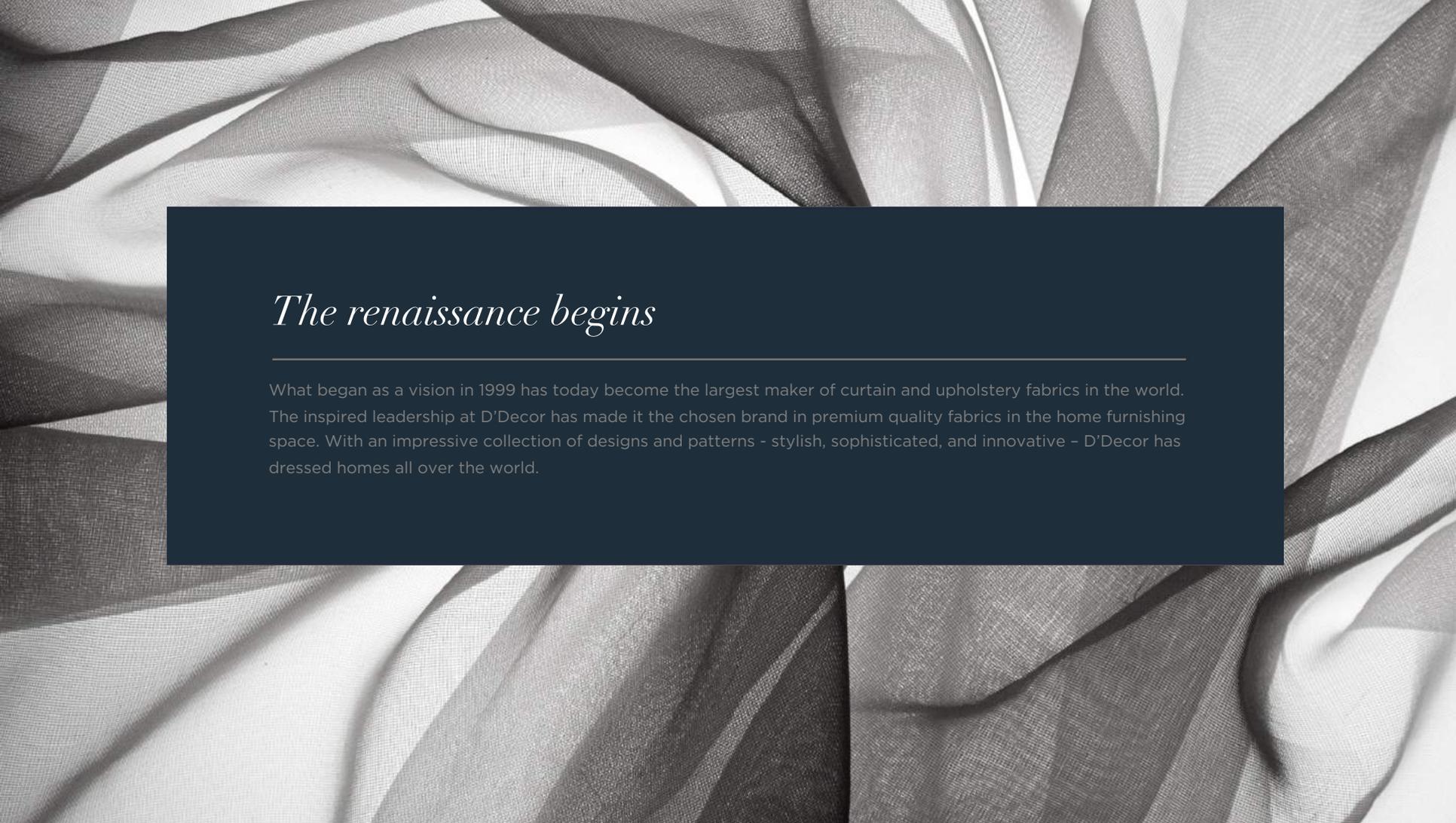


I'DECOR<sup>®</sup>  
Live beautiful



## *The renaissance begins*

---

What began as a vision in 1999 has today become the largest maker of curtain and upholstery fabrics in the world. The inspired leadership at D'Decor has made it the chosen brand in premium quality fabrics in the home furnishing space. With an impressive collection of designs and patterns - stylish, sophisticated, and innovative - D'Decor has dressed homes all over the world.



