



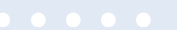
CREATE. INNOVATE. EXPAND

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

03

Extensions

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

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!

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.

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.



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

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.

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 LEADING CUSTOMERS

coin

MIGROS

society of lifestyle



zuiver°



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 !

TAHO LIVING

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.

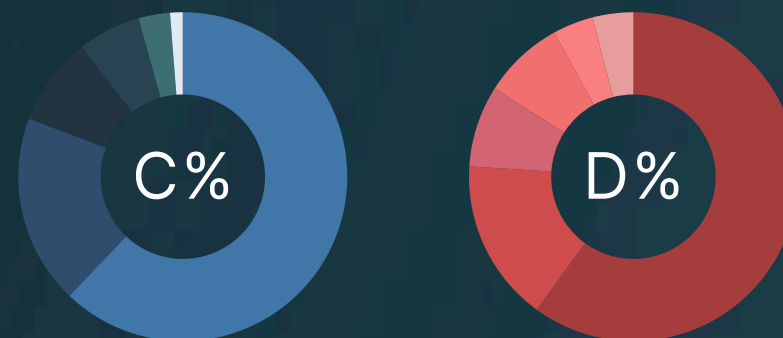
NEW BRAND EXTENSIONS

GLOBAL DESIGN NETWORK

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

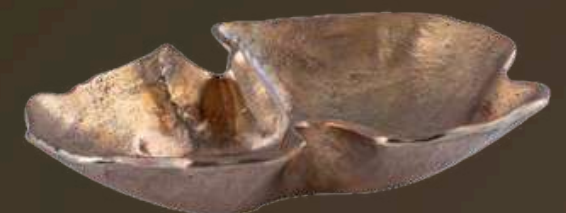
With designers like our clients, based all over the globe, we make sure our designs are up to date with the trends our customers look for. Being a trendsetter in the market – we believe it is of high relevance to be able to understand what a client sitting in the other corner of the world looks for. 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 Comeback

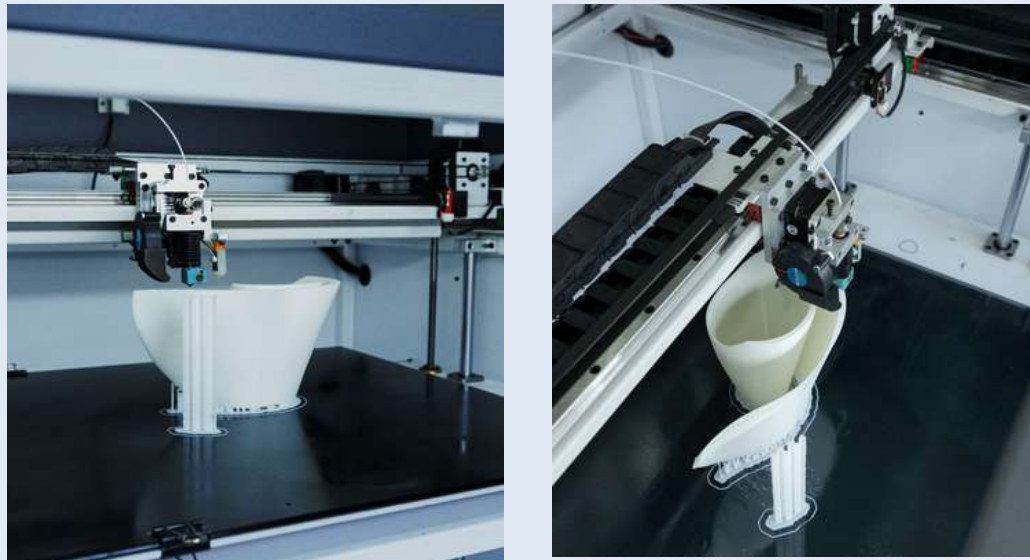
It appears that we have come a complete circle in materials & we are all in for it. With traditional materials like brass, polished steel & bronze making a comeback to the market has become a “new trend”.

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

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

TECHNOLOGICAL ADVANCEMENTS

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



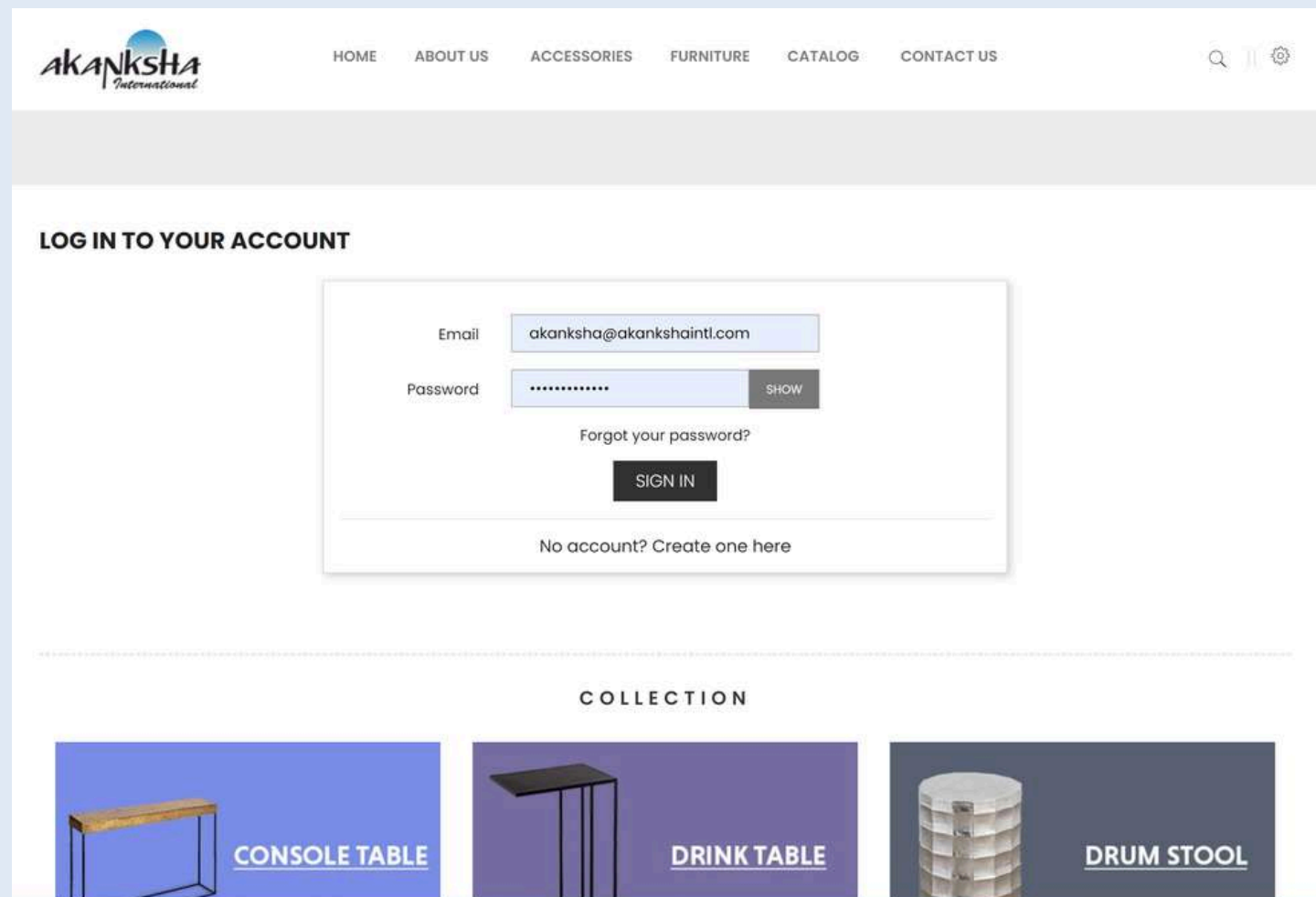
An In-house 3D printing facility gives us the freedom to execute critical designs on a smaller scale while also coming in use to determine the execution of the designs.

