

iNTERIOR
C O M P A N Y
By Square Yards



Stylish .
Efficient .
Affordable .

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1. Introduction to the Brand



2. Product/ Service Offerings



3. USP- WHY US?



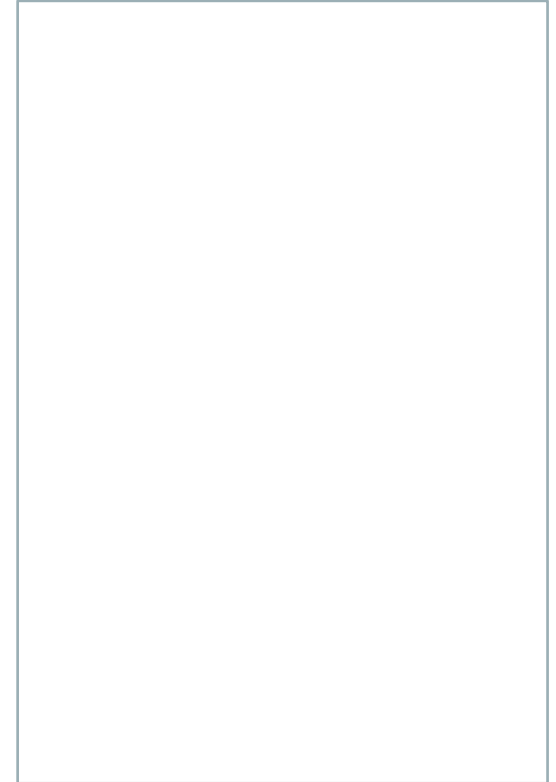
4. Special Instructions (Installation/MOQ/
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Brands Introduction – Home Furniture



Wakefit

- Beds
- Sofas
- Chairs
- Mattresses
- Other Furniture

Decor Desk

- Sofas
- High Back Chairs

LeatherOn

- Upholstered Beds
- Recliners

Doe Buck

- Accent Chairs & Wing Chairs

PlusOne

- Solid Wood Beds
- Solid Wood Dining
- Accent Furniture

Furlenco

- Beds
- Sofas
- Small Furniture
- Wardrobes

Brands Introduction – Furnishing & Kids Furniture

Deco Window

- Curtain
- Blinds
- Curtain Rod
- Tieback & Trimmings
- Accessories

Boingg

- Cribs & Coats
- Bunk Beds
- Kids Beds
- Storage Unit
- Study Set

Pinch of Pretty

- Cribs & Coats
- Bunk Beds
- Kids Beds
- Storage Unit
- Study Set

Writing on the Walls

- Wall Art
- Wall Mirrors
- Wall Clocks
- Paintings
- Metal Furniture

Wakefit is an Indian retailer of furniture with a presence both online and offline. They operate more than 15 stores across India. When shopping for furniture online, customers can explore their extensive range of living room furniture, which includes a selection of sturdy yet sleek sofa sets, TV units, coffee tables, and more. Additionally, Wakefit offers high-quality bedding products, wardrobes, home and garden items, and more to enhance your living spaces.



**Mattress and
Accessories**



Beds and Pillow



**Blankets &
Comforter**



**Wardrobe and
Designer Table**



**Sofa, Chair &
Seating**



**TV Unit & Coffee
Tables**



Tables & Shelf



WFH Furniture



Dining Furniture



**Kids Mattress &
Cribs**



Home Essential



**Home Decor &
Lighting**

Decor Desk



Decor Desk is a well-established furniture manufacturer with over two decades of experience in the industry. Originally hailing from Rajasthan, they have expanded their operations to include manufacturing units in Delhi. Decor Desk specializes in crafting both solid wood furniture and upholstered furniture, offering the flexibility to customize products to meet specific requirements. They proudly serve as a prime supplier to renowned brands such as Home Center, Hometown, Evok, and Pepperfry



LeatherOn

LeatherOn is a reputable furniture manufacturer with over two decades of experience in the furniture industry. Originally based in Roorkee, they specialize in crafting upholstered furniture and a diverse seating range, including chairs and recliners. Their expertise allows for customized product options. LeatherOn proudly serves as a product supplier to renowned brands such as Godrej, @Home, Evok, and Amazon.



Doe Buck



Doe Buck is a distinguished furniture manufacturer based in Delhi, specializing in accent chairs, lounge chairs, and ottomans. Their portfolio boasts rich and premium designs, which have earned them the status of being one of the best-selling brands on platforms like PepperFry, Urban Ladder, and Flipkart. With the added advantage of color customization available across their entire range, Doe Buck's products are well-positioned to enhance sales and meet individual preferences



PlusOne

PlusOne is an online retailer that collaborates with major e-commerce platforms such as Pepperfry, Amazon, Flipkart, Urban Ladder, and others. Their deep product expertise and diligent market research enable them to offer top-quality products at competitive prices. Leveraging this advantage can potentially double our sales and significantly boost our confidence in the market.



