

## KEY: Knowledge Empowers You

Being a **transparent** organization, **Agarwal Estates** believes in the concept of KEY (Knowledge Empowers You). We empower our customers with all the relevant information and data to enable them to make informed decisions.

## Unique Differentiator

**Agarwal Interiors** empowers customers by sharing knowledge on products and the price details in advance, so that they can make decisions quickly. Customers can choose from the large collection of colours, designs and patterns that we provide. Nevertheless, we have been doing due-diligence by choosing each and every product in terms of **Brand, Quality** and **Cost**. Timely completion of work is equally important as delay costs significant amount of rental loss or income. **We will pay you the rent in case of delay caused by us.**

The table below provides the key differences between us and practices prevalent in the market. It's important to understand where you could be misled. Even established companies use the same gimmick.

### Key Learning:

Agarwal Interiors	Market Practice	Key Differences
<b>Marine Ply:</b> BWP grade IS 710 Compliance	Plywood with IS 303 (BWR Grade) compliance	✓ With stand 72 hours of boiling Water
<b>Entire kitchen</b> is of Marine ply (Century/Duro/Greenply) <ul style="list-style-type: none"> <li>Kitchen Shutters are also made of Marine Ply</li> <li>Upper cabinets are also made of Marine Ply</li> </ul>	<ul style="list-style-type: none"> <li>In Kitchen, only for lower cabinets/ shelves <b>BWR</b> grade is used</li> <li>Kitchen shutters are made of <b>MDF/HDF</b></li> <li>Upper cabinets are <b>not</b> water proof</li> </ul>	✓ Entire kitchen is made of BWP grade

Agarwal Interiors	Market Practice	Key Differences
16-19 MM Commercial Ply/Block board for structure/door panel (6 MM ply for back side)	Only 12 MM -16 MM commercial ply	<ul style="list-style-type: none"> <li>✓ 16-19 MM plywood provides more stability and robustness to the structure</li> <li>✓ 16-19 MM Block board saves the door from titling even after using for a longer period</li> </ul>
0.72 MM for inner laminates, 1 MM for outer Laminates	0.6 MM for inner laminates,	<ul style="list-style-type: none"> <li>✓ Higher the thickness of the laminates, better the protection against scratches &amp; cracks</li> <li>✓ Durability: Thinner ones easily wear off with continuous usage</li> </ul>
<b>REHAU</b> PVC 2 mm for edge bending for door	<b>Chinese</b> PVC 1 mm for edge bending for door	<ul style="list-style-type: none"> <li>✓ Finishing process requires high temperature and pressure, higher the thickness better the finish quality</li> </ul>
Channels & Accessories - Only from <b>TOP BRAND LIKE HAFELE/HETTICH</b>	Use low quality non-branded items to cut corners	<ul style="list-style-type: none"> <li>✓ Minimal to NIL maintenance</li> <li>✓ <b>Using low quality channels and accessories make the interiors to wear off quickly due to frequent usage</b></li> <li>✓ We apply <b>80-20</b> rule, and use only the best brands.</li> </ul>

**Note:** We **don't** use **MDF or particle board** at all.

Following table with technical specifications clearly calls out the material, dimensional specification, grade and associated brands. We have drilled down to the lowest possible detail to ensure **TRANSPARENCY**, **setting a benchmark for the market.**

1. We have also provided the materials used by us, which explains the product benefits (See below). We do not compromise on quality and deliver exactly as committed.
2. We have done our due diligence in choosing the right product. We look at quality first. Just because an item is more expensive than the other, does not mean it has a better quality. We do not just go by the price and the brand name. The following table is based on our extensive market

research spanning various brands and quality options available. Being specific, we have left no scope to deviate or mislead you by offering products of lower quality or unbranded merchandise.

**Hafele means Hafele.** We have not mentioned “or similar” in most of the products. Most vendors write “or similar” and provide lower quality hardware.

- Exception: Laminate (outside and inside): Laminate is for look and feel. If the customer is not satisfied by the colour or look of the brand specified, we can get the laminate from a different vendor. It is only for this reason and only for laminate that we have mentioned “or similar” and we have specified price range. To summarise, laminate is provided according to customer’s choice.
- We have specified the grade as well, because the same brand might have lower grades.

## Material Specifications: Ensures transparency

Material	Width (mm)	Brand	Rate/Grade
Kitchen Plywood ( <b>Marine Ply</b> )	16-19	<b>Century/Green/Duro</b>	<b>BWP Grade/IS710</b>
Kitchen Basket/Tandem Box/Drawer Pull	600	<b>HAFELE/Hettich or Similar</b>	<b>Charged as per actuals</b>
Wardrobe Plywood (Main frame plywood/Block Board)	16-19	Kristo/Image/Festo	MR Grade
Veneers		Century, Kenwood	Up to Rs. 100/sqft
Laminate outside	1	<b>Merino</b> or Similar	Up to Rs. 1050/Sheet (8'x4')
Laminate inside (Off-white/White)	0.72	Airolam or Similar	Up to Rs. 500/Sheet
Backing for all boxing structure	6		
PVC for edge bending: Door	2	<b>Rehau</b> (Germany)	
Drawer in Wardrobe	16-19	Kristo/Image/Festa/Gunjan	MR Grade
Drawer Channel and Accessories		<b>HAFELE/Hettich</b>	
Hinges for wardrobes & Kitchen shutters		<b>HAFELE/Hettich</b>	
Channels		<b>HAFELE/Hettich</b>	
Glass/Mirror	5	Saint Gobain/Modi Guard	
Screws		Hettich or Similar	
Locks		Godrej/Europa	
Handles		Good Quality	Rs 60–150: S-M size
Adhesive		<b>Fevicol SH/3M</b>	

**Disclaimer:** Above specifications may vary slightly for factory finished products. For Example, Brand name could be different and width of the ply would be 16 mm mostly.

## Summary: Agarwal Interiors vs. Market Practice

Comparison pointers	Agarwal Interiors	Market practice	Value Addition
Price	<ul style="list-style-type: none"> <li>Fixed and Fair</li> <li>Non negotiable</li> </ul>	<ul style="list-style-type: none"> <li>Not fixed bias driven</li> <li>Negotiable</li> </ul>	<ul style="list-style-type: none"> <li>One price for all</li> <li>No prejudice</li> </ul>
Specifications (Material and Brands)	<ul style="list-style-type: none"> <li>Crystal Clear</li> <li>No room for ambiguity</li> </ul>	<ul style="list-style-type: none"> <li>Not specified</li> <li>Ambiguous Margin driven</li> </ul>	<ul style="list-style-type: none"> <li>No scope for deviation</li> <li>Assured quality Top brands used</li> </ul>
Transparency	<ul style="list-style-type: none"> <li>100% transparent</li> </ul>	<ul style="list-style-type: none"> <li>Not all is shared</li> </ul>	<ul style="list-style-type: none"> <li>Client in full control</li> </ul>
Group Discount	<ul style="list-style-type: none"> <li>No</li> </ul>	<ul style="list-style-type: none"> <li>Yes</li> </ul>	<ul style="list-style-type: none"> <li>Unbiased client treatment</li> </ul>
<b>SAMPLE CALCULATION</b>			
Wardrobe 42 sq ft Loft 16 sq ft	Cost Rs.58,000 Service Charge 10% Total Cost Rs.63,800	Cost Rs.87,450 Discount 10% Total Cost Rs.78,705	<b>• Savings 23.3%</b>



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