



COMPANY PROFILE

JANUARY 2021

URBAN[®]
LIVING

VISION

**To be India's leading
furniture manufacturer.**

MISSION

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



ABOUT URBAN LIVING

We proudly design and develop our entire range of furniture products in India. We combine creativity, craftsmanship and technology to create furniture suited for discerning customers, locally and internationally.

We have gained considerable experience dealing with large format retail companies and online stores, in India and abroad. Most of our materials are sourced in India, ensuring high quality and reduced carbon footprint.



OUR LEADERSHIP



FOUNDER & CHAIRMAN
Mustafa Merchant



CEO
Ronnie Chu



DESIGN CONSULTANT
Pietro De Mauro



COO
Iqbal Tinwala



SENIOR MANAGER
Ganesh Dalvi

At Urban Living, we believe in the power of collaboration across disciplines and boundaries. We have over 40 years of collective leadership experience in India and abroad, giving us an edge as a trusted, world-class sofa manufacturer.



MESSAGE FROM OUR CHAIRMAN

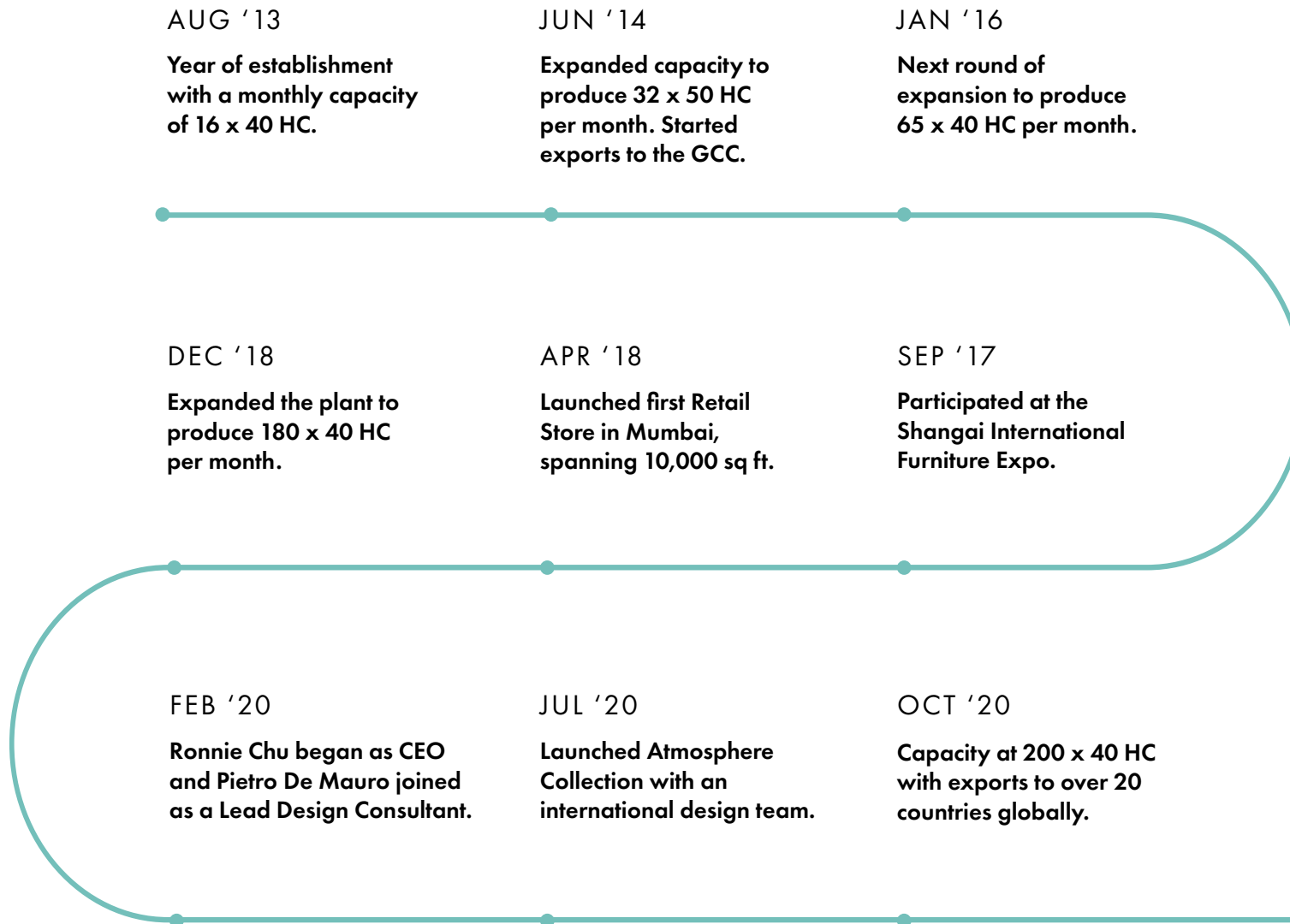
MUSTAFA MERCHANT
FOUNDER & CHAIRMAN

Urban Living was established in 2013, with a vision to elevate Indian Craft. Over the years, we've adapted and innovated new offerings in-line with market trends, and are at the vanguard of Indian sofa furniture design.

