

**Press Release:**

**Durian Industries Ltd, launches its new Showroom at Indore, Vijaynagar.**

**Indore, 1st March 2011:** Durian Industries Ltd, leaders in Home and Office furniture category announces the opening of a new store at Vijaynagar, **Indore**. Following the success of its existing shopping mall models at various cities like Delhi, Mumbai, Kolkata, Bangalore, the management decided to give its loyal customers the taste of high end furniture in their own city and on their own ground. The new store offers a complete range of imported furniture and other lifestyle products along with an exhaustive collection of household and gift items, furniture and accessories. The new Durian store is more spacious and offers some of the most fashionable merchandise, truly making it a shoppers' paradise!

The Home Décor section boasts of beautifully crafted furniture consisting of varied styles for the bedroom, living room and dining hall make for added attraction. Additionally, the store will have merchandise that complements every aspect of your lifestyle- be it at work, your holiday home, or your kids bed room. The office range offered by Durian is stylish, modern as well as functional with practical design and contemporary appeal. Since Durian offer 5 years warranty on all home and office furniture you need not worry about servicing of products and minor wear and tear as well. They also provide free assembly and delivery for all products.

Managing Director of Durian Industries, Mr. Sajjan Dokania says, "The reason behind opening a **new store in Indore** is very basic. Our business is consumer driven and it's our priority to keep our loyal customers happy. Durian is a brand in itself; we have an identity of our own. A mall has its limitations. Plus we have a very mature and fashion conscious clientele with global exposure. A closed mall environment tends to take away the charm of shopping and selecting accessories leisurely. As our customers' are always looking for premium accessories which add to their style quotient, Our collections at this exclusive store are designed keeping in mind their contemporary lifestyles making sure to keep abreast of what's happening on the international lifestyle scene."

With elegant interiors, every Durian showroom has the largest imported furniture collection. The range is fashionable and individualistic, providing not just value for money but a collection of the finest quality merchandise from abroad. It's courteous and warm store staff, international ambience and ample parking space completes the ultimate shopping experience, thus, making it a much sought after destination for those who love their homes.

**About Durian Industries Limited:**

Durian Industries Limited was founded by Mr. Sajjan Dokania in 1992. Since then, the company has been a pioneer in different range of furniture and lifestyle products in the country. Durian Industries Ltd introduced Natural veneer, laminates and ready made doors in the building material industry in India, having met the most stringent of international quality standards, resulting in the constant supply in the domestic and international markets.

Durian imports home and office furniture from all over the world and has an extensive range of accessories, artifacts, furnishings, painting and decorative lighting products. The company has the most prominent ISO 9001 and 14001 certifications for their quality standards. The brand has grown immensely through the years and has 50 stores in India with its headquarters in Mumbai. Durian has now also moved on to providing turnkey services all through India.



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