



SINCE *1985*

# THE CENTRAL DISTRIBUTION

C E N T R E

Behind our distribution

"IT TAKES 10 PEOPLE AND 8 STEPS  
TO GET YOUR PRODUCT TO YOU"



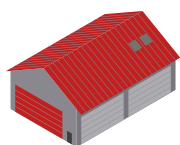
Palghar,  
Maharashtra



Established in  
September of 1999



70+  
Happy employees



Storage space spread over  
1,00,000 sq.ft.



Over 10,000 + individual furniture  
pieces shipped monthly



Ships to over 33+  
locations across India



“ This is our central fulfillment center. The center; spread over one lakh sq.feet, houses our entire inventory of furniture products. It takes 10 people and 8 steps to get your product to you.”

## ABOUT THE UNIT

The warehouse in its current form used to be our plywood trading unit. This unit was closed in 1999 to make way for a warehouse cum distribution center for all our retail furniture. This warehouse currently handles all our distribution channels for furniture and is the central nerve centre of all our retail stores across India.

On a regular day the warehouse is dispatching over 10,000+ products to 33+ stores across the country. The fulfillment team is hard at work to ensure a product is dispatched and received within twenty one days of the order.

## UNIT IN-CHARGE

Mr Sinha has been the man behind the magic of fulfillment since 1998. A family man, his family extends to the boys at the center and their supervisors some of whom have been with us since the inception of the company. A regular day for the center starts the previous evening, and moves to

coordinating with logistics in the mornings to prepping for deliveries in the evenings for the next day. Having templated and built the distribution setup from ground up Mr Sinha is the man who has been with us since the very beginning and derives immense pleasure in the work that he does.

## MATERIALS & PROCESS

The centre houses the entire inventory for furniture all under one roof. Sprawled over a lakh of square footage, the center is housed close to all our primary manufacturing units and deals with furniture products bound inwards and outwards. Four processes and ten people interact with every

product that is stored in the centre. With clear demarcations and space design, every type of product has a predefined place allotted to it where it waits patiently to be picked up, a few stops away from home.

## OUR PEOPLE

The warehouse operates under the able guidance of an efficient fulfillment team that dispatches over 10,000 products monthly to various parts of the country. This team works around the clock 7 days a week to get the product you ordered to your space.

With defined channels of distribution coupled with an excellent logistics team, every piece of furniture comes with a guarantee of excellent products coupled with ingenious design made for you.

# PACKAGING

Every piece of furniture that leaves the distribution center is meticulously packaged using the best recycled foam and wrap for a snug pack making every packed unit almost indestructible. The team ensures no corner, no surface is open to the

elements. This enables us to ship every product we have in our catalogue to the farthest corners of the country (from kashmir to kanyakumari...) The packaging is dynamic and in most ways can be reused or repurposed for a multitude of things.

# LOGISTICS

The journey from the center to your doorstep is a labor of love, time and determination of our entire logistics division. Working around the clock, every

logistician works hard towards the fulfillment of every product to its owner assisting in its way, home.

