



CREATE . INNOVATE . EXPAND

# AKANKSHA

INTERNATIONAL

2024

COMPANY PROFILE





# THE NEW NEW!

.....

Quick updates on what's new with the Akanksha Group.

01

## Expansions

Planning & Development of an additional unit of 250,000 sqft in the same premise to make room for future operations. Expansion into wood category with complete Inhouse machinery Setup

02

## Materials

New additions of a wide variety of Imported Marble, Stones, Imported wood & old-age materials namely; Cast Brass, and Cast Bronze. Interestingly Cast Iron makes an unexpected comeback this year!

03

## Extensions

Product Category Extensions: LED/Bath-Rated Mirrors & Dining Tables

04

## Textures & Finishes

Engineering new textures, overcoming casting restraints & introducing new finishes on different materials are just a few of the exciting developments in this department!



# THE NEW NEW!

.....

Quick updates on what's new with the Akanksha Group.

05

## Collaborations

Collaborations with designers & design enthusiasts from cities around the world.

06

## AKI Group Diversification

Introducing two new brands under the Akanksha Group with one focusing on more elevated materials while the other focuses on the high-end Domestic market niche in our product category.

07

## Machinery Automation

Installation of an upgraded, neater & more automated Plating plant to enhance quality of the end product.

08

## Technological Advancements

Tech advancements in the areas of Product Development, Quality Mgmt, Supply Chain Mgmt & Operations. Enhancing consumer experiences with the help of VR & AR.



# THE NEW NEW!

.....

Quick updates on what's new with the Akanksha Group.

## 09 | QMS fine tuning

With the help of combining the experience of industry old experts & tech we have been able to fine tune our Quality Management System.

## 10 | Global Subsidiary

Planning & Development of a subsidiary of AKI in the US.

## 11 | Reforming Brand Identity

Giving the Akanksha Group a fresh revamping to better align itself with where it positions itself in today's market.



# ABOUT US

As a leader in the industry, Akanksha International has set the bar with its unwavering commitment to quality, performance & exceptional customer care. Through our expansive range of product designs & extensive selection of services, we go above & beyond to ensure your needs are not just met but exceeded.



With 250,000 Sqft of covered area across our manufacturing units, we boost our capabilities in all furniture, home décor & lighting categories. Initially specializing and being known for aluminum sandcasting, we broadened our horizons and strengthened our sourcing & production lines to be able to fabricate exemplary products made in metal, glass, cast glass, marble, stone, and wood.

Being a design-oriented manufacturing company, our prime focus has always been to provide the technical freedom our clients deserve, for with 30+ years of experience in the industry that is the least we aim to come forth with.

We are constantly looking to add sustainable materials friendly to the environment like Paper Mache & Rattan to our product line to provide eco-friendly material options as well to our clients. Satisfaction of the customer being our cornerstone, we lay emphasis on the quality of our products and to maintain the same we boast a 100% In-house Product.

**OUR MANUFACTURING UNITS ARE CONSTRUCTED TO COMPLEMENT THE ENVIRONMENT & THE PRODUCTION METHODS ARE ENSURED TO BE ECO-FRIENDLY.**



ARHAUS<sup>®</sup>

your home

UNIVERSAL

EXPLORE HOMES

Crate&Barrel

UTTERMOST

CURREY  
& COMPANY

west elm

RESTORATION  
HARDWARE

ARTERIO RS

EICHHOLTZ

BERNHARDT

CB2

VANGUARD<sup>®</sup>  
FURNITURE

WILLIAMS  
SONOMA

MOE'S

home collection

POTTERY BARN

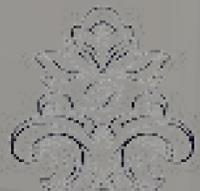
OUR LEADING CUSTOMERS

**coin**

**MIGROS**

society of lifestyle

**MARINA  
HOME**  
URBAN. EXOTIC

  
**DANTONE  
HOME**

zUIVER<sup>o</sup>

  
**LAMBERT**

  
*Pasabahce*

**KARE  
DESIGN**

**FLAMANT**

**POLSPOTTEN**

**OUR LEADING CUSTOMERS**



# RAGA HOME

by AKANKSHA LIVING

An amalgamation of Akanksha Group, Raga Home stems from everything that is Akanksha International & so much more. Expanding into entirely new product lines to provide all home decor categories under the spectrum of Akanksha Group. Raga Home aims to flourish on new designs, finishes and experimentation with techniques to enhance aesthetics while keeping the functionality intact. Through international collaborations with designers worldwide, we focus on being design centric, while not compromising on quality with a 10 man - 3 channel - QC team in place. With a collective growth approach, we look forward to building a productive working relation with you !



Founded in 2020, Tahoe Living is an B2B Brand home furnishings & décor retailer focused for the domestic market. Upon receiving countless enquires for years from the top interior designers, architects & retailers alike of the country we believed it was fitting to be able to give back to the country that has given us such a wonderful platform with uniquely skilled artisans to get us to the stage we are at right now. Following the footsteps of Akanksha International, we too envisioned to stand out in the market & building on that ideology a brand focusing on the luxury niche was formed. Dedicated towards bringing to the market products of the highest quality, satisfaction of the customer being our cornerstone, Tahoe Living's mission became to redefine the way the Indian Market looks at home furnishings & makes it a more integral part of their lives.

# NEW BRAND EXTENSIONS



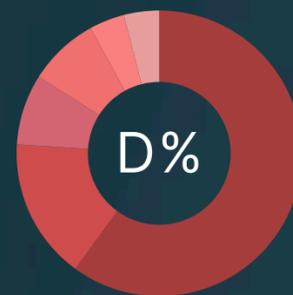
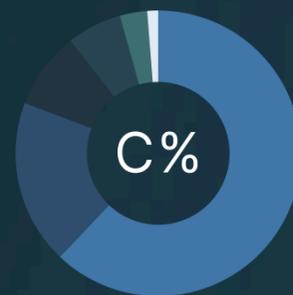
# GLOBAL DESIGN NETWORK

Collaborations with designers & design enthusiasts from cities around the world.

