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LIVING CONCEPTS®

Company Profile

company profile

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# company

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# About us

## OUR STORY

### MISSION

We champion the power of design to develop furniture suited for homes across the world.

### VISION

To be India's leading furniture manufacturer.

India has a rich and diverse heritage of furniture making, dating back to ancient times. The art of crafting exquisite pieces of furniture from wood, metal, stone, and other materials has been passed down from generation to generation, reflecting the culture, history, and aesthetics of the Indian subcontinent. One of the leading names in the Indian furniture industry is The Living Concepts previously known as Urban Living, a family-owned business that has been in the furniture trade for over 25 years. Founded by Mustafa Merchant who has a passion for creating beautiful seating solutions for homes. The Living Concepts has evolved from Metallika, a metal furniture brand.

The Living Concepts manufactures and sell products to customers in India and exports overseas, serving clients across India and over 40 countries world wide.

## FurnitureKraft International Pvt Ltd

Furniture Kraft is a family business that was founded in 2004 by Mustafa Merchant. The company's philosophy is to create furniture that is strong and long-lasting. Furniture Kraft offers a range of products that are designed to suit different tastes and needs.



**METALLIKA**

Metallika, founded in 2010, specializes in producing high-quality furniture for homes and institutions, with a particular focus on hotel and educational furniture. As one of the top OEM suppliers to leading brands in India and abroad, Metallika has a strong emphasis on design and scaling.



LIVING CONCEPTS®

In 2013, The Living Concepts previously known as Urban Living was established with a vision to deliver luxury seating solution for homes. The company's commitment to exclusive concepts, expertise, top-quality materials, and efficient delivery cycles has resulted in a successful decade-long run. The Living Concepts specializes in designing and producing upholstered furniture for homes.

# Company timeline

BUILDING BLOCKS TO DESIGN

**Don't find customers for your products, create products for your customers.- Seth Godin**



**Founder & Chairman**

# WELCOME TO THE LIVING CONCEPTS

India's Premier Furniture Manufacturer and Exporter.

We are excited to share our story, global vision and product line with you. For 25 years, we've been delivering expertly crafted furniture that reflects our culture and heritage. We're proud to employ the most skilled Indian craftsmen, and our investment in technology and innovation has allowed us to develop a wide range of quality products. Our focus is 'Made in India, for a global market', and we're committed to sourcing raw materials locally and reducing our environmental impact.

India offers unique advantages like low-cost raw materials and government initiatives that promote growth and development, growing population with increasing buying power and Furthermore, India's role as a significant export hub presents vast opportunities to expand our reach beyond borders.

We're determined to leverage these advantages to propel our company's success and position ourselves strategically in a thriving market landscape. With our partners and customers across the globe, The Living Concepts previously known as Urban Living is setting new standards in the Indian furniture industry.

'Our mission is to craft more than furniture; we're shaping the way people experience their living spaces, one exceptional piece at a time'

