



S - INSTITUTIONS - HOME - OFFICES - HOTELS - RESTAURANTS - MESS  
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Modern Furniture for Modern Homes & Offices

JOIN THE WINNERS!



## ABOUT US

Usha Shriram is one of the most trusted brands in India. Over the years we have diversified into various product lines such as Lighting, Cookware, Water & Air Purifiers, Luggage, Fans & Appliances, Mobile Phones and Furniture. Our products are marketed under various brand names such as USHA SHRIRAM Furniture, USHA EUROLEX Lighting, USHA EUROLEX Cookware, USHA Water & Air Purifiers, USHA SHRIRAM Mobiles, USHA EUROLEX Luggage and EUROLEX Appliances and Fans.

We have been exporting our products to neighbouring countries and to many countries in the Middle East and Africa.

Our value system is based on delivering the right quality product, maintaining the reliability and trust of the customers by making the products real value for money.

USHA is among the top five consumer durable brands in the country as per Brand Equity survey by 'The Times of India Group'.

### Usha Shriram Furniture

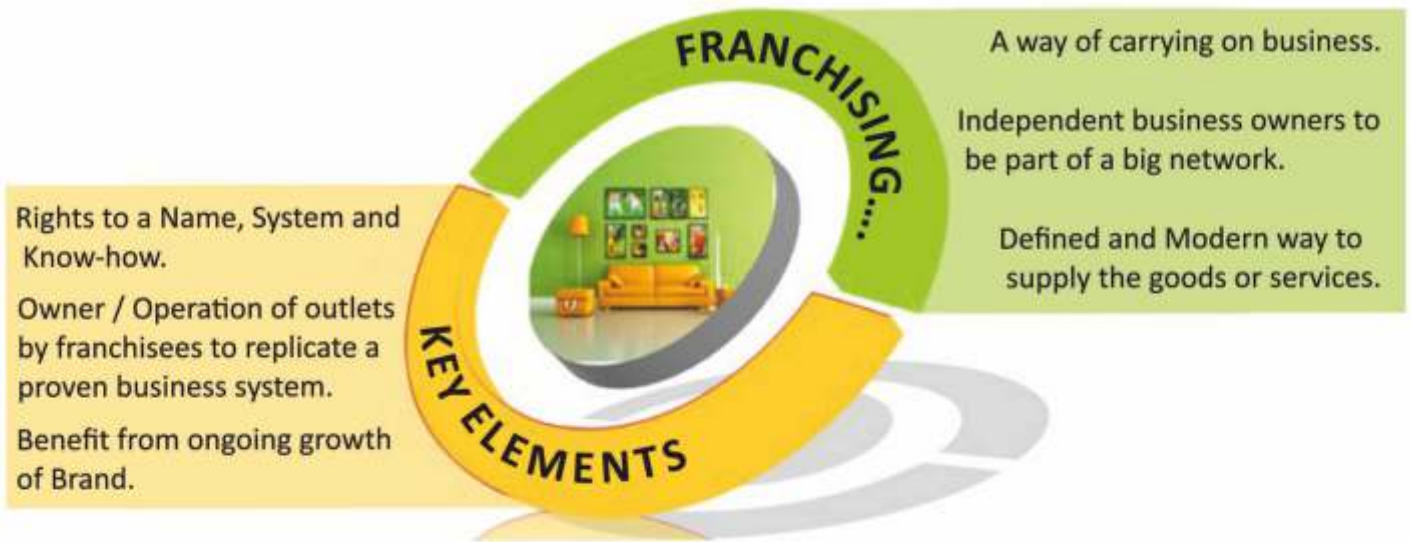
Usha Shriram Furniture is among the most popular Furniture Brands in India and has been a pioneer in branded furniture in Indian market. For over more than 3 decades we are in the business of furniture for homes and offices. Usha Shriram owes its origin to the desire to offer quality furniture at affordable prices and assured after sales service.

The timeless quality of our furniture is evident in the fact that its appeal cuts across generations.

### OUR PRODUCT RANGE INCLUDES A VAST RANGE OF:

- Home Furniture.
- Hostel Furniture.
- Office Furniture (Office desks / Office Seating / Workstations / Public Seating).
- University & School Furniture.