With designers like our clients, based all over the globe, we make sure our designs are up to date with the trends our customers look for. Being a trendsetter in the market – we believe it is of high relevance to be able to understand what a client sitting in the other corner of the world looks for. By onboarding the most experienced, creative designers from the parts of the world we cater to directly, we have been able to immediately understand what our customers are trying to communicate through their mood boards & in turn with the help of these designers can bring to them designs that match their trends for the season & more!



- DESIGNERS
- CLIENTS



# OLD AGE MATERIALS

Our opinion is that it is evergreen & stunning as usual. Reach out to us to find out more!!!



“ The tarnished patinas in old-age materials seem to have an uncanny resemblance to life. Natural, evolving & vibrant! ”



“ The routes may change but our roots remain the same. ”

## The Comeback

It appears that we have come a complete circle in materials & we are all in for it. With traditional materials like brass, polished steel & bronze making a comeback to the market has become a “new trend”.

To vouch for it we have introduced a collection of bronze casted & brass casted furniture & accessories.





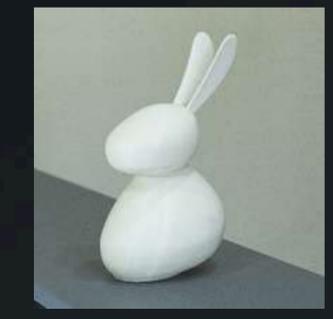
# TECHNOLOGICAL ADVANCEMENTS

With multiple tech advancements across all spectrums, we take a look through the ongoing measures used.



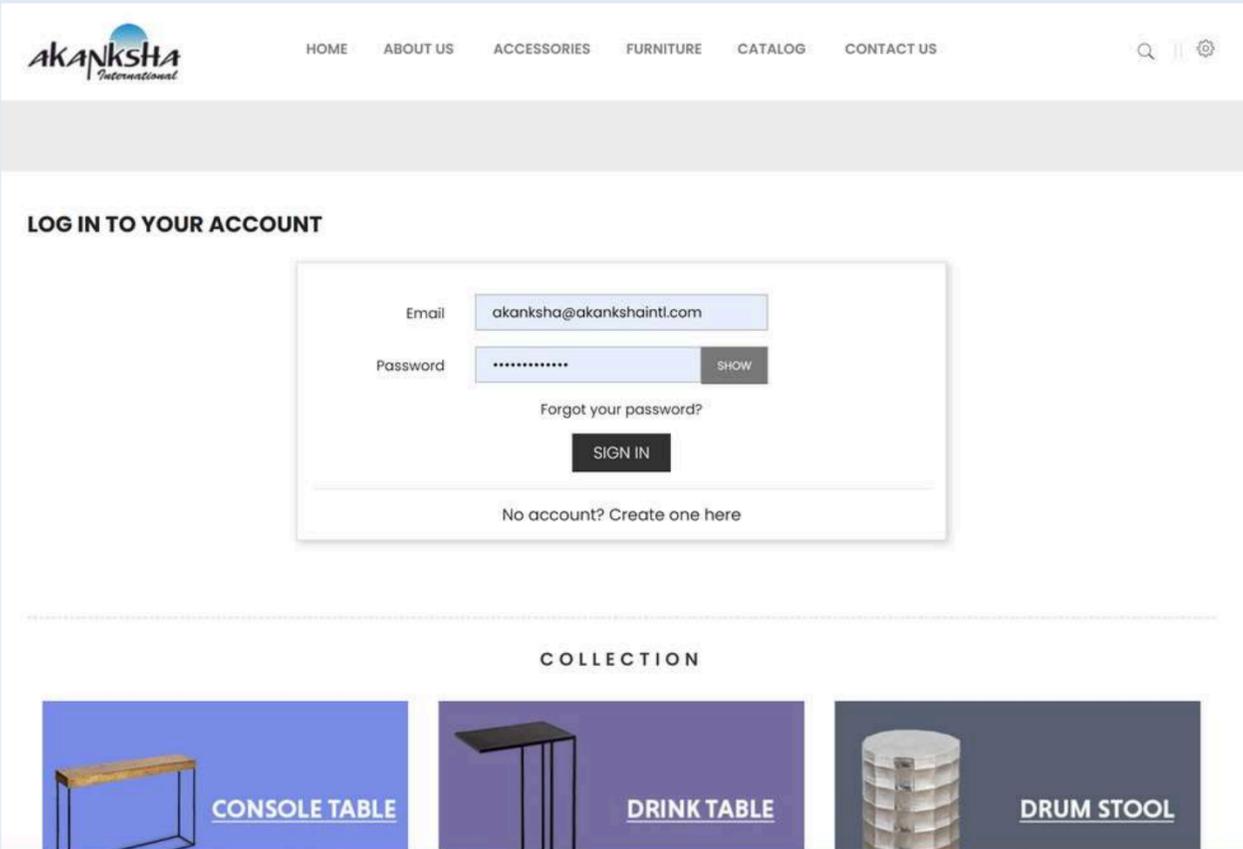
An In-house 3D printing facility gives us the freedom to execute critical designs on a smaller scale while also coming in use to determine the execution of the designs.

From  
Ideation



To  
Execution





Post-COVID the world changed in ways one never anticipated. And for the better, it pushed capabilities of industries that hadn't been challenged for decades. With new consumers & some old alike preferring to first look at what newness a vendor introduced in their catalogs from the convenience of their desktops and then figuring if the traveling was worth the penny. By introducing a platform dedicated to our customers to register, take a brief feel of our collection & submit their queries we have enabled a system of quicker decision making keeping convenience in mind. Parallely a virtual showroom tour is also available on request for existing & new clients to take a walk through & make a selection if travel seems to be a hassle in the moment.