Sincerely,

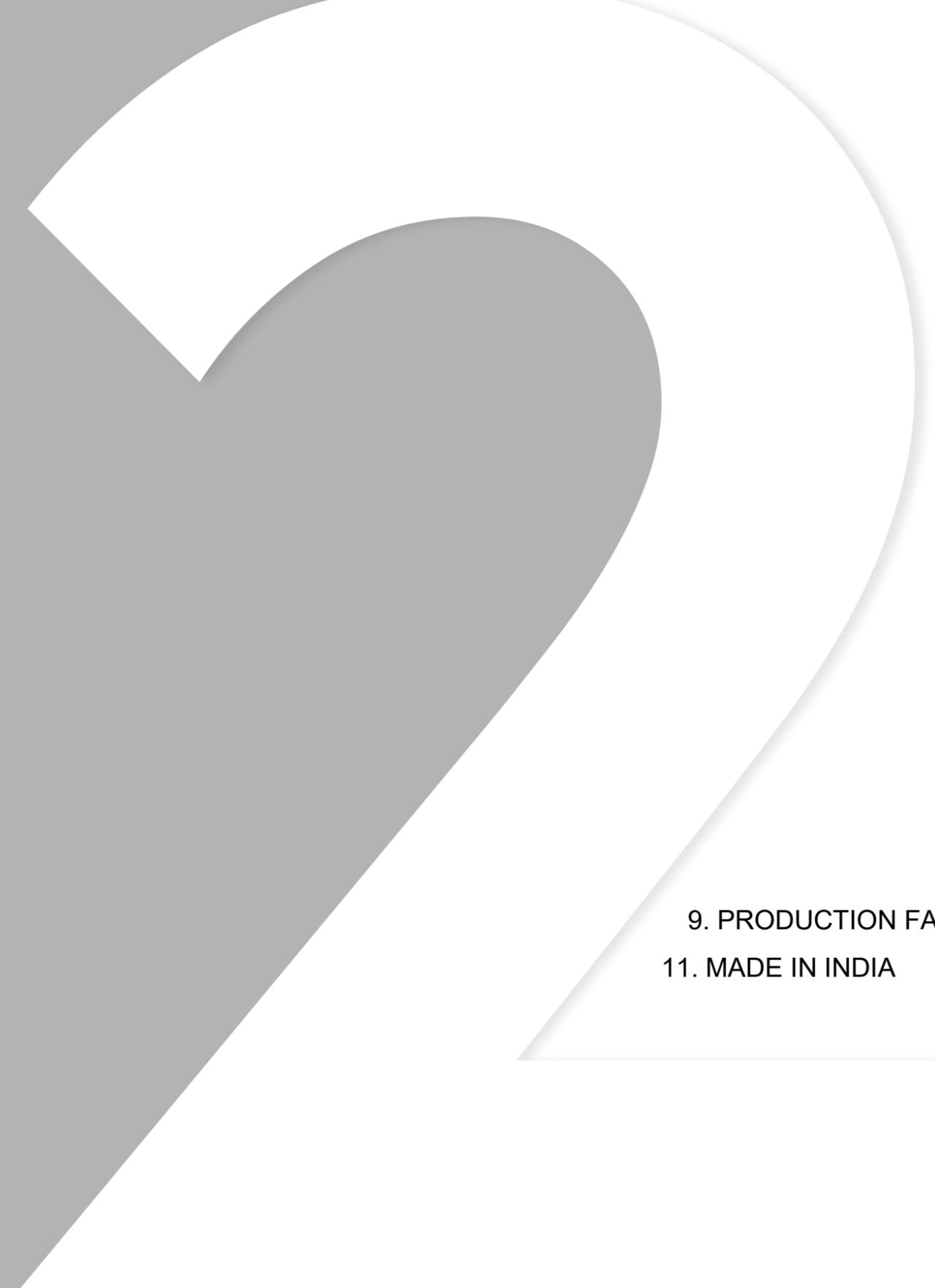
**Mustafa H Merchant .**



# Our team

**‘UNITY IN PURPOSE,  
DIVERSITY IN TALENT;  
TOGETHER, WE SHAPE EXCELLENCE’**

Meet the driving force behind The Living Concepts previously known as Urban Living, where talent, passion, and creativity converge to redefine the world of furniture. At The Living Concepts, our success is powered by a passionate and skilled team. Comprising Indian artisans, designers, technicians, and professionals with a shared commitment to excellence, each member contributes their expertise to every piece we create. Together, we embody the spirit of innovation, ensuring that every The Living Concepts product reflects our unwavering dedication to quality and craftsmanship.

A large, stylized number '2' graphic that spans across the page. The left portion of the '2' is a solid grey shape, while the right portion is a white shape with a grey border, creating a layered effect.

company profile  
**production**

9. PRODUCTION FACILITIES  
11. MADE IN INDIA



# Production Facilities

PRODUCTION AND INNOVATION COME TOGETHER

Since our inception in 2013, we've embarked on an extraordinary journey of growth and excellence. Today, The Living Concepts previously known as Urban Living stands as one of India's foremost sofa manufacturers, with an eye on further expansion into the global market. Our production capacity extends to a staggering 200/40 High Cube containers per month, reinforcing our dedication to meeting the evolving needs of our discerning clientele.

With a sprawling expanse of 20,000 square meters, our facility, strategically located near Mumbai's seaport, serves as a beacon of efficiency. Our production capacity is a testament to our commitment to meeting global standards and demands, boasting an impressive capability of 4,000 sofa sets per month.

Our state-of-the-art factory is staffed by a team of 400 highly skilled craftsmen.

Our production facility is equipped with an impressive range of CNC machines that merge traditional craftsmanship with computerized technology. This ensures that each cut is made with unparalleled accuracy, elevating our products to a level of excellence that is unmatched in the industry.



