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# FOUNDER'S WORDS

"To become India's leading interior solutions provider"



# VISION & VALUES

DURIAN COMBINES A PASSION FOR CLIENT SATISFACTION, INDUSTRY AND BUSINESS PROCESS EXPERTISE, WITH A COLLABORATIVE WORKFORCE THAT MANUFACTURES QUALITY PRODUCTS.

At Durian, we have an abiding passion to place our customers' needs first. Their success is our success. To help them live a better life, we invest in our people and resources, bringing new innovative ideas to life, every day!



#### **Our Values:**

#### Passion:

We dare to dream and always aim higher. By constantly setting new standards in who we are and what we do, our passion spurs us on.

#### Partnership:

We work as a team with mutual trust and shared accountability towards a common goal in a collaborative environment, to meet the needs and expectations of all stakeholders. We always stand by our promises and act with complete integrity.

#### Innovation:

We are constantly seeking to exceed our previous best with creativity. Challenging the way we do and see things which leads us to a fresh perspective and new ideas that inspire business innovation.

### **JOURNEY & MILESTONES**

An incredible journey of evolution, achievements and experiences.

imported home furniture. After seeing success-

with the first stone, Durian entered the metropolitan

city of Mumbai to launch its largest flagship store in 2001.



Durian started exporting laminates.

With the ambition to make Durian a self-reliant

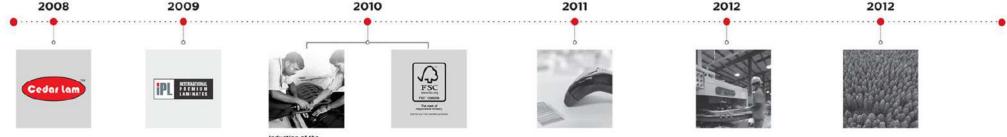
manufacturing ecosystem a veneer slicing

facility in Palghar was set up.

highly customised services with its

leadership.

years of experience, knowledge and



#### The manufacturing ecosystem continues to build with veneers and laminates.

A veneer edge bending plant was set up at Palghar.

With the rising popularity of Durian's laminates, a 2<sup>rd</sup> production line was added. Increasing its laminates line of products, a brand Cedar Lam was introduced.



2009

#### A new brand emerges A new brand of laminates called IPL emerged in April.

The changing affinity of the consumers and the rising demand for branded furniture led to the establishment of Dunan's upholstery facility, where a range of sofes and other upholstered products were made available.

2015

Induction of the

upholstery facility.



2010

#### **FSC Certification**

The quality of Durian products were top-notch. It was awarded with the prestigious FSC certificates.



2011

#### **Barcoding Technology**

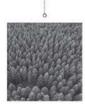
With expansion of Durian's retail business across states. Durian became one of the leading interior solutions providers across India. A 3rd production line of laminates was added to meet demands. along with the introduction of barcode system in the laminates division



2012

#### A 52,000 sq. ft. modular expansion

2012 marked expansion of the Modular business. Spread over 52,000 sq ft., the facility has been equipped with state-of-the-art machinery which cater to board furniture and home furniture requirements.



2012

#### A green initiative

A secondary ETP Plant was Commissioned in 2012. which has enabled us to recycle over 10 lac litres of water/month. thereby making laminate unit a zero discharge unit.



#### The complete furniture solution provider

In October 2013, Durian forayed into the business of doors, it started manufacturing Pre-Hung doors.

Hickory, a new brand of Plywood was born in 2013.



#### A niche solidwood product for a niche market

To cater to a niche market, Durian started manufacturing solid wood products.

Going Digital Durian ushered into a new phase of digital expansion, carrying forward their commitment to enhance the customers' experience. This made all their furniture products available to customers through their very own e-commerce platform www.durian.in

2015 also saw the launch of EPH (Germany) certified Exterior Cladding laminates.



