



# BUSINESS PROFILE

Discover the artistry of fine furniture at Duramen Dekors - where quality meets design, and your vision for an elegant, comfortable home becomes a reality

2024

[www.nitraafurnitures.in](http://www.nitraafurnitures.in)



A large, stylized 'NITRAA' logo in a vibrant teal color is mounted on a wall of vertical wooden slats. In the background, a man in a blue shirt is seen talking on a mobile phone. The entire scene is framed by large, light-brown geometric shapes that create a dynamic, layered effect.

# VISION

At Duramen Dekors, we envision a world where every living space seamlessly blends comfort, innovation, and timeless elegance. Guided by a commitment to international standards, we aim to be the global leader in crafting furniture that transcends functionality, creating environments that inspire and elevate the essence of living.

# MISSION

Driven by a passion for precision and unwavering dedication to quality craftsmanship, Duramen Dekors aims to redefine the art of living. With NITRAA Furniture as our esteemed brand ambassador, we strive to bring international excellence to every home, office, and commercial space. Our diverse range of meticulously designed furniture harmonizes modern aesthetics with unparalleled functionality.



# CORE VALUES

- ✓ **Innovation:** We constantly explore and embrace innovative design concepts and materials to create furniture at the forefront of contemporary living.
- ✓ **Quality:** We uphold the highest standards of craftsmanship and material selection, ensuring each piece of furniture excels in durability and aesthetics.
- ✓ **Customer-Centric Approach:** We prioritize customer satisfaction by understanding and meeting the unique needs and preferences of our diverse clientele.
- ✓ **Sustainability:** We embrace eco-friendly practices and sustainable sourcing to positively impact the environment and the communities we serve.
- ✓ **Collaboration:** We foster a culture of collaboration, working closely with designers, artisans, and partners to deliver exceptional furniture solutions.
- ✓ **Global Impact:** As a brand ambassador of NITRAA Furniture, we collaborate to create furniture that not only meets but sets international standards, positively impacting global living spaces.



## Duramen Dekors - International Standards of Business

Duramen Dekors adheres to the highest international standards of business ethics and practices, prioritizing sustainability through the use of eco-friendly materials and processes. Renowned in the furniture manufacturing industry, we offer premium solutions for home interiors, home and office furniture, commercial fit-outs, hotel decor, and turnkey projects. Under the brand NITRAA, we deliver innovative and high-quality furniture that exceeds expectations.

## NITRAA - Our Brand

Since our inception, NITRAA has embodied our commitment to quality, style, and sophistication. With NITRAA, we strive to create furniture that not only meets but exceeds international standards, ensuring customer satisfaction and loyalty.





## RAMU ARUMUGAM

With more than 30 years of experience in the furniture industry, Mr. Ramu Arumugam contributes a wealth of knowledge and expertise to Duramen Dekors and NITRAA. His understanding of market trends and customer preferences has played a crucial role in shaping our products and services to meet the changing demands of our clients. As the driving force behind Duramen Dekors' success, his extensive expertise spanning over three decades has guided our organization to new achievements. His unmatched knowledge and market acumen have steered our strategies in design, manufacturing, and customer service to reach new levels.

## LOKESH V

As a seasoned professional with 18 Years of experience & a background in finance control and international business, Mr. Lokesh V plays a pivotal role in Duramen Dekors' strategic growth and financial management. His expertise ensures the company remains agile and adaptable in the ever-evolving furniture market while maintaining a strong focus on sustainability and innovation. Mr. Lokesh V's business acumen and strategic vision have been instrumental in driving the growth and expansion of both Duramen Dekors and NITRAA.



## S KARUNA RATHINAM

Mr Karuna Rathinam is a seasoned professional with a robust background in events, production, and sales and marketing within the mineral water and beverages industry. An engineering graduate, Mr. Karuna has a proven track record of driving both top-line and bottom-line growth. He brings a unique blend of creativity, strategic vision, and operational excellence to any organization. His comprehensive understanding of market dynamics and consumer behaviour, coupled with his ability to execute innovative strategies, positions him as a valuable asset in any competitive business environment.