Whether it's ultra-luxe loungers upholstered in fine velvet like our Atmosphere Collection, or robust, economical and easy-to-assemble Sofa-in-a-Box models — we always keep our customer needs at heart.

As we set our sights on the next decade, we remain optimistic about the path ahead. We've been privileged with a highly resourceful team, strong alliances with global networks and excellent product innovation — and are ready to take on the challenges ahead.

COMPANY MILESTONES



GROUP OF COMPANIES

Urban Living is registered under FurnitureKraft International Pvt Ltd. We are part of a family-owned group of companies, with presence across India and the Middle East.



**CREATIVE
DISPLAY**

**URBAN[®]
LIVING**



QUALITY ACCREDITATIONS



ISO 9001:2015 QUALITY
MANAGEMENT SYSTEM

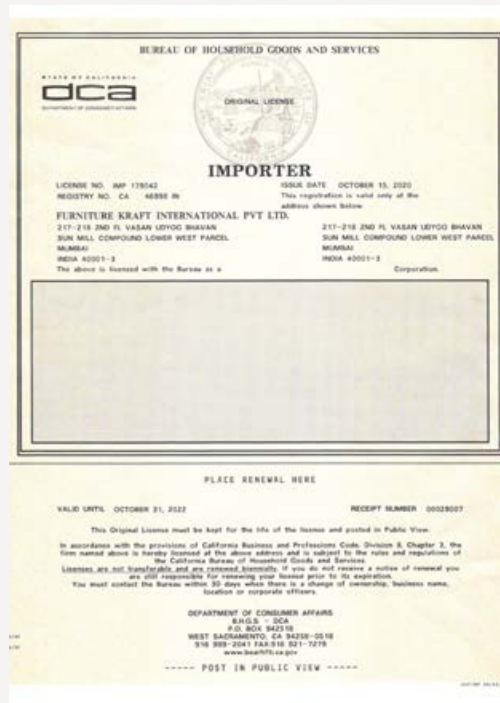


ISO 14001:2015 ENVIRONMENT
MANAGEMENT SYSTEM



OHSAS 19001:2007 OCCUPATIONAL
HEALTH & SAFETY MGMT SYSTEM

QUALITY ACCREDITATIONS



CALIFORNIA BUREAU OF
HOUSEHOLD GOODS AND SERVICES
IMPORTER LICENSE



VERIFICATION OF COMPLIANCE OF
BIFMA LEVEL 1



CERTIFICATE OF COMPLIANCE
FOR GREENGUARD

ATMOSPHERE COLLECTION

The Atmosphere Collection is a collaborative effort that bridges boundaries, fusing the best of design, craft and comfort. It features our most exquisite sofa models to date, such as modular loungers, sofas with individual headrests and plush chaise lounges.



IMPERIA COLLECTION

Our Imperia Collection features a range of grand and luxurious sofa models. We have introduced several new velvet models that are highly versatile and classy. Our high-quality fabrics have low-maintenance characteristics to ensure each furniture item is durable and leaves a lasting impression.





Our Freedom Collection sofas are designed with perfect proportions, 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.



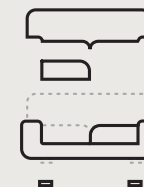
COMFORT COLLECTION

Our Comfort Collection 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 centrepiece for casual or tailored rooms. Many of these sofas can be paired with our classy Essencia chairs.



SOFA — IN A — BOX

Our Sofa-in-a-Box series is functional, practical and affordable. We've designed these sofas to be compact so that they are easy to transport and assemble. The box comes equipped with all the components: frame, arms, legs, cushions and pillows — yet it can be carried effortlessly and fit any door.



Innovative design
Easy to assemble



Innovative design
Easy to assemble



Online sale
Best for internet sales



Essencia

COLLECTION

Our Essencia Collection features a range of seating solutions that elevate living spaces. Select from our stunning assortment of chairs that come in all shapes, sizes, patterns and colours. You are bound to find one that suits your style!



WHY INDIA?



Alternate to
China



Fast growing
economy



Large, untapped
market



Talented, English-
speaking labour pool




Plentiful natural
resources



GLOBAL REACH

Our products are exported internationally through a robust distribution network.



AUSTRALIA	ISRAEL	QATAR
BAHRAIN	JORDAN	SAUDI ARABIA
BOLIVIA	KENYA	SOUTH AFRICA
CAMEROON	KUWAIT	TAIWAN
CONGO	LEBANON	THAILAND
EGYPT	MALAYSIA	U.A.E
INDIA	MAURITIUS	U.S.A
INDONESIA	NEW ZEALAND	
IRAQ	OMAN	

OUR CLIENTELE



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.

