



**DECORUM**  

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**ENTERPRISES**

**COMPANY PROFILE**



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# CHAIRMAN'S INTRODUCTION



**Narendra Kr. Satraval**  
Chairman of Decorum Enterprises

Having a legacy of 41 years of Industry, believing in India and in Indian industry. Relying on innovation to design and develop our products, racing up for technology, having the passion for furniture, willing to work hard to produce a "Made in India" product to invade and conquer the market.

In Decorum Enterprises we live up to a new challenge every day and it is my strong belief that the success of any organization depends on its capability to acquire the right talents on all ranks. Despite being in a diverse environment, we could establish a harmonious team of workers, employees, engineers and architects to work together to achieve the company's three-dimensional strategy: Design, Build and Value, with the customer always being in the focus of each.

# Meet Our Team



**Dhruval Satraval**  
CEO



**Ruhi Manore**  
Marketing Manager



**Yugank Satraval**  
COO



**Mayank Maheshwari**  
Business Developer



## **Company Profile:**

Decorum Enterprises is a specialist furniture supplier of Metal & Seating Furniture. Since the establishment in 1983, our organisation has made a name for itself in the metal furniture market. At Decorum Enterprises, we take great pride in the design and hand-craftsmanship of our products. Our in-house designers create time-honed designs. The expert craftsmen, some of them even from the fourth generation of furniture and Seating karigars, who have been working for the sake of Quality, transform these designs into timeless products. We also offer a custom-made service to meet any specific project requests that one might have.

## **Who We Are**

Decorum Enterprises is founded by Shree Narendra Kumar Satraval, with varied experience in the field of design, interiors, retail and management. Decorum Enterprises is a company who give branded executive metal and seating Furniture to the industry.

## **Dedication:**

At Decorum Enterprises, we hold ourselves to the highest standard of quality, whether it is about the craftsmanship of traditional technique of 6 way tying of the springs, or the high quality of foam and fabric we use for our products or being one of the brands in India offering premium quality. Decorum Enterprises, an online furniture store believes in combining outstanding quality with astonishing value, offering a carefully curated, assortment of office furniture products. Pairing timeless elements with fresh twists, each item is designed to enhance a space, or inspire a memorable experience

## Customer Experience:

Everything we create is designed with our customer in mind, and we're committed to an incredible service experience that leaves our customer smiling each time they visit us online or speak with one of our cheerful customer service associates.

## Our Brand Philosophy:

As a brand we believe in the following design philosophy and principles:

### Natural:

We believe a blank canvas is something full of possibilities and with unlimited potential. At Decorum Enterprises, we celebrate the beauty of natural materials that are crafted into simple, one-of-a-kind shapes and silhouettes. Whether its our fabrics made out of natural yarns like Linen and Cotton, which are at times handwoven or our furniture pieces which are timeless in their design and useful in their purpose, anything natural excites us!





# MISSION & VALUES

Build lasting and positive relations with our business and social environment.

Act in line with international standards of corporate responsibility and business ethics.

# VISION

To be a leading and trusted provider of custom designed space management solutions in the region by providing world class manufacturing of premium quality products and superior customer service.





# OUR MANUFACTURING

We possess two manufacturing facilities, collectively spanning an expansive production area of 25,200 square feet.

Manufacturing 1 - Dedicated in manufacturing Seating Furniture (Metal + Upholstery)

Manufacturing 2 - Dedicated in manufacturing all types of Wooden Furniture (Specialises in Sheesham & Acacia)

# Company Certification's



हस्तशिल्प निर्यात संवर्धन परिषद्  
Export Promotion Council for Handicrafts



**MSME**  
MICRO, SMALL & MEDIUM ENTERPRISES  
सूक्ष्म, लघु एवं मध्यम उद्यम



**ISO 9001:2015**



IAF MLA signatory for Certification of Persons,  
Product Certification and Management System  
Certification (QMS, EMS, ISMS, EnMS, FSMS)

# Our Client's

**SOLMO**





## **Decorum Enterprises**

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