# Production Facilities

PRODUCTION AND INNOVATION COME TOGETHER

The Living Concepts previously known as Urban Living's Manufacturing Facility: Where Precision Meets Innovation

Our team is dedicated to crafting world-class furniture products. Specializing in sofas, chairs, recliners, and accent chairs, our range exemplifies quality and innovation.

Our diverse range is crafted meticulously in fabric, leather, and PU materials, each offering distinct qualities to cater to varied customer preferences.

India's robust leather industry and textile prowess provide us with access to high-quality materials, ensuring the finest craftsmanship in every piece we create. The skill sets intrinsic in the Indian workforce are unparalleled, showcasing expertise and artistry that contribute significantly to our manufacturing processes.

The synergy between our skilled team, access to quality materials from India's leather and textile industries, and the inherent craftsmanship of Indian artisans forms the backbone of our production excellence to produce precision-built and customized products, catering to projects of various scales.

As a leading sofa maker in India, The Living Concepts has ambitious plans for global expansion.



# Made in India

A Global Economic Powerhouse



## India's Craftsmanship: A Force to be Reckoned With

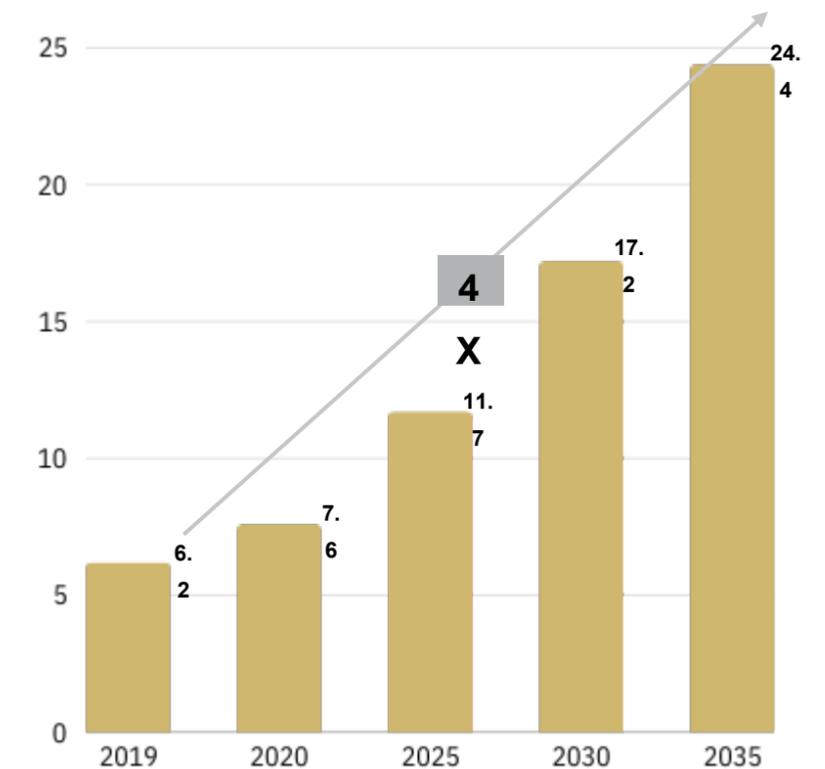
India boasts of a vast pool of skilled labor. Our exquisite range of Made in India sofas showcases the pinnacle of quality and artistry. Each piece is crafted by skilled artisans with generations of expertise, resulting in meticulous attention to detail. Our sofas and recliners come in a variety of designs, colors, leather and fabric upholstery options, blending elegance, comfort, and durability, making them a worthwhile investment for any home decor.



