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Merino opens the doors to its first ever Experience Center in New Delhi

After taking the design world by storm all over the country, Merino Group opened the first ever "Merino Experience Center" (MEC) in New Delhi on December 19, 2017. It was inaugurated by Shri C. L. Lohia, Chairman, Merino Group, in the presence of trade partners, prominent architect fraternity and interior designers. With a grand display of all products of Merino under one roof the Experience Center will serve as a one-stop solution for all surface needs.

Speaking on the occasion Shri C. L. Lohia said, "Merino Group has always been a customer friendly brand, but now the company intends to invest in unique ways to develop a deeper connect with our consumers. We aim to deliver additional experiences and broaden the knowledge horizons by giving information about the latest innovations in surface industry. MEC is one such initiative of the Group and the flagship centre has opened in New Delhi. It will be followed by upcoming centres in Kolkata, Jaipur and Bengaluru. It is a marketing initiative to create an organized visual display of all the Merino brands, where any customer or business associate can visit to explore various colours, textures, understand product applications and choose from the wide range of product categories."

The grand display settings at the Experience



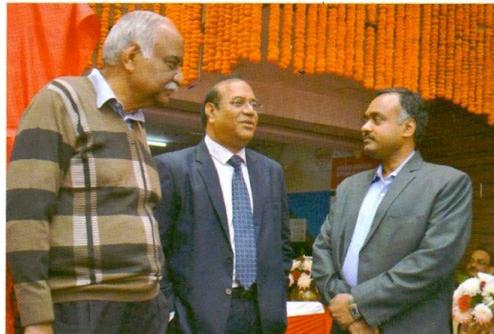
Center will instantly reveal how Merino's different surface solutions can be combined to complement many more surfaces than what the consumers can generally think of. The diversity of the products, styles and verticals showcases that Merino is not only about ground-breaking interior design products but also about whole surface and décor lifestyle experience.

The MEC will allow the brand to come closer and become more familiar to both customers and retail partners. The center will help in showcasing the USP of products on a digital platform through audio-visual formats.

MEC will act as a creative/business hub for the architects and the interior designers enabling them to explore the products and meet sales teams to work on the projects. The Merino Experience Center is well equipped to meet their needs and act as a ground for the architects and the designers for garnering ideas in their quest for design and inspiration. The product display will help them to foster robust discussions and choose from extensive range of Merino surface products.

At the launch occasion, Ms. Aastha Chadha, AGM Marketing, Merino Group, said, "Providing technical guidance and product availability information at a single window will be an added benefit of the centre. Merino's trained personnel can guide customers to make better decisions by choosing the right products suited to their needs. They can be provided small but important information like products suitable to different surfaces be it vertical, horizontal, interior or exterior, apart from the installation and maintenance tips, which a busy retail counter might miss due to heavy footfall."

The center aims to add value to the design fraternity by providing 360-degree information starting from aesthetic appeal with technical and



commercial information all under one roof.

About the Merino Group:

Merino is a versatile manufacturer and marketer of the interior solutions with a wide array of products for homes, offices, commercial and public areas. The Group has diverse business interests expanding into interior architectural products, information technology and food and agro technology.

Merino has market presence in more than 70 countries. The Group revenue of more than \$190 million with 30% generated in geographies other than India. With over 3,500 employees in 5 factories and multiple offices the Group has experienced a significant surge in the recent times. The group commits to the highest manufacturing standards, strong customer support and innovation at its core.

Merino Laminates – till date one of the few brands offering 'Lifetime Warranty' in the decorative laminate business – is a leading manufacturer and exporter in the interior-architectural segment. Launched in 1981 the



brand offers multiple surfaces, textures, designs, colours and applications including interiors, modular furniture, restroom cubicles, labs, floor decorations, etc.

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Merino opens its first experience center in capital

By Satarupa Chakraborty | December 19, 2017

Merino's first experience center, spread across 1500 sq ft and designed by Jun02, brings all the products under one roof and offers consultation too. The brand plans to open same format in all major metros by next year



Laminates and wood architectural material manufacturing company Merino has opened an experience center today at Delhi's Kotla area, a chosen destination for many materials manufacturing brands. Spread across 1500 sq ft, the space is designed by Delhi-based designing agency Jun02. Merino has also revealed its plan to open more such experience centers with similar size at all major metros, with the Kolkata store opening slated in next few days followed by Mumbai and Bangalore.



Talking to Retail4growth, Vishnupriya Mundra from Merino, said, "Our products ranging from laminates to acrylic solid surfaces to wooden wall claddings etc are available through a widespread distributors' network. Through the experience center, we wanted to display our huge range of products under one roof. Adding to that, we wanted to offer the whole setting of experience where one can come and witness and learn on how to create the space with other elements of lighting and accessories. One can't make any purchase at these centers but will be provided with any required guidance in terms of consultation and purchases."



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The Tribune CORPORATE BROADBAND

J&K Bank CEO inaugurates five ATMs, two business units



J&K Bank Chairman and CEO Parvez Ahmed inaugurated an ATM at Peer Budhan Ali Shah at Satwari and also electronically commissioned four ATMs and two business units at different locations across Jammu. The two business units are located at SKUAST Chatha and Majua Uttami Bishna. Four ATMs have been installed at Hatli Morth in Kathua, Rajinder Nagar in Bantalab, Armed Police Complex in Chhani Himmat and Exchange Road in Rehari.

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Subway launches winter feast with classy combos

Subway fans will get to relish some of the



GNA University has received internship-cum-placement letters for their outstanding students of faculty of computational science from various renowned companies in the IT sector. To encourage and acknowledge the efforts of the deserving students, the faculty of computational science organised a get together and Pro-Chancellor Gurdeep Singh Sihra handed over the placement letters to the selected students.

