

Furniture retail brand Evok expands its presence in Punjab with the inauguration of a new store in Zirakpur

With this new addition, Evok now operates three stores in Punjab and two in the Tri-city area, further strengthening its foothold in the ever-growing market of North India.

Chandigarh, 27, June 2023: Evok, a leading furniture retail brand, inaugurated its latest store in the leading area of Zirakpur, on the Ambala Chandigarh highway. Spanning 4500 sq. ft., this state-of-the-art store, was inaugurated by Mr. Rajneesh Mittal, President Falcon Society & Mr. Sameer Bajpai, VP Evok Furniture. It serves as a one-stop destination for homeowners, architects, and interior designers, offering a wide range of furnishing and home decor products, including beds, sofas, dining tables, recliners, coffee tables, modular kitchens, and more.

The store will cater to customers from Tri-city area including Mohali, Panchkula, Chandigarh, and others across Punjab and Haryana. The opening of this store signifies Evok's customer-centric approach, providing customers in designing, upgrading, and styling their homes with the latest and premium products by the brand.

Evok's expansion in Zirakpur marks a significant milestone for the brand, complementing its existing network of 25 stores across North India, including Delhi, Gurgaon, Faridabad, Jaipur, Ludhiana, and Chandigarh. **Evok has also launched an exclusive range of Mattresses that is exclusively available at its Franchise and stores. With a focus on providing the utmost comfort and support, our new mattress collection offers a wide selection of options to suit different sleep preferences. From luxurious memory foam to orthopedic designs, each mattress is crafted with precision and care to ensure a restful and rejuvenating sleep experience. With price ranges starting from INR 7,990 and going up to INR 74,990, there is a mattress for every budget and requirement.**

With a focus on expansion and growth, Evok aims of opening 15 new stores by the end of FY23. This strategic move aims to enhance the brand's physical presence and provide customers with convenient access to a wide range of products. Evok is committed to enriching its existing portfolio, which already boasts over 20,000 SKUs, enabling customers to choose from an extensive selection across multiple categories.

Currently, Evok operates 35 franchise stores, two company-owned stores, and one Shop in Shop (SIS) store across India. Evok has strong online presence through its official website, www.evok.in, as well as on popular e-commerce platforms such as Pepperfry and Amazon.

About Us:

EVOK is the furniture retail brand from the house of Hindware Home Innovation Limited. It is one of the fastest-growing furniture brands in India with a portfolio of over products delivered across 17,000+ pin codes throughout India. With its wide variety of high-quality and stylish products, EVOK is swiftly becoming a partner of choice for customers aspiring for value-for-style home interior solutions. EVOK products are available through online and offline channels including company owned as well as Franchise stores along with its online portal evok.in and other e-commerce platforms like Amazon, Flipkart, Pepperfry and more, ensuring wider accessibility and convenience for customers to explore and purchase their desired furniture items.

For further information on the Company, please visit www.shilgroup.com and www.brilloca.com

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