From
Ideation

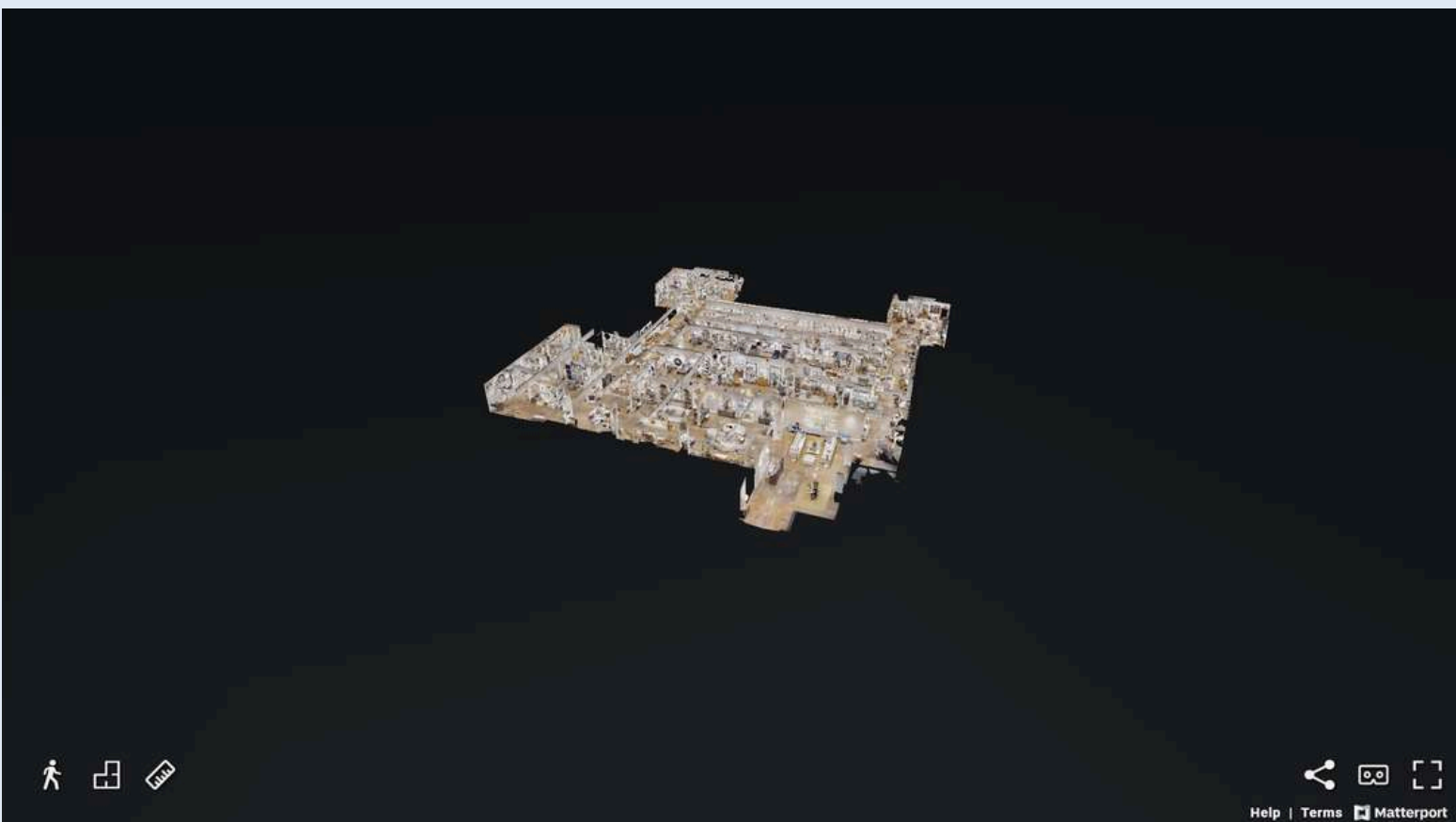


To
Execution





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.

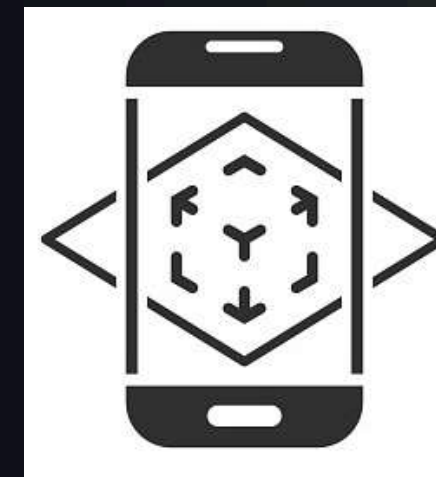
TECH IN QUALITY, LOGISTICS & NEW PRODUCT DEVELOPMENT

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

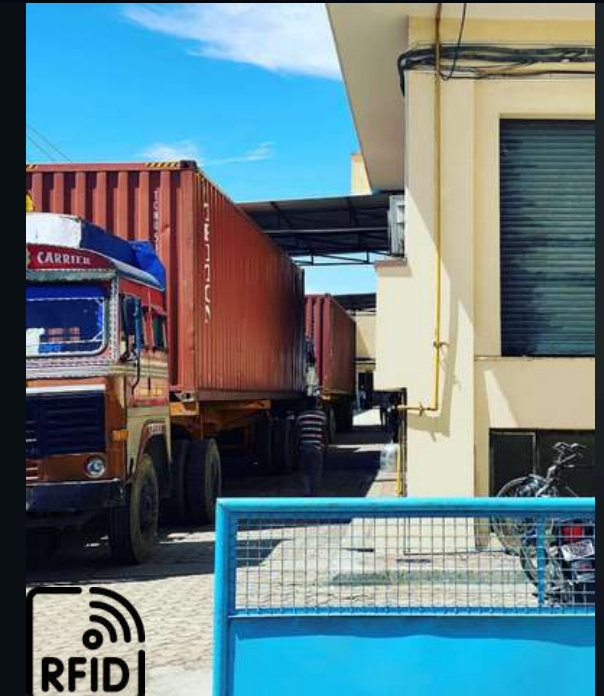
Operations Manager



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.

