



# THE MODULAR **FURNITURE** UNIT

Behind our modular furniture

“OVER **4000+** WORKSPACES CREATED”



Palghar,  
Maharashtra



Established  
in **2012**



**100+**  
happy employees



Can make any board  
furniture in the world.  
You name it, we make it



Thomas, our bestselling  
bed is made in this factory



The modular furniture  
factory is a magical place  
where dreams come true.



“ The modular furniture factory is a magical place where dreams come true. Every piece of furniture made here fits in like a jigsaw into various furniture systems made for you. Customised to your needs.”

## ABOUT THE UNIT

Our Modular furniture unit came about in 2012 when we realised the need for compact space saving solutions that could be highly customised to Indian spaces. Recognising the need led to realising the dream wherein we set the cornerstone of being the only manufacturer in India that is capable of making almost any type of board furniture on our factory floor. The unit currently operates to produce all of

our premium board furniture that we retail plus all our projects for commercial, private, public and healthcare spaces.

This plant manufactures modular workstations and modular home furniture in variety of materials ranging from plywood, block board, pre-lam and board with different finishes from cost effective laminates to exotic veneer.

## UNIT IN-CHARGE

The unit operates under the able guidance of Mr Mitra who oversees the operations while day to day control is in the hands of Mr Mandal. Between them, they manage a team of over a 100 hardworking

employees. Mr Mandal is a calm entity who always maintains a jovial attitude at work with the utmost concern towards employee welfare.

## WHAT WE MAKE

The Factory is equipped to make any piece of board furniture that exists. While we don't make it all, what we do is make customised furniture systems and solutions for reputable businesses across India. These businesses vary from sector to sector, from retail to wholesale, from healthcare to the government, from defense to the private sector there isn't any part of the country where a piece of

our furniture does not exist.

In a given cycle the factory produces a range of modular furniture like customisable systems of board furniture, modular desking systems, office furniture and workstations along with beds, tables, desks, dressers among other pieces for our retail stores.

## DESIGN

Modular furniture is all about simple design for every space imaginable. With good design comes sustainability and with sustenance comes the dream to reach a lower carbon footprint.

With modular furniture; our research gave birth to designs keeping in mind Indian culture & lifestyle with limited space constraint with cost effectiveness of each design. A team of dedicated professionals

strive towards making sets of furnitures that can truly adapt to your every need enriching our lives. Thomas, one of our most popular beds is manufactured in this factory. The radically new design coupled with an industrial grade finish has made this one of our best selling beds to date.

# MATERIALS & PROCESS

Modularity in design refers to a breakdown of a system into modules that can be independently created and used across various systems. The processes used to create these modules operate efficiently to provide flexibility in producing a vastly complex web of modular systems and families that are deeply interconnected to each other.

We used a variety of materials sourced from global and local suppliers who provide us with superior quality board. We manufacture our own Veneer and Plywood , laminates that are also used in our manufacturing processes. With the latest in

technology combined with processes designed for effective engineering, every module flows from one process to the other in a systematic manner to be packed marked and shipped across the country to our ongoing projects and retail outlets.

The floor plan and process formation for this unit is highly efficient with a chain of sourcing, processing, assembling to packing developed in a manner to deliver quality furniture pieces of the highest quality with minimal wastage. This allows us to produce better quality with quantity across the manufacturing line.

# SOURCING

Ethical and local sourcing is a key component of our core values of the company. That being said we source quite a few of our raw material globally making the sourcing a healthy mix of global yet local. This allows us to support local manufacturers nurturing their talent and business while providing

the best quality material to our consumer. Developing a vendor chain that locally sources materials for our factory, we strive towards a lower carbon footprint with an integrated logistics chain and an efficient procurement team

# QUALITY CHECK

Each chair goes through rigorous quality check to ensure its longevity. This check is a continuous process that exists parallel to the line and ensures at critical points the standards remain constant. Pre production fabrics are passed through a rub test to see its durability. Frames are tested for their

structural integrity. The foams are tested for their give and bounce. The castors have to pass through a rigorous test for endurance. Every chair is built for the ages with a solid 5 year warranty. The hydraulics are tested for a random weight drop to understand the give/strength for the hydraulic gas lift.

# OUR PEOPLE

We have over 60 dedicated employees who work in this unit. A chair starts its life with the frame being punched then heading to the foam which is cut with precision by the workers who then pass it onto the technicians who work on the chair kit. The seamstresses work diligently on the upholstery of

the seat cushions with detail to ensure that not a stitch is out of place. An assembly line setup ensures a steady flow till a kit is assembled packed and shipped over to the fulfillment center and ultimately to you, the end user.

# PACKAGING

Ensuring what you see is what you get has been our slogan whenever we think packaging. With hours of research and meticulous testing we decided to pack a little extra so that you get your product just as it had left the line. This enables us to grow our networks to connect with more cities and bring the furniture to you. With modular, we had to go back to the drawing

board and come up with a whole new type of packaging that enabled us to keep the packaging lean, light and space saving to ensure that every package is easy to handle. Flat pack furniture is now a standard for every piece of knock-down furniture we make.



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