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.





Uniply Industries Limited Brand Activity Report 2016-17

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## 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.

)ne,		

we didn't spend years listening to 'This industry tradition began in the year 1867...

#### Two,

we didn't engage extensively enough within our trade to be convinced that change was impossible.

#### Three,

we didn't just listen to industry experts; we trusted our native intelligence as well.

#### Four,

in being labeled 'focused manufacturer' or 'dedicated designer'.

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?