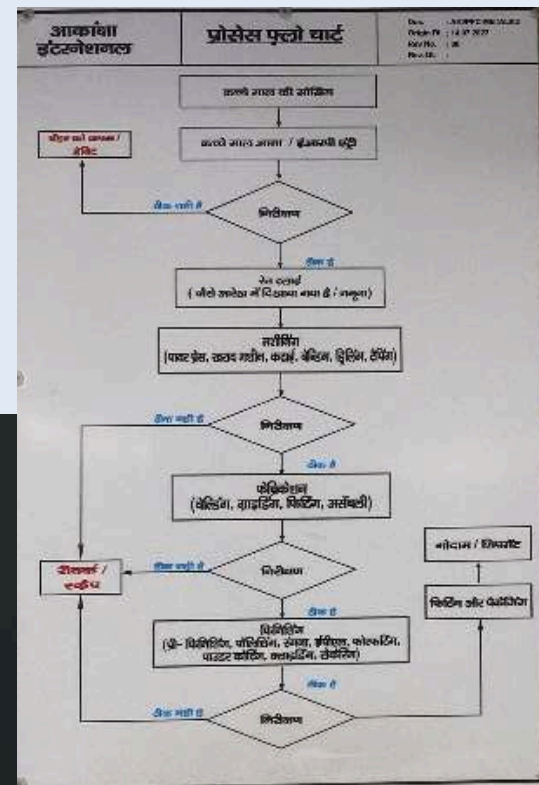


Humidity meter is used to measure the amount of water vapor in air. The amount of water vapor in air, the humidity, is an important consideration in a wide range of commercial and industrial processes. High humidity can cause corrosion and other moisture-related problems.

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 LIFE • गुणवत्ता नीति

परिचयः • गुणवत्ता का तात्पर्य अपने ग्राहक को उसके द्वारा दिये गये मापदण्डों के अनुसार उच्च स्तर का माल प्रदान करना है जिसके लिए निम्न कार्य का पालन करना आवश्यक है :-

1. ग्राहक द्वारा प्राप्त किया गया सैमिलर की लम्बाई, चौड़ाई, रंग, ऊपर एवं नीचे का पूरा माप एवं उस पर की जाने वाली किमिनिज को आधार पर माल को तैयार करना।
2. कच्चे माल को सप्लायर सप्लायर उसकी यह जाँच करना कि इसके आन्दर कोई अशुद्ध वस्तु जैसे रेत आदि अशुद्धता नहीं हो। इसके लिए यदि किसी का माल है तो सिमिलर का बक कर अर्थात् साइडवर उसको उपर्युक्त सतह को फाटकर उसका परीक्षण किया जायगा। यदि को मालमें न उच्च गुणवत्ता की ही चीज सप्लायर जायगी।
3. माल होने के दोषात्र सतह पर कोई मात्र के स्तर, रिहाई, रंग, लम्बाई एवं चौड़ाई सभी स्तरों पर जाय।
4. माल करने के दौरान माल का परीक्षण निम्न मापदण्डों के आधार पर किया जाना चाहिए।
 - (क) अशुद्ध वस्तु जैसे रेत, चूड़ाई नीचे एवं ऊपर के माल।
 - (ख) अशुद्ध कर किमिनिज अशुद्ध कोई भी अशुद्ध वस्तु न हो।
 - (ग) स्तर की चौड़ाई के अन्दर न हो वस्तु फाटकर कपड़े से यह देखना होगा कि तार कहीं से खुल रहा तो नहीं है। सारे स्तर ठीक से बंधे होने चाहिए।
 - (ङ) अशुद्ध पर किमिनिज पूरे तरह हो कहीं भी छले अशुद्ध गेटल का रंग न पकड़ रहा हो।
 - (घ) फाइनल सैमिलर करते समय ग्राहक द्वारा दिये गये अशुद्ध को पास रखकर निम्नानुसार आशुद्धता होगा तब ही यह सिखाया हो जो माल हमारे द्वारा दिया जा रहा है जो ग्राहक को सभी मापदण्डों को पूरा करता हो।





AKANKSHA INTERNATIONAL, MORADABAD

INSPECTION QUALITY LEVELS

The inspection procedures that lay out during production are expected to carry out as independent final inspection on complete finished deliveries prior to dispatch.

The inspection should take place at an acceptance quality level (AQL) of 2.5 with no critical faults are allowed.

DELIVERY SIZE	SAMPLE SIZE	Normal Inspection	
		ACCEPTABLE QUALITY LEVEL (AQL)	THRESHOLD
2 to 8	2	0	1
9 to 15	3	0	1
16 to 25	5	0	1
26 to 50	8	0	1
51 - 150	13	0	1
151-200	20	1	2
201-500	32	2	3
501-1250	50	3	4
1251-3200	80	5	6
3201-10000	125	7	8
10001-135000	200	10	11
135001-135000	315	14	15
35001 - 35000	500	21	22

● 3 Minor or 1 Major

The first column shows the delivery size. The second column shows the quantity of goods to be inspected. The third column shows the sample size. The fourth column shows the quantity of goods to be inspected. The fifth column shows the quantity of goods to be inspected.

The third column of the table shows the quantity of goods to be inspected. The fourth column shows the quantity of goods to be inspected. The fifth column shows the quantity of goods to be inspected.

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Akanksha International, Moradabad - 244001 (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
9	Face 3
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
Normal Height

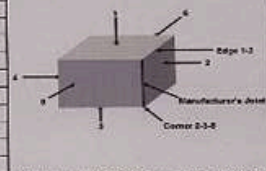


Diagram of Marked the cartons for drop-test

Note :- Normal Height 18"
Double Height 36"

Guidelines for Final Inspection

1. Check the quantity of goods received.

2. Check the quality of goods received.

3. Check the quantity of goods received.

4. Check the quality of goods received.

5. Check the quantity of goods received.

6. Check the quality of goods received.

7. Check the quantity of goods received.

8. Check the quality of goods received.

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10. Check the quality of goods received.