## Market Growth and Potential

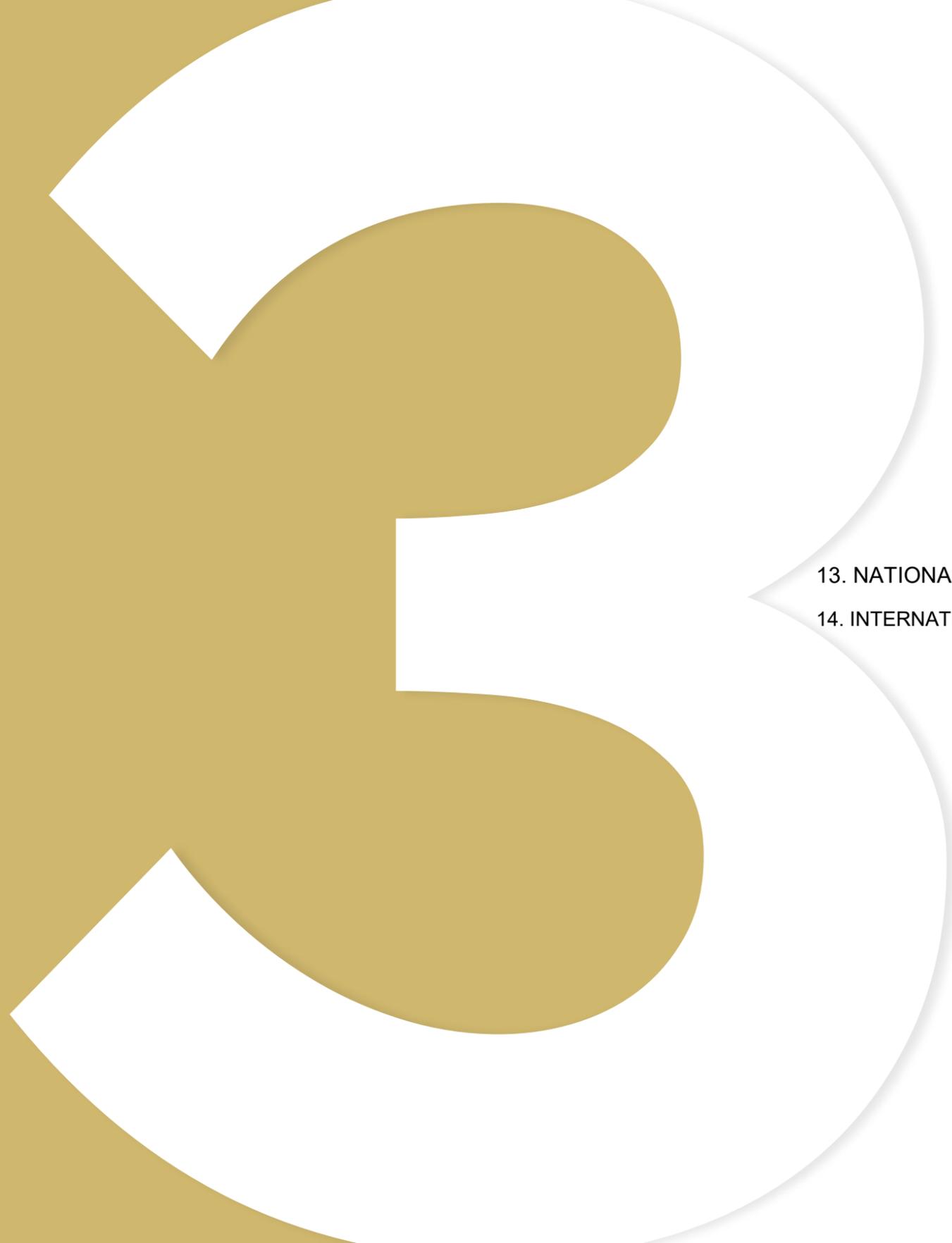
Positioned as the world's **fifth-largest growing economy**, likely to become the third-largest economy by 2030, India's remarkable growth trajectory is undeniable. The Indian Furniture Market size is estimated at USD 15.79 billion in 2023, and is expected to reach USD 26.85 billion by 2028, growing at a CAGR of 11.20%.

An expanding middle-class population, rising disposable income, a vast pool of skilled and abundant labor, state of art production facilities, demand growth makes India not just a **lucrative market** but This, coupled with the government's foreign initiatives signifies India's potential to become the **world's manufacturing hub**. India's Furniture market is currently valued at \$ 32 Bn, accounting for 5% share in the world market.



Demand Projection for furniture industry in India. ( Billion in USD)