## Proposal for Association with Furniture Franchisee :

### Benefits of becoming a Franchisee :

- The Usha Shriram Furniture Name.
- Quality Control Procedures / Methods.
- Purchase pricing & its method to derive the same.
- Access to our vendor base.
- Access to our signature items "like signature packages".
- Addition of party name in our National Advertising in various magazines.
- Periodic visits of our quality staff for ensuring quality / workmanship.
- Participation in International Conference / get - together.
- Help in large institutional / tenders quotation.
- New designs on need base for large orders at a nominal cost.

**HIGHER SALES - HIGHER MARGINS - HIGHER PROFITS**



## Welcome to the “Usha Shriram Furniture Store”

- Good ambience / lighting & cleanliness.
- Signature furniture items being sourced from Usha Shriram-as lead products to create exclusivity in the market.
- Other furniture items to be bought by our associates but meeting Usha Shriram quality standards.
- Decoration items / accessories to ensure customer who comes in goes with some purchase.
- Loyalty programmes for regular customers.
- Seasonal offers for customers.





## Who can become “Usha Shriram Furniture Store” franchisee..

- Any person / party having a furniture store at a prominent location in the city with a carpet area of minimum 1500 sqft.
- Any person/party willing to take premises on rent, can become an Associate Franchisee.

## What he / she needs to do....

- Uphold the best standards of “ Usha Shriram”.
- Offer quality which will be periodically audited by our quality persons.
- Offer 30 months warranty against borer / termites.
- Offer one year warranty against any manufacturing defect.
- The franchisee will employ a trained sales person and a mechanic. He or one of his family member shall also devote a significant time to the business.

**THE TIE - UP : IMMENSE POSSIBILITIES TO  
GROW BUSINESS & PROFITABILITY**



*World Class Furniture with a reputation and pedigree.*

Franchisee Store in New Delhi

## Support from US..... The Franchisor

### Resource Systems

- To define the hiring, training and retaining policies and career growth of employees.
- Incentives driven performance, Schemes etc.

### Increase Margins (Benefits)

- Minimum 10 - 15% increase in sale price.
- Minimum 20 - 25% increase in business.

### Promotion activities

- Help in showroom layout / interior design.
- Certificate of "Association".
- Provide advertising designs.
- Designing packages of furniture.

### Retail Marketing

- Pop ups, posters, danglers & banners.
- Planning of annual festive promotions.
- Training to sales personnel.
- Participation in annual conferences in India or abroad.
- Innovative consumer offers.
- Cost effective promotions.

### Institutional Marketing

- Special rates and specification support.
- Institutional catalogue / references.
- Technical support.
- Joint visit to consumer site.
- Sharing of institutional buyers.

### Institutional Bussiness

- Help in large institutional / tender quotations of PSU's, Government / Semi Government Organizations etc.
- Provide new designs on need base for large orders at a nominal cost.





## Win - Win Model

Annual domestic / foreign  
conference participation.

Enhanced footfall,  
margins/profit.

Access to new designs,  
vendor ideas.

Open opportunities in  
institutional business.

Be part of a well known brand.

## Why Go for Franchise Model?

Get Associated With Us....

- You are not just Buying any Business, "YOU ARE BUYING A BRAND".
- We have tasted SUCCESS already, you will reap BENEFITS.
- The Brand enjoys high market acceptance .
- You get free marketing, when BRAND Expands.
- Vendors, Suppliers, Manuals, setups are already structured by our BRAND.
- Trust of millions of customers.
- Brand of national repute.
- Brand will protect interest of Franchisee.
- Prestigious venture / part of a large family.
- Make your own pricing, thereby enjoying higher margins.
- Better bonding over regular meetings / trips.
- Support of highly talented team from IIT, MIT And NID.