11. Check the quantity of goods received.

12. Check the quality of goods received.

13. Check the quantity of goods received.

14. Check the quality of goods received.

15. Check the quantity of goods received.

16. Check the quality of goods received.

1. Check the quantity of goods received.

2. Check the quality of goods received.

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4. Check the quality of goods received.

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9. Check the quantity of goods received.

10. Check the quality of goods received.

11. Check the quantity of goods received.

12. Check the quality of goods received.

13. Check the quantity of goods received.

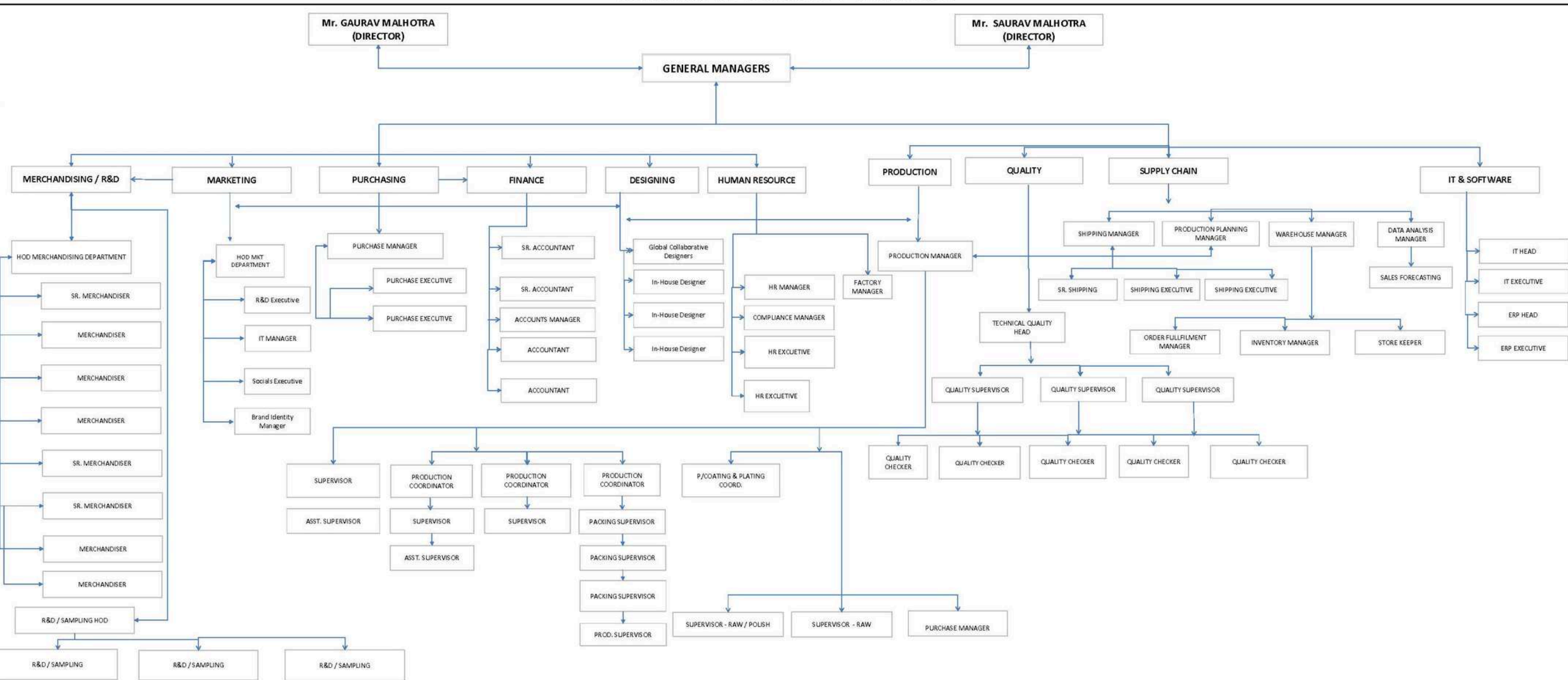
14. Check the quality of goods received.

15. Check the quantity of goods received.

16. Check the quality of goods received.

AKANKSHA INTERNATIONAL, MORADABAD - 244001 (U.P.) INDIA

ORGANIZATION CHART



Internal Hierarchy



FURNITURE



DEC. ACCESSORIES



HOME ACCENTS



OUTDOOR



LED MIRRORS



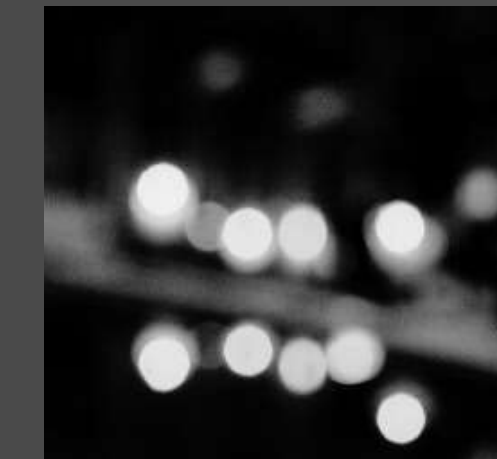
TABLE TOPS



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.



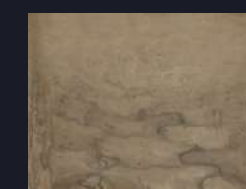
**Cast
Alm**



**Alm
Sheet**



**Alm.
Pipe**



**Cast
Brass**



**Brass
Sheet**



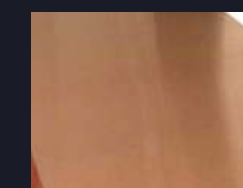
**Brass
Pipe**



**Brass
Rod**



**Cast
Bronze**



**Bronze
Sheet**



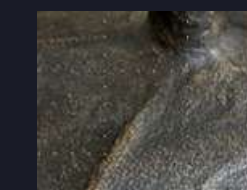
**Bronze
Pipe**



**Bronze
Rod**



**Wrought
Iron**



**Forged
Iron**



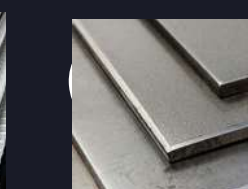
**MS
Pipe**



**Cast
Iron**



**MS
Rod**



**MS
Sheet**



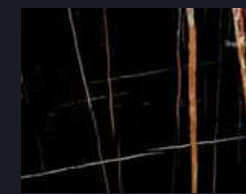
**SS
Sheet**



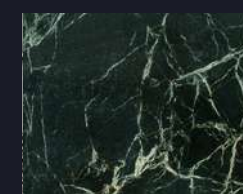
**SS
Pipe**

MATERIALS USED (Stones)

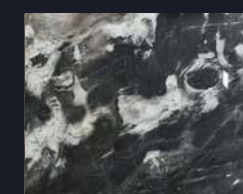
Hick's Law predicts that the time & effort it takes to make a decision increases with the # of options.