# ADOPTING TECH TO BRIDGE THE GAP.



Help | Terms | Matterport



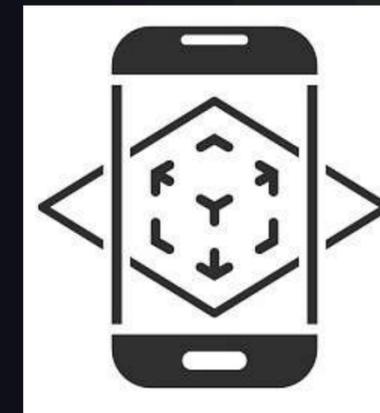
# TECH IN QUALITY, LOGISTICS & NEW PRODUCT DEVELOPMENT

Great marketing extends to beyond increasing sales or making the companies look smart.

Operations Manager



A light colour box enabled with different variations of lighting to match finish swatches to the counter samples is used for approvals in all orders



With the help of augmented reality & an in-mobile application, our clients will be able to view our New Product Developments in full size from the comfort of their phones. Launching soon!



An upon request service, shipments can be plugged with RFID tags to track their movements for the customer to keep a record of their inventory from our factory floors to their warehouse shelves.

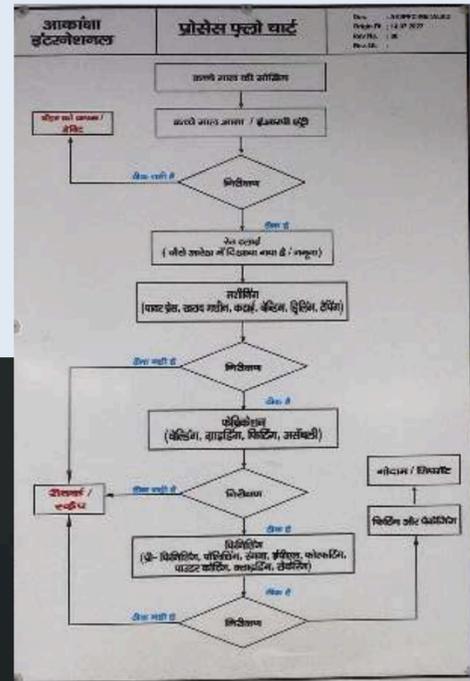


Humidity meter is used to measure the amount of water vapor in air. The amount of water vapor in air, the humidity, is an important consideration in a wide range of commercial and industrial processes. High humidity can cause corrosion and other moisture-related problems.

# QUALITY MANAGEMENT SYSTEM

THROUGH YEARS OF EXPERIENCE & EXPERTISE IN THE INDUSTRY, AKANKSHA INTERNATIONAL HAS BEEN ABLE TO UNDERSTAND THE RELEVANCE & NEED FOR A THOROUGH QUALITY CHECK AT EVERY STAGE OF THE PRODUCT CYCLE. THUS, A SEAMLESS INTERNAL QUALITY MANAGEMENT SYSTEM TO ENSURE THE PRODUCT GOES THROUGH INSPECTIONS MATCHING THE CUSTOMER'S EXPECTATION & THE COMPANY'S BENCHMARK ON EACH & EVERY STAGE. MAPPING DOWN THE TOLERANCES, THE THRESHOLDS ARE CLEARLY LAID OUT FOR THE INSPECTION TEAMS SO THE PRODUCT CAN MOVE ALONG THE PRODUCTION LINE SEAMLESSLY & ALSO MEET ITS FINAL REQUIRED APPEARANCE AT THE SAME TIME.

THIS HAS BEEN ESPECIALLY LAID DOWN TO ADDRESS & TACKLE RETURNS, QUALITY ISSUES RELATED TO FINISHES, PACKAGING AND THE OVERALL PRODUCT. THE DEPARTMENT'S SOP IS TO PROVIDE CORRECTIVE ACTION PLANS INTERNALLY & EXTERNALLY BY PUTTING THEIR EXPERT KNOWLEDGE TO USE ALONG WITH THE HELP OF THE TECH TO GAUGE THE SHORTCOMINGS AND PROVIDING A SOLUTION.



**AKANKSHA INTERNATIONAL**  
**QUALITY POLICY / गुणवत्ता नीति**

परिभाषा : गुणवत्ता का तात्पर्य अपने ग्राहक को उम्मेद द्वारा दिये गये मापदण्डों के अनुरूप उच्च स्तर का माल प्रदान करना है जिसके लिए निम्न कार्य का पालन करना आवश्यक है :-

1. ग्राहक द्वारा प्राप्त किया गया संश्लेषण की टिप्पणियाँ, चौड़ाई, ऊँचाई, ऊपर एवं नीचे का पूरा माप एवं उस पर की जाने वाली किमिती के आधार पर माल को तैयार करना।
2. कच्चे माल को उचितकर समुपक्रम उसकी यह जांच करना कि इसमें अचूक कोई अणु धातु जैसे लोहा अथवा स्टील तो नहीं है। इसके लिए यदि बटन/काँच का माल है तो सिस्त्री का बक कर अर्थात् खाइकर उसके उपरी सतह को धावकाकर उसका परीक्षण किया जाएगा। यदि जो मालमें में उच्च गुणवत्ता की ही चीट खरीदी जाएगी।
3. माल माल के दोषमाल रखर पर कोई माल के स्तर, रिहाई, रंगाई, मारकत एवं पॉलिश सभी स्तरों पर जांच।
4. माल काले को दोषमाल माल का परीक्षण निम्न मापदण्डों के आधार पर किया जाएगा यथावत।
  - (क) अचूक का साइज जैसे लम्बाई, चौड़ाई नीचे एवं ऊपर के माल।
  - (ख) अचूक कर किनासा अचूक कोई भी अचूक धातुका न हो।
  - (ग) स्तर की बुनाई के अचूक में हाथ पुताकर कपड़े से यह देखना होगा कि स्तर कहीं से खुला हुआ तो नहीं है। स्तर स्तर एक से बंधे होने चाहिए।
  - (घ) अचूक पर किमितींग पूरी तरह हो कहीं भी छले अथवा मेटल का रंग न बसक रहा हो।
  - (च) फाइनेल पैकिंग करते समय ग्राहक द्वारा दिये गये अचूक को पास रखकर मिररम करना आवश्यक होगा ताकि यह दिखावा हो जो माल हमारे द्वारा दिया जा रहा है वो ग्राहक के सभी मापदण्डों को पूरा करता हो।



