



OPULENT[®]

— DECOR —

BY HARYANA HANDLOOMS

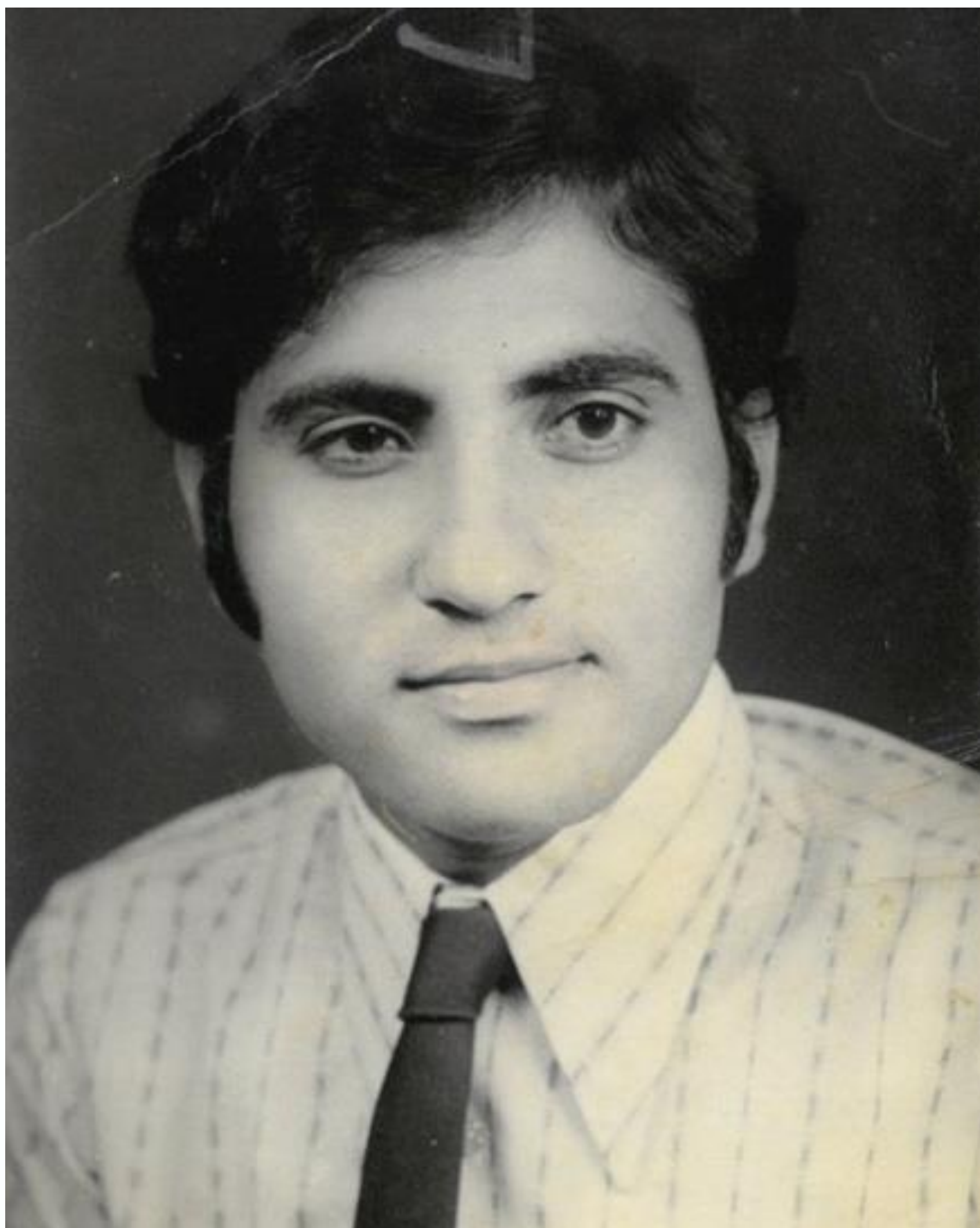
Driven By Passion, Inspiration & Legacy

50+
YEARS

30+
BRANDS

1000+
PRODUCTS

Over 5 Lakhs + Happy Customers



About Us

We are a family owned home décor store with a legacy of serving customers for more than 50 years. Currently in the third generation, Haryana Handlooms has been synonymous with quality, service, variety of products & the best price.

Started from a small loom post independence in Panipat, Haryana Handlooms has grown its way into the heart of its customers with currently 2 stores and more than 500,000 happy customers across Odisha.

Like any home-grown business, Haryana Handlooms also had a very humble beginning & with sheer passion & hard work, the brand has grown itself to what it is now.

The Journey



1947

It was post independence that Shri Bahadur Ch. Chawla moved to Panipat from Pakistan side of Punjab & set up the stepping stone of Haryana Handlooms with its first handloom at Panipat.