2016

#### The 4th production line of laminates were added

2017

#### Introduction of leather

After popular demand from the clients. Durian decided to introduce leather in sofa manufacturing.



2018

#### The year of diversification

Durian diversified even further, so that the end customer could get all their interior solutions under one Durian roof. This year saw the launch of: Wink Mattress and Beddings from Durian A vast range of Décor products & interior design consultation services started. Started delivering to over 700+ pin codes, country-wide. 2018 also saw the launch of Phenolam laminates.



2019

#### The 1" Retail Door Showroom

Dursan has ventured into a completely new business by launching retail door products. Thus making it accessible to all retail customers, introduced two new business verticals: Wall Panels & Modular Wardrobes.

# FACTS & FIGURES



Sq. Ft. of Retail Space



Sq. Ft. Manufacturing Area



of consolidated industry experience



Pin Codes reached through e-commerce & offline channels



Dealers & Distributors across India



Employees across India



Offices across



Verticals including Home furniture, Office furniture, Plywoods, Laminates, Veneers and Doors

## **STRENGTHS**

#### WHY DURIAN?

Durian offers a perspective distilled from diverse and deep experience with many of the technology industry's most successful companies.

Whether It's thriving in a connected world or meeting new demands for agillty, Durian is redefining the way companies benefit from our products and services. By investing in the right resources and technology, our business has seamlessly integrated manufacturing, distribution sales and customer delight.



#### **Full Vertical Integration**

At Durian, we have a systematic approach to efficiently integrate suppliers of raw materials, manufacturing processes, inventory management, networking and stores along with after sales, so that our products are distributed in the right quantities, to the right locations, and at the right time, in order to minimise system wide costs while satisfying service level requirements.



#### **Our Brands**

Durian is one of the leading brands for furniture, veneers, laminates and plywood in India. All of our brands command a significant share in the market. The brands enjoy a high-recall and acceptance on account of enduring trust and product quality.

Today, Durian has a portfolio of power brands that are highly valued in the market.

























#### Technology Ready

Enterprise Resource **Planning Content** 

Management Systems

E-commerce Software

**Customer Relationship Management** 

#### Customer centric

Businesses are increasingly turning to us because we combine an entrepreneurial spirit, exceptional talent and a consultative client-first approach, with an expansive delivery network and deep domain expertise.



**Excellent Relationships with** Stakeholders We truly value partnerships and have developed long-term relationships with our dealers, distributors and vendors since the past 25 years.



Experience Leadership With an average tenure of 20 years, our team is dynamic & experienced to develop long term relationships while maintaining strong financial discipline.



Premium Customer Experience We strive to create a fluid experience across our stores the website and in our communication to ensure customer delight...

## **AWARDS**

Our journey of commitment to excellence, has led us to award-winning experiences.





Recognised as one of the 25 most promising companies in 2018



#### Power of trust

Recognised as one of the 25 most promising companies in 2018



#### Power Brand of the Year

Chosen by the Indian Consumer as the Power Brand of India in 2011

### **CERTIFICATIONS**























### END-TO-END MANUFACTURING

Expanding on the exceptional quality and exquisite craftsmanship that are hallmarks of the Durian brand, we manufacture an assortment of products that will stand the test of time. Plywood, veneers, furniture, doors and laminates comprise of 5 major manufacturing divisions at Durian that support our customers needs be it a corporate or a home.

Using state-of-the art equipment, proprietary and patented assembly methods, streamlined systems and strict control processes, these facilities produce products with unparalleled quality.

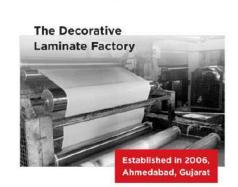


# We operate 7 manufacturing units across India &



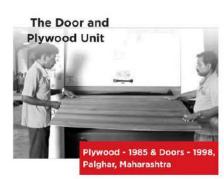












# TRUSTED CLIENT PARTNER

Durian has demonstrated execution of mega and multi location projects without compromising on requirements of the customers. Which is why we're trusted by some of the most prestigious companies and agencies, Our portfolio consists of 8000+ clients across residential, commercial and public spaces.