Source: Modor Intelligence; Yahoo Finnce



company profile

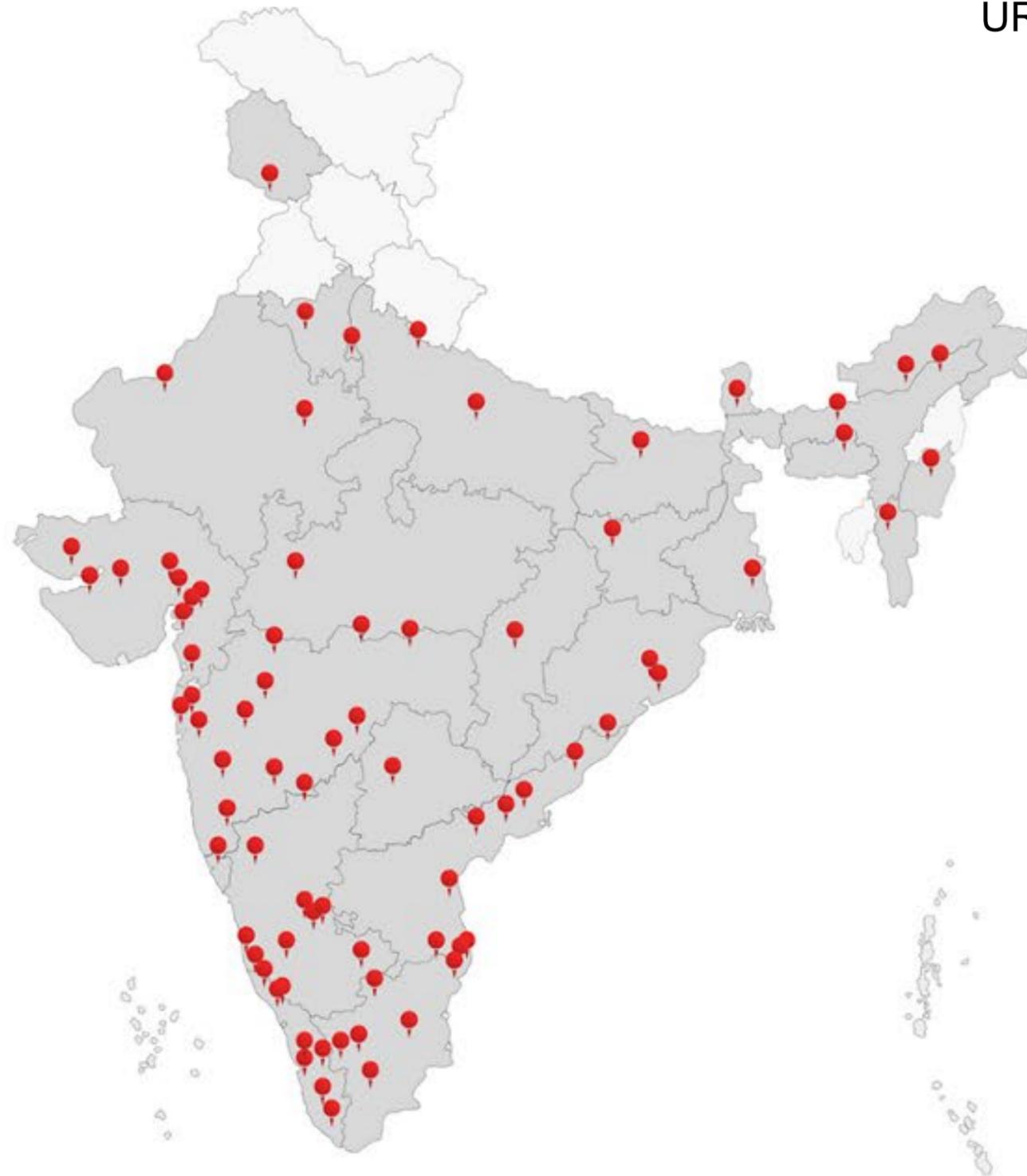
# distribution

13. NATIONAL PRESENCE

14. INTERNATIONAL PRESENCE

# NATIONAL PRESENCE

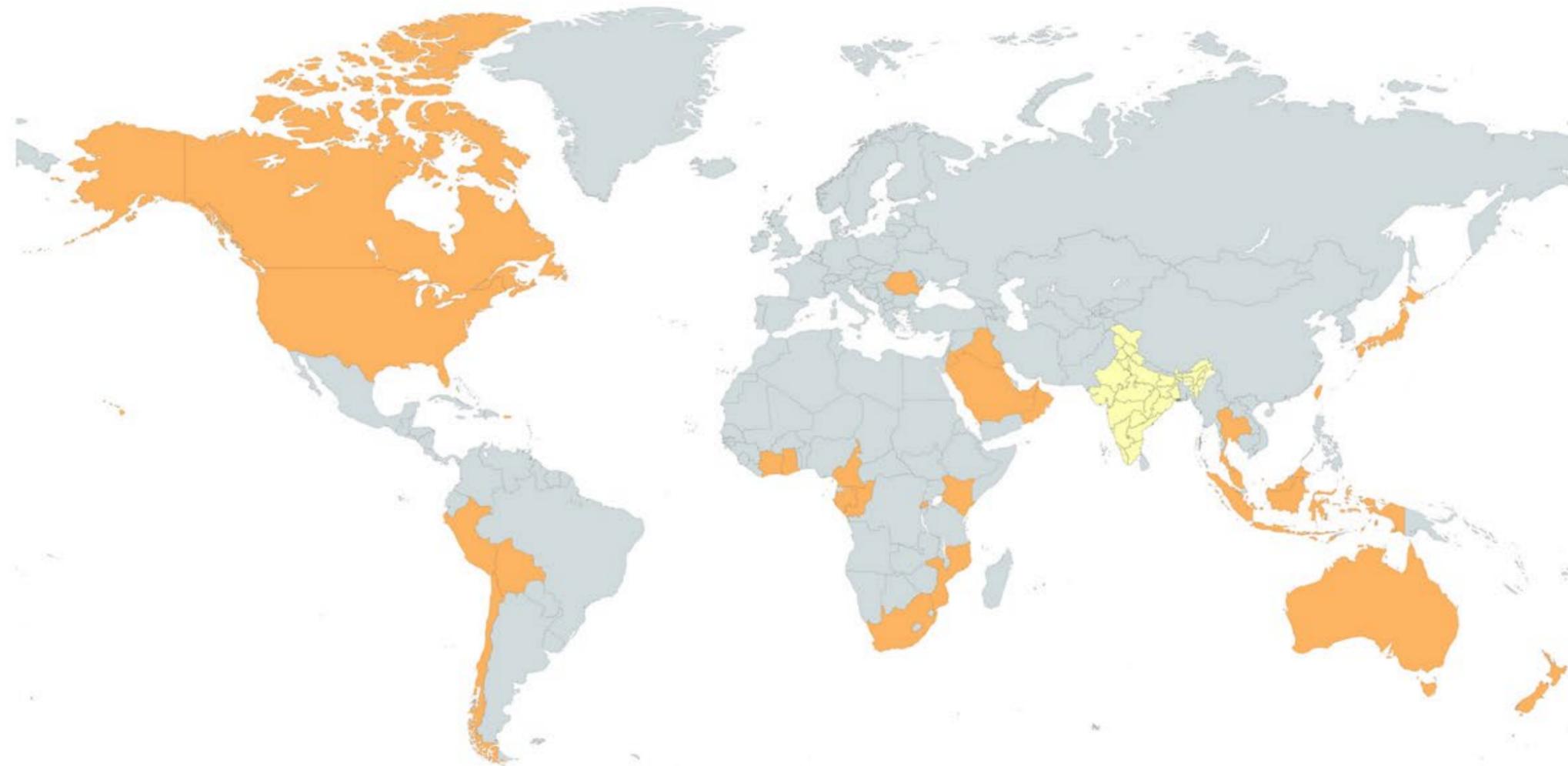
## URBANISING INDIAN HOMES



Ahmedabad	Chitradurga	Hyderabad	Kochi	Patna	Thiruvananthapuram
Ahmednagar	Coimbatore	Imphal	Kolkata	Pondicherry	Tirupur
Aizawl	Cuttack	Indore	Kolhapur	Pune	Trichy
Amravati	Davangere	Itanagar	Kozikhode	Rajahmundry	Tripunithura
Anand	Delhi	Jabalpur	Latur	Rajkot	Valsad
Aurangabad	Dharwad	Jaisalmer	Lucknow	Raipur	Vellore
Bareilly	Dibrugarh	Jalgaon	Madurai	Salem	Vijayawada
Bangalore	Ernakulam	Jamnagar	Mangalore	Satara	Vijayapura
Baroda	Gandhidham	Jammu	Mumbai	Shillong	Vizag
Bhopal	Gangtok	Jaipur	Mysore	Srikakulam	
Bhubaneshwar	Goa	Jodhpur	Nagpur	Solapur	
Calicut	Guwahati	Kanchipuram	Nanded	Surat	
Chennai	Hazaribagh	Kannur	Nellore	Thane	
Chikmagaluru	Hisar	Kasargod	Palakollu	Thirissur	

