
JSL Artdinox to make itself a lifestyle brand

Monday, 24 Aug, 2009

Artd'inox, the lifestyle brand from Jindal Stainless, which elevated steel from kitchen shelf to a product of many seasons, said that it is pegging its growth by focusing on three core areas namely functionality, affordability and design. It added that "The innovative approach to our products is a part of an extensive research and development in steel."

Mr Veer Kaul COO of Artd'inox said that "We do not just want to restrict steel to kitchen products but make it a lifestyle brand."

The company has launched steel in yarn form and is introducing an entire collection of table mats, runners and coasters designed by weaving steel yarn with soft fabrics such as organza, tussar and even silk.

Artd'inox primarily operates in two categories retail and exports. Currently, 50% of the company's turnover comes from its exports. It supplies to global chains such as IKEA and Whirlpool, among others.

For the domestic retail business, Artd'inox expects to open more stores, besides extending its shop in shop concepts in modern retail formats. It has about 10 exclusive outlets over 40 odd shop in shops.

Global foray

On its international foray, Mr Kaul said the company is looking to enter West Asia and Colombo in the near term. He added that "For the current year, we will invest INR 5 to INR 10 crore to scale up marketing and distribution."

He said that most of the funding will be through JSL. He added that the company is growing at about 50% YoY.

(Sourced from Business Line)

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