



SINCE *1985*

THE UPHOLSTERED **FURNITURE** UNIT

Behind our upholstered furniture

“OUR SOFAS GO THROUGH
10 QUALITY CHECKS BEFORE IT REACHES YOU”



Palghar,
Maharashtra



Established
in 1997



60+
Happy employees



Sofas handcrafted for you,
since 1997



Berry and Blos are
made in this factory along with
20 other sofa models



The upholstered furniture
production unit is
the pride of our company



“ The upholstered furniture production unit is the pride of our company as it makes our best selling sofas and other upholstered pieces ”

ABOUT THE UNIT

This unit is situated in Maharashtra setup in 1997 with a view to manufacture upholstered furniture. The factory currently produces all our sofas, chairs right from the development of the frame, to the

packing of the final product. The unit has a multi level setup where all our processes take place. This setup ensures a streamlined workflow from one level to the next.

UNIT IN-CHARGE

The unit is under the able guidance of Mr Mitra who has been the backbone of our production of furniture since its inception. Mr Bajpayee overlooks

the day to day activity of the unit and looks into every aspect of production. Between them they manage a workforce of 60 people at the unit.

MATERIALS AND PROCESS

We deal with a variety of complex processes combining various materials and techniques to ensure that a product is made with the latest technology and under the able guidance of our craftsmen. Some processes use the precision of a machine while some need the nimble hands of the master sofa maker. Dealing in a vast variety of

upholsteries, foams, springs, wooden frames, core reinstates the experience we come with towards our craft.

Every process is designed in house to ensure a unified production line with economies of scale that enables us to produce various styles of upholstered furniture simultaneously.

WHAT WE MAKE

The factory is equipped to produce every piece of upholstered furniture that is manufactured in the world comprising of nappa aire leather, leatherette and fabrics. A sofa starts its life with the frame heading to the foam which is cut with precision by the workers who then pass it onto the craftsmen who work on the raw frame of the sofa. The seamstresses work relentlessly on the upholstery with minute detail to ensure that not a stitch is out of place.

Among sofas, loungers, recliners and sectionals along with every upholstered piece in a bed or a

chair or a workstation passes through this unit and onwards to the fulfillment centre that much closer to you. Given our expertise in this field we offer highly customised upholstery solutions for our retail and commercial verticals to give the power to you to choose customise and create furniture that's truly yours.

The factory produces our popular sectionals like Alfred and Marshall along with our best selling sofas like Berry, Laredo, Sheraton and Blos among others.

DESIGN

With our core philosophy of comfort, we strive towards ensuring this in everything we do. The factory is capable of producing almost any style of furniture from contemporary to vintage along with fresh modern styles as well. The upholstery defines the design and brings it to life. We like to think of our

furniture as people and hence we give human names to all our products. Each style is carefully pieced together to ensure a simple ergonomic design with pleasing aesthetics that meets the current standards

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.

Working on a lean business model we integrate our supply chains in close vicinity of our manufacturing units to enable shorter lead times leading to higher efficiency at lower costs.

PACKAGING

Ensuring what you see is what you get has been our motto 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. Every corner, side, edge comes padded

with packing to keep away bumps bruises and scratches. This enables us to grow our networks to connect with more cities and bring the furniture to you.

OUR PEOPLE

We have over 60 dedicated employees who work in this unit. A sofa starts its life with the frame heading to the foam which is cut with precision by the workers who then pass it onto the craftsmen who work on the raw frame of the sofa. The seamstresses work relentlessly on the upholstery

with minute detail to ensure that not a stitch is out of place. Chacha; as we fondly know him, has been responsible for cutting the various swatches needed for the pieces in production since the inception of our manufacturing over the last decade or so.

QUALITY CHECK

Each sofa goes through rigorous quality check to ensure its longevity. This QC 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 springs and foams are tested for their give and bounce.

Every product undergoes an intensive test in various

conditions with actual people trying out the prototypes in real day to day situations.

While packing we take measures to ensure a stringent check on the finished product before it is shipped over to the central distribution center.

Every piece of furniture undergoes 10 such processes before it reaches your doorstep.

