



J designco
MANUFACTURER-EXPORTER

DECORATING HOMES WORLDWIDE



**DESIGN IS WHERE
SCIENCE AND ART
BREAK EVEN CREATING
SOMETHING
BEAUTIFUL,
SOMETHING RARE &
SOMETHING USABLE.**



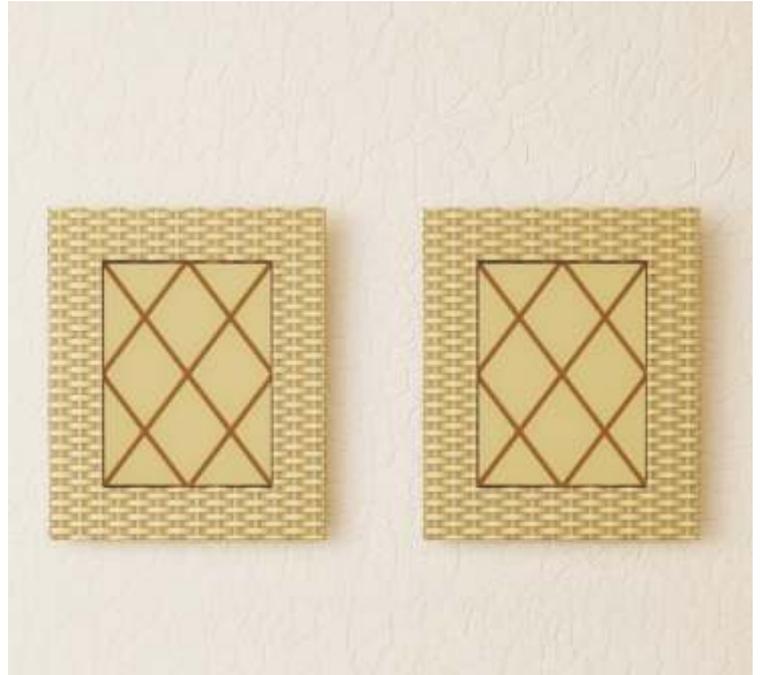
**DESIGNCO IS THE INDIA'S
FASTEST GROWING
HANDICRAFTS EXPORT
COMPANY, OFFERING
CUSTOMERS EVERY CHOICE IN
TERMS OF MATERIALS LIKE;
WOOD, GLASS, METAL AND
STONE WITH MULTIPLE
FINISHES.**





CONTENTS

01. INTRODUCTION	07-08
02. VISION	09-10
03. CORE FOUNDATION	10-12
04. AWARDS	13-14
05. WHAT WE DO	15-16
06. PRODUCT LINE	17-20
07. METAL FINISHES	21-24
09. PRODUCTION	25-32
10. OUR COMMITMENTS	33-46
11. GETTING IN TOUCH	49-50



ABOUT US

At Designco, We provide sophisticated, one-stop-shop solutions to meet our customers' specific needs and helps to create a platter of offerings where they have more choice, more options to choose from. Today we have evolved to a point, where-in we are catering from exclusive designers to mass retailers, equally effectively.

Our global team of designers and trend-experts work daily to ensure that our products shall be tuned to the latest trends and with reliable global compliance. We have invested millions in our infrastructure & support systems, adding backward integration processes, commissioning a number of machines and improving the quality of man force through skill-development programs.



