

AARTIQ
VENTURES LLP



aartiq
furniture

BY Aartiq Ventures LLP



Agenda



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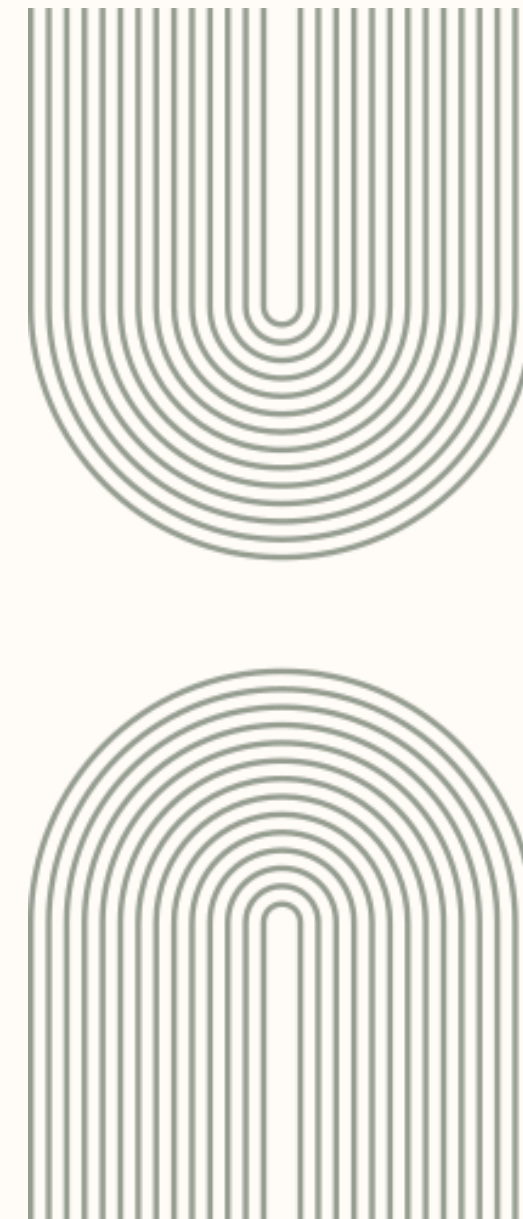
Introduction

Overview of the company

Welcome to Aartiq, a trailblazer in the furniture industry, driven by a mission to grow with unwavering commitment. Since our inception in 2007, we have been at the cutting edge of innovation, redefining the industry and shaping its future. Anchored in our core values, we consistently pursue excellence by focusing on market expansion, product and service innovation, operational efficiency, and the development of talent.

Our team is comprised of architects, civil engineers, plywood manufacturers, procurement specialists, and artists, meticulously oversees every stage of production & execution.

Headquartered in Gujarat, India, we embrace a customer-centric global approach and prioritize sustainability. Aartiq is poised for continued growth and success. As we move forward, we remain dedicated to realizing our vision of becoming one of the leading manufacturers in the industry, leaving a lasting impact both within and beyond the furniture sector.





Vision

At our furniture company, we envision shaping living spaces that inspire and enhance the human experience. We aim to be leaders in the furniture industry, redefining excellence in design, craftsmanship, and sustainability. Our goal is to create furniture that goes beyond function, becoming timeless pieces that evoke emotion and foster meaningful connections in homes and workplaces around the world.

Mission

Our mission is to design and create outstanding furniture that enhances lives, goes beyond mere functionality, and reflects lasting quality. By embracing innovation and sustainability, we strive to surpass expectations while minimizing our environmental impact for a brighter future.