# *Vision*

---

Becoming the ultimate choice for soft  
furnishing solutions across the globe.



## *Mission*

---

Making homes beautiful on every street,  
in every city, of every country in the world.

## *Motto*

---

Pursuit of excellence through performance,  
quality, innovation, and commitment.



# *The connoisseurs*

---

Comprising of visionaries and innovators, the leadership at D'Decor represents dynamic forces keen on perfecting every aspect of the brand. With Mr. V.K. Arora's unmatched vision, Mr. Ajay Arora's strong business acumen, and the spirited persona of Mr. Sanjay Arora, together they form the pillars of strength at D'Decor; a rock-solid foundation that has stood its ground and grown impressively for over a decade.



**MR. AJAY ARORA**  
MANAGING DIRECTOR

An engineering mindset accompanied by the ambition to make a big impact, Ajay has spearheaded the foray into international markets, distribution, branding, and digital. His knowledge of manufacturing and Information Technology has continually ensured operational excellence.

**“D’Decor is the market leader and will continue to shape the market through innovations in products and experiences. From spearheading a revolution in its manufacturing excellence to digital, D’Decor will continue its pursuit in making the home decor experience imaginative, effortless, and limitless.”**

# *Impressions*



**WORLD'S LARGEST  
MANUFACTURER OF WOVEN  
UPHOLSTERY AND CURTAINS**



*Recognised by  
Fabrics & Furnishing International*

# *Around the world*

---



*Exports to 65 countries*

---



*Revenue share from exports: 65%*

---



*Biggest markets:  
USA, UK, Europe, Middle East*

---

We cater to some of the largest wholesalers, distributors and retail chains across the globe

BRU TEXTILES	JOHN LEWIS	SWAVELLE	MARKS & SPENCER	P/KAUFMANN
NEXT	ASHLEY WILDE	BARTSON	MIGROS	WILLIAM SONOMA (WEST ELM)

It isn't easy being a global player. Especially catering to an ever-increasing clientele, highly demanding and extremely punctilious. Which is why it is flattering when they choose us. Each time.

## *At home*

---



*Largest Brand in its category*

*Bigger than its closest competitor by 300%*



*Amazon like distribution & sales model*

*Delivery in 48 hours*



*Expansion into all soft furnishing categories*

*Foray into bedding, wallpapers, blinds and rugs*



*Launched 'StyleExpert' an interior designing service for consumers*



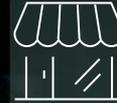
*A fully equipped made-to-measure plant for curtains and blinds*

## *Fast Increasing Domestic Retail Footprint*

---



*31 Exclusive Brand Outlets and growing*



*800+ Multi Branded Outlets and growing*



*Presence in 250+ Cities  
Pan India*



*D'Decor is endorsed in India by Mr. Shah Rukh Khan\* and Mrs. Gauri Khan, making it one of the most visible brands in the country.*

\* Named the #1 celebrity in the world by People magazine

# Infrastructure

---



## *Manufacturing Assets*

---

*No. of plants : 5*

*Total Plant Area : 1.7 mn. sq. ft.*

*Total Land Area : 2 mn. sq. ft.*



## *Capacity*

---

*Daily output: 120,000 metres*



## *Made – to – measure*

---

*A fully equipped made-to-measure plant for curtains and blinds and made ups division capable of servicing both domestic and export markets.*



## *Inventory management*

---

*3 strategically located warehouses including a fully robotized central warehouse serving 1000+ retailers across the country;*



## *Employee strength*

---

*3,000*



## *Copyrighted designs*

---

*20,000*

# Products & Services Snapshot

---



## Upholstery Fabrics

*Plains & Textures, Jacquards, Digital Prints, Woven Velvets, Leather Embroidery, Contract Upholstery, Indoor & Outdoor Fabrics, Inherent FR, Easy Clean*