Furlenco



Furlenco embarked on its journey as the first Indian company to offer furniture products for rent, and it has since become one of the most recognized names in India. Leveraging its established brand presence, Furlenco has expanded into retail sales and opened physical stores. Their goal is to establish themselves as a leading seller in the eco-friendly and mid-range furniture segment. Their extensive range of product offerings is expected to play a pivotal role in driving sales and achieving this objective



Deco Window

Deco Window, a venture of Jayanita Exports Pvt Ltd, has found success in international markets and launched a unique decorative curtain hardware collection in collaboration with global designers for the Indian market. They have established a strong presence in the curtain hardware market and expanded their offerings to include soft goods like curtains, tiebacks, and cushions. Deco Window partners with 11 retail chains and over 600 stores nationwide, offering a diverse range of window solutions from classic to modern profiles. Their products are engineered for durability, functionality, and aesthetics, complemented by Add on Rods, Special Brackets, and Rings for versatile design options. Their commitment is to provide affordable, high-quality "Complete Window Solutions" to satisfy their customers and achieve excellence.



Boingg

Thus, as parents, aunts and uncles we created Boingg! to give our little wonders an ability to have a space just as stylish, fun and quirky as the rest of the house while always keeping an eye on safety, functionality and character. We design, test and manufacture all our products in-house. Each product is kid-tested for its ability to invoke emotion, inspire imagination and provide unending jumping sessions. It is also parent-tested for nasty corners & edges, quality materials and finishes and above all functionality.



Pinch Of Pretty

Pinch of Pretty, a subsidiary of Goyal Exports Pvt Ltd, has achieved success in international markets and recently introduced a distinctive kids' furniture collection in collaboration with global designers, tailored for the Indian market. They commenced their venture two years ago and have garnered significant trust among discerning clientele.



Writing On the Wall

Inspired by the idea of turning walls into a canvas for self-expression, Writings On The Wall was founded in 2018 by a female entrepreneur out of a passion for beautiful design and the desire to make a lasting impact on home interiors. We envisioned a brand that would redefine the concept of home décor by merging artistry with functionality. With a team of talented artisans, designers, and craftsmen, we embarked on a journey to curate a collection of exquisite home décor items that are as unique as the individuals who bring them into their homes.



Why Us :-

- ✓ **Quality:** Our quality standards are unmatched in the market. We offer the highest quality products at competitive prices. Our materials, including long-lasting fabrics and chemically treated woods, ensure the longevity of your product and provide protection against insect damage
- ✓ **Price:** Competitive pricing is one of the standout features of our products. Compared to top brands, our prices are 15-20% lower, making it a compelling choice for price-conscious customers. It's the cherry on top of the cake
- ✓ **Customer Service:** Our exceptional customer service is just one call away, and our dedicated team, along with designer support, ensures customers can access services for multiple products in one place. There's no need to coordinate with ten different people.

Why Us :-

- ✓ **Reliability:** Customers can easily access our services for one year with our no-questions-asked warranty, which covers our entire range of products. Additionally, we offer an unprecedented up-to five-year part replacement service that sets us apart from the competition
- ✓ **Customization:** With the option of fabric, color, and size customization, customers can tailor their products to match their preferences. We provide customization for our entire range of upholstered furniture, allowing you to select a single fabric and color for all your bedroom, living room, and dining room needs.
- ✓ **Convenience:** With the support of our designers, customers can conveniently choose products that suit their preferences. Our designers can provide a range of suitable products and colors tailored to the customer's requirements.

Special Instructions (Installation/MOQ/ How to quote, etc.)

- Most of the store products are already live on Square Beats, allowing designers to browse and add them directly to the BOQ.
- In the event of any customization, designers can submit customer queries through the beats portal. We will confirm the pricing adjustments and availability within the provided time frame, typically 24-48 hours.
- There is no minimum order quantity (MOQ) required for all the store products available on beats. However, for blinds, there is a minimum size requirement of 2x5ft..
- All installations are carried out exclusively by our brand's professionals, and the associated installation charges are clearly specified alongside each product on the beats.

Warranty & After Sales Service :-

- i. **Read the Warranty Terms:** Start by thoroughly reading the warranty documentation that came with your product. This will outline the coverage, duration, and any specific conditions you need to meet to claim the warranty.
- ii. **Register the Product:** Some warranties require product registration. If so, make sure you register your product online or through the provided forms within the specified timeframe.
- iii. **Contact Customer Support:** If you encounter an issue covered by the warranty, contact the manufacturer's customer support or warranty department. They can guide you on the specific steps to take.
- iv. **Provide Proof of Purchase:** In most cases, you'll need to provide proof of purchase, such as a receipt or invoice, to verify that you are eligible for warranty coverage.

- v. **Describe the Issue:** When contacting customer support, clearly describe the issue you are experiencing with the product. Be prepared to answer questions about the product's model, serial number, and any relevant details about the problem.

- vi. **Follow Manufacturer's Instructions:** The manufacturer may instruct you to take specific actions, such as troubleshooting steps or sending in the product for inspection or repair. Follow these instructions closely.

