

FRANCHISE



— Franchise Division —



PRATEESH DOSHI
CEO
FRANCHISE DIVISION

The Organization



HITESH DOSHI

**Director
& Founder**

He brings extensive industry expertise and visionary leadership to drive Bajrang Furniture strategic growth, innovation, and customer-centric approach.



PRITESH DOSHI

**Director
& Founder**

He combines operational excellence with a deep understanding on the overall business, strategic moves and innovation, in the product & service



PRATEESH DOSHI

**CEO
Franchise Division**

He drives Bajrang Furniture brand growth through marketing expertise, while also spearheading the development of its franchise model. With a focus on brand consistency and effective strategies, he paves the way for Bajrang Furniture successful expansion into franchising.

Vision & Mission

VISION

To establish Bajrang Furniture as the foremost destination for high-quality furniture solutions, with franchised outlets spanning every corner of India & Global Market. We aim to enrich homes and businesses globally with our commitment to excellence.

MISSION

At Bajrang Furniture, our mission is to offer excellent furniture products and services, blending traditional craftsmanship with modern innovation. With a legacy of success since 1991, we aim to extend our reach through franchising, providing opportunities for entrepreneurs to share in our passion for quality and excellence.

Business

WHO WE ARE ?

Bajrang Furniture is a rapidly expanding furniture company headquartered in Rajkot, Gujarat, India, situated in the heart of Saurashtra. Established in 1991, our firm boasts a rich history of success and has never faced setbacks. With a strong foundation in place, we are now poised to extend our reach to other cities and countries through a strategic franchise model. Our commitment to quality and customer satisfaction has been unwavering, propelling us to the forefront of the industry. In addition to our furniture division, we have diversified into the plastic industry under the name of Balaji Chair. Today, we proudly stand as one of the most leading brands in the consumer and tent segment within the plastic industry. As we continue to grow and evolve, our dedication to innovation and superior service remains steadfast, ensuring that we remain a trusted name in the market.

PRODUCT'S

A wide variety of products is available in the furniture sector.

Imported Furniture

- Center tables
- Dining tables
- Beds
- Wardrobes
- Kitchen cabinets
- Regular cabinets
- Sofas
- Relax chairs
- Resting tables
- Recliner office chairs
- Chaise loungers
- Shoe racks
- Storage accessories, among many more.....

Indian Furniture

- Center tables
- Dining tables
- Beds
- Wardrobes
- Regular cabinets
- Sofas
- Office Furniture

SERVICE'S

There are wide verite of services in furniture sector.

- Customized Order
- Interior Design Consultation
- Online Shopping
- Delivery & Installation
- After-Sales Support
- Financing Options

Industry Background

In the rapidly evolving furniture market of India, characterized by urbanization and changing consumer lifestyles, businesses must innovate to meet diverse needs. With a focus on quality craftsmanship, diverse product offerings, and modern design, companies like Bajrang Furniture are shaping the industry. By embracing franchising and customer-centric approaches, we aim to reach every corner of the Nation & International Market, ensuring personalized service and satisfaction.