Union Bank unveils e-comfort lobby at main branch in Mumbai



Rajkiran Rai G, MD & CEO, Union Bank of India, recently inaugurated e-comfort lobby at its main branch in Nariman Point, Mumbai.

LIC of India introduces 'Jeevan Shiromani' plan



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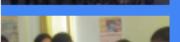
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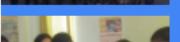
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DEC
19

Merino opens the doors to its first ever Experience Centre in New Delhi



New Delhi, December 19, 2017: After taking the design world by storm all over the country, Merino Group inaugurated the first ever “**Merino Experience Centre**” in the city today. The showroom was inaugurated by the Chairman Shri CL Lohia, in the presence of trade partners, prominent architect fraternity & interior designers. It will serve as a one-stop solution for all surface needs, with a grand display of all products of Merino under one roof.

Speaking on the occasion, Mr. CL Lohia, Chairman, Merino Group said, “*Merino Group has always been a customer friendly brand; but now the company intends to invest in unique ways to develop a deeper connect with our consumers. We aim to deliver additional experiences and broaden the knowledge horizons by giving information about the latest innovations in surface industry. MEC is one such initiative of the group and the flagship centre has opened in New Delhi. It will be followed by upcoming centers in Kolkata, Jaipur & Bangalore. It's a marketing initiative to create an organized visual display of all our brands, where any customer or business associate can visit to explore various colours, textures, understand product applications and then choose from the wide range of product categories.*”

The grand display settings will instantly reveal how Merino’s different surface solutions can be combined to complement many more surfaces than what the consumers can generally think of. The diversity of products, styles and verticals showcases that Merino is not only about ground-breaking interior design products but also about whole surface & décor lifestyle experience.

The MEC will allow the brand to come closer and become more familiar with both customers and retail partners. The center will help in showcasing the USP of products on a digital platform through Audio-Visual formats.

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At the launch occasion, **Ms. Aastha Chadha, AGM – Marketing, Merino Group** mentioned that, "providing technical guidance and product availability information at a single window will be an added benefit of the centre. Merino trained personnel can guide customers to make better decisions by choosing the right products suited to their needs. They can be conveyed about small but important information like products suitable to different surfaces be it Vertical, Horizontal, Interior or Exterior, apart from the installation & maintenance tips which a busy retail counter might miss out due to heavy footfall."

The centre aims to add value to the design fraternity by providing 360-degree information, starting from aesthetic appeal with technical & commercial information – all under one roof.

ABOUT THE MERINO GROUP

Merino is a versatile manufacturer and marketer of Interiors Solutions with a wide array of products for homes, offices, commercial and public areas. The Group has diverse business interests expanding into Interior Architectural Products, Information Technology and Food & Agro Technology.

It has a market presence in more than 70 countries and Group revenue of more than \$190 million with 30% generated in geographies other than India. With over 3500 employees in 5 factories and multiple offices, the Group has experienced a significant surge in the recent times. The group commits to the highest manufacturing standards, strong customer support and innovation at its core.

Merino Laminates – till date one of the few brands offering 'Lifetime Warranty' in the decorative laminate business – is a leading manufacturer and exporter in the interior-architectural segment. The brand was launched in 1981, and offers multiple surfaces, textures, design, colours and application including interiors, modular furniture, restroom cubicles, labs, floor decoration etc.

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Sixth Edition of COLORS
Pinkathon Mumbai 2017 to be
held on Dec 17 at BKC

Photo caption Pinkathon Pinkathon founder Milind Soman takes a selfie with 101-year-old Mann Kaur.



Mr. CL Lohia, Chairman, Merino Group during the opening at the showroom

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Merino opens the doors to its first ever Experience Center in New Delhi

After taking the design world by storm all over the country, Merino Group opened the first ever "Merino Experience Center" (MEC) in New Delhi on December 19, 2017. It was inaugurated by Shri C. L. Lohia, Chairman, Merino Group, in the presence of trade partners, prominent architect fraternity and interior designers. With a grand display of all products of Merino under one roof the Experience Center will serve as a one-stop solution for all surface needs.

Speaking on the occasion Shri C. L. Lohia said, "Merino Group has always been a customer friendly brand, but now the company intends to invest in unique ways to develop a deeper connect with our consumers. We aim to deliver additional experiences and broaden the knowledge horizons by giving information about the latest innovations in surface industry. MEC is one such initiative of the Group and the flagship centre has opened in New Delhi. It will be followed by upcoming centres in Kolkata, Jaipur and Bengaluru. It is a marketing initiative to create an organized visual display of all the Merino brands, where any customer or business associate can visit to explore various colours, textures, understand product applications and choose from the wide range of product categories."

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At the launch occasion, Ms. Aastha Chadha, AGM Marketing, Merino Group, said, "Providing technical guidance and product availability information at a single window will be an added benefit of the centre. Merino's trained personnel can guide customers to make better decisions by choosing the right products suited to their needs. They can be provided small but important information like products suitable to different surfaces be it vertical, horizontal, interior or exterior, apart from the installation and maintenance tips, which a busy retail counter might miss due to heavy footfall."

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Account Manager

Sristi Communications

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TOP STORY

Merino unveils 'Merino Experience Centre'

Staff Reporter
New Delhi

Merino Group recently inaugurated their first ever "Merino Experience Centre" in the city. It will serve as a one-stop solution for all surface needs, with a grand display of all products of Merino under one roof.

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