# OUR PRODUCTS

Duramen Dekors offers a wide range of furniture products designed to elevate interior spaces. Our products include:

## Home Furniture, Interiors & Decor

### Living Room Furniture:

- Sofas
- Coffee tables
- Entertainment units
- Accent chairs

### Dining Room Furniture:

- Dining tables
- Chairs
- Sideboards
- Display cabinets

### Bedroom Furniture:

- Beds
- Bedside tables
- Dressers
- Wardrobes

## Office Furniture

- Ergonomically designed Desks
- Chairs
- Storage solutions for modern workspaces and more

## Turnkey Solutions

Comprehensive furniture packages for complete interior furnishing solutions

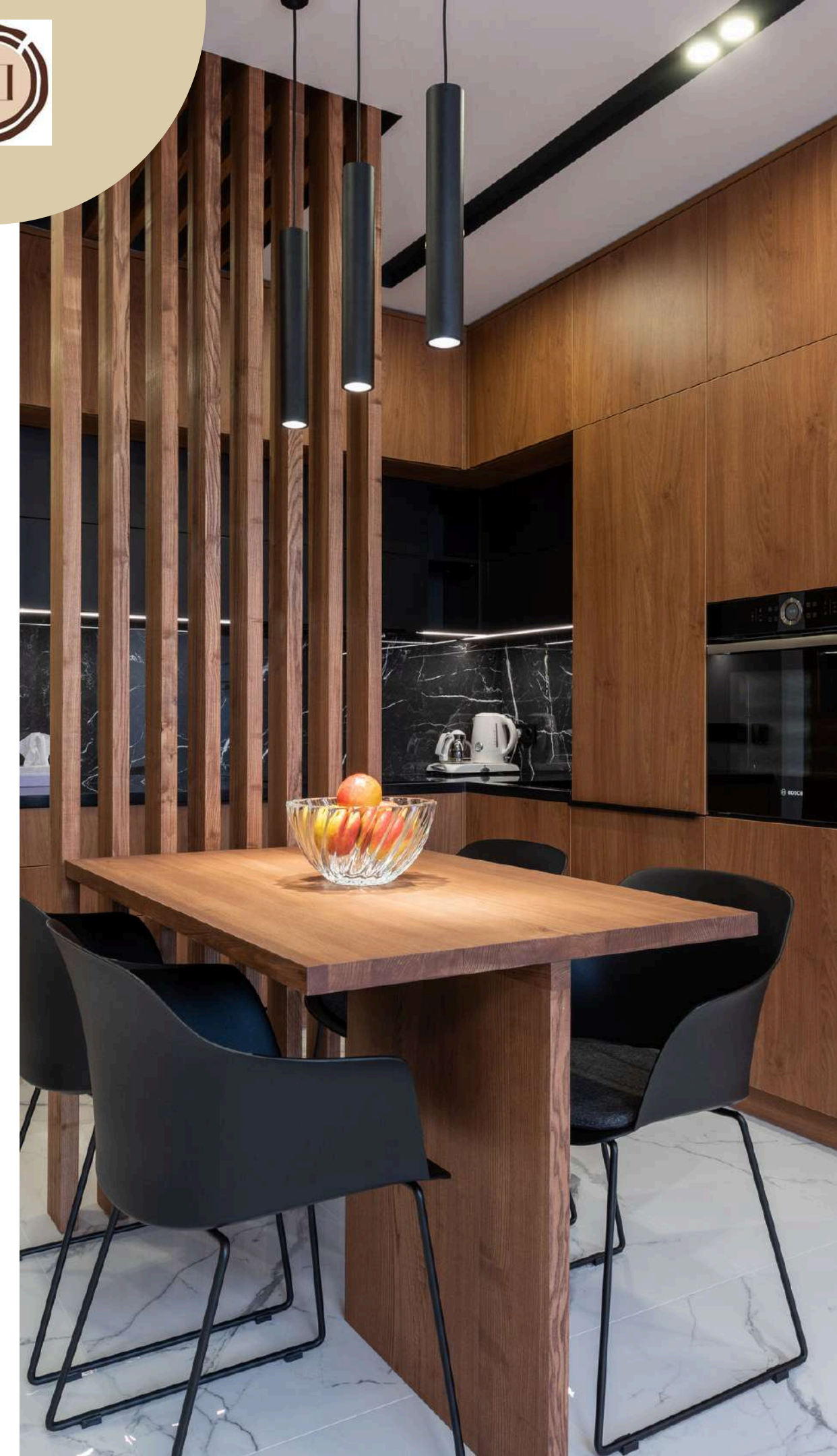
## Commercial Interior Work and Fit-Outs

