

## **JSL Lifestyle's home lifestyle brands, Arttd'inox & ARC open their first store in Nagpur**

**Nagpur, Maharashtra, June 8, 2019:** India's leading premium home-ware and home-spaces brands from the house of JSL Lifestyle Ltd, **Arttd'inox** and **Arc**, opens their first store today in Nagpur, Maharashtra. The store was inaugurated by **Ms. Vilasini Nair**, Director, Nairsons, and President, Nagpur Mahila Club, Nagpur along with Mr. **Virendra Khare**, Principal Architect of V.K. Associates. After the grand store opening ceremony, they honored the cake cutting to celebrate the store inauguration. Delighted by the product galore, Mr. Virendra Khare shared "I am extremely delighted to be here and wish *Arttd'inox* best of luck. I personally love the range of home ware, which is not only exhaustive but is exclusive in design as well. Kitchen designs on the other hand are also very exquisite and tasteful. The finishes and fittings are so wonderful that everyone would desire these to be in their homes. I would encourage everyone to come to the store to see the range and add *Arttd'inox* experience in their living!"

Located at prime location in Congress Nagar, a hub for home interiors in Nagpur, is extremely popular amongst local residents and visitors. The store opens 6 days a week from Monday to Saturday, from 10.30 am until 8.00 pm on working days as stated. Placed well in the city now, *Arttd'inox* is welcomed to be a most sought after lifestyle brand for aspired living. Talking about this opportunity, **Chief Executive Officer, JSL Lifestyle, Mandeep Singh** said, "JSL is honored to open its first store in the Orange City for two of its iconic brands – *Arttd'inox* and *Arc*. Congress Nagar is a prime location in the city and therefore, we are confident that the store would be extremely successful. We are very pleased to join hands with our franchise partner, Ms. Swati Shrivastava as we take our first step in the region with her. With this opportunity, we showcase our differentiated yet functional designs for our patrons across segments in the city, becoming a member of their community, and consequently building our reputation for excellence in showcasing art in steel."

Living up to its name of 'art in stainless steel', *Arttd'inox* premium designs revolve around stainless steel keeping it in vogue forever, infused with materials like crystal, glass, ceramic, wood, stones and much more to complete design sense. Top international and Indian designers have lent their talent to curate the range for the brand. *Arttd'inox* has won hearts and captured imagination with its edged designer range of kitchen units, tableware, and home décor. Highlighting the range at *Arttd'inox*, **Managing Director & Creative Head, JSL Lifestyle, Ms. Deepikaa Jindal** said, "Ours has been a quest for creating art that exudes a contemporary appeal. For over a decade we have been innovating with stainless steel, using it with other material like glass, wood and ceramic, to create a range of distinctive products. Our collections respond to the creative vision of our designers who find inspiration in global art and culture, seamlessly blending the classical with contemporary. And I am excited to share this collection with our new store in Nagpur"

Spread through approximately 1000 sq ft, the store offers varied options in home-ware and home-spaces category, comprising a comprehensive collection. Home-ware range proffers a wide variety of tableware, artifacts, crockery, dinner-sets, wall décor items and much more, for both gifting purposes and self consumption. On the other hand, the home-spaces category extends a wide range of kitchens, vanity and wardrobe solutions. The brand brings international styles and designs to your doorsteps. On the inauguration, **Franchise Partner, JSL Lifestyle, Ms. Swati Shrivastava** said, “I am extremely excited that we have now got premium brands, *Arttd’inox* and *Arc* to the city, which is just a starting point for us. In the view of bringing international home fashion trends to Nagpur, we would be able to bring best in class designs on the shelf for our patrons. We sincerely hope for a very successful roll out of this business venture. It is a moment of pride for us to associate with a very credible group, JSL Lifestyle backed by the Jindal Stainless.”

All in all, *Arttd’inox* and *Arc* extend a well balanced range for today’s women and millennials’ who aspire distinguished contemporary living given their high disposable incomes. With international persona, the brands bring a flair of inspired lifestyle to its core HNI patrons. The company further envisions to grow multifold PAN India owing to its high business potential, being an exclusive steel lifestyle brand in the country.