

Furniture retail brand Evok strengthens its geographical presence with its first store in Kolkata

Kolkata, 16, December 2022: Evok, one of the fastest-growing furniture retail brands in India today, announced the launch of its first store in Kolkata, expanding its footprint in East India. Located in the prime area of Salt Lake, the store spans approx. 3000 sq. ft., and offers home and office furniture, including a plethora of options such as beds, sofas, dining tables, recliners, loungers, coffee tables, television units, modular kitchens, wardrobes, office furniture including study tables, chairs and more. The store will cater not only to homeowners but also to architects and interior designers to choose from the wide range of Evok products.

The store launch underlines the brand's customer-centric approach to take the brand closer to its customers and also expands its offline footprint through the franchise route. In addition to Kolkata, Evok has 6 stores in cities like Jamshedpur, Guwahati, Dimapur, Lunglei, Balangir, and Aizawl in East India.

Speaking on the newly launched store, **Mr. Rakesh Kaul, CEO & Whole Time Director, Hindware Home Innovation Limited said,** *"We have seen keen interest from our customers here in Kolkata and have seen great traction for our products online and that led us to open our first-ever dedicated outlet here in the city. Kolkata is an important emerging market for Evok in India, and we see immense potential in this region. This not only marks the beginning of our journey in Kolkata but further strengthens our existing position in East India where we already have 6 additional stores."*

He further added, *"With the home interiors and furniture industry growing at an accelerated pace, we intend to introduce many new products in the future catering to the varied customer needs and augmenting our existing range of 20,000+ SKUs."*

Currently, Evok has 33 franchise stores, 2 company-owned stores and 1 SIS (Shop in Shop) store in India. The brand will be expanding its physical presence across the country by opening 15 new stores by the end of FY23 to strengthen its presence and meet consumer demands. Evok also has a strong online presence through its own website www.evok.in and is also available on other 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 5000 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.

For further information on the Company, please visit <https://www.evok.in/>

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