

# INTERIA - COMPANY KNOWLEDGE BASE

## 1. COMPANY OVERVIEW

### About Us

Interia is North India's premier luxury interior design firm specializing in turnkey residential projects. Founded in 2012 by award-winning designer Aanya Sharma, we have completed over 250 high-end residential projects across Delhi NCR, Chandigarh, Jaipur, and Lucknow. Our team consists of 35 design professionals, including architects, interior designers, and project managers.

### Mission Statement

To transform living spaces into personalized sanctuaries that reflect our clients' unique personalities while maintaining the highest standards of craftsmanship, sustainability, and innovation.

### Vision

To be recognized as the most trusted name in luxury interior design across Northern India, known for our commitment to excellence, attention to detail, and client-centered approach.

### Core Values

- **Integrity:** Honesty and transparency in all client interactions
- **Excellence:** Uncompromising quality in design and execution
- **Innovation:** Embracing new technologies and design approaches
- **Sustainability:** Environmentally responsible materials and practices
- **Collaboration:** Partnering with clients to realize their vision

## 2. SERVICES OFFERED

### Turnkey Residential Interior Design

Our comprehensive end-to-end service handles every aspect of your interior design project from conceptualization to completion:

- Initial consultation and requirement gathering
- Space planning and layout design

- 3D visualization and mood boards
- Material and finish selection
- Furniture and fixture selection
- Lighting design
- Art and accessory curation
- Project management and execution
- Final styling and handover

## **Design Consultation**

For clients seeking design guidance without full implementation services, we offer professional consultation packages:

- 4-hour in-home consultation: ₹25,000
- Comprehensive design plan (without execution): Starts at ₹1,50,000
- Virtual design consultation: ₹5,000 per hour

## **Kitchen and Bath Specialization**

As certified kitchen and bath specialists, we offer dedicated services for these essential spaces:

- Luxury kitchen design and installation
- Custom cabinetry and storage solutions
- High-end appliance selection and integration
- Premium bathroom design and renovation
- Custom vanities and fixtures

## **Smart Home Integration**

We seamlessly incorporate the latest smart home technologies into our designs:

- Automated lighting systems
- Climate control integration
- Entertainment systems
- Security solutions
- Voice-activated home controls

# **3. DESIGN PROCESS**

## **1. Discovery (1-2 weeks)**

- Initial consultation to understand requirements
- Site measurement and assessment
- Budget and timeline discussion

- Signing of design agreement
- Collection of 30% advance fee

## **2. Conceptualization (3-4 weeks)**

- Development of space planning options
- Creation of mood boards
- Material palette suggestions
- Preliminary 3D visualizations
- Concept presentation and refinement
- Collection of 40% fee upon concept approval

## **3. Design Development (4-6 weeks)**

- Detailed technical drawings
- Material specifications
- Furniture and fixture selections
- Lighting plans
- Custom element design
- Final presentation and approval
- Collection of remaining 30% design fee

## **4. Project Execution (3-6 months)**

- Contractor bidding and selection (if applicable)
- Site preparation
- Construction management
- Regular site visits and quality control
- Vendor coordination
- Installation supervision
- Final styling
- Project completion and handover

# **4. PRICING STRUCTURE**

## **Design Fees**

Our design fees are structured based on the scope and complexity of the project:

- Basic Design Package: ₹150-200 per sq. ft.
- Premium Design Package: ₹200-300 per sq. ft.
- Luxury Design Package: ₹300-500 per sq. ft.

## **Execution Costs**

Turnkey implementation costs vary based on specifications and selections:

- Standard Finishes: ₹2,000-3,000 per sq. ft.
- Premium Finishes: ₹3,000-5,000 per sq. ft.
- Luxury Finishes: ₹5,000+ per sq. ft.

## **Minimum Project Size**

To ensure we deliver the quality and attention each project deserves, Interia accepts residential projects with a minimum budget of ₹30 lakhs.