AIRLINE

BANKING & FINANCE

CAPITAL MARKET

HOSPITALITY

OIL & GAS

RETAIL INDUSTRIES

CENTRAL GOVERNMENT STATE GOVERNMENT

PSU

INSURANCE

**REAL ESTATE** 

**HEALTH CARE** 

TELE-COMMUNICATION

IT

MEDIA











































































We've worked with small, medium and large organisations, to help them craft their dream spaces. Time and again, we've been chosen by clients to help design and create home & office spaces because:











We adhere to strict guidelines



We provide excellent services and maintenance

We try to make sure each experience turns into a great relationship, so our clients can count on us when needed.

# RETAIL FURNITURE BUSINESS

"MANUFACTURING QUALITY PRODUCTS AND OFFERING OUTSTANDING SERVICE HAS BEEN OUR GOAL SINCE THE FIRST DURIAN STORE OPENED IN 1999. AS WE MOVE FORWARD, A SHARED COMMITMENT TO WHO WE ARE, WHERE WE ARE GOING AND HOW WE WILL GET THERE WILL HELP US CARRY ON THIS TRADITION."

We specialise in manufacturing the following types of furniture -

Durian has been at the forefront of the industry, creating beautiful spaces within homes and offices since 1985. We started by successfully importing furniture, and eventually set up our own manufacturing facilities that produce sofas, beds, chairs, workspaces and more.

In the recent years, we've scaled up our growth, exponentially, with multiple factories. It is our relentless pursuit to be the best furniture solution provider that

has made the brand what it is today.

With the advent of our Modular Factory, we have undertaken furniture manufacturing orders for institutional offices, both public and private sectors, across India. Having delivered turnkey projects in time and to our clients' satisfaction, our ambition is to be the primary provider for premium furniture country-wide.

Our award-winning furniture is available

through dealers, retailers and e-commerce websites around the world. Whether your world is an office, a school, a home or a hospital - and whether you are a customer, an employee, a shareholder or a member of our community - we work hard to create a better world around you





#### **Board Furniture**

- Flat pack Home and Office Furniture
- Doors
- Workstations
- Storage Units



#### Office Seating

- Directors Chairs
- Executive Chairs
- Office Sofas
- Workspace Chairs



#### **Upholstered Furniture**

- Sofas
- Chairs
- Pouffes
- Settees



#### Solid Wood

- Tables
- Chairs
- Desks
- Storage

# **FURNITURE RETAIL HIGHLIGHTS**

2.8 million happy customers

years of experience

### Pan India Presence online + offline

warehouses across India

million sa. ft. of retail space

# **FURNITURE DIVISIONS**

Today, Durian continues to pioneer furniture solutions that empower people to be more creative, connected, and engaged. The company is collaborating with the best in the industry to apply a greater understanding of people-how they think, how they are motivated, and how they create-to a complete understanding of work today. Using these insights, we've formed furniture divisions as follows:



While we import specially curated products, we also thoughtfully craft and manufacture furniture with special attention on quality. Our ready-made furniture collections outlive trends and evolve with changing styles, attention to detail is everything. We debate the intricate details that make our products exceptional pieces for everyday life. It's a labour of love, but we're only happy when a product is good enough for our own homes.

Our catalog comprises of Durian factory-made and imported furniture with a variety of 700+ products that get refreshed twice a year.

From living rooms to workstations, our ready-made furniture variety comprises of the following:





LIVING ROOM





BEDROOM



OFFICE





#### Going Digital:

Since Durian's inception, our customers have been the heartbeat of our business. Which is why we focus on customer intimacy and channel expansion, as the key, long term business drivers.