## Curtain Fabrics

*Plains & Textures, Jacquards, Digital Prints, Embroidery, Sheers, Contract Plains, Readymade Curtains & Cushions, 100% Natural Fibre Curtains, Recycled Environment Friendly Products*



## Bedding

*Digitally-printed bedding, plain printed textures, plain dyed bedding, plain dyed doobby bedding, embroidered bedding, jacquard bedding, kids' bedding, gift sets, and more across Bedlinen and Top of Bed Products*



## Blinds

*Roller blinds, Duplex blinds, Romex blinds, Sheer Horizon, Panel, Wood Venetian, Cladded, Vertical, and more.*



## Wallpaper

*Premium wallpaper, spanning a wide range of design, styles and finishes & provision of mounting services.*



## Rugs

*Premium rugs, spanning a wide range of designs and styles*



## Consumer Services

*StyleExpert: An interior designing and styling service*

*Fit to perfection: Made-to-measure curtains and blinds*

*Made-to-measure service.*

---

***Fit to Perfection** is the made-to-measure arm of D'Decor Home Fabrics, that provides custom-made and factory-finished curtains to consumers the world over.*

*Designed as an offering that provides*

*-the flexibility of a custom-made product,*

*-while leveraging the logistical and economic benefits of being India's largest home fabrics manufacturer and distributor*

*-with the branding and marketing sensibilities of a consumer brand,*

*Fit to perfection is a service that offers maximum value to customers and consumers*

## *Infrastructure, Capability & Capacity*

*Fit to Perfection has its own independent infrastructure with mechanized processes, in Tarapur, India.*



*An independent 800 sq. mtr. production unit from the regular line with its own cutting, sewing and packaging set up.*



*Capable of making all styles of window panels, including Eyelet style, Rod Pocket Style, Back Tab Style and 2/3 Pinch Pleat Style*



*Daily capacity of producing 400 panels*



## *Reinventing our art*

---

Innovation and customisation are the defining features at D'Decor. Our 15-year-long partnership with European Studios and investment in original artworks is just the starting point for our 250-strong product development team. Continuous efforts and investment in new colours, design trends, substrates, weaves, and finishes ensure that our customers have a wide variety of contemporary styles to choose from year after year. As for our clients, with over 20,000 SKUs each year, they are spoilt for choice.

Our 60 CAD stations convert the work of our team into electronic input to our computer-aided manufacturing system. Each collection is designed beautifully to convert a room into a dream abode, bringing the 'Live Beautiful' philosophy to life.

## *Our signature*

---

From \$8 million in 1999 to over \$250 million in 2017, our revenues stand testimony to our commitment towards delivering the best, time and again.

- Over 20,000 copyrighted designs.
- Global trendsetter through international excellence.
- Vertically integrated company with state-of-the-art manufacturing plants.
- Capacity of handling more than 200,000 SKUs.
- International designers from Italy, UK, and USA as consultants and associates.
- Industry leadership through innovation and technological advancement.

# *The canvas*

It all begins at our 5 state-of-the-art plants in Tarapur, India. Each year, 44 million metres of fabric is woven here, destined to beautify homes around the world. Featuring cutting-edge equipment with an average age of just 4 years, our Tarapur facilities exhibit just how much we love embracing technology and the spirit of reinvention. We are proud to have delivered several prominent firsts in Indian textile manufacturing such as creating water-repellent and flame-retardant fabrics, as well as the country's first robotic warehouse.