# INTERNATIONAL PRESENCE

FOR EVERY LIVING SPACE ACROSS THE WORLD



Australia

Indonesia

Oman

Bahrain

Iraq

Peru

Bolivia

Israel

Puerto Rico

Cameroon

Japan

Qatar

Canada

Jordan

Rwanda

Chile

Kenya

Romania

Congo

Kuwait

Saudi Arabia

Côte D'ivoire

Lebanon

South Africa

Egypt

Malaysia

Taiwan

Gabon

Mauritius

Tanzania

Ghana

Mozambique

Thailand

India

New Zealand

U.A.E

U.S.A

company profile

# product

16. COLLECTIONS

# COLLECTIONS

ATMOSPHERE  
COLLECTION



COMFORT  
COLLECTION





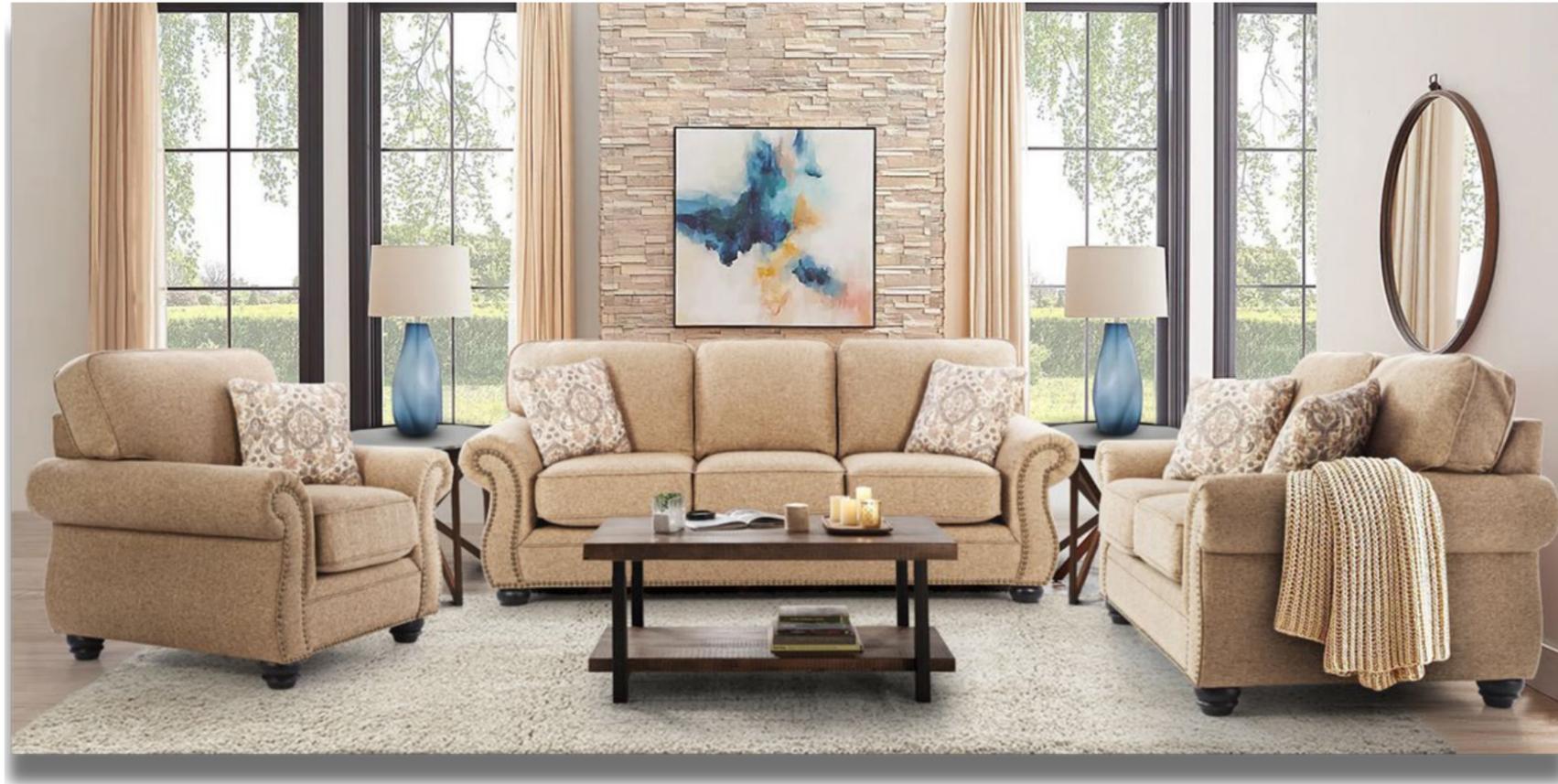
## ATMOSPHERE COLLECTION

ATMOSPHERE is a collaborative effort that bridges boundaries, fusing the best of design, craft and comfort. This collection features our most exquisite sofa models to date including modular loungers to sofas with individual headrests and plush chaise lounges.