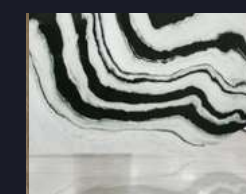
**Nsl
Black**



**Spider
Green**



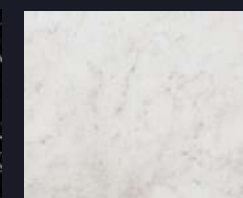
**Black
Fantasy**



**Panda
White**



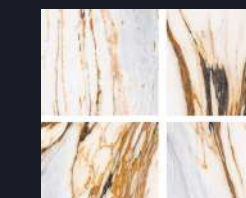
**Black
Marciano**



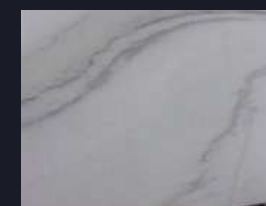
**White
Banswara**



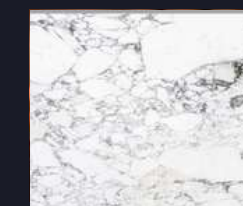
Travertine



**Gold & pink
Calacatta**



**Makrana
White**



**White
Arbescato**



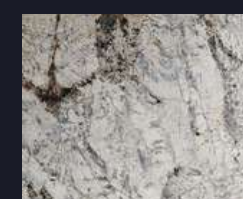
**White
Lilac**



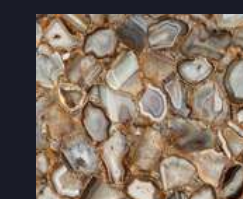
**Zebra
Marble**



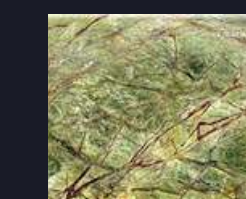
**White &
Brown
Indian**



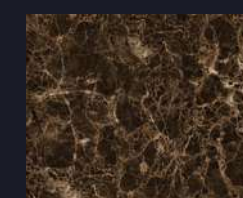
**Patagonia
Marble**



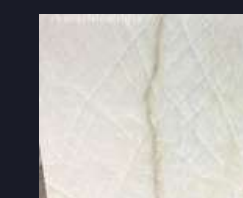
**Agate
Marble**



**Green
Forest**



**Brown
Emperador**



**Onyx
Marble**



MATERIALS USED (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**



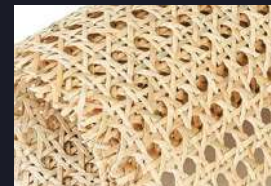
**Antique
Glass**



**Clear
Glass**



**Paper
Mache**



**Rattan /
Wicker**



Horn



Resin



**Petrified
Wood**

FINISHES PROVIDED

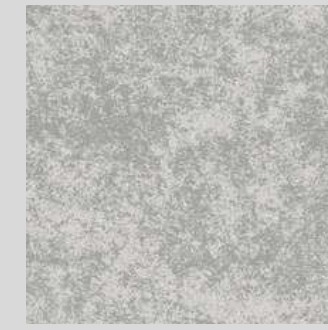
(METAL)

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!



Antq Brass



Aged Pewter



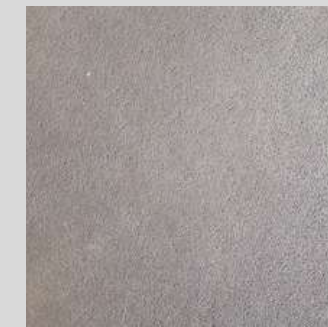
Zinc



Aged Bronze



Unpolished
Brass



Antique
Pewter



White
Stucco



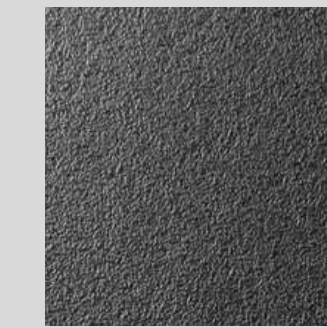
Copper



Polished Brass



Nickel



Graphite



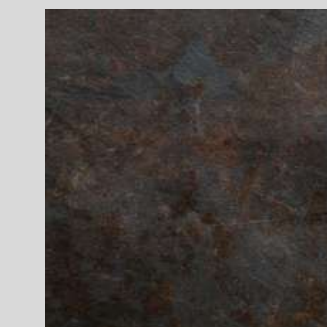
Copper
Patina



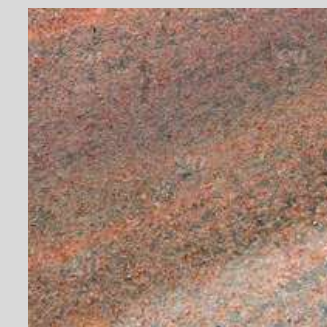
Patina



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!



Distressed
Black



Slate



Zinc



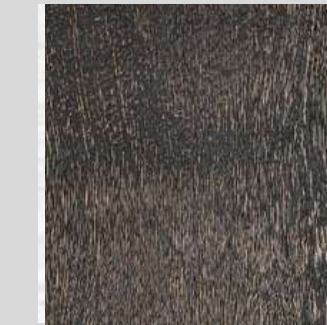
Sage Green



Ocean Blue



Alabaster



Olive
Green



Hickory
Brown



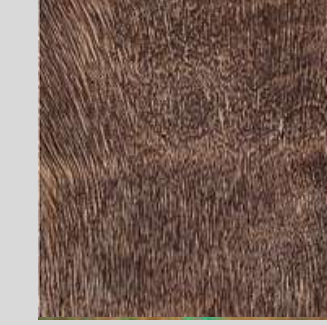
Coffee Brown



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.