**YARN PROCESS**

**FABRIC WEAVING**

**FABRIC PROCESSING**

**READYMADE STITCHING**

**DIGITAL PRINTING**

**CUSTOM-MADE BLINDS**

**EMBROIDERY**

**ROBOTISED WAREHOUSING**



# *Manufacturing prowess*

END-TO-END VERTICALLY INTEGRATED  
VALUE CHAIN

YARN



YARN PROCESSING



WEAVING



FABRIC DYEING



FINISHED FABRIC



# Superlative output

**YARN PROCESSING**  
25 MT/day

Chenille  
7 MT/Day

TWISTING  
5 MT/Day

TEXTURISING  
2.5 MT/Day

YARN DYEING  
8 MT/Day

FANCY  
2.5 MT/Day

*MT/Day = Metric Tonnes per Day*

**WEAVING**  
80000 mts/day

JACQUARD  
53000 mts/Day

DOBBY  
24000 mts/Day

VEL VET  
8000  
mts/Day

*mts/Day = Meters per Day*

S P E C I A L F I N I S H E S

**FABRIC DYEING AND FINISHING**  
60000 MT/day

AIRO FINISH  
NEEDLE PUNCHING

BACK COATING  
FIRE RETARDANT

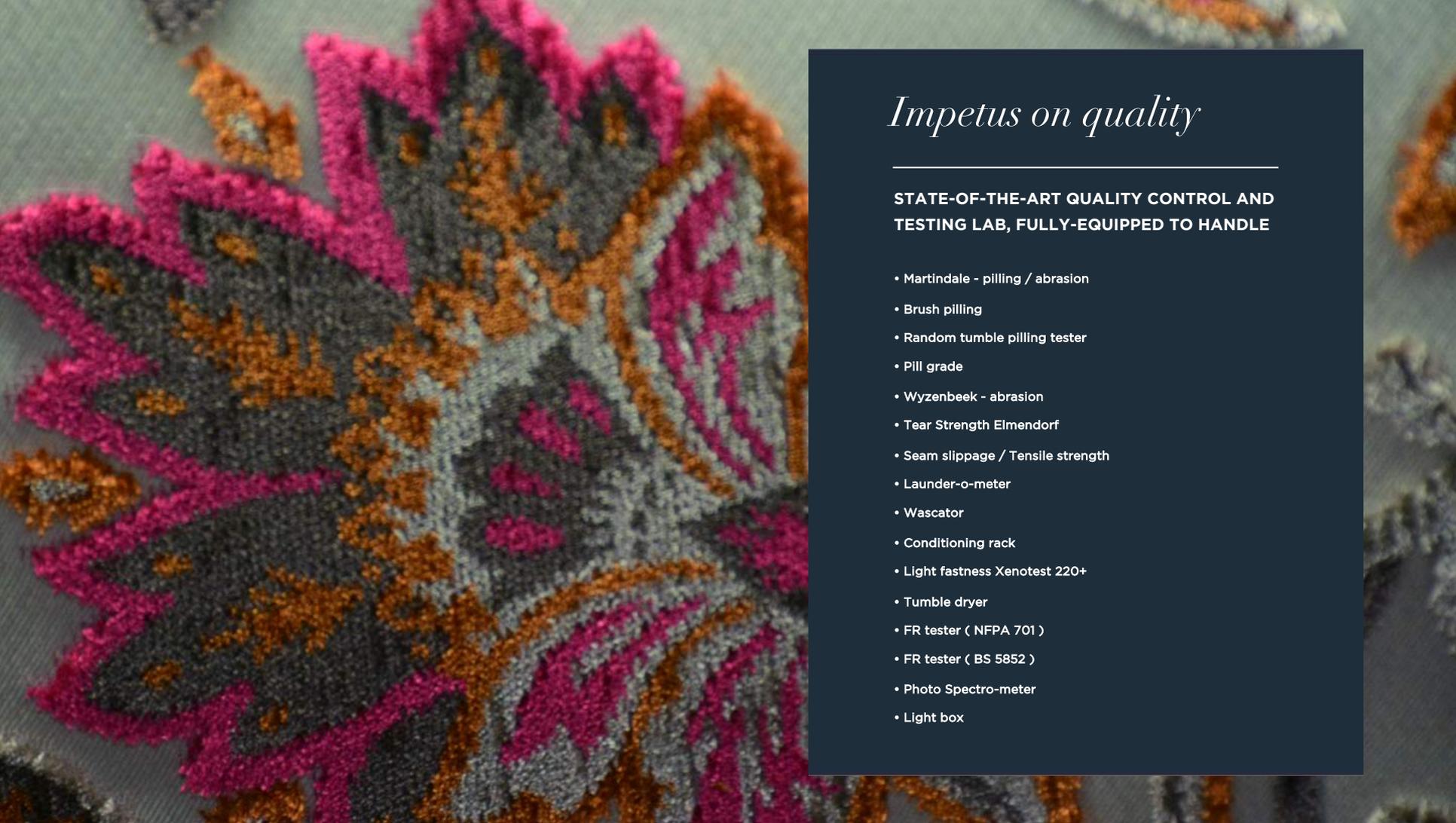
EASY CLEAN  
TEFLON

SANFORISING  
CALENDARING

LAMINATION  
TIGER FINISH

**MADE UP CAPACITY**

STITCHING  
3720 Pieces/Day  
5000 Sets/Day



## *Impetus on quality*

---

### **STATE-OF-THE-ART QUALITY CONTROL AND TESTING LAB, FULLY-EQUIPPED TO HANDLE**

- Martindale - pilling / abrasion
- Brush pilling
- Random tumble pilling tester
- Pll grade
- Wyzenbeek - abrasion
- Tear Strength Elmendorf
- Seam slippage / Tensile strength
- Launder-o-meter
- Wascator
- Conditioning rack
- Light fastness Xenotest 220+
- Tumble dryer
- FR tester ( NFPA 701 )
- FR tester ( BS 5852 )
- Photo Spectro-meter
- Light box

# New Developments – The Anti Viral Range

## ViroGuard

ANTI VIRAL RANGE



BY D'DECOR

Powered by

HEIQ  
VIROBLOCK

D'Decor's latest offering of antiviral fabrics that confers antiviral & antibacterial effect to textiles, thereby significantly lowering the fabric's potential for transmission.

HeiQ Viroblock NPJ03 is among the first textile technologies in the world to be proven effective against SARS-CoV-2 in the laboratory, achieving 99.99% reduction of the virus in 30 mins.

1

### Destroys viruses & bacteria

It confers antiviral & antibacterial effect to textiles.

Its effectiveness has been tried and tested as active against viruses that commonly affect human health.

2

### Reduces transmission

Treating textiles with this solution helps to reduce the risk of viral and bacterial persistence on fabric surfaces, thereby significantly lowering the fabric's potential for transmission.

3

### Works fast

The anti viral effect activates within minutes.

4

### Lasts long

The finish lasts at least 30 gentle washes at 40°C (104°F).

\* Conditions Apply for geographical distribution.