Keeping true to this value, in 2015, Durian launched a well curated, user-friendly, website for its ready-made furniture. This e-commerce platform offers our customers a great variety of furniture. It gives them what they need for an impeccable designed space - all accessible without the hassle of long queues, limited hours and having to visit the shop.

Customers can browse through our wide range of products, compare prices and check out special offers. That's not all, they can also inquire and chat with stores to understand the product better and clarify their doubts if any. Durianin makes the decision making process easy and convenient, whilst becoming a one-stop destination for all furniture-related solutions.



#### Elevated customer experience

We constantly ask ourselves: Is there a better way? That's how Durian Ready-Made furniture remain unique and how we try to make everyday experiences better for our customers.

#### Design Consultations: Our

customers enjoy a complimentary service where our expert designers provide recommendations based on customers' style, space and needs. White Glove Delivery: With our superior logistics chain, we offer free delivery and assembly of furniture across India.

Customisation: We customise uphoisteries for all products in leather, leatherette and fabrics of choice.







#### The Durian Way

Rapid technology evolution continues to unleash dramatic change across the marketplace. To thrive in an ever-evolving market, we've adapted an OMNI CHANNEL APPROACH. With the right mix of retail chains and online services, we've been able to provide a cohesive shopping experience to our consumers.



# MADE-TO-ORDER FURNITURE

We believe that each customer has a unique style and preference when it comes to furniture. At Durian, we manufacture made-to-order furniture that is completely customized to meet our customer's requirements. We cater to a wide range of clients across residential and commercial properties.

#### Customer Satisfaction Strategy:

- Customised and unique designs according to clients' concepts
- Expert advisory by experienced creators
- Pan-India delivery for all orders, big or small.
- On-site management with a dedicated team
- Product training and top-notch after sales service

#### Products offered:

Our core expertise lies in creating beautiful and cost effective furniture such as modular workstations, beds, chairs, partitions, desks, conference tables, laboratory, retail furniture and fixtures.

- Workstations
- Office Seating
- Office Desking
- Auditorium Seating











# WHITE GOODS DIVISION

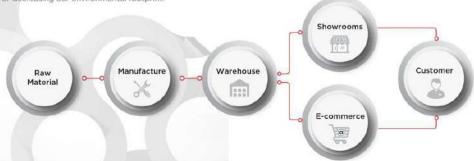
Since the inception of our manufacturing facilities, clients have admired the quality of our furniture. Over the years, our production capabilities have increased multifold and we now have a growing clientele who buy unbranded furniture from us, for their private labels, throughout the year.

- Durian provides OEMS and distributors with unbranded white goods
- We have multiple state-of-the-art facilities that exports quality furniture globally
- We manufacture a wide range of products for wholesale and export purposes



# Furniture Value Chain

For driving clear supply chain visibility to increase network capacity, we streamline operations in a way to improve business performance. This chain forms a clear process whether it's developing new manufacturing/distribution hubs or decreasing our environmental footprint.





Durian is about much more than product and profit. We also value our relationships. We depend on good relationships with our suppliers for timely delivery of the highest quality materials and services. And we depend on dealers to display our products in the best manner possible.

We work with prominent suppliers whom we've partnered with for over 25 years who source the best raw materials, finished goods, wooden products, hardware and upholsteries from all around the world.

Durian has a network of certified dealers, located across India, who are committed to consistency, quality and efficiency.

**Dealers** across India

25 years of strong partnerships



### **LAMINATES**



On 1<sup>st</sup> February 2006, Durian embarked on a journey of manufacturing Decorative High Pressure Laminates at its state-of-the-art facility in Ahmedabad. An ideal solution for both residential and commercial spaces, Durian laminates are an extremely stylish, versatile and durable surfacing material, used for multiple applications including interior doors, furniture, shop fitting and wall panelling.

Durian offers an unrivaled range of on-trend colours, patterns and woodgrains. Our laminates also come with distinct properties such as anti-bacterial, fibre retardant, scratch and impact resistant making them a cut above the rest.