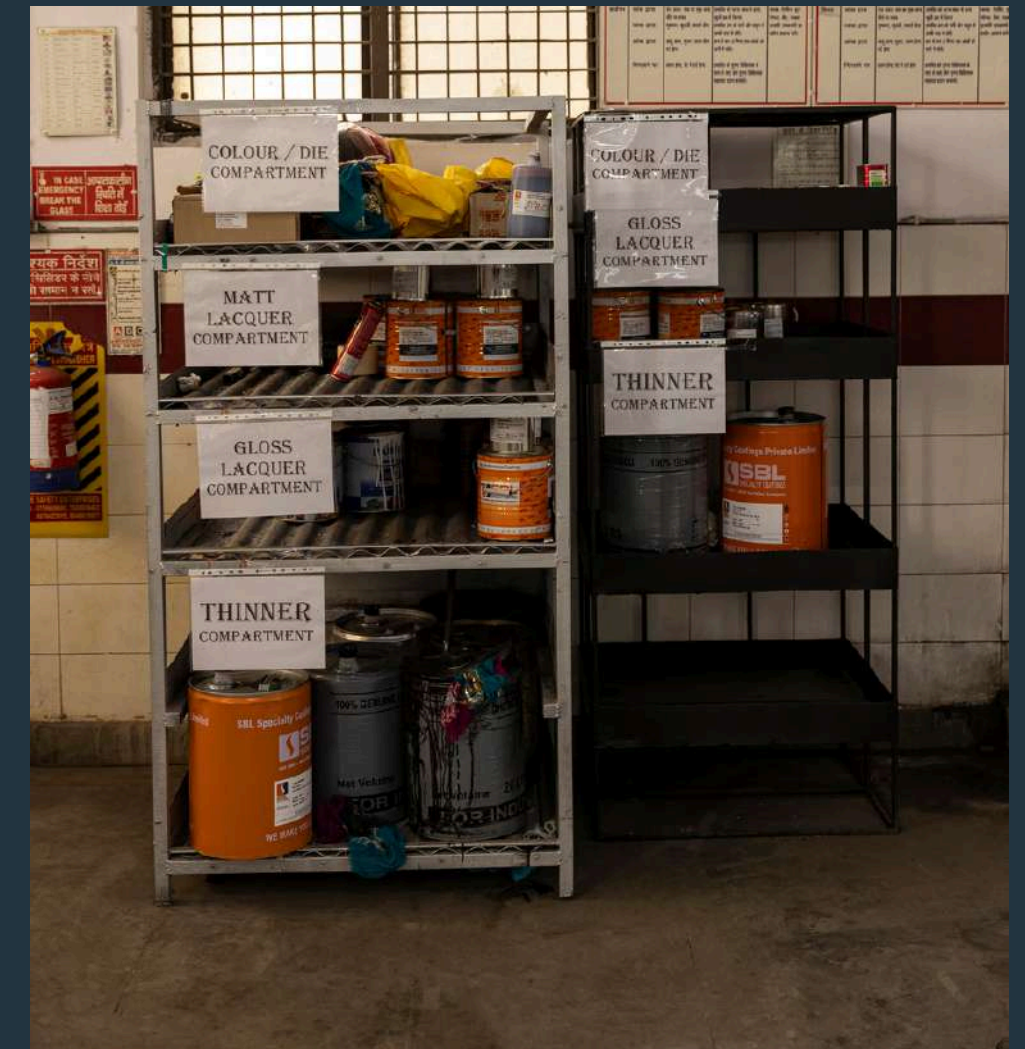
Objective

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

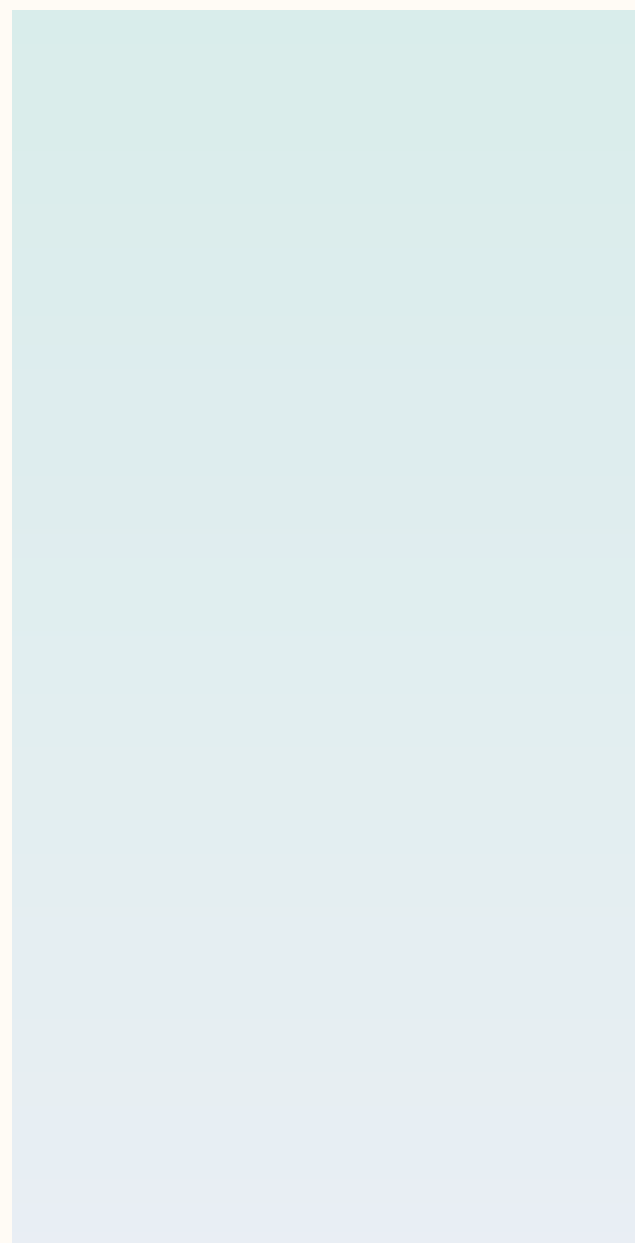




TOOLING & MOULDING

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

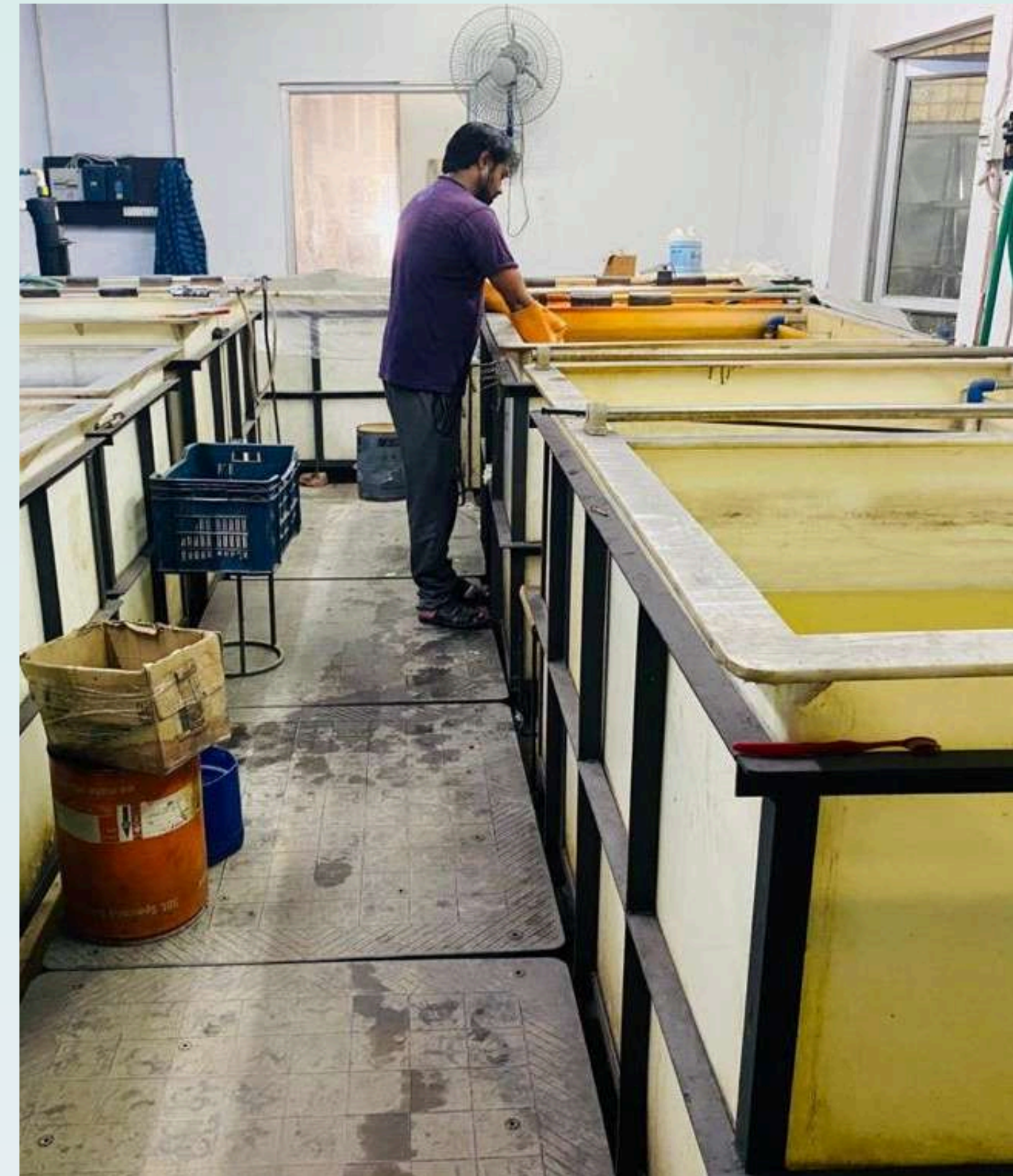