# *New Developments – The Air Purifying Range*

## **AeroFresh** AIR PURIFYING RANGE BY D'DECOR

Powered by



D'Decor's latest offering of air purifying fabrics, that turns any textile surface into an air purifying surface, by removing harmful compounds from the air with the help of UV light, helping to significantly improve indoor air quality.

1

### **Destroys VOCs**

It turns any textile surface into an air purifying surface with the help of UV light.

2

### **Sanitises / purifies indoor air quality**

Treating textiles with this solution helps to significantly improve indoor air quality, by removing harmful compounds from the air.

3

### **Works 24/7**

The treated fabrics work round the clock without the use of electricity.

4

### **Lasts Long**

The finish lasts for at least 20 washes.

\* Conditions Apply for geographical distribution.

# Eco friendly Range



D'Decor's range of recycled fabrics, uses yarn produced from pre consumer and post consumer waste. This prevents wastage of potentially useful materials and resources along with many other benefits.



D'Decor Home Fabrics is GRS compliant and certified.

D'Decor's recycled range uses recycled polyester yarn that reduces:



## Use of Fresh Raw Material

Recycling prevents utilisation of fresh raw material by optimising pre and post consumer waste products and resources



## Energy Usage

Processing waste utilises less energy required for processing raw material



## Air Pollution

Recycling prevents air pollution that would otherwise occur through incineration during processing



## Water Pollution

Recycling reduces water pollution by utilising waste that would otherwise end up in landfills and eventually the ocean



## Greenhouse Gas Emissions

All this translates to reduced emission of greenhouse gases

# *Digital Services*

---

*Digital Technology is emerging as a crucial lever for our industry:*

*Our aspiration is to allow each of our customer segments to bolster their business, using our arsenal of various digital tools and services that our digital arm offers.*

*With our Digital service offerings, we aspire to allow you to launch your products quickly and remotely with:*

- *Digitisation*
- *3D Rendering*
- *Digital Photography*
- *Content Creation and Publishing*

# *Digitisation*

Digitisation includes high quality scanning of your fabrics to create a high resolution digital image. This image is then cropped as per the fabrics repeat sizes to give your customer a perfect digital swatch.

