



Furniture and furnishings brand Evok plans to add 15 new stores in India by the end FY 2022-23

New Delhi, 07 September 2022: As part of the long-term strategy, furniture and furnishings brand Evok announced the opening of additional 15 stores by end of financial year 2023, to increase its footprint across India. The new stores will be in key cities and high potential markets such as Ahmedabad, Ranchi, Kolkata, Patna, Pune, Bangalore, Bhubaneswar, amongst others.

The brand also announced the launch of its 7th store in Delhi NCR, spread over 4500 sq.ft., housing its range of premium furniture, furnishing, and home décor products. Strategically located in Ghitorni- South Delhi, the store is a prime destination for high-end consumers seeking home products for their homes and office spaces. The store is designed with modern and dynamic interiors ensuring a truly first-class luxurious ambiance.

The store is a one-stop solution for all furnishing needs of homeowners, architects, and interior designers helping them to revamp their interiors, upgrade to new furniture or simply design a new space.

Evok stores across all regions allow consumers to experience and purchase products ranging from home furnishing including beds, sofas, dining tables, recliners, loungers, coffee tables, television units, modular kitchens, wardrobes, to office furniture including study tables, chairs, and more.

Talking about the expansion plans, **Mr. Rakesh Kaul, CEO & Whole Time Director, Hindware Home Innovation Limited** said, *"We are on track to have a larger physical presence through increased retail points. We continue to concentrate on expanding our digital platform channels and introducing new products. The brand's growing familiarity across the country is creating an opportunity for us to expand the network at such an accelerated rate."*

He further added, *"Delhi-NCR is a market with a high preference for premium furniture and furnishing and this is our 7th store in Ghitorni is well capitalized to capture the demands. We are committed to our customers and will continue to invest in this market to cater to the rising demand."*

All furniture products by Evok are made with premium solid wood and engineered wood ensuring a high level of sturdiness. In addition to furniture, the brand also offers a wide range of stylish home décor products such as ceiling lamps, cluster lamps, figurines, candle stands, wall art, carpets, rugs, bedsheets, and wall mirrors.

Evok is investing in franchisee partnerships in lieu of expansion of the retail network. Recently, the brand also opened an SIS (Shop-in-Shop) store at the Hippo Store in Gardens Galleria Mall, Noida, Uttar Pradesh. Currently, Evok has 32 franchise stores, 2 company-owned stores, and 1 SIS (Shop in Shop) store in India. Evok also has a strong online presence through its own website www.evok.in and on other e-commerce platforms such as Pepperfry and Amazon.

About Evok:

Evok is the retail business under Hindware Home Innovation Limited. The brand is primarily into furniture, home decor, and furnishings. It is home to furnishing products ranging from solid and engineered wood



furniture, soft furnishings, home décor and accessories, decorative lightings and floorings, wall fashion, modular kitchens, baths, and wardrobes. The core vision of EVOK is to be the first choice of customers aspiring for value-for-style home interior solutions.

About Hindware Home Innovation Limited

Hindware Home Innovation Limited (listed on NSE and BSE as HINDWAREAP), home to iconic Brand Hindware, is the fastest growing player in the Indian Consumer Appliances and a leader in the Building Products segment. With its furniture and home décor retail arm Evok, the company is paving the way to be a one-stop shop for all home solutions.

Hindware Home Innovation Limited is in a Joint venture with Groupe Atlantic of France, the world leader in heating solutions where the company has formed a subsidiary Hintastica Private Limited (HPL) to further tap the opportunities in fast growing water heater segment and electrical heating segment in India and the SAARC region. Hindware Home Innovation Limited also has a strategic marketing tie-up with the Italian company, Formenti & Giovenzana in the kitchen and furniture fittings segment.

Hindware Home Innovation Limited offers products under the brand name Hindware Smart Appliances that includes a range of chimneys, built-in hobs, cooktops, dishwashers, built-in microwave, ovens, sinks, fans, air coolers, water purifiers, water heaters, and room heaters.

For further information on the Company, please visit <https://hindwarehomes.com/>

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