**AKANKSHA INTERNATIONAL, MORADABAD**  
**INSPECTION QUALITY LEVELS**

The inspection procedure that is shown during production is repeated to carry out an independent final inspection on complete finished cartons prior to dispatch. The Inspector should take place at an acceptable quality level (AQL) of 2.5 with the Critical faults are marked.

| DELIVERY SIZE  | SAMPLE SIZE | NORMAL INSPECTION              |                                      |
|----------------|-------------|--------------------------------|--------------------------------------|
|                |             | ACCEPTABLE QUALITY LEVEL (AQL) | MAXIMUM NUMBER OF DEFECTIVE PER 1000 |
| 230-8          | 7           | 0                              | 1                                    |
| 8 to 25        | 3           | 0                              | 1                                    |
| 16 to 25       | 5           | 0                              | 1                                    |
| 26 to 50       | 8           | 0                              | 1                                    |
| 51 - 90        | 13          | 0                              | 1                                    |
| 91 - 150       | 20          | 1                              | 2                                    |
| 151-280        | 32          | 2                              | 3                                    |
| 281 - 500      | 50          | 3                              | 4                                    |
| 501 - 1200     | 80          | 5                              | 6                                    |
| 1201 - 3200    | 125         | 7                              | 8                                    |
| 3201 - 10000   | 200         | 10                             | 11                                   |
| 10001 - 35000  | 315         | 14                             | 15                                   |
| 35001 - 150000 | 500         | 21                             | 22                                   |

**AKANKSHA INTERNATIONAL, Moradabad - 244001 (India), India**  
**Steps of Drop tests (Protocol :- ISTA 3A)**

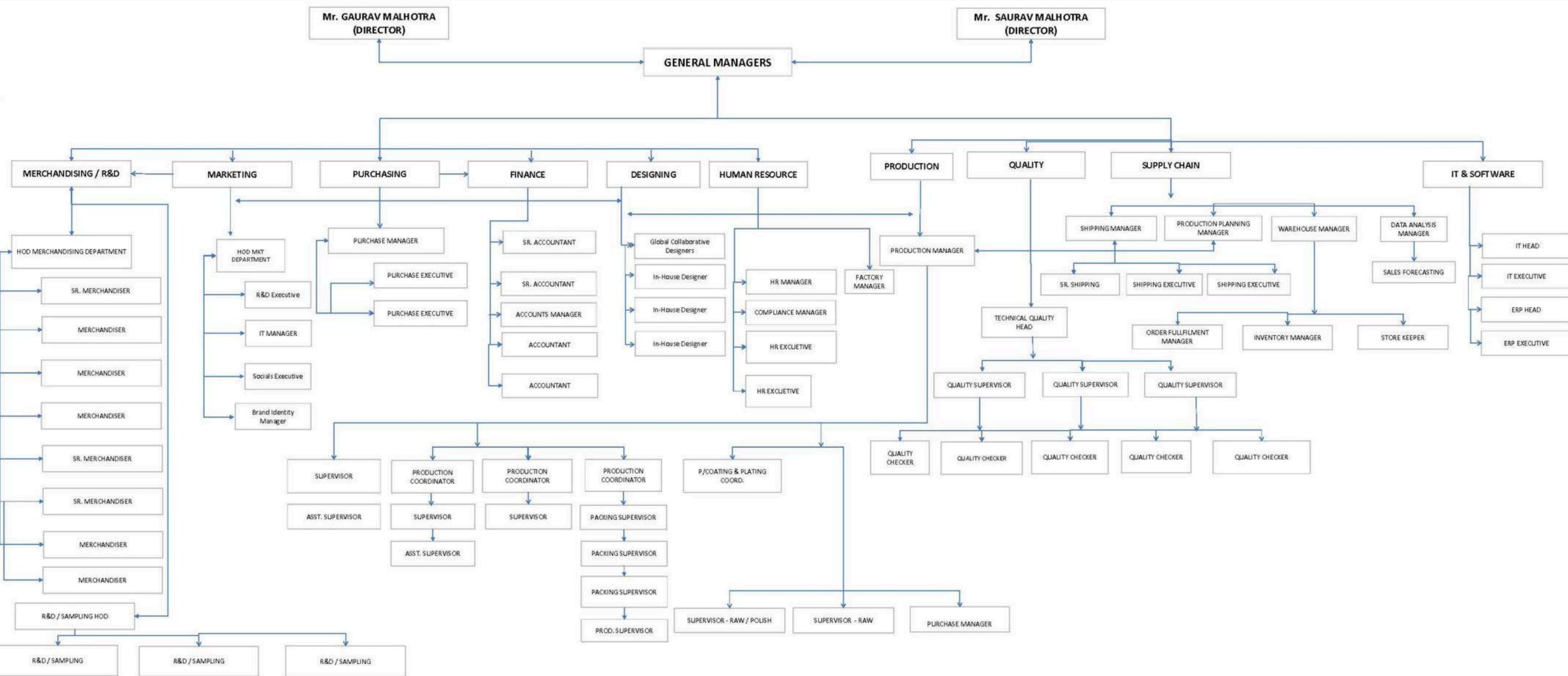
| 1  | 3,4    |               |
|----|--------|---------------|
| 2  | 3,6    |               |
| 3  | 4,6    |               |
| 4  | 3,4,6  |               |
| 5  | 2,3,5  |               |
| 6  | 2,3    |               |
| 7  | 1,2    |               |
| 8  | Face 3 | Double Height |
| 9  | Face 3 | Normal Height |
| 10 | 3,4    |               |
| 11 | 3,6    |               |
| 12 | 1,5    |               |
| 13 | 3,4,6  |               |
| 14 | 1,2,6  |               |
| 15 | 1,4,5  |               |
| 16 | Face 5 | Double Height |

