

Saraf Furniture to Invest \$3.4Mn for expansion of production unit in Rajasthan

- The brand looks forward to offer opportunities for 1000 jobs for technicians and carpenters

Exclusive Sheesham wood furniture manufacturer and seller, Saraf Furniture, plans to invest **\$3.4Mn (Rs. 25cr)** for its **20 Acres production unit** amongst this pandemic situation. The aim of expanding production unit in Sardarshaher is to tackle high demands and challenges of customers posed in the COVID era. This Sheesham wood furniture giant is expecting good in terms of manufacturing and selling with the upgradation of old technologies to new and advanced in order to deliver furniture to the customers without any delays.

The company has an optimistic approach towards employment opportunities as the current pandemic situation has forced workers to sit at home without pays. **The brand looks forward to offer opportunities for 1000 jobs for technicians and carpenters.** Through the expansion, the company has opened the doors for female workers too. “We shall take them up and train all the female employees to match up with the standards of our men carpenters and technicians” said Raghunandan Saraf, Founder & CEO, Saraf Furniture.

This post-lockdown expansion is focused on **200 percentage increase in the production.** The furniture firm, as per its expansion strategy, shall be operational by 15th Jan 2021. “Our genuineness of selling and manufacturing Sheesham wood furniture directly from the outlet makes all the products very much cost-effective. 30% variation can be seen in the price from our competitors in the market”, explains Raghunandan Saraf.

With the aim of becoming furniture hub in Rajasthan, this Sardarshahar city expansion of 25 Crores will follow the focused approach in setting up this production unit.

About saraf Furniture:

Saraf Furniture (www.insaraf.com), launched in 2014 by Raghunandan Saraf, specializes as a direct manufacturer of solid Sheesham wood products available in wide range in India. It is the only company dealing in all kinds of furniture, about 6000 varieties, made from Sheesham wood. The company sources direct wooden logs, handpicked by their experienced selectors, and then lead it to their manufacturing unit for further processes.

As direct manufacturers and online retailers, Saraf Furniture, has a rich in-house system of 1500 artisans, workers, and craftsmen who design their distinctive range of wooden furniture tailor-made for commercial and residential purposes. The brand bags an average of 5 million engaging online visitors per annum. araf Furniture’s wide range of products are available on the brand website as well as can be viewed on a mobile application for iOS and Android devices. The brand continues to expand its brick and mortar presence in Bangalore, Hyderabad, Delhi, Surat, and Sardarshahar in Rajasthan.