1969

Working with his father & understanding the nitty-gritty of the handloom business, after his graduation, Mr. Lajpat Chawla moved to Bhubaneswar in pursuit of better opportunities as a sales manager.



1970

After understanding the market & saving enough for his own venture, Mr. Lajpat Chawla started his own store as a temporary establishment on the footpaths of Bhubaneswar.

The Journey



1975

1975 marked the beginning of the history we all know. With its first ever brick & mortar store in Ashok Nagar, Haryana Handlooms was all set to leave its mark on the golden pages of Odisha



1981 & 2002

1981 marked another milestone achieved with the 2nd store of Haryana Handlooms and also paved the path for Mr. Gaurav Chawla as the future heir to the legacy of his father. He joined full time operations in 2002.



2019

After learning from the best in the industry, the sky was the limit for Mr Chawla. In 2019 he added another feather in the cap with the largest home furnishing store in Odisha, Opulent Décor by Haryana Handlooms.



OPULENT

• D E C O R •

BY HARYANA HANDLOOMS

OPULENT DÉCOR BY HARYANA HANDLOOMS– the latest venture of ours is a dream come true. As the largest home furnishing store in Odisha, it boasts of 8000+ square feet of exquisite home décor products from across the globe. With more than 30 international brands & 5000+ varieties of products, Opulent Décor is surely going to spoil you with choice.

It was a dream project & a major milestone in the journey of Haryana Handlooms. Every product we house, has been handpicked by us to provide the best quality & designs to our customers.



The Man behind the Brand

Currently in its 3rd generation, led by Gaurav Chawla, Opulent Décor has grown to be the brand it is now. Taking cues & learning from his father, Gaurav wanted to revolutionize the way people in Odisha perceive home décor & furnishing by giving them a taste of luxury from various international brand and setting up latest trends in the market.

Gaurav has been an outstanding entrepreneur who has set a precedent of a luxury home décor brand in Odisha. An avid golfer, Gaurav loves to travel to understand the latest trends in market and then offer it to people back in Odisha.

With a never-say-no attitude, Gaurav has won many awards for his outstanding work & delivered some of the most challenging projects in the past.



Why Home Décor Industry?

The India home furnishings market size reached **INR 48,625 Crore in 2022**.

Looking forward, IMARC Group expects the market to reach **INR 78,536 Crore by 2028**, exhibiting a growth rate (CAGR) of **8.23%** during 2023–2028.

- This is an industry that is continuously growing at rapid scale
- Aspirational lifestyle is driving the growth of the market needs
- Covid lockdown has taught the importance of home spaces
- Accessibility to latest styles & trends has resulted in growth
- With more emerging brands people have started to become brand conscious
- Growth in real estate sector has directly impacted growth of the market size

1. Bed, Bath & Kitchen Linen

We deal in all kinds of bed, bath & kitchen linen starting from towels to kitchen napkins, shower curtains to blankets, we have it all

2. Curtains & Blinds

Be it doors or windows we have curtains & blinds for all your needs. Customized or readymade, manual or motorized, we do it all.

3. Mattress & Pillows

We deal with the best of brands out there in terms of mattress & pillows. Housing the biggest Sleepwell world, you will find all you are looking for, under one roof

Our Products

4. Flooring

We deal in all kinds of artificial flooring. Be it engineered wood or laminated, vinyl or SPC, you name it, we have it. We also do customized flooring.

5. Rugs & Carpets

To make your rooms feel warmer & to add that suave touch, we have the perfect rugs for any need. Available in all sizes & make, our rugs are going to wow you.

6. Wallpapers

Bored with the usual paints on your boring wall? We have the perfect solution for you! Browse through more than 10,000 designs of wallpapers from various brands for your homes.



Brands we deal in



RITU KUMAR

SARITA HANDA



WELSPUN INDIA
HOME TEXTILES



OBSESS_{IONS}



Our Corporate Clients



And Many More



The Opulent Decor Franchise

An Opulent Décor franchise is simple & easy!

Even first-time entrepreneurs with zeal & passion can make this a successful venture.

We have been pioneers in this industry with more than 50+ years of experience in the Odisha market. We are looking for like minded partners to develop a model that is a mutual win-win successful venture.