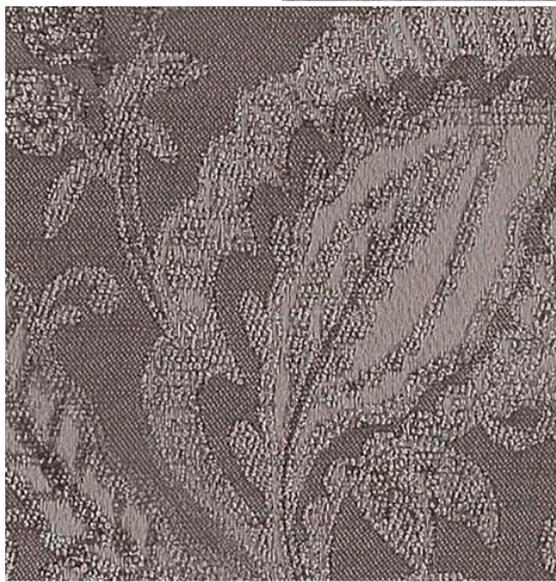


Actual Size



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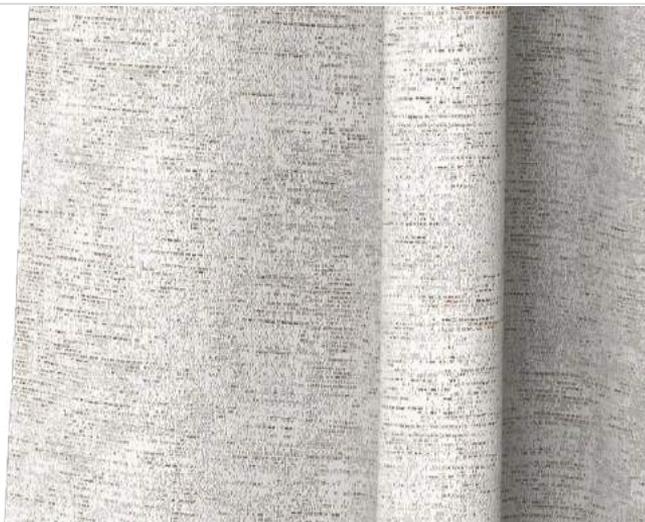
## *3D rendering*

Experiencing a fabric in its applied form makes it easier for your customers to visualise and choose. Our 3D rendering service, allows you the capability of creating visual assets with your fabric applied on any furniture model of your choice. Be it seating, curtains, cushions or beds you can now exhibit your fabrics on contemporary, aspirational furniture pieces.



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# *Digital Photography*

Leveraging the same 3D technology, we are also able to create high-quality photoreal lifestyle images for your sample books, websites and social media handles. Contemporary, professionally styled room shots are a great way to give your customers a sense of what your product would look like in their living rooms.



# Distinguishing strokes

At the heart of everything we do lays a desire to improvise. To constantly innovate. To tirelessly work at enhancing the experience derived from our brand at every touch point.

1999 D'Decor is born. A family-run business governed by exports only. D'Decor was formerly known as Dicitex Decor Pvt. Ltd.

1999

2002

Launch of our 2<sup>nd</sup> manufacturing plant.

2004

Launch of our 3<sup>rd</sup> manufacturing plant.

2006

Launch of our 4<sup>th</sup> manufacturing plant.

2009

Launch of our distribution company 'Home Ideas', which serves over 1,000 retailers using a digital platform and fully-robotised warehouse.

2010

Launch of brand D'Decor with Shahrukh & Gauri Khan as ambassadors.

2012

Launch of D'Decor bedding collection.

