



INTERIORS & MORE™

Flowers, Vases, Plants & Planters, Candles, Fragrances & more

CIN NO. : U74120MH2012PLC233915

Interiors & More Limited

(Formerly known as Interiors And More Private Limited)

Office No.7, Ground Floor, Kumtha Street, Off. Shahid Bhagat Singh Road, Ballard Estate, Fort, Mumbai 400001.

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Date: 19th July, 2024

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1,
Block – G, Bandra Kurla Complex,
Bandra (E) Mumbai – 400 051, Maharashtra

NSE Symbol: INM

Sub: Press release for opening of New Showroom/Store at Dubai on 08th July 2024

Dear Sir,

Please find attached herewith the Press Release for opening of New Showroom/Store at Dubai On 08th July, 2024.

Request you to kindly take note of the above and oblige.

Thanking You

Yours Faithfully

For Interiors & More Limited

MANISH
MOHAN
TIBREWAL

Digitally signed by MANISH MOHAN TIBREWAL,
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pseudoym=aaJq2VwPvMvMmTosadCS2Bd3au
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MANISH MOHANLAL TIBREWAL

Managing Director

Din No. 05164854

Date: 19.07.24

Place: Mumbai

Interiors & More Limited

Opening of New Showroom/Store at Dubai

15th July 2024, India: Interiors & More Ltd (Bloomberg Code: INM IN | NSE Code: INM) has announced the opening of its new showroom/store at Dubai International City, Dubai, U. A. E., on 08th July, 2024; in addition with our earlier showroom at Sharjah, U. A. E. Both showrooms/stores, existing and the new addition operates under our subsidiary in Dubai, Interiors & More LLC S.P.

This addition showcases our expansive approach and strategy & a diverse range of products made in India to the global market, emphasizing our commitment to promoting Indian craftsmanship and quality worldwide.

List of Showroom/Store in Dubai, UAE (operating under Interiors & More LLC S. P.)

Location	Area	Showroom Area	Warehouse Area
Sharjah (Existing)	Sharjah New Industrial Area, 18, Sharjah, U.A.E	~ 5,000 sq. ft.	~ 12,000 sq. ft.
Dubai International City (New Addition)	Al Awir road, Dubai International City, Dubai, UAE	~ 1,450 sq. ft.	-

Key benefits of the New Showroom/ Store

- Located at Dubai International City, Dubai, U. A. E. – strategically located in Dubai International City, known for its vibrant community and growing commercial hub.
- Demonstrating our dedication to providing a diverse selection of high-quality products, aimed at the entire UAE market, through our Dubai stores.
- Wide range of display of our full range of artificial flowers, plants, leaves and other décor items.
- Wedding and events decorations industry, excluding fresh products, accounts for approximately USD 0.85 - 1.05 billion across the entire UAE.

Glimpses from the New Showroom/Store at Dubai (actual pictures shot at site)



Key Business Highlights:

- Over 100+ new products in past 3 years
- Maintaining a large and diverse product portfolio with ongoing development of new offerings
- Operating the manufacturing facility at approximately 80% efficiency

- Nearly 80% of our customers are repeat clients, demonstrating strong loyalty and satisfaction.
- Established a nationwide presence in India with a robust marketing and distribution network, while expanding global footprint.
- Products are available through both online and offline channels, catering and reaching a wide range of consumer preferences.
- Serving both wholesale and retail customers, ensuring broad market accessibility
- Substantial stock holding capacity is integral to meeting market demands and sustaining business operations effectively.
- **IPO:** The company recently concluded its IPO, listing its shares on NSE-Emerge, in Feb 2024, raising an amount equivalent to Rs 42 crores.
- **Upcoming new manufacturing facility at Umergaon, Maharashtra:** The company is setting up its new modern integrated facility at Umergaon, Maharashtra (near Vapi and Silvassa) and is expected to be operational in the current financial year. This will be our second facility in the region.

Commenting on the development, Mr. Manish Tibrewal, Managing Director said

"We are excited to launch our new showroom in Dubai International City. This is over and above our existing 3 outlets in India (2 showrooms in Mumbai and 1 sales office in Delhi) and 1 prior showroom at Dubai. This addition represents a pivotal moment for us as we continue to grow and serve our valued customers with innovative products and customisation services. The company's expansion into Dubai International City underscores its strategic growth initiatives and commitment to enhancing accessibility for customers throughout the UAE. Further, our upcoming new integrated manufacturing facility near Mumbai is aimed at meeting our growing demand which will be fuelled by our growing presence in India and globally. Today we are one of the biggest organised suppliers of artificial flowers & allied products in India and are looking to consolidate and increase our market share over the next 5 years."

About Interiors and More Limited

- Incorporated in June 2012, Interiors & More Limited trades, imports, and sells artificial flowers. The company manufactures and trades quality artificial flowers, plants, and decor items for homes and offices.
- The manufacturing facility, which is fully furnished with all the necessary tools for production, test equipment for quality control, and additional handling supplies to enable efficient assembly and simple logistics, is located in Gujarat.
- 85% products sold today are manufactured in-house in our existing facility at Umergaon.
- The company has expanded to various locations over the years, including Mumbai, Delhi and Dubai, with the factory operating from Umergaon.
- The company has two well-equipped manufacturing units. One is located in Umergaon, Gujarat and measures 57,000 Sq. ft. The other unit is situated in Umergaon, Gujarat and measures 7,000 Sq. ft. Both units have computer systems, internet connectivity, communication equipment, security, and other necessary facilities for its business operations to function smoothly.
- The company offers various products, including artificial flowers such as Roses, Yellow Marigolds, Green Grass in Mats, green Leaves, carnations, Hydrangea, and Hanging orchids. In addition, the company trades in Fountains, battery-operated Candles, Chandeliers, vases made of Wood and Glass, artificial trees, Furniture, and Tables.
- Distribution and marketing of products across India is done through a network of dealers, distributors, event managers, decorators and direct marketing channels.

For further information, please contact

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