



Mission

Making homes beautiful on every street, in every city, of every country in the world.

Motto

Pursuit of excellence through performance, quality, innovation, and commitment.



Comprising of visionaries and innovators, the leadership at D'Decorrepresents dynamic forces keen on perfecting every aspect of the brand. With Mr. V.K. Arora's unmatched vision, Mr. Sanjay Arora's strong business acumen and spirited persona, together form the pillars of strength at D'Decor Exports; a rock-solid foundation that has stood its ground and grown impressively for over a decade.



MR. V. K. ARORA CHAIRMAN

Mr. V.K. Arora is the bedrock of all the values and principles at D'Decor Exports. With five decades of experience in the textile industry he has been a motivator and mentor to the D'Decor Exports' family. His financial acumen has helped build the group substantially.

"Starting from a small set-up to a large Home Fashion House in India, passion has been the epicentre of all that we do at D'Decor Exports."



MR. SANJAY ARORA
MANAGING DIRECTOR

With a strong passion for excellence in innovation and a focus on expanding customer relations, Sanjay has led the transition of D'Decor Exports to become one of the largest producers of curtain & upholstery fabric in the world. He led the company's foray into retail and has been the founder of all the operations from day one. Sanjay has also launched D'Decor Blinds in India, set up a world-class manufacturing plant, and become a market leader in a short time. His people skills have expanded the D'Decor Exports network of partners and built competencies within the team.

"D'Decor Exports truly believes in its credo 'Live Beautiful'. In our journey, it has been our endeavour to not just beautify homes, but lives."

Impressions

AMONGST THE WORLD'S LARGEST MANUFACTURERS
OF CURTAIN AND UPHOLSTERY FABRICS

Recognised by Fabrics & Furnishing International

Around the world



Exports to 65 countries



Revenue share from exports: 65%



Biggest markets: USA, UK, Europe, Middle East

It isn't easy being a global player. Especially catering to an ever-increasing clientele, highly demanding and extremely punctilious. Which is why it is flattering when they choose us. Each time.

At home



Largest Brand in its category

Bigger than its closest competitor by 300%



Amazon like distribution & sales model

Delivery in 48 hours



Expansion into all soft furnishing categories

Foray into bedding, wallpapers, blinds and rugs



Ready to launch an interior designing service for consumers



A fully equipped made-to-measure plant for curtains and blinds

Fast Increasing Domestic Retail Footprint



Exclusive Brand Outlets and growing



800+ Multi Branded Outlets and growing



Presence in 250+ Cities Pan India



D'Decor is endorsed in India by Mr. Shah Rukh Khan* and Mrs. Gauri Khan, making it one of the most visible brands in the country:

* Named the #1 celebrity in the world by People magazine

Infrastructure



Manufacturing Assets

No. of plants: 3

Total Plant Area : 1 mn. sq. ft.



Capacity

Daily output: 60,000 metres



Made – to – measure

A fully equipped made-to-measure plant for curtains and blinds and made ups division capable of servicing both domestic and export markets.



Inventory management

3 strategically located warehouses including a fully robotized central warehouse serving 1000+ retailers across the country.



Employee strength

3,500



Copyrighted designs

20,000



The gallery

With the widest range of patented designs and luxurious patterns, our customers usually find it hard to make up their minds.

Upholstery

Upholstery fabrics and leatherette







Upholstery Categories

PLAINS	VELVET JACQUARDS	VELVET PLAINS	PRINTED VELVETS	DIGITAL PRINTS
TEXTURES	FOIL PRINTS	FLAT JACQUARDS	FOIL ON VELVET	OUTDOOR FABRICS



Curtains

Curtain sheer, curtain drapes, and curtain blackouts.

Embroidered, jacquard, printed, burnouts, plain, textured, blackouts, and more.







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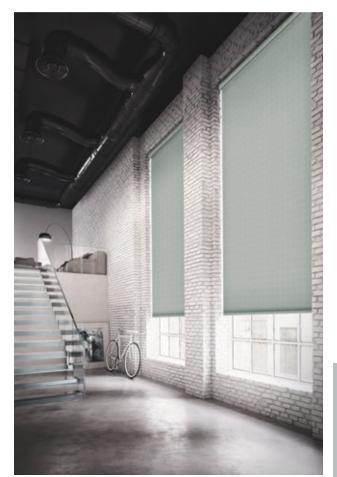
Blinds

Custom-made service available for blinds.