D'Decor wins 13 gold trophies for Best Export Performance from SRTEPC.

2013

Launch of our 5<sup>th</sup> manufacturing plant. Launch of our first retail store in India. Launch of readymade curtains.

2014

Declared the world's largest Woven Upholstery Mill by Fabrics and Furnishing International.

2015

Launch of made-to-measure blinds.

2016

Launch of D'Assist; a game-changing app for a stimulating user experience.

2017

Launch of FabriCare- a finish that renders fabrics Stain and spill proof

Entry into the wallpaper category with WallArt by D'Decor

Launch of the Rugs category

2019

Launch of 'StyleExpert' - an interior designing service for consumers

Launch of made-to-measure curtains

Aggressive expansion of retail footprint

# *The gallery*

With the widest range of patented designs and luxurious patterns, our customers usually find it hard to make up their minds.

## *Upholstery*

**Upholstery fabrics and leatherette**



## Upholstery Categories

PLAINS

TEXTURES

VELVET JACQUARDS

FOIL PRINTS

VELVET PLAIN

FLAT JACQUARD

PRINTED VELVETS

FOIL ON VELVET

DIGITAL PRINTS

OUTDOOR FABRICS

ANTI VIRAL

SUSTAINABILITY RANGE







# *Curtains*

## **Curtain sheer, curtain drapes, and curtain blackouts.**

Embroidered, jacquard, printed, burnouts, plain, textured, blackouts, and more.



# *Curtains*

## **Curtain sheer, curtain drapes, and curtain blackouts.**

Embroidered, jacquard, printed, burnouts, plain, textured, blackouts, and more.



# Blinds

**Custom-made service available for blinds.**

Roller blinds, Duplex blinds, Romex blinds, Sheer Horizon, Panel, Wood Venetian, Cladded, Vertical, and more.



# Bedding

**Bed sheets, Comforters, Fitted sheet sets, Quilted Bed Covers, Pillow Covers, Duvet & Duvet Covers, Dohar, Cushion Covers, and more.**

Digitally-printed bedding set, plain printed textures, plain dyed bedding, plain dyed dobby bedding, embroidered bedding, jacquard bedding, kids' bedding, gift sets, and more.



# Wallpapers

**Premium imported wallpaper rolls & provision of mounting services.**

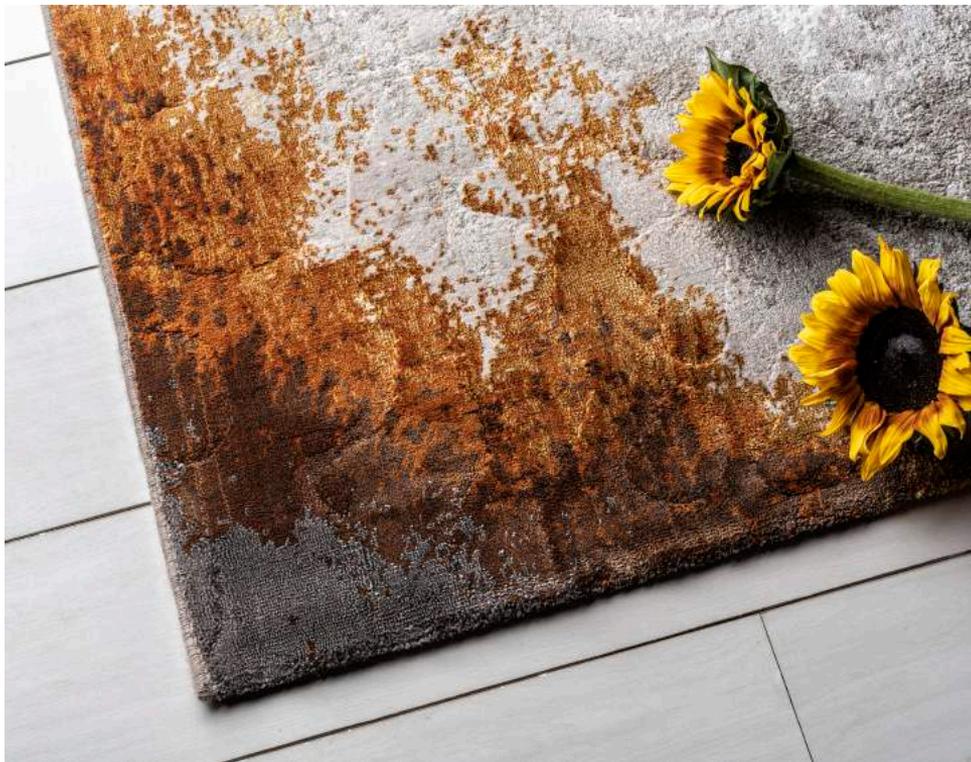
Printed rolls, largely imported from Belgium.