#### Today Durian manufactures multiple types of laminates, including:

Decorative High Pressure laminates | Metal Foil Laminates | Abrasion Resistant Laminates | Dry Wipe Marker Board Laminates Chalk Board Laminates | Post Forming Laminates | Digital Printed Laminates | Screen Printed Laminates | Door Skins and more...

# Laminate Manufacturing Highlights



At Durian, we place quality at the forefront. Which is why we source our raw materials from industry leaders throughout the world, including countries such as **U.S.A**, **Italy**, **France**, **Germany**, **Belgium**, **Japan and Malaysia**. The latest innovations in design and manufacturing capabilities make our laminates a hard-wearing, durable surface choice, with styles for different environments.

900+ Designs

available & sourced world over 150 Different

produced

22 Different grades of Laminates available

**7-point**Quality Control

System

#### Our laminates are used across a variety of products.

- Furniture Laminates are useful for multiple furniture products being used in living rooms, bedrooms, dining space, kitchens, office spaces & so on.
- 2. Interior Surfaces Laminates are also useful for wall panels, decorative spaces for beautifying interior area of any building.
- Exterior Surfaces Laminates can also be used for exterior surfaces of any building, be it huge walls or decorative facades.

### **Ensuring Quality**

We ensure that every single one of our laminate sheets goes through 7 Points of Quality check during its production.

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

STEP 6

STEP 7

RM QC Pre Impregnation

on Post Impregnation QC

)

Pre Pressing QC Post Pressing QC

QC after finishing

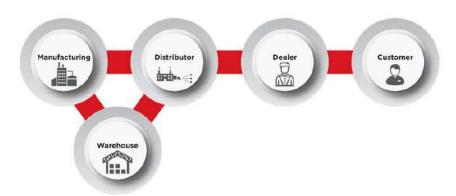
QC Before Dispatch



We also process over 1 lac litres of process-water in our ETP.
This ETP water is recirculated to the plant and is also used for gardening and flushing purposes. As a result the entire plant is Zero Discharge Unit.

#### Laminate Value Chain

We believe that the attention and time we put into the value chain process, gives our laminates the edge they need. This simple philosophy has been the cornerstone of all the processes and technologies. It has led us to design and deliver laminate that is technologically advanced and has become synonymous with high-quality. Today, the company has taken giant strides and is one of the largest sellers of laminates in the Indian organised laminate market.



# Sales & Distribution Channels:

Durian Laminates is a key player in the laminate industry in India. Not just that, we also export our range of premium products to over 20 countries. Our laminate range is widely acclaimed by our global customers as a quality product.

90+ authorised distributors & 20 000+ authorised retailers

We export to over
14 countries worldwide

Dubai, Singapore, Nepal, Pakistan, Moldova, Russia, Israel, Canada, Morocco, Kenya, Sri lanka, Indonesia, Saudi Arabia, Qatar, Bahrain, Nigeria.

## **PLYWOOD**



With over 50 years of experience in the Plywood industry. Durian is one of the undisputed leaders with a plethora of innovative products designed for clients across public and private industries. Our signature plywood products are used extensively in commercial and domestic settings. Durian plywood is affordable yet durable and offer unmatched strength and style.

We provide ideal solutions for personal and office spaces using indigenous technology, that gives our furniture and plywood products a distinctive edge in terms of craft and endurance. The following are the various types of plywood grades available:

- Moisture Resistant
- Boiling Water Resistant
  - · Blockboard

· Boiling water proof

While our ply is used across all our products, we also provide wholesale quantities to our dealers and distributors, globally.

