

A COUNTRY OF 1.34 BN PEOPLE.

ONE TURNKEY INTERIOR INFRASTRUCTURE
SOLUTION PROVIDER.

FROM DESIGN TO RESOURCE TO PRODUCT
TO BUILD TO FURNITURE TO DELIVERY.

ONLY ONE.



Uniply Industries Limited
Brand Activity Report 2016-17



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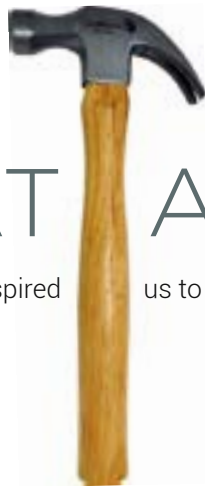
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“WHAT A PAIN!”

Three words that have inspired us to dream bigger at Uniply.



PAIN IS EVERYWHERE.



The family's
budget doesn't
allow for
an interior
designer



The wife
resents
monitoring the
carpenter's work
hours



The child
has an
allergy to
wood dust



The couple
commutes store
to store after
work for the right
furniture



The neighbour
complains about
the hammering
between 2pm
and 4pm

NOBODY IS TALKING ABOUT IT.



The CEO
frets that fit-out
delays could
affect project
commissioning



The CFO's
office spending
finished 17%
higher than
budgeted



The HR manager
laments over
the absence of a
'collaborative work
environment'