**Diagram of Marked the cartons for drop-test**

Note :- Normal Height 18" Double Height 36"

**Guidelines for Final Inspection**

ORGANIZATION CHART



# Internal Hierarchy



FURNITURE



DEC. ACCESSORIES



HOME ACCENTS



OUTDOOR



LED MIRRORS



TABLE TOPS



WALL ART



MIRRORS



LIGHTING



DINING TABLES

# Product Categories

# MATERIALS USED (Metals)

Hick's Law predicts that the time & effort it takes to make a decision increases with the # of options.



**Cast Alm**



**Alm Sheet**



**Alm. Pipe**



**Cast Brass**



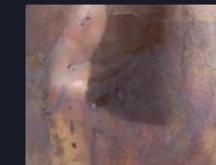
**Brass Sheet**



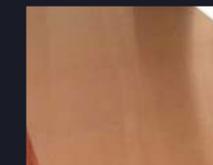
**Brass Pipe**



**Brass Rod**



**Cast Bronze**



**Bronze Sheet**



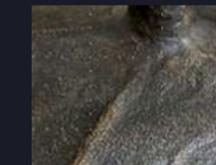
**Bronze Pipe**



**Bronze Rod**



**Wrought Iron**



**Forged Iron**



**MS Pipe**



**Cast Iron**



**MS Rod**



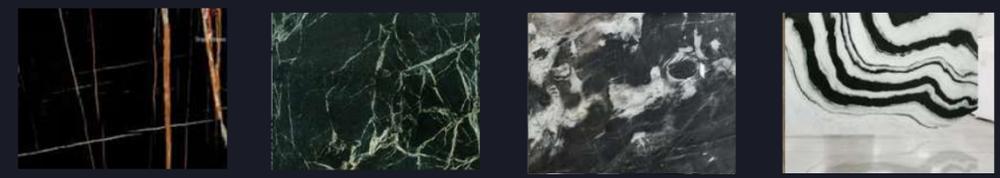
**MS Sheet**



**SS Sheet**



**SS Pipe**



**Nsl  
Black**

**Spider  
Green**

**Black  
Fantasy**

**Panda  
White**



**Black  
Marciano**

**White  
Banswara**

**Travertine**

**Gold & pink  
Calacatta**



**Makrana  
White**

**White  
Arbescato**

**White  
Lilac**

**Zebra  
Marble**



**White &  
Brown  
Indian**

**Patagonia  
Marble**

**Agate  
Marble**

**Green  
Forest**



**Brown  
Emperador**

**Onyx  
Marble**

# MATERIALS USED (Stones)

Hick's Law predicts that the time & effort it takes to make a decision increases with the # of options.



# MATERIALS USED (Wood , Ceramic , Glass & Others)

Hick's Law predicts that the time & effort it takes to make a decision increases with the # of options.



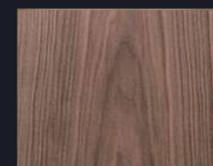
**Oak Wood**



**Pine Wood**



**Beach Wood**



**Walnut Wood**



**Ceramic**



**Acacia Wood**



**Sapele Wood**



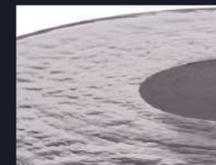
**White Ash Wood**



**Maple Wood**



**Mango Wood**



**Cast Glass**



**Tempered Glass**



**Blow Glass**



**Antique Glass**



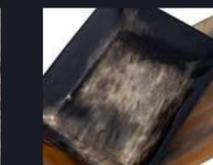
**Clear Glass**



**Paper Mache**



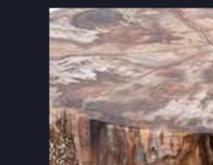
**Rattan / Wicker**



**Horn**



**Resin**



**Petrified Wood**

# FINISHES PROVIDED

(METAL)

The aesthetic quality of a product is integral to its usefulness since products we use everyday affect our person & well-being. But only well-executed objects can be beautiful.

& so many more finishes & textures!  
Reach out to us today to find out more @  
[akanksha@akankshaintl.com!](mailto:akanksha@akankshaintl.com)



Antq Brass



Aged Pewter



Zinc



Aged Bronze



Unpolished Brass



Antique Pewter



White Stucco



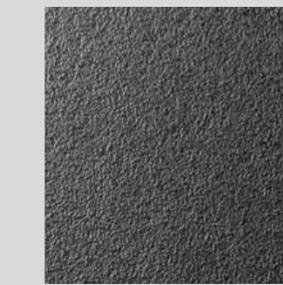
Copper



Polished Brass



Nickel



Graphite



Copper Patina



Patina



Patina



Rustic Patina



Stucco

# FINISHES PROVIDED

(WOOD)

The aesthetic quality of a product is integral to its usefulness since products we use everyday affect our person & well-being. But only well-executed objects can be beautiful.

& so many more finishes & textures!  
Reach out to us today to find out more @  
[akanksha@akankshaintl.com](mailto:akanksha@akankshaintl.com)!



Distressed  
Black



Slate



Zinc



Sage Green



Ocean Blue



Alabaster



Olive  
Green



Hickory  
Brown



Coffee Brown



Caramel  
Brown



Pickel  
Green



Taupe  
Brown



Distressed  
White



Fossil Grey

# MASTER STORE

1 master store which acts as a distributary store for all the 3 units' stores.



