



Press Release

ISHĀNYA, India's Largest Design Centre and Speciality Mall for Interiors and Exteriors, opens its next store – @Home, the Mega Home Store

- ***Fast moving to completion – most outlets to open by the year end***
- ***To feature over 100 outlets offering more than 5000 brands to open doors when all stores operational***
- ***A single sourcing point for 52 categories of products and services, materials and knowledge, drawn from across the best in India and across the globe***
- ***A knowledge and research centre, mock up and simulation centre, amphitheatre, seminar hall, exhibition spaces, creativity centre.***
- ***Widest possible range from the truly price competitive to the ultra-designer league***

Pune, November 7, 2007

India's largest Design Centre and Speciality Mall for Interiors and Exteriors, ISHĀNYA, today announced that @Home, the Mega Home Store, had been formally opened by Mr. Vaman Parekh, Chairman, Nilkamal Ltd.

Spread over a plus 20,500 sq. ft. the new @Home Store, housed within Arcade 2 at Ishanya, would be a format that would encompass new format mock up rooms including 20 living room styles, 18 bedroom styles, and 20 distinct dining rooms, besides home accessories and soft furnishings.

The @Home offering heralds a new spate of store openings at Ishanya, which is now fast delivering its promise as India's Largest Design Centre and Speciality Mall.

Ishanya is a destination where anyone who wants anything in interior and exterior products, design, or services can congregate, exchange ideas, browse or buy. The name Ishanya means north-east in Sanskrit, the most auspicious direction according to the ancient Indian science of Vaastu-Shastra. And Ishanya is located very conveniently in the North East of Pune.

"Ishanya is a pan-India Design Centre and Speciality Mall dedicated to offering all its customers – whether shoppers for the home or office or professionals in the design industry or builder /developers or service providers a unique combination of ideas, expertise and solutions. It will be a must-visit destination for everyone interested in good design whether is consumer or its business aspects. Its unique partnerships with the IIID and CCPS, and indeed other bodies, will make Ishanya a thought-leader – a destination for retail and inspiration," Mr. S. C. Mehta, Vice Chairman & Managing Director, Deepak Fertilisers And Petrochemicals Corporation Ltd. said.

India's Largest Design Centre and Speciality Mall for Interiors and Exteriors

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www.ishanya.com

a division of Deepak Fertilisers And Petrochemicals Corporation Limited



With 5,50,000 square feet of retail and services space, Ishanya is a single sourcing point for 52 categories of products and services, materials and knowledge, drawn from across the best in India and across the globe. Over the next few months, the remainder of Ishanya's over 100 outlets offering more than 5000 brands, all dedicated to interiors and exteriors will open their doors by this festive season. Its range offers very wide choices right from the truly price competitive to the ultra-designer league. By night Ishanya will convert into the cultural hub of Pune with an amphitheatre that will form the destination for all performing arts and multi-media shows or even a venue for corporate events.

Ishanya, will be truly unique in that it will also offer art galleries, specialized centres for design, training and research, seminars and exhibitions, features that will truly make it a design destination like never before. Moreover, it is the only Design Centre endorsed by the Indian Institute of Interior Designers (IIID) and Confederation of Construction Products and Services (CCPS).

The IIID will have its chapter office at Ishanya, with a Knowledge and Research Centre that it will run. Ishanya and IIID will work together to create opportunities for learning whether you are a professional in the business of interiors and exteriors or whether you are simply a consumer looking for knowledge and help.

The Ishanya-CCPS Training and Development Centre will train engineers, supervisory staff, craftsmen, consumers and laymen on the correct selection, usage and application of various products and materials in interiors and exteriors. The centre will also hold seminars, conventions, workshops and training sessions to raise quality and design of indigenous products and services to world standards. Ishanya's CCPS tie-up enables us to provide our customers a huge database for product suppliers and service providers including CCPS trained craftsmen.

Over and above the extensive range of products what makes Ishanya truly unique is its service aspects. We have a Mock-up & Simulation Centre which will be the place to see what your home or office can look like even before it leaves the drawing board. Our Knowledge Centre will offer information and inspiration at your fingertips. Best of all we will offer Design Solutions with Architects, Interior Decorators and Landscapers at hand to advise and inspire. Ishanya's proposition is truly the most comprehensive that one can get in the space design field.

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