The office
is cramped
with cables
running
everywhere

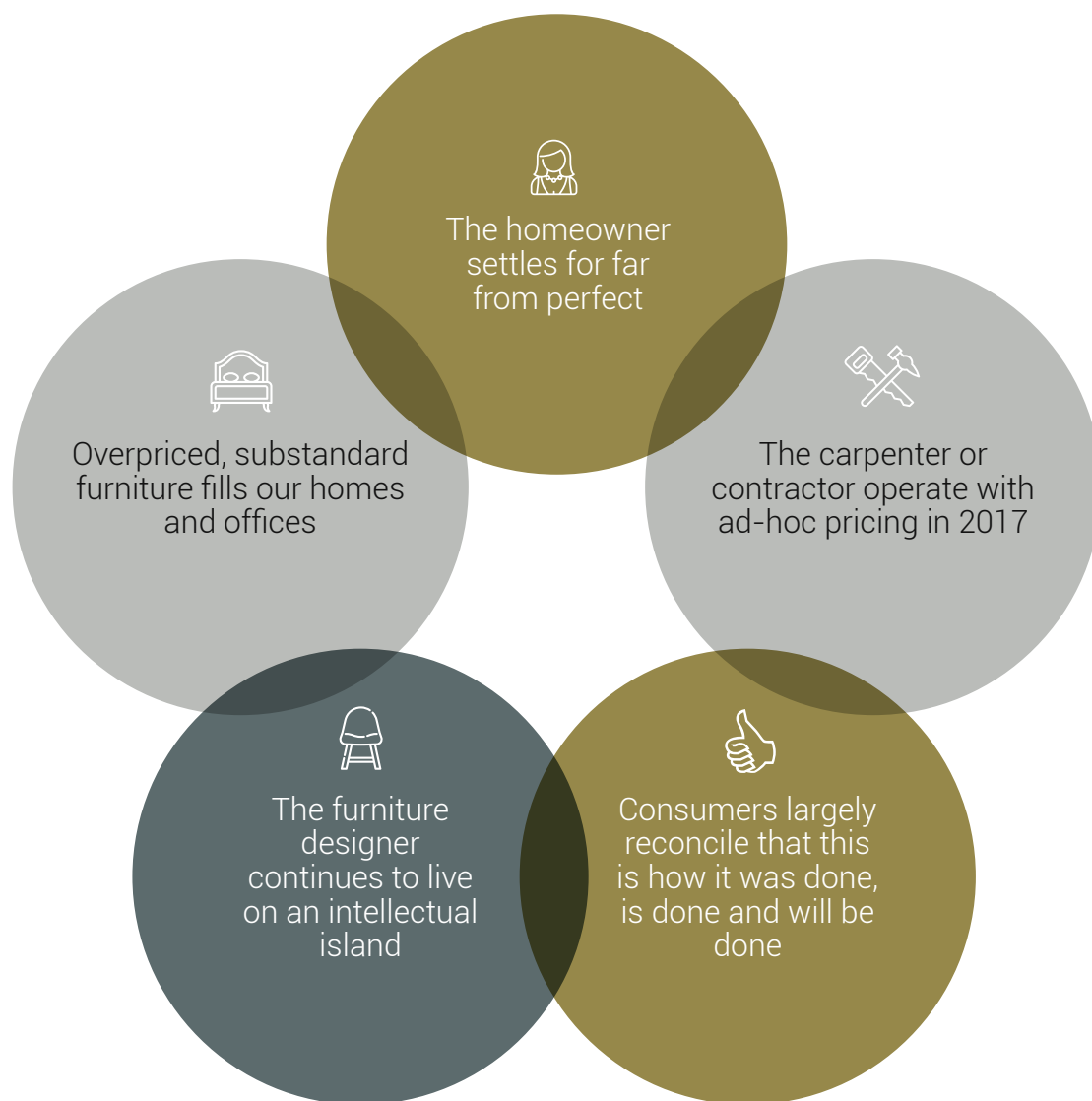


The temperature
is too cold for
one section and
too warm for
another



Employees
play 'rock my
cradle' with rickety
chairs that just
don't seem to last

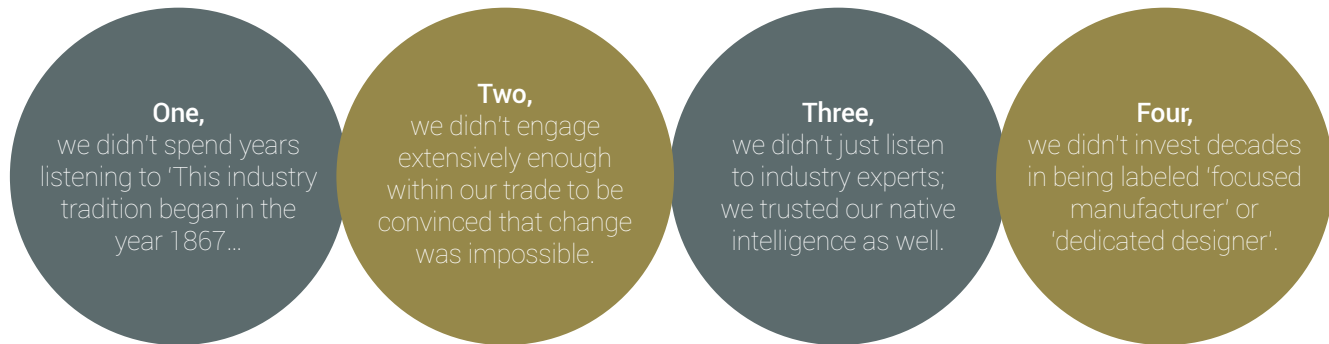
AND BECAUSE NOBODY IS
TALKING ABOUT IT...





AT UNIPLY, WE
ASKED 'WHAT IF...'

AT UNIPLY, WE ENJOYED AN UNFAIR ADVANTAGE OVER THE PREVAILING INTERIORS ECO-SYSTEM.



WE ONLY PROVOKED REALITIES WITH TWO WORDS THAT MAKE SANE PEOPLE TERRIBLY INSECURE. 'WHAT IF...?'

WE DIDN'T
IMMEDIATELY GET UP
AND MOVING.

WE SAT DOWN AND
WONDERED INSTEAD.

How can the world's second most populous market not have a single pan-Indian integrated furniture solutions brand?

Why does the world's fastest-growing major economy not possess a robust interior infrastructure sector?

Why do the various interior infrastructure players in the world's third largest economy (by PPP) still work in silos?

Why does the world's most business-confident nation still live or work in old-world spaces?