- vii. **Wait for Assessment:** Once the manufacturer receives the product, they will assess it to determine whether the issue is covered by the warranty and whether it resulted from a defect in materials or workmanship.

- viii. **Repair or Replacement:** If the issue is covered by the warranty and meets the terms and conditions, the manufacturer will typically repair or replace the product at no cost to you.

- ix. **Review the Warranty Period:** Be aware of the warranty's duration. Ensure that your claim is made within the specified timeframe.
- x. **Understand Limitations:** Keep in mind that warranties often have limitations and may not cover all types of damage or wear and tear. Refer to the warranty documentation for clarity.
- xi. **Keep Records:** Maintain records of all communication with the manufacturer or service center, including names of representatives you spoke to, dates, and details of discussions.
- xii. **Be Patient:** Warranty claims can take time, especially if the product needs to be shipped and repaired. Be patient and follow up if necessary to ensure your claim is processed.

FAQ –

Shipping & Delivery :-

- How long does it take for delivery?

Ans – It varies from product to product, but the standard timeframe is typically 10 to 20 days after confirming the order.

- Will I have to sign for my delivery?

Ans – To ensure that our product is delivered to the correct location and recipient, we request receiving/delivery confirmation from our customers.

- What if I am not home when my package arrives?

Ans – Before delivering any product, we ensure that the customer is available at the delivery site. Our team informs the customer in advance about their delivery schedule, and if the customer is not available, the team will not attempt delivery.

- My items haven't arrived yet. What can I do?

Ans – You can contact the service team or the designer who is handling the project.

- How do I change my shipping address after my order has been placed?

Ans – After confirming the order or at the time of dispatch, we do not have any provision to change the delivery location. If the delivery is still within the city, we can try to accommodate such requests.

- Who will do the assembly?

Ans- The Brands who are associated with Interior company will do the assembly of the product.

Returns and Cancellations :-

- Can I cancel an order?

Ans - No cancellations are allowed for store product categories once an order is placed. In exceptional cases, at the sole discretion of the Interior Company, two-way shipping charges will be borne by the customer. If there are cancellations, no refund will be issued for Part Payment orders containing products from the Furniture category, and the advance amount will be forfeited as cancellation charges.

- What is the return notice period?

Ans - Returns for store products in the category will be accepted only for damaged or defective products. You must inform us of any damage or defects within 24 hours of receiving the product in order to be eligible for a replacement.

- What are the warranty terms ?

Ans – Our warranty covers all products for a duration of 1 to 5 years, which may vary depending on the product. Please verify the specific warranty period while making your purchase.

Returns and Cancellations :-

- On which product categories customization is available? What can we customize ?

Ans – In the entire range of Upholstery furniture from Leatheron, DecorDesk, Doe Buck i.e. upholstered bed, Upholstered sofa, Upholstered chairs, we have customization option. We can customize the sizes in sofa and Beds and colors in the entire upholstery furniture range.

- How can I request for Customization?

Ans – On the beats portal we have option of custom query, you can share your requirements there or you can reach out to any one in Non modular category for any customization related queries.

We All are reachable on the following contacts :-

Mr. Prakul Saxena – Category Head

Mob - +91-9899989412 Email ID - prakul.saxena@interiorcompany.com

Mohit Papnai – Category Manager

Mob - +91-9821411602 Email ID – mohit.papnai@interiorcompany.com

Rishabh Kushwaha – Associate Category Manager

Mob - +91- 7441101421 Email ID - rishabh.kushwaha@interiorcompany.com

Festive Deal offers

- **UP to 20% Discount on wallpaper range !**
- **Additional 10% Discount on wallpaper range of Marshall.**
- **Incentive Program on Artisan wallpaper for interior designer.**
- **UP to 15% Discount on entire furniture range**
- **Additional 10% Discounts on sofa & Chair range of Decor Desk.**
- **Additional Flat 5% Discount on Upholstered Bed/Bedside/Recliner range of LeatherOn.**
- **Additional 5% Discount on Solid wood furniture range of PlusOne.**
- **Free Installation on all KAFF chimney.**
- **Up to 30% Discount on Carysil sinks.**
- **Kaff Chimney & Cooktop combo starting from ₹ 15990 .**

Offer Applicable from 5th October To 15th Nov

Elevate Your Earnings With Store Products



Monthly Incentive Program on Store Products

Slab Type	Target	Claim
Sales slab 1	1.5 - 3 lacs	4,000
Sales slab 2	3 - 5 lacs	8000
Sales slab 3	>5 lacs	15000

For more information, please contact us

Applicable on furniture, wallpapers, appliances, kids catalog, lighting, curtains & blinds, sanitary
Note : This target is for each team leader on a T2 level

ARTISAN WALLPAPERS: DESIGNERS INCENTIVE PROGRAM In next 3 months Starting from this 15th August to 15th Nov, any designer who places an order for more than 20 rolls will be eligible for a 10% incentive on the total billed amount in the form of Amazon voucher

We Are Happy To Serve You
Thanks