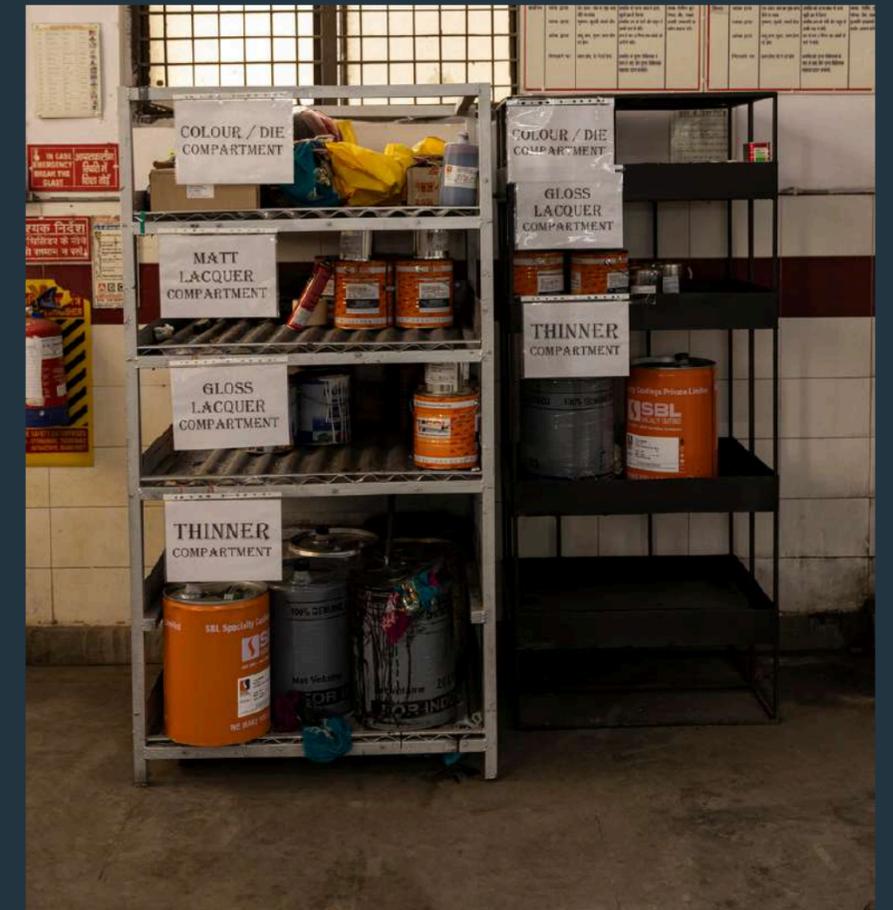
## Objective

A controlled internal inventory system.



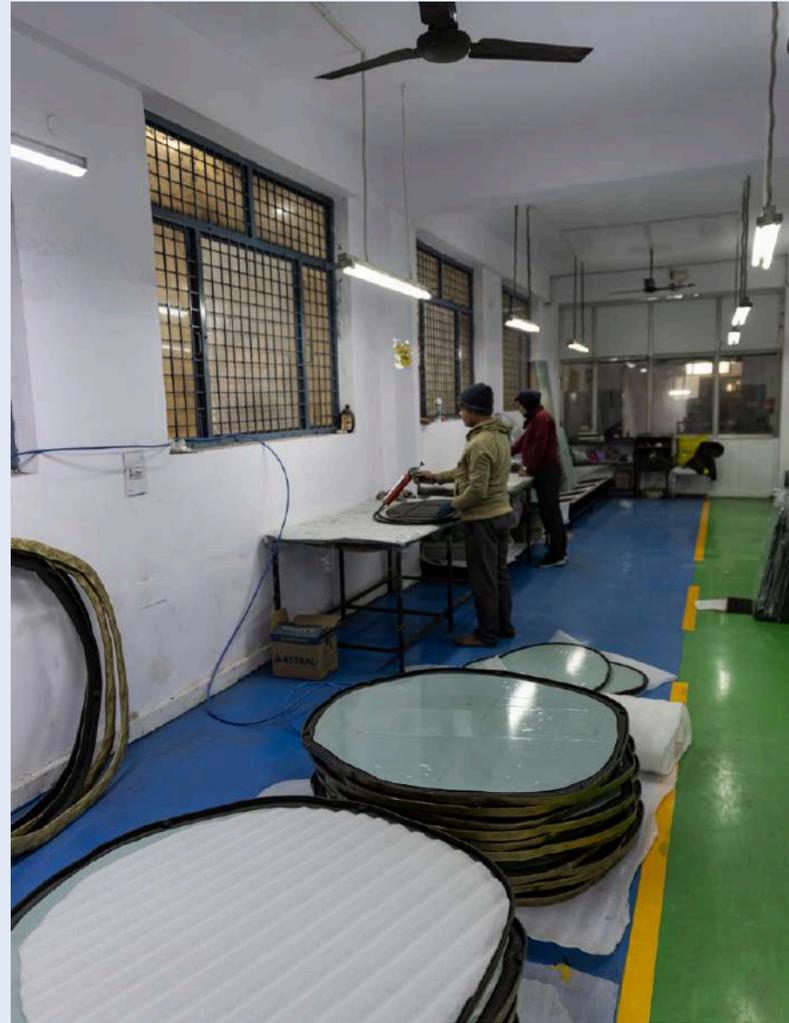
## Planned

Helps manage incoming raw materials further streamlining things.



## Distribution

To minimize risk & maximize efficiency amongst the 3 units.



# DESIGNATED FLOORS

Mirrors being an outperforming category with most of our customers, & the Akanksha Group adding LED Mirrors to its product line - we have designated complete floors to accommodate the vast volume the category requires across our units.



