



I'DECOR  
EXPORTS



## *The renaissance begins*

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What began as a vision in 1999 has today become one of the largest makers of curtain and upholstery fabrics in the world. The inspired leadership at **D'Decor Exports** has made it the chosen brand in premium quality fabrics in the home furnishing space. With an impressive collection of designs and patterns - stylish, sophisticated, and innovative - **D'Decor Exports** has dressed homes all over the world.



# *Vision*

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Becoming the ultimate choice for soft  
furnishing solutions across the globe.



## *Mission*

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

## *Motto*

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



# *The connoisseurs*

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Comprising of visionaries and innovators, the leadership at D'Decor represents 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*

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*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*

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*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*

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*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

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## *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*





## *Reinventing our art*

Innovation and customisation are the defining features at **D'Decor Exports**. Our 15-year-long partnership with European Studios and investment in original artworks is just the starting point for our 150-strong product development team. Continuous efforts and investment in new colours, design trends, substrates, weaves, and finishes ensure that our customers have a wide variety of contemporary styles to choose from year after year. As for our clients, with over 10,000 SKUs each year, they are spoilt for choice.

Our 30 CAD stations convert the work of our team into electronic input to our computer-aided manufacturing system. Each collection is designed beautifully to convert a room into a dream abode, bringing the “Live Beautiful” philosophy to life.

# *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

TEXTURES

VELVET JACQUARDS

FOIL PRINTS

VELVET PLAINS

FLAT JACQUARDS

PRINTED VELVETS

FOIL ON VELVET

DIGITAL PRINTS

OUTDOOR FABRICS





# *Curtains*

## **Curtain sheer, curtain drapes, and curtain blackouts.**

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



# *Curtains*

## **Curtain sheer, curtain drapes, and curtain blackouts.**

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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

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## *Manufacturing Assets*

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



*55 latest automatic JUKI sewing machines and accessory machines.*



## *Dedicated Employee Strength*

*Man power 500+ Employees.*



## *Production Capacity*

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

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## *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.*



### *Others*

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

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## *Major Customers*





## *Our signature*

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From \$8 million in 1999 to over \$125 million in 2018, our revenues stand testimony to our commitment towards delivering the best, time and again.

- Over 10,000 copyrighted designs.
- Global trendsetter through international excellence.
- Vertically integrated company with state-of-the-art manufacturing plants.
- Capacity of handling more than 50,000 SKUs.
- International designers from Italy, UK, and USA as consultants and associates.
- Industry leadership through innovation.

# *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*

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Best Overall Export Performance  
in the category of  
**SYNTHETIC & RAYON  
FILAMENT FABRICS**

SILVER (2016-17)  
GOLD (2017-18)  
SILVER (2018-19)



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

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



Best Overall Export Performance in  
the category of  
**HOME FURNISHINGS AND  
VALUE ADDED/  
EMBROIDERED TEXTILES**

GOLD (2018-19)  
GOLD (2017-18)





**Corporate Address**

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