



EVOK, a brand launched just over a decade ago by the then parent company HSIL (now the retail division of Somany Home Innovation Limited), is a leading player in its domain – home retail industry of India. HSIL entered the modern retail sector with Home Interiors Specialty business and has marked its presence as one of the best in the field of home interior decoration in India. The growing urbanisation of India has led to increasing residential landscapes, changing consumer lifestyle, modern retail sector opportunities and novel demand-supply equations. This has immensely helped the brand and EVOK today has become the favourite stop for offline and online furniture shopping with modern furniture designs catering to different styles and needs of customers.

Market

The home retail market is growing at a CAGR of 15%, fuelled by the proliferation of e-commerce, which is growing in excess of 80% per year. EVOK is leaving no stone unturned to establish its presence in all markets – both offline and online. Intending to consolidate its position in brick-and-

mortar retail, it continues to further substantiate its e-commerce presence. It has gained great prominence in the online space with its e-commerce portal evok.in and also through its presence in leading marketplaces

13.38% during 2018-2023, according to a report by Dublin-based Research & Markets. The furniture market is expected to garner US\$ 61.09 billion by the end of 2023. Further, the India furniture market is anticipated to achieve a YoY growth rate of 14.30% in 2023 as compared to the previous year. Wooden furniture in particular

is anticipated to continue its dominance in the Indian furniture market and is expected to grow at a CAGR of 11.32% during 2018-2023.

The Indian furniture market is further segmented into residential and commercial sectors. The residential sector accounted for US\$ 20.65 billion in 2018. Due to the growth of the urban housing sector and increasing nuclear families, the Indian residential furniture market is expected to grow at a CAGR of 14.16% over 2018-2023. The market for the residential sector is expected to achieve YoY growth rate of 15.08% till 2023.

There are several factors that contribute to this growth. Well-travelled and well-exposed Indians see their homes as reflections of themselves and are spending more on furniture and home décor. With rising disposable incomes and better education, there is a growing trend for engaging professional to do up their homes to match their lifestyles.

Having a large unorganised sector, the market

EVOK operates in has a vast potential. Being leaders in this category with a legacy of offering a vast assortment of products, EVOK's focus is on the customers and meeting their needs. The brand sells its products through thirteen large format retail stores with an average size of 8,500 square feet per store. In addition, EVOK has eighteen franchise stores and its own online portal – evok.in, as well as is available on online multi-brand furniture marketplaces.

Achievements

The EVOK brand leverages the core strengths of the group in understanding diverse consumer and trade behaviour, retail distribution network, brand equity, global sourcing and cost effective supply chain management, which are critical success factors for any enterprise.

EVOK, during its twelve year long journey has established itself as the favourite destination for solid wood furniture. The EVOK brand houses the largest collection of solid wood offerings amongst all branded players. It is further hailed as one of the few players in the industry with immense online presence. The EVOK brand is considered to be the most preferred and best-selling partner in its category in most of the leading marketplaces where it is present.

EVOK has well and truly established itself in a leadership position in the organised home interiors retail market in India. Its expansion plans include setting up more stores in metros and tier-I cities.

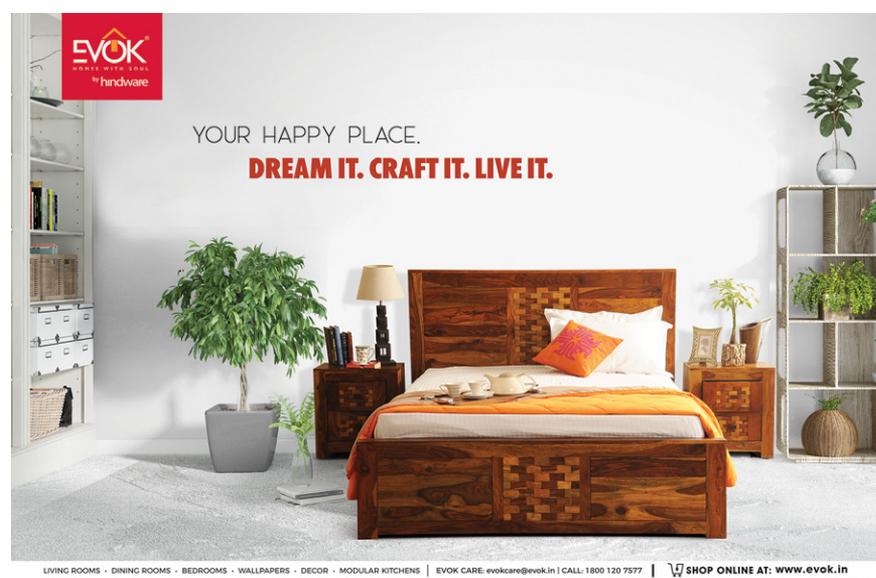
Always presenting new trends, EVOK offers diverse design sensibilities in its products. These come in coordinated colour palettes in furniture and home décor furnishing, thus creating a personalised storyline.