## **Payment Schedule**

- 30% upon signing design agreement
- 40% upon concept approval
- 30% before detailed drawing phase
- Execution costs are billed separately with their own payment schedule

# **5. MATERIALS AND SUPPLIERS**

## **Preferred Material Brands**

### **Flooring**

- Italian Marble: Antolini, Margraf
- Engineered Wood: Pergo, Kährs, Listone Giordano
- Tiles: Porcelanosa, Marazzi, RAK Ceramics
- Luxury Vinyl: Armstrong, Pergo

### **Wall Treatments**

- Paints: Asian Paints Royale, Dulux Velvet Touch
- Wallpapers: Cole & Son, Elitis, Sabyasachi for Nilaya
- Wall Panels: Decowood, Egger, Decoart

### **Kitchen**

- Modular Systems: Häcker, Nolte, Veneta Cucine
- Countertops: Caesarstone, Silestone, Neolith
- Hardware: Hettich, Blum, Hafele
- Appliances: Miele, Siemens, Gaggenau, Wolf

### **Bathroom**

- Sanitaryware: Duravit, Kohler, TOTO

- Fittings: Grohe, Hansgrohe, Dornbracht
- Shower Systems: Hansgrohe, Gessi, Dornbracht

### **Furniture**

- Custom: In-house design and production
- Imported: Minotti, B&B Italia, Poliform, Molteni&C
- Indian Luxury: Visionnaire, Sarita Handa, Cocoon Fine Rugs

### **Sustainability Partnerships**

- IGBC (Indian Green Building Council) certified designers
- FSC-certified wood suppliers
- Low-VOC material specialists
- Energy-efficient lighting partners
- Water-conserving fixture suppliers

## **6. PORTFOLIO HIGHLIGHTS**

### **Signature Projects**

#### **"The Gulmohar Residence" - Delhi**

- 5,500 sq. ft. luxury apartment
- Contemporary Indian aesthetic
- Custom brass inlay work
- Featured in Architectural Digest India
- Project Value: ₹1.8 Crore

#### **"Chandigarh Modernist Villa"**

- 8,000 sq. ft. independent home
- Mid-century modern inspiration
- Indoor-outdoor living concept
- Sustainable materials and systems
- Project Value: ₹2.5 Crore

#### **"The Jaipur Heritage Apartment"**

- 3,200 sq. ft. apartment
- Traditional Rajasthani elements with modern luxury
- Custom handcrafted furniture
- Project Value: ₹95 Lakhs

#### **"Lucknow Riverside Penthouse"**

- 4,800 sq. ft. duplex penthouse
- Contemporary luxury design
- Smart home integration
- Project Value: ₹1.4 Crore

## Recognition and Awards

- Elle Decor India Design Award 2023 - Best Residential Interior
- FOAID Design Icon Award 2022
- Indian Interior Design Awards - Luxury Residence Category 2021
- Featured in Architectural Digest, Elle Decor, and Good Homes

## 7. CLIENT EXPERIENCE

### Testimonials

"Interia transformed our home beyond our expectations. Their attention to detail and ability to understand our lifestyle needs resulted in a space that perfectly reflects our personality while improving our daily living." — Arjun & Mira Kapoor, Delhi

"Working with Interia was the best decision we made for our new home. Their team handled everything professionally from start to finish, and the result is a stunning space that receives compliments from everyone who visits." — Dr. Vikram Singh, Chandigarh

"The team's creativity and technical expertise are unmatched. They solved complex spatial challenges while delivering a beautiful home that exceeded our expectations." — Priya Sharma, Jaipur

### Client Support

- Dedicated client relationship manager for each project
- Regular project updates through our client portal
- Post-completion support for 12 months
- Annual maintenance recommendations
- Warranty management assistance

### Warranties

- 5-year warranty on all custom millwork and carpentry
- 2-year warranty on all installation work
- Manufacturer warranties managed and supported for all supplied products
- Annual maintenance contracts available

## 8. FREQUENTLY ASKED QUESTIONS

### Project Process

**Q: How long does a typical project take?** A: A full home interior project typically takes 4-7 months from design to completion, depending on the scope and size. The design phase usually takes 6-8 weeks, while execution requires 3-6 months.