# MANUFACTURING PROCESSES

100% In-house Furniture Fabrication

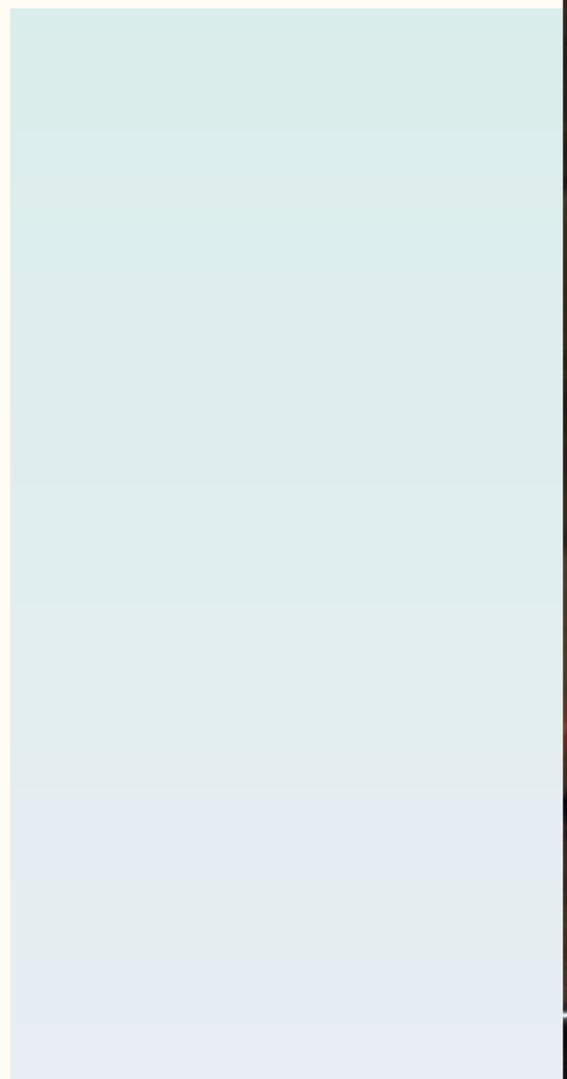




# TOOLING & MOULDING

In-House Tooling Setup





# SAND CASTING

With a turnover of 60 tonnes per month, we boost a capacity of 15 furnaces across our factory.





# POLISHING

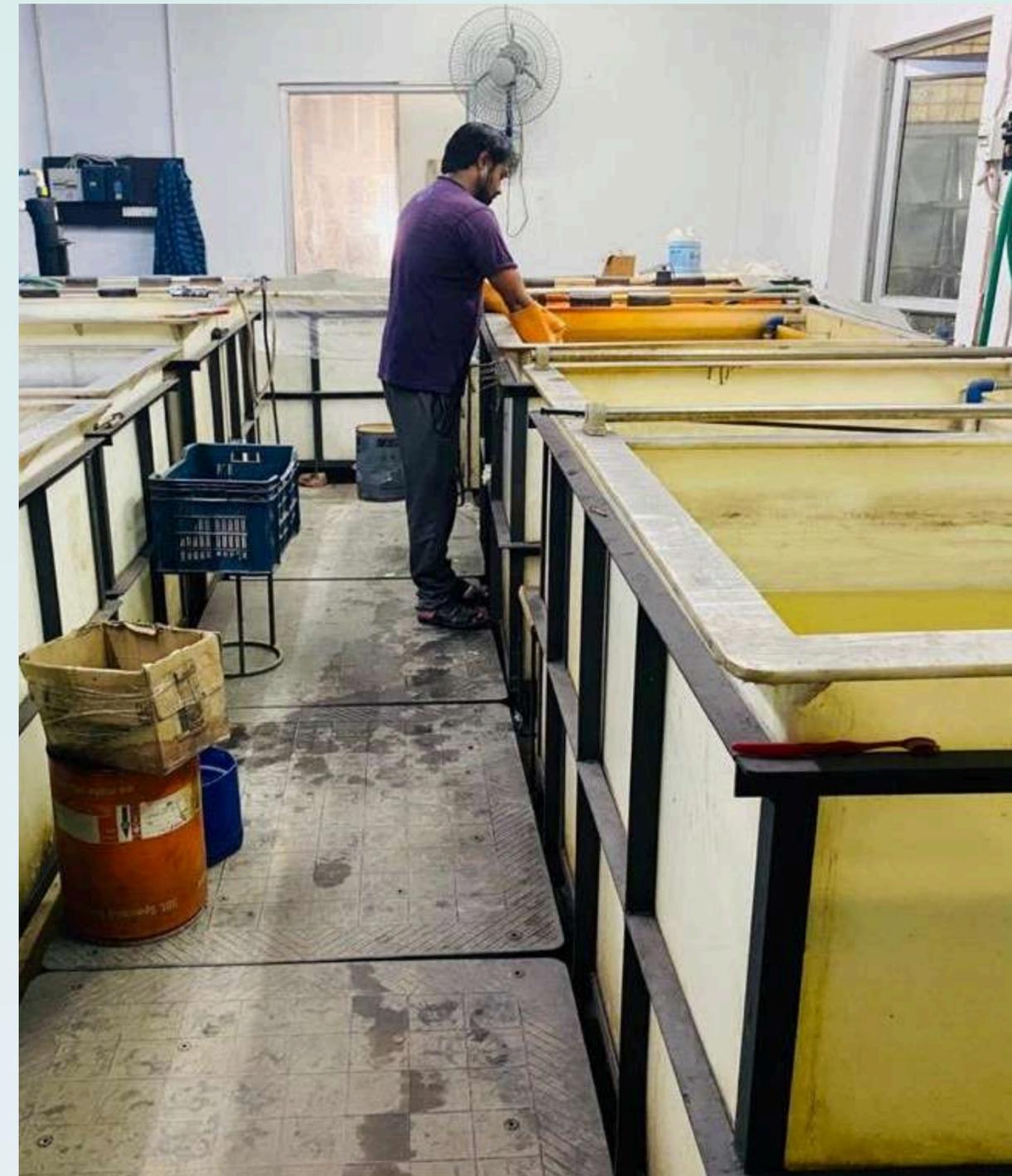
Learn more about the possibilities of the department to obtain various surfaces to differentiate your look to the rest!