EVOK's vision is to be the first-choice partner of consumers aspiring for value-for-style home interior solutions. Today it offers a huge collection of contemporary products ranging from home furniture, soft furnishings, home décor and accessories to modular kitchens and wardrobes.

History

EVOK is the home retail division of the 60 year old Hindware Group. The group diversified its business in retailing of furniture, furnishings and home improvement products in 2008 under the brand EVOK. Since then, EVOK has continued growing in volumes, in diversity of products and in outlets across the length and breadth of the country.

EVOK is leveraging its parent's – Hindware's – core strengths in understanding diverse consumer trends, trade behaviour, retail distribution network, global sourcing and cost-



mortar retail, it continues to further substantiate its e-commerce presence. It has gained great prominence in the online space with its e-commerce portal evok.in and also through its presence in leading marketplaces

The Indian furniture market is slated to register a compounded annual growth rate (CAGR) of

effective supply chain management to enhance operational scale. It believes that business can be driven by both lucrative deals and dynamic marketing. The company has prepared a strategic roadmap to improve sourcing and extends offers that translate into both top- and bottom- line growth for the business. Going forward, EVOK's distribution expansion will be primarily driven by the franchised stores and e-commerce.

Product

EVOK showcases a huge collection of world class contemporary products in soft furnishings, home furniture, home décor and accessories, wall fashion, modular kitchens and modular wardrobes. EVOK further provides a range of living room products from sofa sets, sectional sofas to recliners. Its furniture designs are inspired by various themes and is an amalgamation of modern and urban furniture designs with the best in quality and long durability. EVOK assures that quality and durable décor products are created using a mix of contemporary and vintage designs.

EVOK's exciting range of modern décor products adds the magic to homes and are made to suit the requirements and style of all the customers. The variety of décor items include lightings, artificial plants, vases, figurines and spiritual décor, photo frames, curtains, clocks and wall décor.

EVOK offers products with current trends like straight-line Scandinavian styled sofas mostly in fabric and compact recliners to traditional and sturdy solid wood beds and dining tables. EVOK's brand of furnishing and furniture also factors in latest colour and style trends which are, in turn, deeply aligned with its product development.

Various facilities are available in both the online and physical stores - free delivery and installation, fourteen-day easy returns and EMI and pay-at-store.

Recent Developments

As a brand, EVOK is integrating most of its retail options. Integration of online and offline stores with options to pay-at-store gives the power in the hands of consumer to choose the desired mode of payment after having a look and feel of the products.



up on modern and chic interiors. EVOK salespersons help customers select the best for their space, budget and lifestyles.

Promotion

EVOK is in the league of brands which has taken digital marketing initiatives to the next level. The brand along with conventional print and BTL activations has mastered the digital marketing initiatives. This has resulted in its focussed approach and maximum optimisation of ROI. The digital initiatives are structured to achieve seamless integration of online and offline goals like hyper local and geo targeted ads and initiatives to drive customers to its stores and

website simultaneously.

Brand Values

The core vision of EVOK is to be the first choice partner of customers aspiring for value-for-style home interior solutions. A chain of large retail format stores under the brand name - EVOK-Home With Soul - is operating across the country.

A brand with a soul for its own employees, its partners and for its customers is indeed the core brand value of EVOK.

EVOK also offers additional features like location based pricing and inventory choice. For example, a sofa creates the first impression of one's home to outsiders as it is the focal point of one's living room, but buying a sofa can be confusing. EVOK's trained salespersons expertly guide the customers. For instance, L-shaped sofas are created specifically for the space constraints of modern homes. With their trendy and flexible designs, such sofas are excellent for those who, despite having small homes, do not want to give



HOMES WITH COMFORT

200 cups of coffee.
100 PPT making sessions.
300 nights of binge watching during breaks.
50 brainstorming sessions.
100 empty boxes of pizzas.




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SHOP ONLINE AT: www.evok.in

Things you didn't know about EVOK

- * EVOK which is primarily known for its furniture and lifestyle home décor also offers the entire gamut of Hindware range of consumer durable products
- * Its digital initiatives are structured to achieve seamless integration of offline and online goals like hyper local and geo targeted ads and initiatives to drive customers to its stores and website simultaneously
- * A customer can return any EVOK's product within fourteen days of purchase
- * EVOK also offers additional features like location based pricing, inventory choice and pay-at-store