**Q: Do you handle all aspects of the project?** A: Yes, our turnkey service manages everything from design to execution, including contractor coordination, material procurement, and installation. We handle all permits, vendor management, and quality control.

**Q: Can I use my own contractor?** A: While we prefer working with our trusted network of contractors to ensure quality, we can collaborate with your contractor if they meet our standards and agree to our processes.

**Q: How involved will I need to be during the process?** A: After the initial design approval stages, your involvement can be minimal if preferred. We handle all day-to-day decisions and only require your input for major design or budget considerations.

### Pricing and Payments

**Q: What determines the final cost of my project?** A: The final cost depends on multiple factors: the size of your space, the complexity of design, the quality of materials selected, the extent of custom elements, and the level of finishes chosen.

**Q: Are there any hidden costs?** A: We pride ourselves on transparency. Our detailed proposals outline all anticipated costs. The only additional costs would be for client-requested changes after approvals or unforeseen site conditions discovered during execution.

**Q: Do you offer financing options?** A: We partner with HDFC Bank and Bajaj Finserv to offer convenient EMI options for qualified clients. Our client services team can assist with the application process.

### Design Approach

**Q: How do you ensure the design reflects my personal style?** A: Our thorough discovery process includes lifestyle questionnaires, inspiration sharing, and detailed consultations to understand your preferences. We create concept boards for approval before proceeding to ensure alignment with your vision.

**Q: Can you work with existing pieces I want to keep?** A: Absolutely. We often incorporate cherished existing pieces into our designs, complementing them with new elements for a cohesive look.

**Q: Do you handle art and accessory selection?** A: Yes, our full-service approach includes art procurement, accessory selection, and final styling to complete the look of your home.

## **9. CONTACT AND SCHEDULING INFORMATION**

### **Design Studios**

- **Delhi NCR (Headquarters)**
  - Address: 42 Luxury Design Center, Sector 57, Gurugram
  - Hours: Monday-Saturday, 10:00 AM - 7:00 PM
  - Phone: 011-4578-9000
- **Chandigarh**
  - Address: 15 Design Avenue, Sector 17, Chandigarh
  - Hours: Tuesday-Sunday, 10:00 AM - 6:00 PM
  - Phone: 0172-357-8000
- **Jaipur**
  - Address: 27 Creative Plaza, Civil Lines, Jaipur
  - Hours: Tuesday-Sunday, 10:00 AM - 6:00 PM
  - Phone: 0141-987-6000

### **Appointment Scheduling**

- Initial consultations by appointment only
- Available time slots:
  - Weekdays: 10:30 AM, 12:30 PM, 3:00 PM, 5:00 PM
  - Saturdays: 11:00 AM, 2:00 PM, 4:00 PM
- Virtual consultations available upon request
- Design studio tours available by appointment

### **Digital Presence**

- Website: [www.theinteria.com](http://www.theinteria.com)
- Instagram: [@interiadesign](https://www.instagram.com/interiadesign)
- Facebook: [/interiadesign](https://www.facebook.com/interiadesign)
- Pinterest: [/interiadesignindia](https://www.pinterest.com/interiadesignindia)
- LinkedIn: [/company/interia-design](https://www.linkedin.com/company/interia-design)

### **Business Consultants**

- Aisha Khan: Delhi NCR Region



- Email: aisha.khan@theinteria.com
  - Phone: +91 98765 43210
- Vikram Mehta: Chandigarh Region
  - Email: vikram.mehta@theinteria.com
  - Phone: +91 87654 32109
- Divya Sharma: Jaipur and Lucknow Regions
  - Email: divya.sharma@theinteria.com
  - Phone: +91 76543 21098