# ELECTROPHORETIC LACQUER

This kind of lacquering is conducted through an electrodeposition process. This necessarily means deposition of metal (such as nickel, gold or copper) onto a conductive object. Both an anode or cathode are immersed in an electrolytic bath that is composed of a solution (ion) of salt & the metal to be plated.





# ELECTROPLATING

With the installation of an upgraded, neater & more automated Plating plant to enhance quality of the end product. The polished products undergo the process of plating where they are dipped in tank of various chemicals to obtain certain finishes such as brass antique, nickel or silver.





# ENAMELING

The In-House enameling process which in some cases is accomplished with a spray gun while in other cases hand painted, depending on the intricacy of the product provides us with flexibility over design while ensuring maximum output which ranges from 20,000 - 30,000 pieces a month.



# LIGHTING

A complete In-house setup with required certifications, trained professionals & necessary equipments help smooth sail our Lighting Department.





# LACQUERING

The end goal of this finish process is to cover the surface evenly with a coat of finish that flows together to form a layer.





# POWDER COATING

Fully-fledged powder coating plants capable of finishing 40,000 pieces a month ensures an epoxy coating on our products ensuring quality & timely production.





# Packaging & Warehousing



**AKANKSHA INTERNATIONAL**  
कन्टेनर निरीक्षण चैकलिस्ट  
(7 बिन्दु)

**AKANKSHA INTERNATIONAL**  
**लोडिंग के कार्य निर्देश**  
**लोडिंग से पहले**

1. ट्रक या कन्टेनर में किसी प्रकार की दुर्गंध न हो।
2. ट्रक या कन्टेनर का फर्श भीखा न हो।
3. ट्रक या कन्टेनर में कोई फेंद न हो जिससे पानी जम्बर न जा सके।
4. अक्षर का कल दखना कब करें व देखें कि कहीं से खरानी न आ रही हो।
5. ट्रक या कन्टेनर की बाड़ी में ईस्ट न हो जिससे माल रखने में दिक्कत न हो।
6. बरतना कब कब पर ट्रक या कन्टेनर की सील किया जा सके।
7. मालग रखी क्या हो।

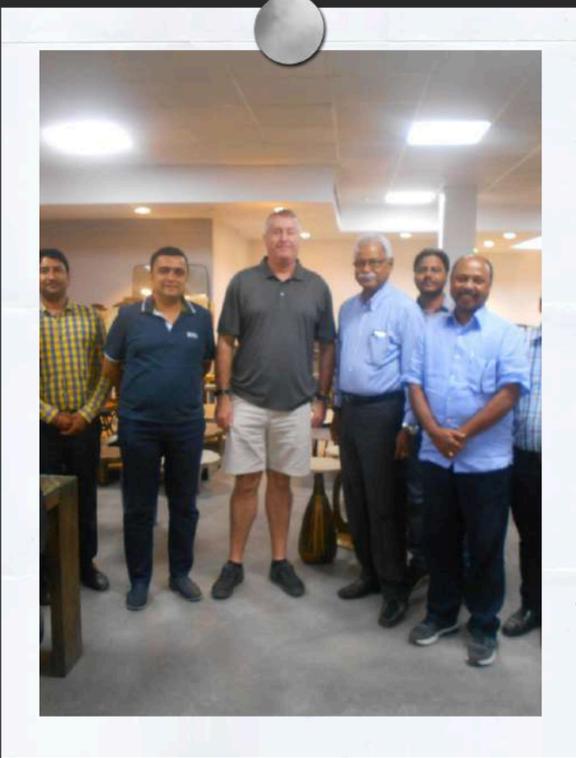
**लोडिंग के समय**

1. माल की पैकिंग फटी हुई न हो।
2. माल कन्टेनर प्लेकिंग के अनुसार रखा हो।
3. माल का वजन गाड़ी में बराबर बंट चुका हो।
4. पैलेट (चढ़ि ली) के पैर फटे न टूटे न हो।
5. पैलेट लेवल पर आउटम रखी हो।
6. थिपिंग लेवल पर जांचकरी रखी हो।
7. लोडिंग का फोटो अवश्यपक लें।

**लोडिंग के बाद**

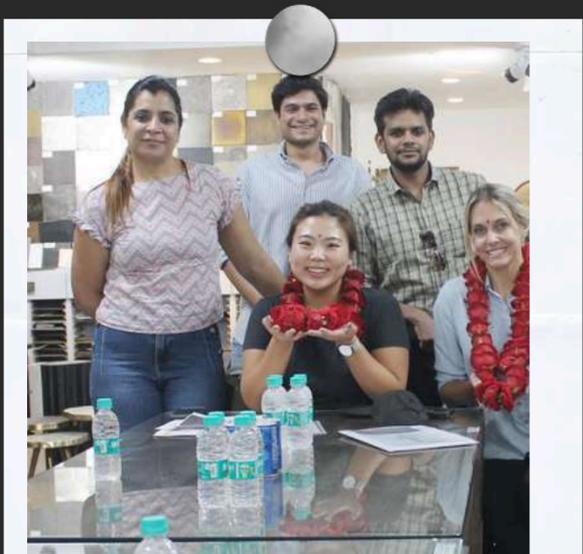
1. माल की निगती रभावय के अनुसार हो।
2. माल रखने के बाद दखना रखी से बन्द करें।
3. अपनी चैक लिस्ट पर आई व ड्राईवर का नाम जरूर लिखें।





**SOME LIGHT MOMENTS**

Over work, over shared meals we often overlook but are blessed with the connections we form with the people we work with that have a lasting impact on the way we live, grow & celebrate each other...



**THAT WARM OUR HEARTS**

These moments bring us together in ways & helps us understand the importance of knowing the other not just at but out of work as well.





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**Thank You!**

