



## COMPANY PROFILE

### i. About Us

Best Buy Furnishings & Interiors is among the best recognised Home Interior Solutions stores providing comprehensive & integrated furniture, home fabrics /furnishings, and interior solutions, based in Hyderabad, India.

We carry a reputation in the marketplace for developing and delivering home- interior concepts which are time saving, better products & services sold at a fair price. Our stores stand-out as unique because of our ability to customize any aspect of the product or services we sell. We combine the customisability aspect of our products with a speedy Design to Manufacturing to Delivery time-frame [speed to market]. Our sales figures indicate that we have succeeded in bringing well-designed products and services to the consumer at affordable rates.

By working with Best Buy you'll receive a friendly design service where every project is handled with care and attention to detail is paramount. From brief to completion, whether a single sofa or a bespoke curtain installation, you can be assured that by dealing directly with the designer every question will be answered and cups of tea will never be far away.

### ii. Company History

Best Buy Furnishing & Interiors Pvt. Ltd. was formed in March 2008 by the merger of Best Buy Furniture Stores, Best Buy Furnishings, and Moksha Furniture Manufacturers.

Best Buy Furniture Stores is involved primarily in the retailing of Indian- made furniture. We also retail some high-end imported leather furniture. Our flag-ship outlet is located at Plot No. 542, Road #12, Banjara Hills, Hyderabad. This outlet caters to the furniture requirements of primarily Living rooms. It also provides customised furniture.

Best Buy Furnishings is involved in the retailing of Indian & Imported Fabrics (upholstery & curtains), wallpapers & allied furnishing accessories. It is located at 8-2- 686/B/10, adjacent to Kanaka Durga Temple, Road #12, Banjara Hills, Hyderabad.

Moksha Furniture is involved in the manufacture of Customised Wooden Furniture like Wardrobes, beds, dining table, office furniture, etc. Its manufacturing facility is located in Madhapur, Hyderabad.

### iii. Management Team

Our team has a combined [90] years of experience: [23] years in marketing, [27] years in design & product development, and [40] years in management & administration.

#### **Anita Shinde**

B.Com, MBA (Finance)

##### **Background:**

Anita is very widely travelled, and enriches the firm with her well-rounded understanding of national & international retail markets and trends. Her skill at negotiating and securing the best possible terms for business transaction with our vendors and business associates is an invaluable asset to the company.

##### **Role:**

Anita Shinde is the Managing Director of Best Buy Furnishing Co, and heads both the Retail Furnishings and the Retail Furniture divisions.

#### **Harshal Shinde**

B.Arch, MS.Arch (USA)

##### **Background:**

Harshal Shinde has won awards as a top ranking and outstanding design student throughout his architectural education. After pursuing his studies at the University of Pune (B.Arch) and the University of Cincinnati, USA (MS.Arch), he worked at the Chicago firm of Otis Koglin Wilson Architects, Inc., assuming the responsibilities of a Project Architect. The total worth of the projects he worked on at this firm is in excess of US\$ 50 million. He brings his experience in Interior design and Project- management skills to Best Buy.

He is also a member of the Rotary Club of Hyderabad (Mid town, Dist 3150). He has won many awards and distinctions.

##### **Role:**

Harshal Shinde is the lead designer at Best Buy. He is a director in the company, and operations in- charge of our manufacturing division: Moksha Furniture.

## **Dr Pramod Shinde**

B.Arch, B.Jour, M.Arch, Ph.D (Envf Design)

### **Role:**

Dr Pramod Shinde is a director in the company & will be heading the Best Buy Design Centre when it is established as a full-fledged arm of the company. His extraordinary administrative skills will enable our expected growth to be operationally smoother.

## **Consultants**

### **Product Design Consultant:**

Mr **Amit Bendre** is a Furniture Designer from the **National Institute of Design**, and has extensive experience in the R&D, design and production of furniture from large multi-nationals like Magickwoods Exports (Gautier), Indian Furniture Products Ltd (Zuari Furniture), TESSARACT Design, and Hindware's Home Furniture Division, etc. His expertise in the industry is widely recognized.

### **Interior Design Consultants:**

We have a collaboration with the interior design firm of **Urban Arts Architects** who assist us in providing the customers with comprehensively designed interior solutions.

## iv. Product Offerings

The aim of the company is successively develop/offer a range of products and services which can comprehensively cover the typical requirements of a family after it acquires a house or flat. The products/services offered are the means by which furnishing a "house" will make it a "home" fit for habitation.

### **Retail Furnishings:**

Through our "Best Buy Exclusive" outlet we sell [List of products in order of highest sales or significance in product line]:

- Curtain fabrics
- Upholstery fabrics
- (both above types are available in silk, poly-silk, linen, viscose, cotton & various other fabric & leather blends)
- Window Blinds in various types
- Wallpapers & wall-coverings

- Wall-to-wall carpets
- Rugs (in fabric & leather)
- Bamboo Wooden Flooring
- Furnishing Accessories like curtain rods, finials, tassels, pillow covers & bed-spreads, etc.

### **Retail Furniture:**

Through our "Best Buy Living Rooms" furniture outlet we essentially sell sofas, furniture items and accessories related to Living Room Furniture. List of products in order of highest sales or significance in product line:

- Sofas & diwans which are:
  - fully upholstered in leather and/or fabric
  - modern/ contemporary designs with wood and/or steel accent finishes
  - wooden carved sets
- Centre tables & end-tables
- Recliners & Rockers
- TV/ Media Units
- Book-shelves & Room-dividers
- Crockery units & Show-cases
- Curious furniture like telephone units, love-seats, etc.

**The high-light of our furniture range is that we provide customisation solutions relating to design, sizing & seating configurations, colour, upholstery, etc from our extensive catalogue. This facility makes it an ideal destination for the design-wise uplifted customer.**

### **Manufacturing:**

Through our Moksha Furniture manufacturing unit we deliver the following customised products [List of products in order of highest sales or significance in product line]:

- Wardrobes
- Crockery units
- Kitchen storage units

- TV Media units & Other housing related storage units
- Room Doors
- Study/ desking solutions & tables
- Beds & Dining tables
- and any other furniture that can be made in wood, plywood + veneer.

### **Best Buy Design Centre:**

We have collaboration with the interior design firm of Urban Arts Architects who assist us in providing the customers with comprehensively designed interior solutions. The design staff stationed at our stores is trained by Urban Arts Architects.

With this advantage of a qualified design staff over our competitors, under Best Buy Design Centre we deliver the following two services:

Integrated interior design solutions for entire residences, or individual rooms including:

- space-planning,
- electrical & lighting design,
- false-ceilings,
- wall & floor finishes, etc.
- customized wood-works for home/ office/ & hotel interiors.

### v. Contact:

Best Buy Furnishings & Interiors Pvt Ltd

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