Comprehensive furniture packages for complete interior furnishing solutions

## Hotel Furniture

Stylish and durable furniture pieces designed to enhance the guest experience

**NITRAA**<sup>®</sup>  
FURNITURE REDEFINED

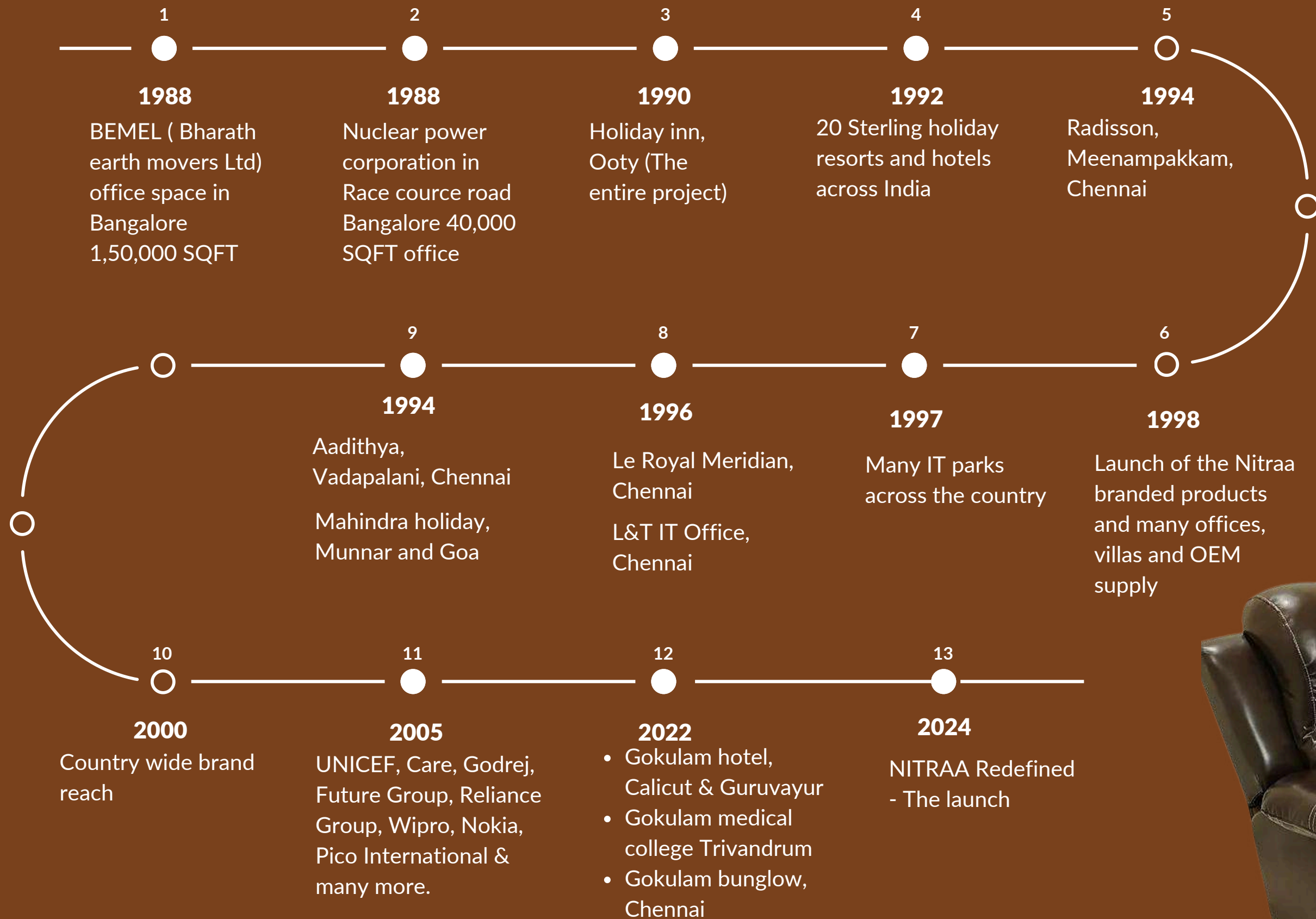




- Engineered Wood Furniture Products
- Solid Wood Furniture Products
- Metal Furniture Products
- Sofa Products (Solid Wood Frame with loose Cushion)
- Sofa Products (Fabric, PU, Leatherette and Recliners)
- Mattress
- Spacious Warehouse for Finished Goods
- Experience Center
- Interiors Decoration works for Residential and Commercial
- Office Work Solution and Turnkey Projects



# BUSINESS ROADMAP



# Manufacturing Capabilities and Capacities of Duramen Dekors

**Engineered Wood Products:** Capable of producing up to 150 SKUs per shift, demonstrating robust capability in crafting a diverse range of engineered wood furniture items efficiently.