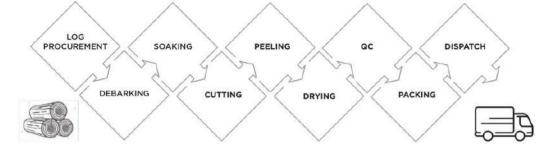
#### **Manufacturing Highlights**

manufacturing

Spread over 15,000

storage houses

29+ employees with a 50% women employment ratio



All our plywoods are created keeping quality at the heart of our processes. We source the most high-quality raw materials, exclusively, to deliver perfection

#### **Plywood Value Chain**

Durian has been the front-runner in applying innovation to processes from the manufacturing phase to the delivery phase. This simple philosophy has been the cornerstone of all the processes and technologies. It has led us to design and deliver Plywood that has become synonymous with high-quality. Today, the company has taken giant strides and is one of the largest sellers of multi-use plywood in the Indian organised plywood market.

#### Production

manufacture multiple grades of plywood

#### Processing:

It is further processed in our Vencor & Furniture Manufacturing Facility.

#### Wholesale: Plywood is distributed

across India

via our supply

channels

Retail: Our Plywoods are sold under different brands in retail stores.

#### Sales Channels

At Durian, we attribute our success to the dedication and lovalty of our channel partners across the nation:

> 100+ dealers across India

Wholesale distribution

in conducted only in Maharashtra



# **VENEERS**

At Durian, all our Veneers are handcrafted with artistry to create scintillating designs for all interior decor solutions. Our focus has been on quality rather than volume and that has led to our success as a proficient manufacturer in the Veneer industry. Today, Durian is the 3<sup>rd</sup> largest manufacturer of Veneer and the oldest Veneer brand in India.

All our Veneer raw materials are sourced from across the world. We import over 5,000 species of wood globally that are seasoned, dried and smoked in our factory. It is then segregated based on the species and the grain. Every log of wood comes with a unique pattern, giving us a variety of designs that can never be replicated. Our veneer facilities have over 500+ types of wood from around the world which are used to create newer, more unique designs in the Research & Development wing.



As the pioneers in Veneers, the brand has successfully created a niche in the highly competitive lifestyle segment. Durian proudly presents a large range of veneers which are:

Natural | Light | Dark | Flexi | Smoke | Metallic | Bark | Dziner | Recon

### **Veneer Manufacturing Highlights**

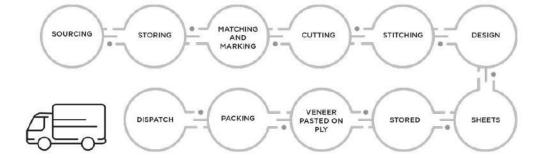
Making Veneer is the most economical way of producing high-quality, genuine wood-faced materials. Our modern production technology results in maximum utilization of wood. No other kind of wood working renders such a yield.

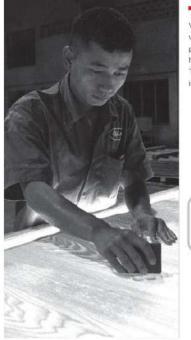
50,000 sq.ft of manufacturing

2 plants for

Inventory holding capacity of 6 months

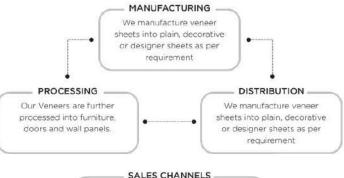
60+ employees with 50% women employment ratio





#### Veneer Value Chain

We believe that the attention and time we put into the value chain process, gives our veneers the edge they need. This simple philosophy has been the cornerstone of all the processes and technologies. It has led us to design and deliver Veneer that is handcrafted, technologically advanced and has become synonymous with high-quality. Today, the company has taken giant strides and is one of the largest sellers of Veneers in the Indian organized veneer market.



At Durian, we attribute our success to the

dedication and loyalty of our channel

partners across the nation:

- 80+ dealers and distributors across India

## **DOORS**



Since Durian began its manufacturing operations, the brand has expanded its portfolio to include an extensive range of doors and door frames, making its presence felt in homes, offices and commercial spaces around the country. What's more, these doors can be exquisitely customised to suit customers' requirements.

