

## **Godrej Interio brings to Chennai a new Designer Furniture destination at Valecherry , Bypass Road**

### *Godrej Interio arrives with the latest spring 2010 collection*

**Chennai, April 28, 2010:-** Godrej Interio, India's leading home, office furniture & Interior Solutions Company today launched its first Franchise store in the city at Valecherry, Bypass Road in association with Sarada Agencies, one of the leading distributors of Home & Office furniture in Chennai. The store is located in key retail hub of Chennai and is a perfect lifestyle destination. The store was inaugurated by Mr. Anil Mathur, COO, Godrej Interio.

Sarada industries has been associated with Godrej Interio since 1970 and taking that relation forward they are opening a brand new, modern and spacious franchisee store, which will make the Godrej Interio shopping a Bigger, Brighter, Better experience.

Godrej Interio is totally committed to providing the highest quality furniture. The design teams work closely with consumers to determine their likes and preferences and these requirements are what can be seen in the designs. While the designs are contemporary they reflect the lifestyle needs of the India consumers.

The store showcases vibrant, innovative furniture designed by renowned In house designers at Godrej Interio to give its customers the best shopping experience. Spread over an area of 5000 sq ft the Godrej Interio store has great visibility and is located at the most happening shopping area in Chennai.

**Mr. Anil Mathur, COO, Godrej Interio** on the occasion said "We are delighted to open our first franchisee store in Chennai. Godrej Interio is India's largest furniture brand and has been committed in delivering and bringing alive every consumers dream space. We are looking at expansion constantly to reach more and more consumers and plan to launch 70 stores with an investment of 20 Crores by the 2013".

**Mr. Mathur also added** that foraying into the franchisee business will not only provide improved & consistent customer experience across all Godrej Interio stores but will also help in delighting customers by gaining better control and knowledge through a direct interface.

Log on to [www.godrejinterio.com](http://www.godrejinterio.com) for more information.

### **About Godrej Interio:**

Godrej Interio integrates the concept of functional and contemporary furniture. A perfect amalgamation of time tested values and contemporary outlook. It's vibrant stylish and comfortable. When it comes to furniture, be it office, home or even designer furniture like the recent range of home furniture designed by Krsna Mehta, Godrej Interio has the entire range under one roof. Godrej Interio delivers ergonomically designed & contemporary Seating, Desking, Open Plan Office Systems, Storages, Bedroom Sets, Dining sets, Kitchens, Labs, Hospitals, Interiors, Carpets, Modular accommodation for the Navy and Kid's furniture-that are comfortable, healthy and productive. With the range of Home furniture & decor solutions, Godrej provides the warmth & comfort that reflects a happy, at ease family.

The Godrej Interio group to stand true to the Godrej mission to conserve the environment, designs products, sets up processes and uses raw materials that are eco-friendly to do their bit to preserve natural resources.

### **About Sarada Industries:**

Sarada Agencies, a Company set up in 1952 by the promoter family of Facit Typewriters, diversified into the field of Office Furniture in 1970. It took up wholesale dealership of Godrej range of Home & Office Furniture in 2001 and in a short span of time topped the list of major contributors. The agency is being run by a combination of young, experienced and energetic team of people, who strive to make furniture shopping a wonderful experience. They set up their first home store for Godrej Furniture in 2001 in Adyar, a cosmopolitan area in South Chennai. Since the potential of home furniture business was growing, they set up furniture showroom at Velachery, in June 2008 which displays all range of Godrej Home and Office Furniture and has been a one stop shop for all Furniture requirements.

**For more information, please contact**