Benefits of the association



Reduced Cost
Of Investment



Staff
Training



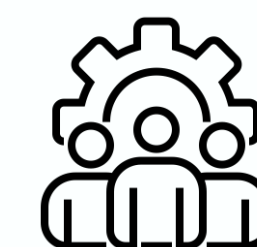
Brand Value



Higher Return
On Investment



Marketing
Support



Operational
Knowhow

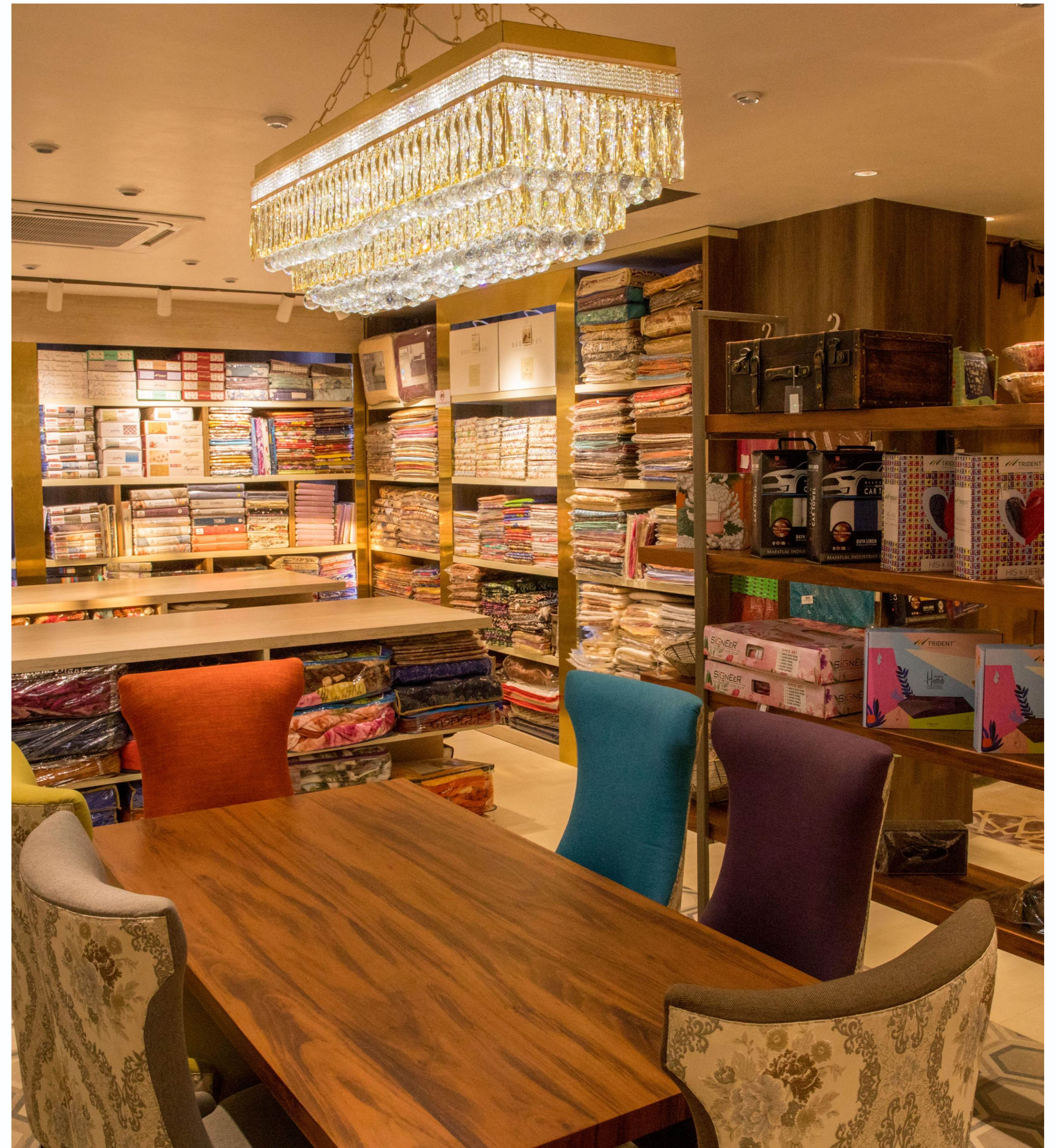
The Opulent Decor Signature Franchise

Space Required 1500 – 2000 sq.ft

Approx Investment INR 40 – 50
Lakhs

Franchisee Sign-up Fees 10 Lakh +
GST

Approx ROI In 3 Years





As a franchisee partner you get

- Exclusive use of the Opulent Decor name, logo and brand collaterals
- Access to industry knowledge and best practices
- Benefit from Opulent Décor overall brand marketing
- A Long-term partnership benefit by associating with an established brand
- All latest products from brands which they normally don't give to newcomers.

We will assist you in the following

- Store design & layout
- Choosing the right vendor and rates for store fit-outs
- IT & POS building
- Choosing the right products and suppliers to cater to your customers
- Successfully launching the store
- Training the staff
- Marketing & PR assistance for business generation
- Continuous operation support.



Target Cities For Franchisee Expansion – Phase 1

- ROURKELA
- BERHAMPUR
- SAMBALPUR
- ANGUL
- JAJPUR ROAD
- JHARSUGUDA



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