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New Delhi, November 16, 2015: Mad(e) In India, a premium lifestyle brand with a vision to become an India-story lifestyle accessories destination, announces the launch of its premium collection "RAAJAS Collection" adorned with beautiful designs and high quality material of rosewood and metal artistically applied very beautifully to this new range. This collection of new home decor products include -- Wall clocks, Table clocks, Vases, Pen stands, coasters, tissue box holders. The collection is here to give an elegant & sophisticated look this Diwali to your home leaving a mesmerizing impact to the buyers.

Besides, two of its new range, the brand has reinvented some of its very beautiful products in brown and gold - an add on to the existing multicolour range. Priced between Rs 690 – Rs 2290, the product ranges have Indian imprints that will be available across India. With the newly added 66 designs to its product ranges, Mad(e) In India today has about 562 different SKUs spread across its product categories and is planning to expand more.

Pankaj Acharya, CEO & Founder, Mad(e) In India said, "With the new range of products added, we are set to embark on a journey of sophistication and vibrancy through our design stories and colour blend. Our set of highly skilled and experienced craftsmen guarantee the finesse and detail of each piece depicting India in all its vibrancy with total focus on joy, storytelling, experience and the pride of ownership."

With 34 categories of merchandises and some exclusively Indianised themes inspired by Cutting Chai serving tray, coasters inspired by Peacock theme, wall clock inspired by Paisley or Sun abstract, vases inspired by Airavat, and penstands based on Jharokha or Old Coin besides multiple other quintessential designs, the brand also has extensive expansion plans to open 100 new outlets and be present across many multi-brand outlets across India by 2020. Currently, apart from a significant online presence, the premium brand has three of its own stores, presence across 22 multi-brand outlets, including India's major international airports. With its initial presence in Singapore, the brand plans to establish its footprints in Dubai and the US too.

About Mad(e) In India: Mad(e) In India is a premium lifestyle brand headquartered in Mumbai. It started with a Facebook blog in March 2010, which talked about India and taking pride in being an Indian. Later in January 2013, it was formally launched and has three major consumer categories- Souvenirs, Gifting and Lifestyle accessories.

The brand offers a range of Lifestyle merchandises and accessories, each of which depicts Indianness in its design and has a unique cultural story to tell. For further details please visit: <http://madinindia.in/>