Blind types - Roller, Duplex, Romex, Sheer Horizon, Panel, Wood Venetian, Cladded, Vertical, and more.







Bedding

Bed Sheets, Comforters, Fitted Sheet Sets, Quilted Bed Covers, Pillow Covers, Duvet & Duvet Covers, Cushion Covers, and more.

Digitally printed bedding set, plain printed textures, plain dyed bedding, plain dyed dobby bedding, embroidered bedding, jacquard bedding, kids' bedding, gift sets, and more.







Rugs

Premium imported rugs.

Spanning a wide range of designs and styles for the modern home.





Performance fabrics

Air-purifying curtains, water-repellent, flame-retardant, UV ray protection fabrics, Sunbrella fabrics.

Plain & textured, jacquard, velvets, digital prints, foil prints, embroidered, and leather.



Infrastructure - Madeups



Manufacturing Assets

Work location: 15,000 sq. ft. area at Tarapur MIDC, Maharashtra.



Dedicated Employee Strength Man power 500+ Employees.



Production Capacity 25,000 bedsheets per month 50,000 sets of ready made curtain panels.



55 latest automatic JUKI sewing machines and accessory machines.

Products



Window Dressings Ready Made Curtains. Ready Made Blinds.



Cushions & Decorative Pillows Plain and Embroidered Cushions. With and without flange / pipping.



Bed Linen Bedsheet, Duvet Cover. Bedspread, Bed Shirts, Bed Scarfs.



Throws, Table cloth, Table runner, Table mat, Napkin.

Major Customers



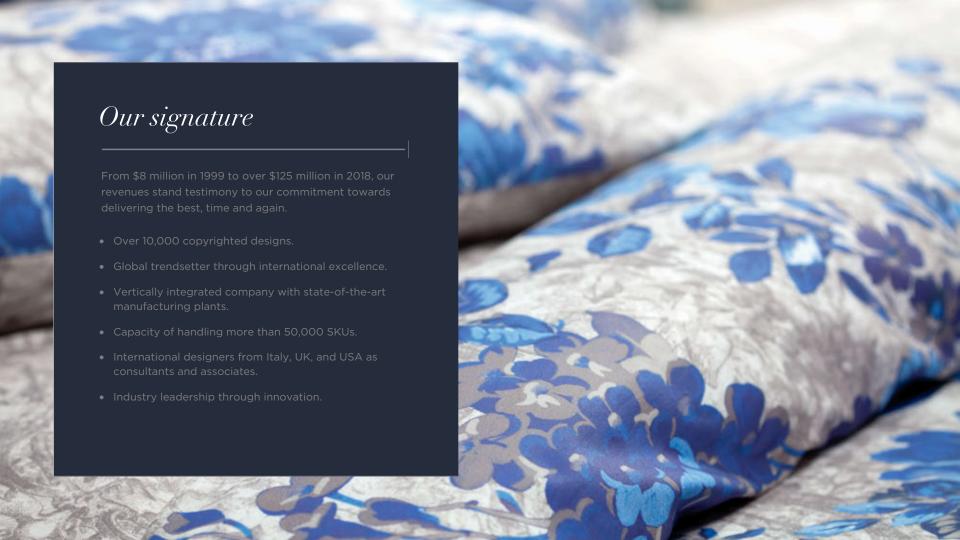








style/library



The canvas

It all begins at our 3 state-of-the-art plants in Tarapur, India. Each year, 22 million metres of fabric is woven here, destined to beautify homes around the world. Featuring cutting-edge equipment with an average age of just 4 years, our Tarapur facilities exhibit just how much we love embracing technology and the spirit of reinvention. We are proud to have delivered several prominent firsts in Indian textile manufacturing such as creating water-repellent and flame-retardant fabrics, as well as the country's first robotic warehouse.

YARN PROCESS
FABRIC WEAVING
FABRIC PROCESSING
DIGITAL PRINTING
EMBROIDERY
READYMADE STITCHING
CUSTOM-MADE BLINDS
ROBOTISED WAREHOUSING



The admiration







Best Overall Export
Performance in the category of
MAN-MADE
EMBROIDERY AND
VALUE ADDED TEXTILE

GOLD (2016-17) GOLD (2017-18)







Corporate Address

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