**Solid Wood Products:** With a capacity of 100 SKUs per shift, our methodology ensures excellent production standards for solid wood furniture, showcasing substantial manufacturing efficiency.

**Dining Sets with Chairs:** Focused production capacity of 35 to 40 sets per shift, specializing in solid wood frame dining sets, highlighting our expertise in this furniture category.

**Upholstery Sofas:** Efficiently manufacturing 40 units per shift, showcasing proficiency in upholstery work and the production of fabric-based and solid wood furniture items.

**Metal Furniture, Mattresses, Doors:** Utilizing advanced design and modular automotive fabrication techniques for metal furniture, along with imported mattresses and membrane press doors. Also offers solid wood frame doors and PU-coated door designs with efficient capacity utilization.

**Modular Work Stations, Home Decors, Commercial Interiors And Office Solutions:** Factory vs. Site Work Distribution: 70% at the factory and 30% on-site. This distribution highlights our comprehensive range of products and services, including modular home interiors, commercial interiors, and office fit-out solutions. We manage the majority of manufacturing processes at our factory, with on-site work ensuring flexibility to meet client needs.

Overall, Duramen Dekors has a well-rounded production capacity, capable of efficiently manufacturing a wide variety of high-quality furniture products. Our diverse capabilities enable us to cater effectively to both residential and commercial markets, offering tailored modular furniture solutions that meet customer requirements.





# OUR PRODUCTS



Bar Units  
Bedside Table  
Beds  
Book Shelf  
Cabinet



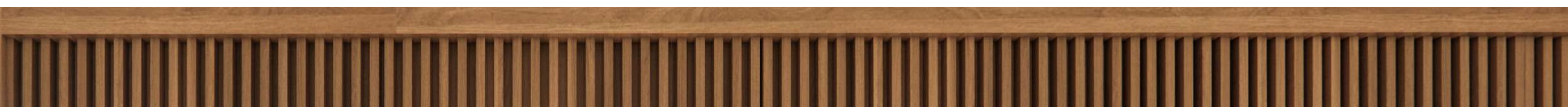
Recliners  
Shoe Rack  
Sofa  
Sofa Beds  
Study Table



Coffee Table  
Display Unit  
Dressing Table  
Mattress  
Pooja Unit

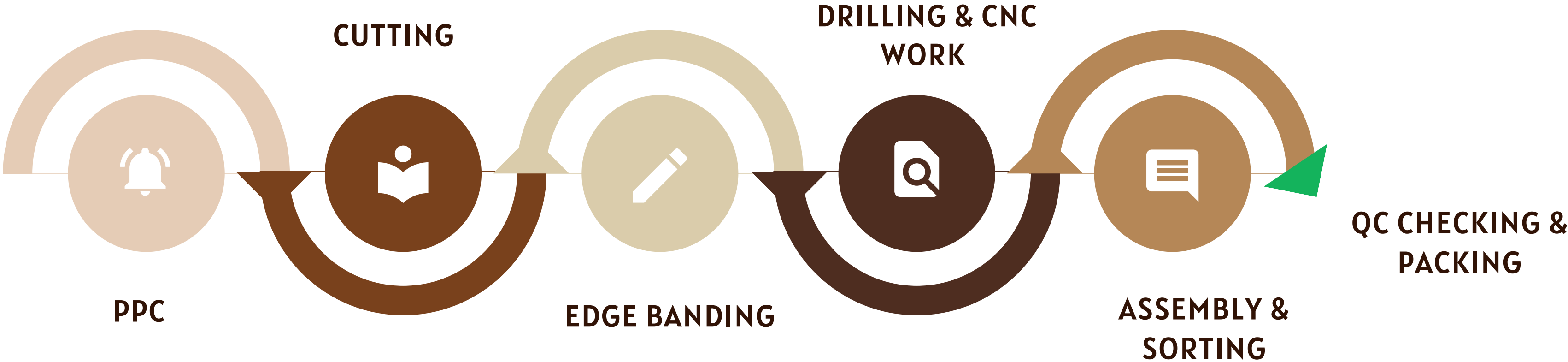


Tablemates  
TV Units  
Wardrobe  
Work Table  
and more



# ENGINEERING WOOD MANUFACTURING PROCESS

Duramen Dekors has a well-defined manufacturing process for producing a variety of furniture products, including engineered wood furniture, solid wood furniture, metal furniture, and doors. Here's an overview of the manufacturing processes for each category:



# SOLID WOOD FURNITURE

## A Quick Breakdown

1

### PLANNING

Smoothing and leveling the surfaces of the solid wood.