Our Founding Companies (roots)

- Asmakam Consultants Pvt. Ltd
 - Aromatic Chemicals Pvt. Ltd
 - Dsigns Pvt. Ltd
 - HOGAN Industries Pvt. Ltd
 - Aartiq Studio Pvt. Ltd
 - Lotus Vacations Pvt. Ltd
 - Shakti Murals
 - Shree Ambica Developers
 - Jaldhara Watermeter
 - Aartiq Ventures LLP.
- 

Where We Stand

We're excited to connect with you and share the journey of how we started and where we stand today. On our journey, we have ventured into multiple business and domains, but our roots have always belong to profound creativity



Who WE ARE

- We are **NOT** a product-based furniture brand or retailer
- We are a **project-based**, volume manufacturer for commercial and large-scale requirements
- We specialize in precision manufacturing at scale – **built to meet U.S. and international quality standards**
- Our focus: Quantity, Quality, Consistency, and Timelines
- Strong experience in mass production, hotel fit-outs, retail furniture, offices, and export orders (FF&E)
- End-to-end control over raw materials, process, packaging, and logistics
- Trusted by global clients for on-time delivery and scalable execution



Manufacturing Capacity



Hi-1325 R-ATC+BORING
CNC ROUTER



Hi-120 T Hot Press



Hi-700 PUR Auto Edge Bander

Manufacturing Capacity



Hi-280 PRO High Speed
Auto Beam Saw



Hi-1325 DH Double
Head CNC Router



Hi-1325 Nesting CNC Router



Product Display



LEATHER SOFA



FABRIC SOFA



SIDE TABLE



LUXURY SOFA



LUXURY SOFA



Product Display



Leather Single Chair



Aesthetic Wood Chair



Rattan Wicker Chair



Aesthetic Single Chair



Premium Single Chair



Single Pink Chair



Product Display



FAMILY COUCH



Corporate Office

Corporate Office





Hotel Suites



Hotel Suites





Super Deluxe Suites

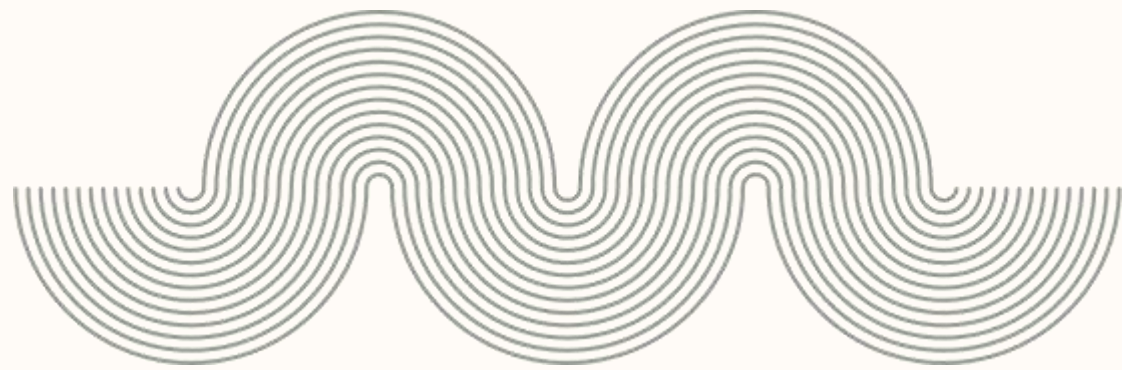




Luxury Suites



Luxury Hotel Restaurants



Note on Material Specifications & Customization Options

At **Aartiq**, we understand that quality, durability, and compliance are key factors in hospitality and residential furnishing. We are pleased to offer the following **customization and material options** to suit varied project needs

Fire-Retardant Upholstery Fabrics

We offer a wide range of **fire-retardant (FR) certified fabrics** for upholstered furniture. These fabrics comply with international safety standards (such as CAL 117, BS 5852, or NFPA 260) and are ideal for hotels, commercial spaces, and high-occupancy environments. Choices include:

- Woven Textiles
- Velvet & Suede Finishes
- Faux Leather & Leatherette
- Performance Fabrics with stain resistance

Furniture Base Materials

Our furniture is available in various material types to match aesthetic and budget preferences:

