







**DESIGNS** OF THE FUTURE,  
OFFERING YOU **VALUE**  
FOR FURNITURE







**AT CORE WE ARE**

Driven by Innovation.

Consumed by Passion.

Valued for Expertise.

Gujarat. India. The World.



## Innovation at CORE


**WITH A STRONG RETAIL NETWORK, 25 BRANCHES ACROSS INDIA AND PRESENCE IN OVER 20 CITIES ACROSS 10 STATES, CORE IS COMMITTED TO PROVIDE INTERNATIONAL QUALITY PRODUCTS TO ITS CUSTOMERS.**

Established in 1993, in the then small town of Surat, we have been dedicated to serving our customers with the best quality and performance-oriented products with innovation as the core of our value-set. As early as 2000, at a time when selling plywood was done in godowns and sheds, **CORE took the bold step of setting up India's first ever showroom for sale of plywood, veneers, laminates and facade products.**

A design innovation driven attitude and an ear to the ground helped CORE expand and prosper into **new age products and designs like acoustic, top surfaces materials, floor products, facade and concrete materials with a range of exquisite designs and options.**

Propelled by a compelling need to make shopping for furniture products worth its value, CORE expanded from home turf Surat to Gujarat and then to various parts of India. Today with a massive workforce of 350 plus employees, CORE eyes the world.





## Success to the CORE

1

Humble beginnings yet futuristic outlook witnessed CORE's expansion beyond Gujarat and across India. With an eye for the unique and exquisite, CORE now has numerous countries under its scanner.

2

Pioneers in the concept of adding class and innovation to interior and exterior designs in the form of ultramodern furniture products, CORE has been the market leader to offer an end-to-end design showcasing and solutions under one air-conditioned roof.



3

Today, CORE not only offers plywood, veneers and laminates, but also offers new-age interior and exterior products that spell class. Catering to the well-travelled Indian and his futuristic needs, CORE understands their need to match their spaces with the best in the world by providing this design-aware customer a varied range of globally recognized products they can take pride upon.

4

Owned and run by first generation entrepreneurs where growth decisions, expansion ideas and networking is quick and effective, and supported by our powerful task force of more than 350 passionate personnel, we stand as the forerunners to fulfill all your needs.







## CORE Vision

We Dream of being the first choice of the globally travelled customer armed with a global design vision for their interior and exterior spaces.

We aspire to be innovation driven and consistently live up to the future demands of the consumers all over the world.

We strive to procure all the latest products and technologies for all our showrooms, thus providing the customer a one-stop solution for all their needs.

## CORE Mission

To deliver global quality products customized to serve the local needs and environments resulting in happy, satisfied and recurrent customers.

To be focused towards providing innovative products to design and construction professionals for creation of world class spaces moulded with our products.

To offer the society at large, an ethical, responsible and environmentally committed firm that can be the benchmark for all that is good and right in a business environment.

# Core of the Product

CORE is future ready with a host of products that add value for your furniture. We go the extra mile to offer customers innovative choices and value thus enabling them to add class and novelty to their spaces.

## Floors

- Sintered compact slabs
- Vinyl floors
- Wood floors
- Micro toping
- Carpets
- Deck floor
- Solid woods

## Acoustics

- Wooden acoustics
- Pet panels
- Digital panels
- 3d panels
- Clouds
- Baffles
- Blades
- Louvers
- Partitions

## Facade

- ACP
- HPL
- Expose concrete panels
- Solid Metals (corten steel, zinc)
- Mesh
- Solid wood

## Surfaces / Kitchen Tops

- Solid surface
- Sintered compact slab

## Base products

- Plywoods
- Shuttering ply
- Laminates
- Veneers
- Hardware

## Exclusive Interior products

- Rustic papers
- Metal sheets
- Customised leather fabric
- Flexible wood

## International Partners

**NEOLITH**  
EXTRAORDINARY SURFACE

**FLORIM**

**FLUID**  
FIT AND FORGET

**bark**  
Envisioning Better Living

**RollBeton**

**dukta**  
flexible wood

**Senses Acoustic  
Solutions**

**EXCON**  
PANEL

**Canadian  
Wood**  
www.canadianwood.in

## Expanding the Core

A humble beginning has only fuelled our hunger to expand and reach out farther and further. CORE began with a single large showroom for all furniture related products, and today stands at 15 showrooms in Gujarat. CORE also has 10 distribution offices across India with plans to soon setup similar distribution channels outside India.

Our showrooms also showcase futuristic technologies and globally renowned products, thus helping the customer make global choices at home locations. CORE also manufactures veneers and plywood, to provide the customers with best quality products.







# Developing the Core

## **Growth plan of the company**

To grow is to grow together.

In order to grow we have to aid the growth trajectory of our designers, architects and dealer partners.

CORE intends to lead the mind space of our partners as well as the customers with innovative global designs made available to them at their doorsteps.

At CORE, we intend to expand our distribution and trading networks within and outside Indian shores. We are fuelled by a burning desire to be the market leaders and innovators. This is quite evident with the number of partnerships we have made besides the variety of products we offer at our showrooms and in our dealer networks.

We can safely say, at CORE, we are truly future ready.





## Core of the Partners



Durban



**bark**  
Envisioning Better Living



**SHERA**<sup>TM</sup>



**Caimi**  
BREVETTI



## Our reach in India







○ LUDHIANA

○ CHANDIGARH

○ DELHI

○ JAIPUR  
JODHPUR

○ PATNA

○ INDORE  
BHOPAL

○ SURAT  
AHMEDABAD  
BARODA  
RAJKOT  
VAPI  
VALSAD

○ HYDERABAD

○ BANGALORE

○ MUMBAI



## Our Clientele



### Head Office

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