Designed to deliver beauty and performance to any residential and commercial style, we believe that Durian doors offer a vast range of collection of entrances, which will help you appreciate the fact that doors are not mere wooden structures created to protect, but they open up a myriad of possibilities that life has in store for us.

We are also the leading providers of pre-hung Doors - a door that comes with a frame which is attached to its hinges and slab, thus simplifying the installation process.

#### **Door Manufacturing Highlights**

Over **5.4** million doors installed across India

30+ Years of Experience Exclusive Experience Centres for Retail Door Requirements

A warehouse of 40,000 sq.ft

#### **Door Range**

Whether your home or structure is traditional or contemporary, our doors come in a range of crafted, designer looks that will create instant appeal. Our products are ideal for both new constructions as well as replacements during renovation and remodeling.

Flush Doors | Solid Moulded Panel Doors | Laminated Moulded Panel Doors | Regular Moulded Panel Doors



#### **Door Value Chain**

We believe that the attention and time we put into the value chain process, give our doors the edge they need. This simple philosophy has been the cornerstone of all the processes and technologies. It has led us to design and deliver doors that are technologically advanced and have become synonymous with high-quality.



#### **Sales Channel**

Too often, manufacturers view their service and operations as ancillary businesses, separate from and by no means equal in strategic or operational importance to the "core" product business. At Durian, we don't consider these services as just another function of organisational chart but a lifeline to our business. It is with this thought that we launched a dual model for our sales channels.

#### 1. Dealer and Distribution model

With over **50+** trusted dealers and distributors across India.





#### 2. Experience centres for retail doors

Our experience centres are an environment that inspires our clients' imagination and explores the future. As a trusted and reliable brand partner we seek to build relationships in which we engage with customers and create beautiful solutions in a "live" environment. Our Retail Doors Experience centres provide our clients with an immersive demonstration of Durian's latest products, taking them on a journey of the brand's values and quality. The experience centers allow the clients to get a feel of the quality of doors, get customised designs and as per their budget. What's more, Durian also provides the after-sale-services like delivery and installation.

#### Offering:

- · Wide variety of premium door designs and door frames
- · Customisation as per client requirements
- Complete package that includes door, door frame and hardware.
- · Hassle free installation service

#### Sectors catered to:

- RESIDENCES
- BUILDERS
- INFRASTRUCTURE
- EDUCATIONAL
- ARCHITECTS



# EXPERIENCES THAT CHANGE THE WORLD.

Investing in our communities has always been and continues to be a cornerstone of our company. Our CSR initiatives celebrate people and spread happiness.



#### **Enrich a life**

An initiative to aid socio-cultural promotion of the society, Over 1000 underprivileged families were provided with furniture so they can get closer to a better lifestyle.

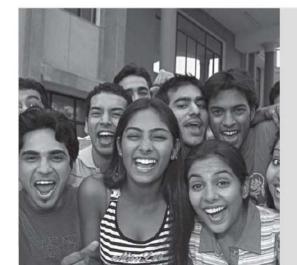
### **Health Camps**

An active outreach programme that conducts health/medical camps across Rajasthan. The doctors provide essential treatments for various medical conditions.

We have actively conducted health/medical camps across Rajasthan. Over 1000 people get free access to medical drives per month.

Eye Check-up | Ortho Check-up | Dermatology Check-up | Gynecology Check-up | Dental Check-up ENT Check-up | Blood Pressure Check-up Diabetes Check-up | ECG | Cataract Operations





### **Sponsorships**

The foundation supports empowerment activities for the youth, by hosting awards and sponsorships that enhance the quality of life for 500 budding architectural students and designers every year.

A glimpse into some of our Social Events for the youth.

# Modern Designs.

Heritage Roots.

At Durian, we do things with purpose, integrity & design in mind that keep our products relevant over the



#### **DURIAN INDUSTRIES LIMITED**

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