Learn more about the possibilities of the department to obtain various surfaces to differentiate your look to the rest!





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.



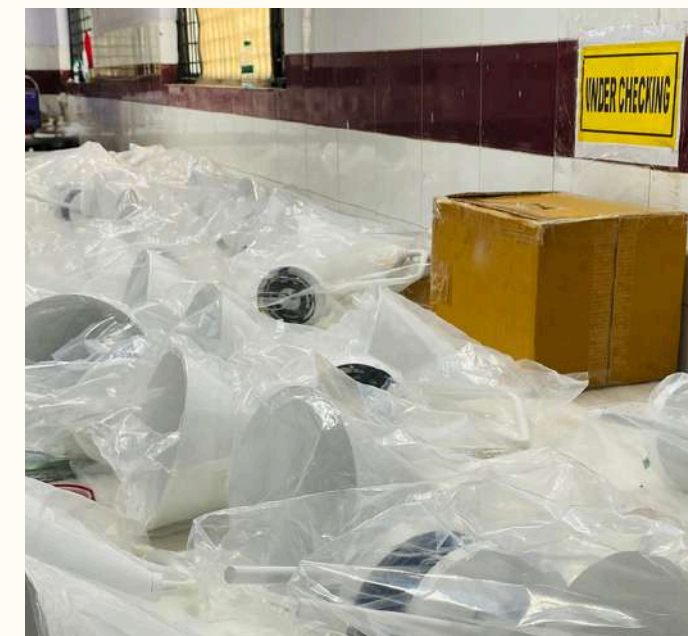
ENAMELING

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.