# *Rugs*

## **Premium imported rugs.**

Spanning a wide range of designs and styles for the modern home.



# *Outdoor fabrics*

**Water-repellent, flame-retardant, UV ray protection fabrics, Sunbrella fabrics.**

Plain & textured, jacquard, velvets, digital prints, foil prints, embroidered, and leather.



# *Performance fabrics*

**Water-repellent, flame-retardant, UV ray protection fabrics, Sunbrella fabrics.**

Plain & textured, jacquard, velvets, digital prints, foil prints, embroidered, and leather.



# *Accreditations & certifications*

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## FACTORY CERTIFICATIONS



ISO 9000

---

OEKOTEX CLASS 2

---

CTPAT AUDIT



## SOCIAL CERTIFICATIONS



SMETA

---

Disney ILS

---

SEDEX

---

NEXT - Social Compliance

---

JC Penny Social Compliance

---

Marks & Spencer - Social Compliance



## TECHNICAL CERTIFICATIONS



NEXT

---

JC PENNEY

---

WEST ELM



# *The admiration*

---



Best Overall Export Performance  
in the category of  
**SYNTHETIC & RAYON  
FILAMENT FABRICS**

GOLD (2012-13)  
GOLD (2014-15)  
GOLD (2016-17)  
SILVER (2016-17)  
GOLD (2017-18)  
SILVER (2017-18)  
GOLD (2018-18)  
SILVER (2018-19)



Best Overall Export Performance  
in the category of  
**MAN-MADE  
EMBROIDERY AND  
VALUE ADDED TEXTILE**

GOLD (2012-13)  
GOLD (2014-15)  
GOLD (2016-17)  
GOLD (2017-18)  
GOLD (2018-19)



Best Overall Export Performance  
in the category of  
**BLENDED FABRICS OF  
SYNTHETIC FIBRE AND  
NATURAL FIBRES**

GOLD (2014-15)  
GOLD (2016-17)  
GOLD (2017-18)  
GOLD (2018-19)



Best Overall Export Performance  
in the category of  
**FABRIC-BASED  
MADEUPS**

SILVER (2012-13)  
SILVER (2014-15)  
SILVER (2016-17)  
SILVER (2017-18)  
SILVER (2018-19)



## *Colours of change*

---

At D'Decor, we care for more causes than just beautifying homes across the globe. After all, the 'Live Beautiful' philosophy is hollow without good education, proper healthcare, and equality.

### *Women empowerment through Swades Foundation*

We provide fabric to women workers in villages, who make bags out of them to earn a daily wage for themselves.

### *Educational programmes for children*

Education support to students of NIOS (National Institute of Open Schooling). Promotion of Vocational Training course for 200 students.

### *Karunya Trust*

Consistent support to Karunya Trust, a body which aims to provide 'safety net to poor' through education, livelihood, health, environment issues, women empowerment, and governance.

### *Scholarships to ISB, Hyderabad students*

D'Decor Tuition Waiver - A need-based tuition funding to students of the flagship Post Graduate Programme (PGP). The initiative encourages bright and deserving students who are in need and nurtures them for a positive impact on industry and businesses in the years to come.



Corporate Address

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Guru Hargovindji Marg, Chakala, Andheri (East), Mumbai - 400093.  
Tel.: +91 (22) 6678 2000

[www.ddecor.com](http://www.ddecor.com)