3

### SHAPE CUTTING JOINING PLANK

Further cutting the wood into desired shapes for furniture components.

4

### CUTTING CNC DESIGN

Utilizing CNC machines & manual drilling to create holes & intricate designs.

7

### ASSEMBLY QC AND PACKING

Assembling the components into the final furniture pieces, followed by sorting for quality and control (QC) packing.



2

### TIMBERING

Cutting the wood into appropriate sizes and shapes.

4

### MAKE A BOARD

Assembling boards from the joint planks.

6

### SANDING AND POLISHING

Final steps involving cutting, sanding, and polishing for a smooth finish.

# MANUFACTURING FACILITIES



**CNC Beam Saw**



**Panel Saw**



**Surface Thickness Plainer**



**Hot Press Machine**



**Edge Banding Machine**



**CNC and Router**



**Multi Boring Machine**



**NC Drilling Machine**



**Post Forming Machine**

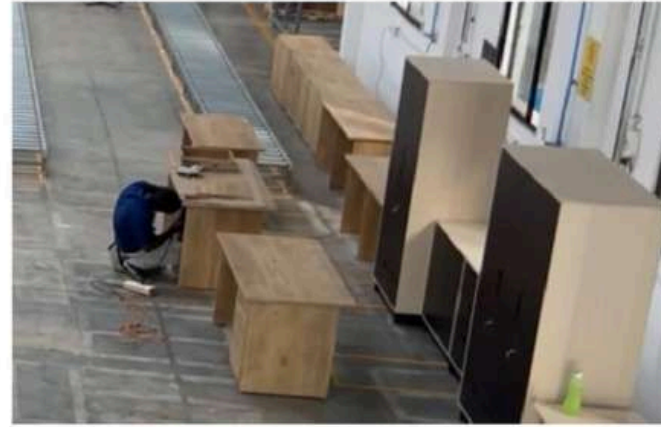


**Sofa Stitching Process**



**Sofa Assembly Section**

# MANUFACTURING FACILITIES



**Assembly and QC**



**Packing Section**



**Packing Process**



**Material Movement TO FG**



**FG Storage Process**



**Finished Goods**



**Display Section**



**FG Shipping**



**Factory Overview**

**Our commitment to excellence and strategic vision sets us apart :**



### **Strong Financial Position**

**Duramen Dekors NITRAA has a solid financial foundation, supported by prudent financial management and strategic investments. This enables us to navigate economic fluctuations, seize growth opportunities, and invest in innovation and expansion.**

### **Expanding Capabilities**

**With state-of-the-art manufacturing facilities and advanced technology, we produce high-quality furniture at scale. Continuous investments in infrastructure, machinery, and human resources enhance our efficiency, productivity, and product quality, allowing us to meet growing domestic and international demand.**

### **Long-Term Business Plan**

**Our comprehensive long-term business plan outlines strategic objectives, growth targets, and expansion initiatives. Committed to sustainable growth and profitability, we focus on innovation, market diversification, and customer-centricity. We prioritize building strong relationships with customers, suppliers, and stakeholders while maintaining operational excellence and financial stability.**



# Why Choose Duramen Dekors NITRAA?



- **Quality Assurance:** We adhere to stringent quality standards at every manufacturing stage, ensuring our furniture meets the highest benchmarks.



- **Innovation and Design:** Our team of designers and craftsmen continually innovates and creates new designs to meet evolving customer preferences and trends.

- **Customer Satisfaction:** We prioritize customer satisfaction, striving to exceed expectations with exceptional products, service, and support.



As we grow and expand in the furniture industry, we invite you to partner with us. Whether you are a customer, investor, or business partner, we are committed to delivering value and excellence in everything we do.

Thank you for considering Duramen Dekors NITRAA. We look forward to building a long-lasting and mutually beneficial relationship with you.



+ 91 96777 55558



[www.nitraafurnitures.in](http://www.nitraafurnitures.in)



[sales@duramendekors.com](mailto:sales@duramendekors.com)



#10, Vinayaga Avenue, Okkiyam,  
Thoraipakkam, OMR, Chennai-600097

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# Thank You

For Your Attention

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