- **Solid Wood** (Teak, Oak, Ash, Sheesham): Offers premium durability, rich finishes, and timeless appeal.
- **Engineered / Mixed Wood** (Plywood + Veneer or MDF + Laminate): Ideal for modular units, offering cost-efficiency and flexibility in design.
- **Upholstered Framework**: Strong internal framing with cushioning for comfort in chairs, beds, and sofas

Metal Fabrication & Finishes

We provide advanced fabrication techniques and decorative finishes for all metal-based furniture and fixtures:

- **MS / SS Frame Fabrication**: For structural strength and modern industrial aesthetics
- **PVD Coating (Physical Vapor Deposition)**: Available in gold, rose gold, brass, gunmetal, and more — ideal for luxury detailing with anti-tarnish properties
- **Powder Coating**: A cost-effective, durable finish for indoor and outdoor metal applications
- **Liquid Paint Finishes**: For specific textures, effects, or matching brand colors

Where we are headed



Goals

- Expand market share by exploring horizons
- **Customer satisfaction** through personalized service
- Enhance brand recognition and **Strategic partnerships**

Objectives

- Contribute to **future** share of the **FF&E market**
- **Happy Customers** Happy Growth
- Get our brand recognized, with **Word of Mouth**



Industry Analysis

Market Trends

The global furniture market was valued at approximately \$537 billion in 2022 and is expected to grow to \$692 billion by 2027, with a projected CAGR of 5.2% over this period.

Competition and Innovation

India's furniture export market is growing with an expected annual increase of 20%. Innovation, Processes, Software & proactive product development have strengthened India's position in cross-border B2B markets.

Supply Chain and Sustainability

Challenges like raw material shortages are tackled with sustainable practices, including the use of renewable materials & waste reduction, to meet eco-conscious consumer demands and maintain brand reputation.



Challenges & Proposed Solutions

| Challenges | Solutions |
|--------------------------|---|
| Supply chain issues | We anticipate sourcing materials responsibly in advance as per the market trends and ensure ample stock is stored at our warehouses to avoid potential supply issues |
| Environmental impact | Use sustainable materials and reduce waste through efficient production. Focus on recycling , energy-efficient manufacturing, and renewable resource sourcing. Ensure environmental compliance & regulations to promote a greener future |
| Quality Control Problems | Enhance quality control to ensure each piece of furniture meets high standards before shipment. Address issues promptly and implement improvements to prevent recurrence |

Conclusion

In conclusion, our strategy presentation has provided a comprehensive roadmap for Aartiq, highlighting the key initiatives and strategic goals that will guide us toward success. Through in-depth analysis and thoughtful planning, we have identified growth opportunities, addressed challenges, and outlined actionable steps to move our business forward. By leveraging our core strengths, embracing innovation, and staying agile in the face of market changes, we are poised to achieve our objectives and realize our vision for success.

AARTIQ, as a brand within our portfolio, will play a pivotal role in shaping our future, driving craftsmanship and innovation in the furniture industry. As we continue to evolve, it is essential to focus on execution, adaptability, and continuous improvement to ensure long-term sustainability and maintain our competitive advantage. With a clear strategy in place and a committed team driving it forward, Aartiq Ventures LLP is at your service, confident in our ability to overcome challenges and achieve our goals.



Manufacturing Excellence from INDIA

- **Aartiq Studio Pvt Ltd.** Plot no. 3, Laxmi industrial estate, Bhadaj gam to Hare Krishna temple road, Bhadaj, Ahmedabad, Gujarat 380060 ([Factory 1 address](#))
- **Aartiq Craft Pvt Ltd.** Survey# 763/764 - Vihaar vilage, opp UGVCL office, Mansa, Gandhinagar, Gujarat ([Factory 2 address](#))
- **Aartiq Ventures LLP.** B/704 Ratnaakar Nine Square, Opp ITC Narmada, Keshvbaugh, Vastrapur, Ahmedabad, Gujarat India ([Registered Office address](#))

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“Serving Projects. Delivering Quality. Exporting Confidence”



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Thank You

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