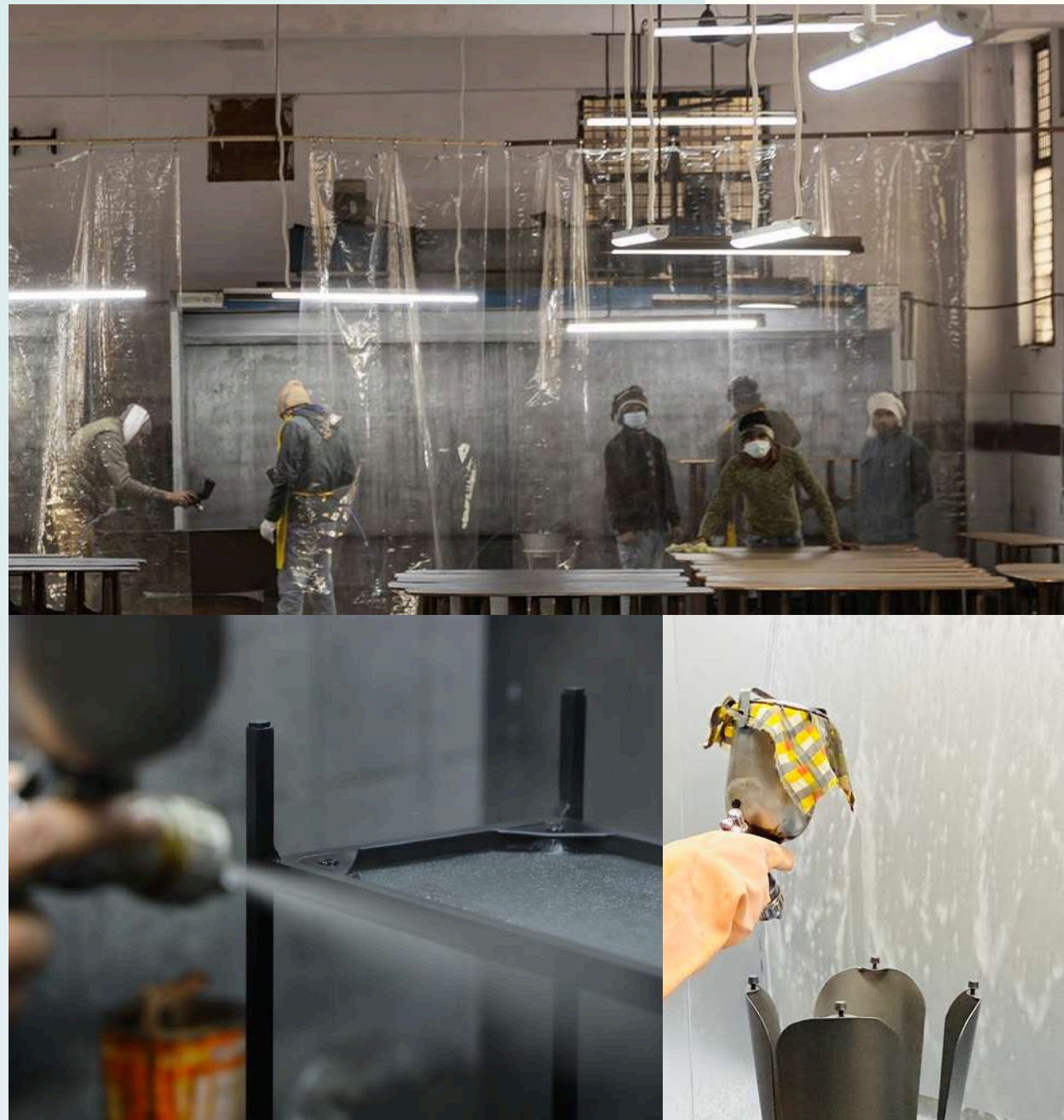
LIGHTING

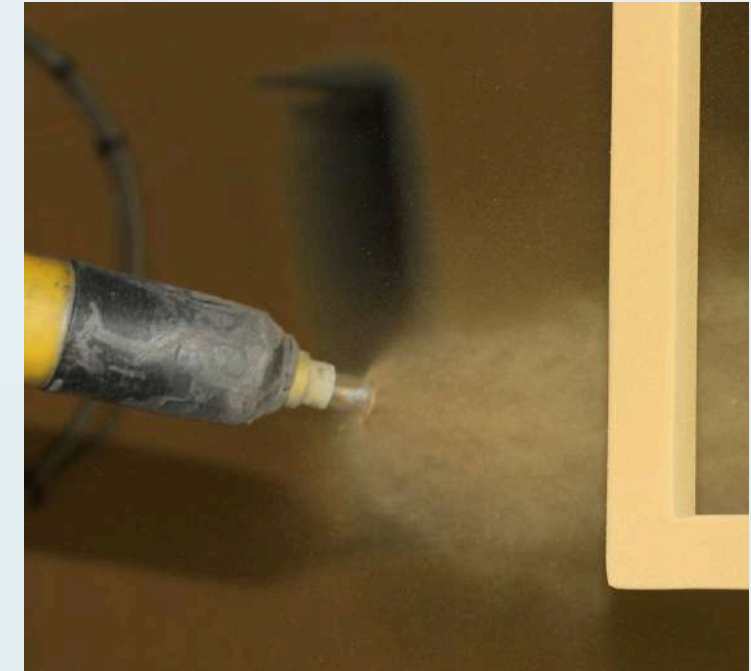
A complete In-house setup with required certifications, trained professionals & necessary equipments help smooth sail our Lighting Department.



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

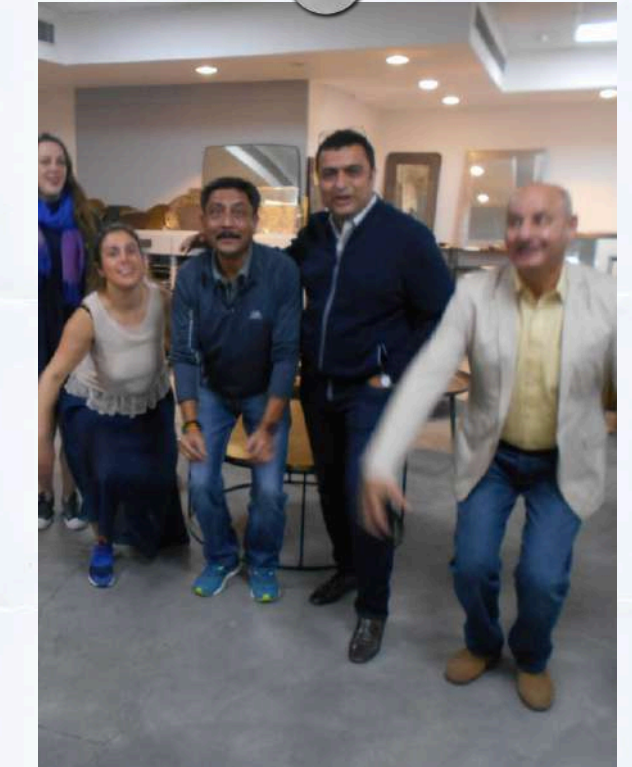
Fully-fledged powder coating plants capable of finishing 40,000 pieces a month ensures an epoxy coating on our products ensuring quality & timely production.





SOME LIGHT MOMENTS

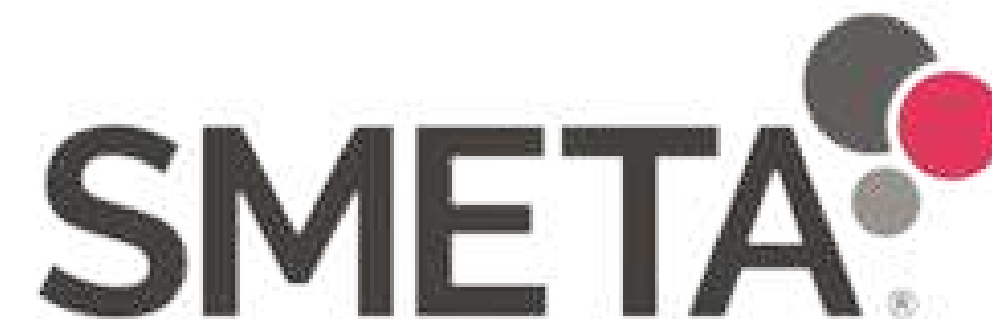
Over work, over shared meals we often overlook but are blessed with the connections we form with the people we work with that have a lasting impact on the way we live, grow & celebrate each other...



THAT WARM OUR HEARTS

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





100% Compliant



“We believe in optimal customer satisfaction.”



Behind Akanksha Automobile, Delhi Road, Lakri Fazalpur, Moradabad,
Uttar Pradesh - 244001, India



Showroom: B-10-26/20 First Floor, Indian Expo Mart, Greater Noida,
Uttar Pradesh 244103, India

Thank You!