HUSSAINE KESURY

VICE PRESIDENT, PEPPERFRY, INDIA

The furniture range designed by Urban Living 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



TESTIMONIALS

SAYED HABIB

GM- BUSINESS DEVELOPMENT, DANUBE HOME, UAE

The entire team at Urban Living 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, Urban Living is a rare exception. We are delighted to have you as our vendor.

HUSAIN ABBA

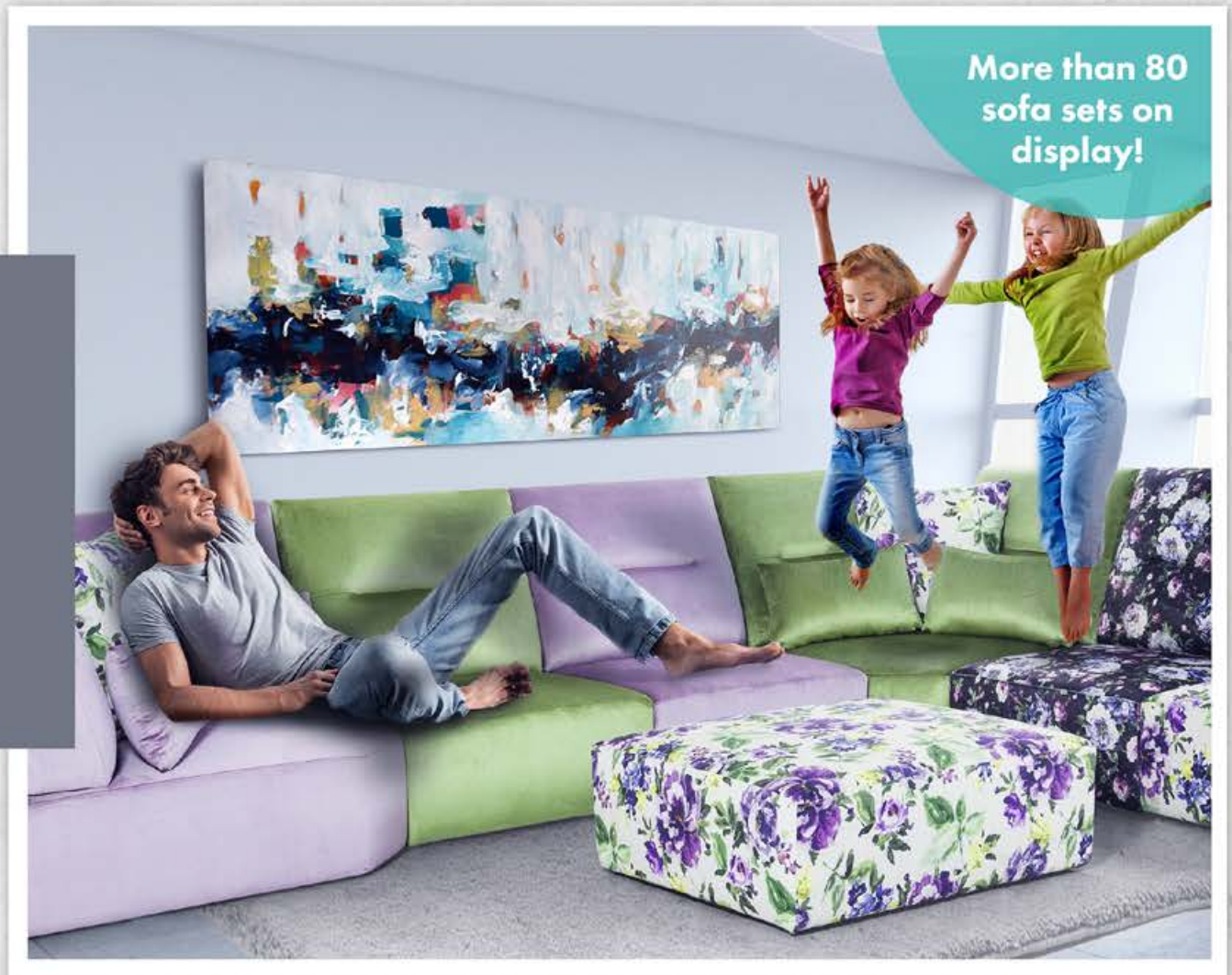
MERCHANDISE PLANNING MANAGER, MIDAS FURNITURE, KUWAIT

Our experience with Urban Living 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.

URBAN[®]
LIVING
RETAIL STORE

Stylish & Luxurious

Find over 80 sofa sets and accessories on display at our 10,000 sq ft. showroom located in Bhiwandi, Mumbai.



URBAN[®]
LIVING

FURNITURE KRAFT INTERNATIONAL (P) LTD.

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