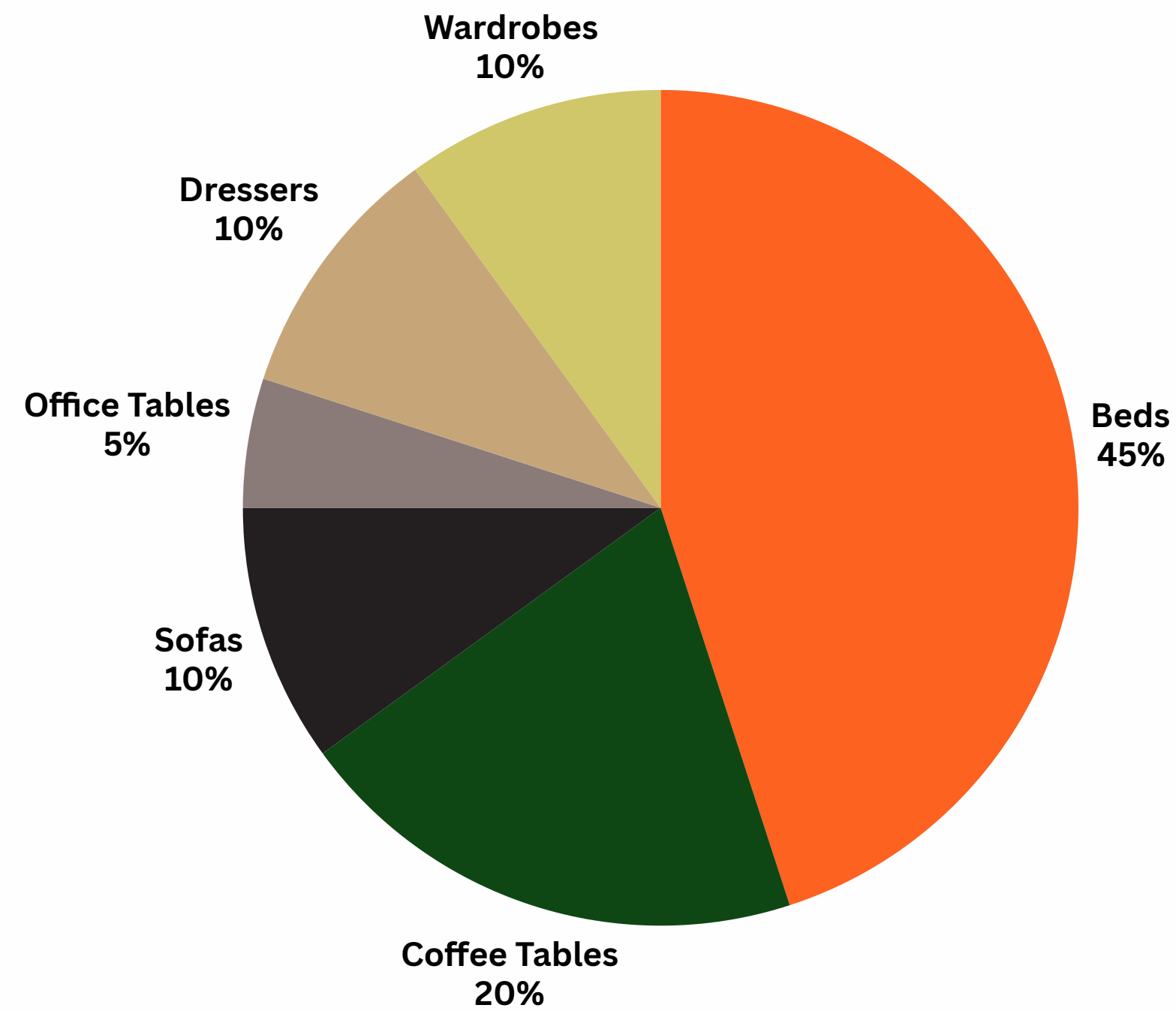
Trading Entity

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

+ Exports/OEM Business

SALES



T e a m

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

C a p i t a l S t r u c t u r e

Clean Cap Table



Thank you