**STALLION**  
LEATHER COLLECTION

STALLION is our newest collection of leather sofas and chairs. The Stallion Collection are bold with a touch of class. The leather is a natural product and each hide is identified on occasion by growth marks, scars and variations in colour, which adds to its beauty.



## COMFORT COLLECTION

COMFORT features deep low seating and soft cushions that invite people to sink right in. Designed for ultimate comfort, the sofas possess beautiful contours and serve as a centerpiece for casual or tailored rooms.



# Reposé

COLLECTION

REPOSÉ is a perfect blend of sturdy recliners with ultra luxurious cushioning. Each model boasts contemporary design features and adjustable back support and leg rest for total comfort. Enjoy premium grade fabrics tested to resist wear and tear.



LAVISH features loungers and sectionals that invite comfort and sinking in, for the whole family. Lavish is an exciting collection of contemporary lounge furniture that will add a touch of class to any living room. Come relax and unwind with Lavish!



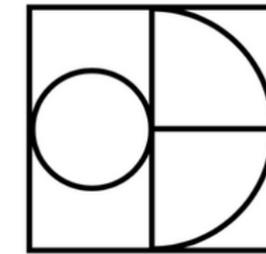
**FREEDOM**  
COLLECTION

FREEDOM sofas are designed with proportions in-mind, making them an ideal option especially for compact rooms. Many of the models rest on angled legs, inspired by mid-century modern roots. Each of the sofas are available in two size ranges—standard and large.



**Essencia**  
COLLECTION

ESSENCIA chairs can be mixed and matched with sofas from the different collections. Select from a range of styles, fabrics and patterns.



Dream  
BED COLLECTION

DREAM is a new set of beds that The Living Concepts is offering. It's the ideal blend of chic and comfort. These beds are designed to be a private retreat, with their simple forms, tactile materials, and contemporary embellishments

company profile

# events

26. DOMESTIC & INTERNATIONAL EVENTS

# EVENTS

The Living Concepts has showcased at prolific exhibitions across the world.

LAS VEGAS SUMMER MARKET 2023



WOFX 2023



HGH 2023



SHANGHAI - SNIEC 2023



# EVENTS

WOFX 2022



SHANGHAI - SNIEC 2017-19



INDEX DUBAI 2015-16



INDEX MUMBAI 2014-15



company profile

# testimonials

29. TESTIMONIALS

**SAYED HABIB**

CEO

**DANUBE HOME, UAE**

The entire team at The Living Concepts is a pleasure to work with! They are knowledgeable about current market trends and their level of customer service is excellent. Your efforts to provide 360-degree support is impeccable. We value your design expertise, customer service, and the value you provide. In a time of diminishing excellence, The Living Concepts is a rare exception. We are delighted to have you as our vendor.

**VINEET GUPTA**

HEAD OF BUYING, HOME CENTRE,

**LANDMARK GROUP, UAE**

It's been amazing to witness how FurnitureKraft has been able to develop their designs within price constraints, and how they have been able to achieve consistent results. The team is very responsive when it comes to delivery dates and accommodating tight deadlines. They act like true partners to us.

**HUSAIN ABBA**

HEAD OF BUYING

**MIDAS FURNITURE, KUWAIT**

Our experience with The Living Concepts has always perfect, from start to finish! Thank you for doing business the right way. Always appreciated your company's products, commitment to quality, and outstanding service.

**HUSSAINE KESUR**

VICE PRESIDENT,

**PEPPERFRY, INDIA**

The furniture range designed by The Living Concepts is unique, stylish and contemporary. They add great value to the vibrant Pepperfry marketplace. They have been perfect partners in our journey to become a leading business for online furniture shopping.

# TESTIMONIALS

company profile

# contact us

31. CONTACT US

company profile

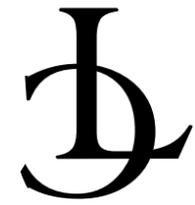
# contact us

## **CORPORATE OFFICE**

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[THELIVINGCONCEPTS.COM](http://THELIVINGCONCEPTS.COM)



LIVING CONCEPTS®

“Always deliver more than  
expected.”

Larry Page, co-founder of Google



LIVING CONCEPTS®