India's fastest
Growing handicrafts
company



Turnover in tunes
of 100 million \$



Capacity to cater
to evolving trends



Multiple
material choices



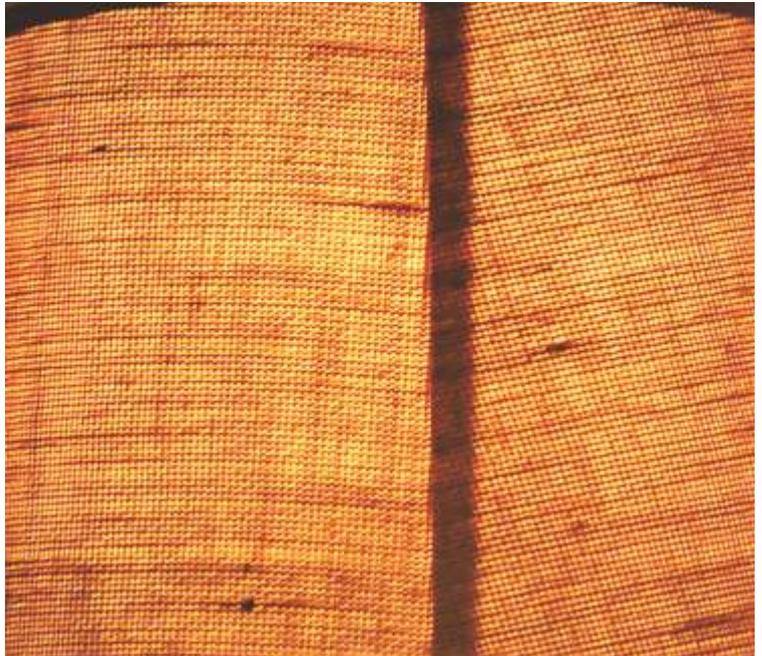
Global customer
base



State of the
art Infrastructure

VISION

Be the world's premier handicrafts manufacturing and exports organization by achieving extraordinary results for our customers, building satisfying careers for our people, and earning a fair return on the value we deliver.





CORE FOUNDATION

Our foundation forms the basis for our culture, business strategies and our brand.



WE ARE ENTREPRENEURS:

Our company was started by Late. Shri Narayan Kumar Lohia, an avid entrepreneur, in Muradabad, (U.P. - India) in 1957, to create and develop a successful business by identifying the opportunity of producing products that met customer needs in faraway markets.



ETHICS & COMPLIANCE:

We are committed to good corporate governance and uphold the principles of sound corporate governance, which emphasize transparency, accountability and independence. The foundation of Designco's culture lies in our history and our values.



WE ARE HUMBLE:

Having evolved from a 'start-up' to a global handicrafts exporter, creating value for our customers has been driving our success. The spirit of agility continues to drive the way we support our customers, suppliers, the industry and communities to grow.



WE ARE FAMILY:

Trust and integrity are the cornerstones of our long-lasting relationships and essential to foster loyalty and teamwork. We care about our people, our customers, vendors and communities and about creating a sustainable future together.



CODE OF CONDUCT:



Our Code of Conduct and Business Ethics outlines our expectations for our colleagues to uphold the International Labor Organization's "Declaration on Fundamental Principles and Rights at Work" and the ten principles of the UN Global Compact, covering human rights, labor, environment and anti-corruption, throughout our operations. We also support the UN Declaration of Human Rights as a necessary foundation for social development and economic progress. Our Code of Conduct and Business Ethics is accompanied by our Anti-Bribery Policy, Guidelines on Gifts, Entertainment and Hospitality and Guidelines on Whistle blowing/Reporting of Concerns.



AWARDS AND ACCOLADES

Designco has been awarded through prestigious awards in a number of categories.



TOP EXPORT AWARD
(HANDICRAFTS),



EXCELLENT EXPORT AWARD



EXCELLENT EXPORT
GROWTH AWARD (IRON),



OUTSTANDING NATIONAL
EXPORT PERFORMANCE
(ALUMINUM ART WARE)



OUTSTANDING NATIONAL EXPORT
PERFORMANCE (ART METAL WARE),



TOP EXPORT AWARD
(ART METAL)



WHAT WE DO

From manufacturing to exporting: Boundaries between exclusiveness and scales are fading-away. Customers have the power to decide what to buy, where and when they want to. Designco understands this and helps to create a platter of offerings where they have more choice, more content to choose from. Today we have evolved to a point, where-in we are catering from exclusive designers to mass retailers, equally effectively.



PRODUCT LINE

Our global team of designers and trend-experts work daily to ensure that our products shall be tuned to the latest trends and with reliable global compliance. The categories that we offer are:

KITCHEN
DECOR ▶



GARDEN
DECOR ▶





CANDLE
HOLDER ▶



VASES ▶



WALL ARTS



HANGING
LAMPS ▶

MODERN
VASE ▶



UTILITY



◀FRAMES



DECOR ▶

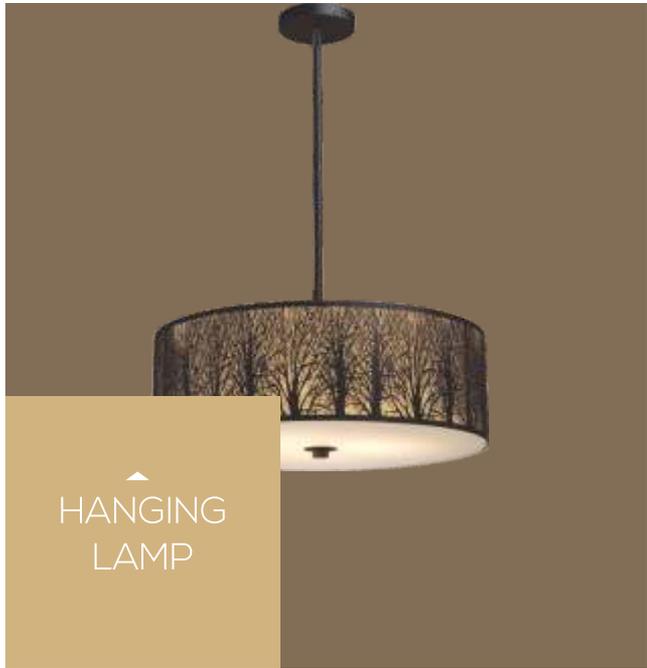
DORN EVENT HIRE



UTILITY ▶



KITCHEN
WARE ◀



▶
HANGING
LAMP



SERVE
WARE ▶

MATERIALS

Mixed Material Capabilities allows us to provide a wide range of assortment with great design interpretation and constant & systematic market mapping for trends, specs and costs. Product re-engineering helps us to meet price points, involving technology, waste calculation, change in material and technique. The combination of materials in or offering are:

WOOD ▶



BRASS ▶



GLASS ▶



PEARLS ▶



ALLUMINIUM ▶



STEEL ▶





BONES ▶



◀ ROCK



◀ IRON



01
Design Brief



02
Trends /
Seasons &
Festivals



03
Brief from
buyers/
proposed
by designers



04
Concept
Development



05
Fair Sketch
1:1 Ratio





06
CADS



07
Files sent to
buyers/agent



08
Feedback
Changed if
required



09
Technical



10
Sampling

PRODUCTION PROCESS

GOAL

- » Highest Quality
- » Shortest Lead Time
- » Lowest Cost
- » Transparency



PERFECTION



PLANET





PROCESS



PEOPLE



PARTNERING



PREVENTION



PROCESS IMPROVEMENT

Process Improvement Services

Customer Satisfaction

Ramp-up Management

Cloud Management

Transition Change

Operational Excellence

Safety

Team Management

Quality



01
People

Training
Over-Processing
More Consistency
Better Systems for
Handling.



02
Processes

Process owners define the
usage of machinery
Day to Day production
coordination
Electroplating processes.



03 Quality

Quality audit at different stages of production to ensure quality parameters at each point.

STREAMLINING OF PROCESSES





OUR COMMITMENT

Not only do we take care of our customers, we take care of responsibilities as a global company by paying attention to how we conduct our business, with our corporate responsibility focusing on promoting sustainability and skill development, making sure we waste least and improve most.

OUR FOCUS

Our sustainability initiatives
focus on four key pillars

Adding value in our supply chain.

Committing to the well being and
development of our people.

Responsibly managing the environmental
footprint of our operations.

Contributing to the sustainable development
of the communities in which we operate.



SAAMARTHYA

We engage our people to meaningfully contribute to our communities. Our people are empowered to make a difference either as volunteers for company-led initiatives or as leaders of their own projects supported by company resources. We believe we are "in it together" to support the communities in which we live and work.

Most importantly we have heart – sharing knowledge, skills and our resources to have a positive effect on our communities.







KARMA-CHETNA

We responsibly manage our operations to reduce our impact and raise awareness to effect change. We use our resources wisely and efficiently and are committed to reducing our environmental footprint as well as monitoring and reporting our achievements. We support our people to champion change and adopt sustainable practices in our workplaces.







EDUCATION

Our programs are aimed at providing quality education to the underprivileged children. Lohia Global has partnered with "Ekal" to adopt around 80,000 schools in rural India. The Ekal Vidyalaya Foundation is a registered, non-profit service organization dedicated to bringing education & village development to rural India. The overriding philosophy is to take a holistic approach to social and economic development. The Ekal movement is the largest grassroots, non-government education movement operating in remote and tribal villages of India.

CLEAN WATER

Clean water is the most basic need for human life. By enhancing the simple water conservation models like rain water Harvesting, we trying to achieve an impactful result in access to clean water.





ENERGY

Improving access to affordable & reliable energy products & services for low-income consumers.

OUR SUSTAINIBILTY GUIDING FROCE

Lohia Manav Kalyan Trust is an independent charity established by Lohia Global to create and scale new solutions to rural development challenges. We apply business thinking to major social and environmental issues linked to the community development issues – and seek to leverage the skills and networks of Lohia Global, where possible to deliver greater development impact.

Over the years, learning from both success and failure, we have established a new enterprise-based model to deliver significant and lasting social and environmental outcomes. We now deploy a blend of financial and non-financial resources to accelerate social innovation and harness private markets to deliver public benefit at scale.





www.designco.com