**You remain in control of your business. We help you grow it and maximize your profits.**







## Some of Our Prestigious Clients

- ABB
- ABN Amro Bank
- Adhiparasakthi Charitable Medical Educational & Cultural Trust
- American Express
- Air India
- Apeejay International School, NOIDA
- Assam Bhawan
- Bank of Tokyo
- Bayer Sanmar Ltd.
- Bharat Sanchar Niagam Ltd.
- Bank of Baroda
- Bihar Caustic & Chemical Ltd
- Bihar Bhawan
- Coca Cola
- Chief Minister's residence-Bihar
- Cholamandalam Investment & Finance Co. Ltd.
- CPWD
- CRPF
- Hindustan Coca Cola Bottling Northwest (Pvt) Ltd.
- Haden Josts Engineering India Ltd.
- Human Resource Development Institute of Andhra Pradesh
- ICRIBAT
- IIT, Delhi
- IIT, Kanpur
- Indian Oil Corp.
- Leh-Ladhak Development Authority
- Landmark Hotels
- Larson & Toubro
- National Fertilizer Ltd.
- NCL Energy Ltd.
- National Industrial Security Academy
- Neyveli Lignite Corporation Ltd.
- NTPC
- Military Engineering Service
- Oracle
- Officer's Training School
- Prasar Bharti
- Powergrid Corporation of India Ltd.
- Ramky Engineers (Pvt) Ltd.
- Suzlon Energy Ltd
- Sardar Vallabh Bhai Patel National Police Academy
- Seimens Ltd.
- Southern Railways
- State Bank of India
- SBI Capital Market Ltd.
- Takshila Educational Society
- Tirumala Tirupati Devasthanams
- Indian National Science Academy (INSA)
- J&K Government
- Jindal Steel & Power Ltd.
- Kaurab Exports Ltd.

## **“Expand Your Horizons” If You Are Looking For Business Opportunities, You Are At The Right Place**

Our business interests cover a vast gamut of activities including Home Solutions, Health Care and Cleanliness, Electronics & CCTV Cameras, Lighting products, Fans & Appliances, Cookware, Luggage & much more. The strength of "Usha Shriram" lies in the dynamic and result oriented team of professionals, our associate vendors, distributors and dealers who have all contributed to build this vast business. The core focus of the group continues to be "Constant Innovation" in product development, manufacturing, marketing and other business activities.

Our other businesses:

- Usha Shriram Water Purifiers & Air Purifiers
- Usha Eurolex Lighting
- Usha Eurolex Cookware
- Usha Shriram Luggage
- Eurolex Fans
- Eurolex Appliances
- Usha Shriram LED TV's
- Usha Shriram CCTV Cameras
- Usha Shriram Wires & Cables
- Usha Shriram Mobile Phones
- Usha Shriram Back Care Mattresses
- Usha Shriram Chimney & Hobs

## Media Activities

Bring Home Happiness This Festive Season

**EUROLEX**  
*Bring Home Happiness*

*Give a festive look to your home this season with Eurolex Fans and Appliances.*

Usha Group Enterprises Pvt. Ltd. Block D, 222 Commercial Complex, Ring Road, Sector - 10, Gurgaon, Haryana - 122002. For Sales Enquiries Contact: New Delhi: 9811516295, Noida: 9811516295, 9899113870, 0120-2542058. Website: www.ushafurniture.com. Toll Free No. 1800 110 990 (MTNL / BSNL).

Give a festive look to your home

**EUROLEX**  
*Bring Home Happiness*

**EUROLEX**  
*Bring Home Happiness*

**Appliances and Fans**  
*Bring Home Happiness*

**USHA SHRIRAM**

**Furniture**

**ENDING SOLID WOOD**

**END OF SEASON SALE**  
**FLAT 40% OFF**

\*Additional 5% discount on stock available.

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Available on: **PayTM**, **FOOT**

Easy EMI through: **BAJAJ FINANCE**

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**For Healthy, Clean And Fresh Air....**

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*Air Purifier*

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**NEW MANHATTAN CLASSIC PACKAGE**

A set of 24 elegant products sufficient to furnish a two-bedroom apartment.

**USHA SHRIRAM**

**Only for Rs. 99,999/-\***

*(Facts and laws apply)*

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*Bring Home Happiness*

**FANS & APPLIANCES**



WORLD CLASS FURNITURE...SINCE 1983

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