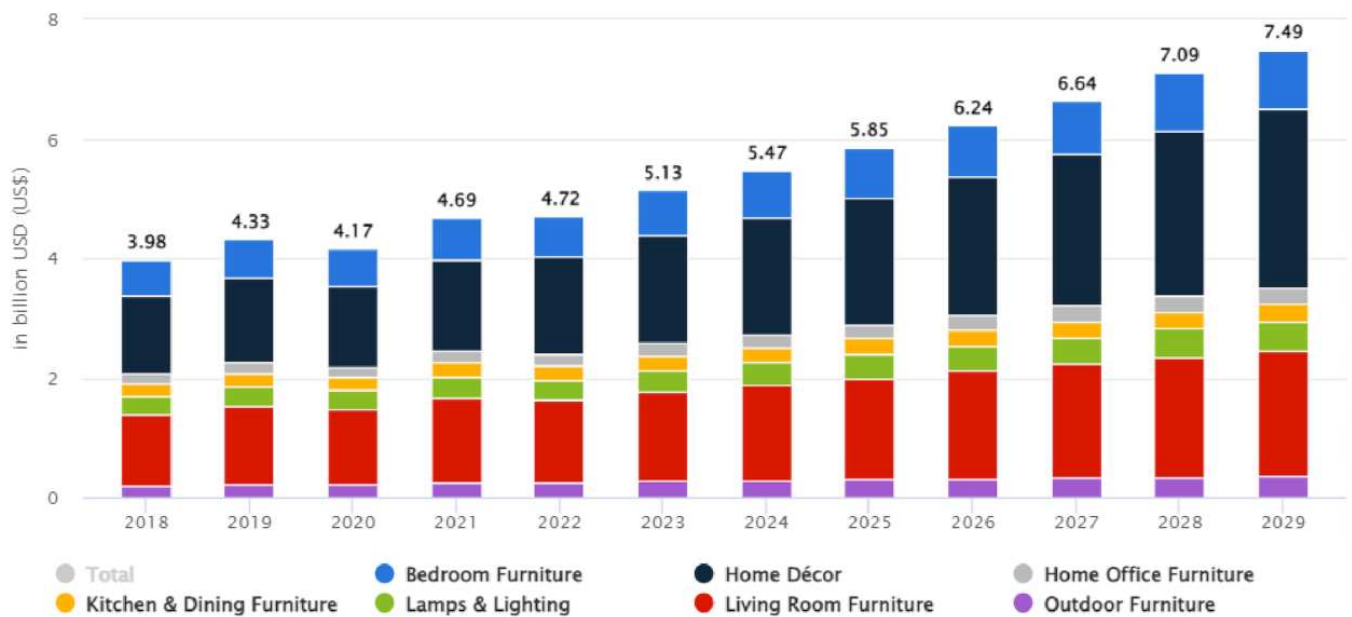


Growth of Furniture Industry

- In 2024, the Furniture market in India is projected to generate a revenue of INR US\$5.48bn.
- This market is expected to grow at a compound annual growth rate (CAGR) of **6.42%** from 2024 to 2029.
- The largest segment within this market is the Home Décor segment, which is estimated to have a market volume of INR US\$1.95bn in 2024.
- When compared globally, in the United States leads in revenue generation, with a projected revenue of INR US\$263bn in 2024.
- Considering the total population, the per person revenue in India's Furniture market is estimated to be INR US\$3.80 in 2024.
- *"India's furniture market is experiencing a surge in demand due to the growing middle class and increasing urbanization."*

Source – Statista.com (<https://www.statista.com/outlook/cmo/furniture/india#revenue>)

Continue...



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Apr 2024

Source: Statista Market Insights

Furniture industry in India in the next 5 Years

The furniture market in India is poised for significant growth in the next five years, driven by various factors such as urbanization, rising disposable incomes, evolving consumer lifestyles, and increased awareness of interior design trends. Here are some insights into what we can expect

India's furniture market is projected to generate INR 5.48 billion in 2024, with a CAGR of 6.42% expected from 2024 to 2029. The Home Décor segment leads, reaching INR 1.95 billion in 2024. India is reflecting growing middle-class demand and urbanization.

- 1. Home Office Furniture:** Demand for ergonomic and stylish home office furniture is rising due to remote work trends, including comfy chairs, spacious desks, and tailored storage solutions.
- 2. Customization and Personalization:** Consumers want furniture reflecting their unique style. Customizable options in materials, colors, and configurations are becoming more popular.
- 3. Premium and Luxury Segment:** A growing affluent market seeks high-quality, luxury furniture. Premium and designer brands are gaining traction in India.

FRANCHISE MODEL

What is Franchise

A franchise is a business model where an individual or entity (the franchisee) is granted the right to use the trademarks, branding, and operational model of an established business (the franchisor) in exchange for fees and ongoing royalties.

A franchise business is a specific type of business arrangement where the franchisee pays an fee and ongoing royalties to the franchisor in exchange for the right to operate a business using the franchisor's brand, trademarks, and business model. The franchisee typically receives support and training from the franchisor to help them set up and run the business successfully.

Benefits of Franchise

There are several benefits of owning a franchise business for the franchisee:

1. **Established Brand Recognition:** Franchisees benefit from the established brand reputation of the franchisor, which can attract customers more easily compared to starting a brand-new business.
2. **Proven Business Model:** Franchise businesses usually come with a proven business model that has been tested and refined by the franchisor, reducing the risks associated with starting a new business from scratch.
3. **Training and Support:** Franchisees often receive training and ongoing support from the franchisor in areas such as operations, marketing, and management, which can help them run the business more efficiently.
4. **Access to Resources:** Franchisees may have access to resources such as bulk purchasing discounts, marketing materials, and operational guidelines provided by the franchisor, which can help them save time and money.
5. **Higher Chance of Success:** Statistics show that franchise businesses tend to have a higher success rate than independent startups, partly due to the support and guidance provided by the franchisor.

FURNITURE FRANCHISE PARTNER



———— Franchise Division ————

EVER GROWING PRODUCT PORTFOLIO



Wardrobes



Beds



Sofas



Center Tables



Dining Table



Chaise
loungers



Relax Chair



Recliner
Chair/Sofa



Storage
Cabinets



Office
Furniture

And Many More.....

