



Press Release

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Number of footfalls at ISHANYA crosses "Three Lakhs" ISHANYA, IID & Haworth opens Creativity Center for Architecture & Design

- 2,50,000 square feet of retail and services space opened to public
- Number of Footfalls crosses 3 lakh customers
- With the Launch of ISHANYA, IID & Haworth - Creativity Center starts the 1st B2B category launch at Ishanya

Pune, March, 27, 2008: India's largest Design Centre and Specialty Mall for Interiors and Exteriors, ISHANYA, today announced that, Ishanya has achieved remarkable footfall of over 3(three) lakh customers till date.

Further, Ishanya, IID and Haworth India, inaugurated India's first "Creativity Centre for Architecture & Design". The Haworth Pune Creativity Centre (HPCC) which is a 5500 sq feet facility will set the trend for innovative workplace design solutions for India. The inauguration today was done by Richard Haworth - global Chairman of Haworth Inc., and Nitin Killawala - President of IID & I.S Narula - President & CEO, Value Added Retail Estate (VARE) & Retail Business, Deepak Fertilisers & Petrochemicals Corp Ltd. Also attending the inauguration were Frank Rexach - Vice President & General Manager Haworth Asia Pacific, Middle East & Latin America, Vyanna D Reddiar - Managing Director, Haworth India and Shrikant Nivasarkar, President, International Federation of Interior Architects/Interior Designers.

The Haworth Pune Creativity Centre will provide a collaborative, creative and knowledge-based environment for the architect and design community. With HPCC opening, now Ishanya has 200,000 square feet of retail and services space opened to public. Already opened are Croma, @Home, Hometown, BellaCasa, Ecoscapes, F&F and Signature Kitchens.

Commenting on this, Mr. I.S. Narula, President & CEO, Value Added Retail Estate (VARE) & Retail Business, Deepak Fertilisers & Petrochemicals Corp Ltd said, "With the Haworth Pune Creativity Centre, Ishanya is poised to fulfill its promise of bringing together ideas, expertise and solutions in a cogent and friendly manner offering everything under one roof to the discerning - from architects, interior designers and the entire interiors and exteriors trade to walk-in customers. Ishanya's footfall has crossed 3,00,000 customers which talks highly of the patronage Ishanya is receiving. We are very excited about the other offerings like the Simulation Centre, Knowledge Centre, Amphitheatre, Art Galleries and Seminar Centre which are poised to open very soon."

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



The HPCC, a 5500 sq feet facility, designed and developed by Haworth is divided into the following areas:

- The Creativity Centre will serve as a focal point for Haworth's India Ideation team. The Creativity Centre will focus on knowledge sharing and providing research tools coupled with Haworth's global expertise that will help Indian architects and designers come together to share ideas and concepts. The Creativity Centre consists of a collaborative area for seminars, special events and training sessions, and can accommodate 50 people.
- HPCC will also house the IIID Pune Chapter office. IIID will also develop a knowledge centre. A library developed by Ishanya will also be managed by IIID and will act as a hub of information for IIID members and the public.
- Ishanya Business Centre, developed & managed by Ishanya, is a public space where HPCC will welcome the business community, and offer visitors an ambience and facility to work away from their traditional office space. This will consist of Haworth workstations and a casual seating area furnished with Haworth products.
- The HPCC will also have meeting areas and a 'brainstorming' room to stimulate creativity.

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. The remainder of Ishanya's over 100 outlets offering more than 5000 brands all dedicated to interiors and exteriors will open their doors shortly. 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 and form the backdrop for performing arts, music and multi-media shows or even a venue for corporate events. Ishanya, is truly unique as it offers art galleries, specialized centers 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).

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