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GENIEMODE BRINGS SOURCING SOLUTIONS TO SPRING 2022 HIGH POINT MARKET

Geniemode, the tech-based sourcing company for furniture, textiles and apparel made its High Point debut last October and has expanded its reach and capabilities in the international market with increased funding and its own collection.

The cross-border B2B eCommerce supply chain and sourcing company raised $7 million in January (in addition to its 2.5-million-dollar start-up, seed funding) in a Series A funding round led by Info Edge Ventures.

Company founder, Amit Sharma, says the funds have helped the company scale its tech platform, boost its design capabilities, expand geographically, extend its reach to more buyers and manufacturing partners – and create a 300-piece collection. A Veteran of eCommerce, Sharma says Geniemode has been adopted by global buyers throughout the U.S., U.K., Australia and Europe. High Point Market will be fertile ground for showcasing Geniemode’s expanded services.

As demand for speed to market furniture and durable goods continues in the U.S. and beyond, the company is previewing its two domestically warehoused collections: CAPIZ Collection and etc. “We have so many incredible manufacturing sources around the world, it just made sense for us to introduce Capiz and etc..as our own collections,” says CEO Scharma, “plus it allows us to give other brands a glimpse of the array of customizable designs and materials that we can create for them.”

The company, intent upon achieving transparency, providing real-time visibility, standardizing and streamlining the process and creating a seamless flow of goods from manufacturers to retailers and e-tailers, is solving supply chain issues for U.S. buyers. Through use of advanced technology and innovative communication, Geniemode offers real-time updates on production and shipment of goods from its factory partners at the touch of a button.

Sharma says the company is focusing on becoming the top platform choice for all international buyers across home goods, furniture, fashion and accessories. “We plan to unlock a high-quality supplier base from India and South East Asia and beyond that is available to small and large buyers across the globe and become a one-stop sourcing platform for these buyers. More than 80 percent of the furniture, hard goods, home soft furnishing and fashion manufacturing is done by micro, small and medium enterprises (MSME) clusters across India and from around the world. We are taking this market global and helping these suppliers scale,” says Gangwani.

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*Geniemode is a next-generation tech, sourcing and supply-chain company offering seamless management of manufacturing, warehousing and distribution. Geniemode builds one-stop online platform solutions for global retailers and brands. Founded in India in 2021 by Amit Sharma and Tanuj Gangwani, the company is transforming B2B cross-border e-commerce by providing access for international customers to supply reliably from India and Southeast Asia.*