Benefits to Join Us



TRUST &
ETHICAL



BEST RETURN
ON YOUR INVESTMENT



HIGHEST PROFIT
ON YOUR INVESTMENT



REGULAR
SUPPLY



ASSURED
PROFIT



BEST BUSINESS
GROWTH

BAJRANG FURNITURE RETAIL & WHOLESALE EXPERTISE



Experience of 35 Years
In both Retail & Wholesale



Huge Database of Retailers



High Customer Recognition



100k + Customer Satisfaction



More than 2000+ Dealer's
Network

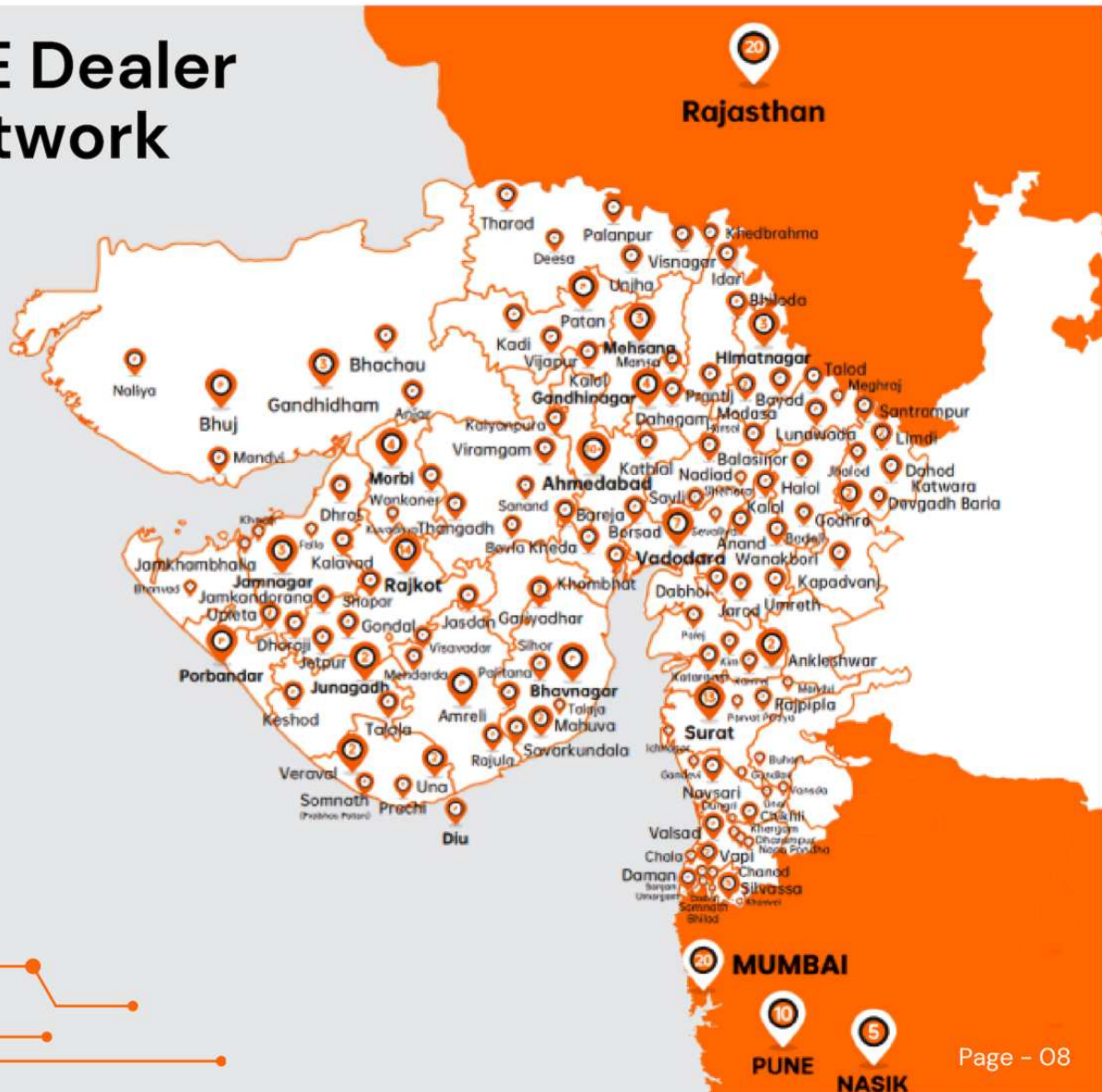
Lets Be Together & Achieve Together

Together = Success

BAJRANG®
FURNITURE PVT. LTD.



HUGE Dealer Network



COMPLETE IN-HOUSE BACK-END TEAM

BAJRANG FURNITURE

- ✓ Strategic Marcom
- ✓ Human Resource
- ✓ Purchase
- ✓ IT & Software
- ✓ Account & Finance
- ✓ Analytical MIS
- ✓ Legal
- ✓ EMI & Consumer Finance
- ✓ Customer Relationship Management & Customer Lifecycle Management

REQUIRMENT'S & RESPONSIBILITY



LOCATION REQUIREMENT

- ✓ Good Location with competitive carpet area in the Market/Mall
- ✓ In Furniture Market/Mall or Other Retail Cluster



CARPET AREA REQUIREMENT

Minimum Carpet area must be 4,000–5,000 sq.ft



WORK & RESPONSIBILITY

- ✓ Bajrang Furniture (HO) – Supply, Accounting, Marketing, Enrolments, Target, Schemes, fulfillments, offers.
- ✓ Franchisee – Sales & Profit