

As branded furniture catches on, Godrej Interio eyes 20% growth

V SAJEEV KUMAR

(0) · PRINT · T+

Like 0 Share Tweet G+ in Share 189 Save Share

- 1 Best Mutual Funds of 2017
- 2 Best SIP Plans 2017
- 3 Health Insurance Plans



Anil Mathur, COO, Godrej Interio

KOCHI, SEPTEMBER 28: Furniture major Godrej Interio is looking at a 20 per cent growth this fiscal, thanks to a rapidly expanding market. Last year, it clocked revenues of ₹2,000 crore.

Of the ₹50,000-crore furniture market in India, the organised sector accounts for 20 per cent, while the balance is held by unbranded players. However, the market is getting consolidated as consumers are consciously looking at quality, said Anil Mathur, Godrej Interio's Chief Operating Officer.

"Consumer insights have shown a remarkable increase in the adoption of branded furniture, thus increasing the potential of this market," he said. The organised furniture market has registered a 3-4 per cent growth, which is likely to go up both in B2B and B2C segments.

Mathur was here recently to launch the company's largest store in South India. The southern market contributes 20 per cent of the brand's overall business revenue, with about 20 exclusive outlets for furniture, kitchens and mattresses, he said.

He further said the company is betting big on project business, providing interior solutions to office spaces. For instance, it is handling the interiors at the new terminal at Cochin International Terminal Ltd.

Asked if the project business has been impacted by the economic slowdown, Mathur said the office segment (B2B) is slowly picking up after demonetisation and GST related issues. However, the domestic segment (B2C) is very positive.

Mathur said the company plans to launch five more exclusive outlets in Kerala.

 **Living Room Furniture** Purchase Furniture for Bedroom, Living Room, Home Storage & Kitchen. 