



## **Company Profile**

**Shikhar Merchandise Corporation**

[www.shikharmerchandise.com](http://www.shikharmerchandise.com)

## About SMC



Shikhar Merchandise Corporation (SMC) was founded on November 13th, 1980 by Mrs. Mala Kumar, a renowned textile designer at the time. Holding cultural influences as her inspiration, her dedicated team began working on traditional concepts towards finished products that satisfied urban lifestyles all around the world .

Over the three decades that followed, SMC established a strong foot-hold in a diverse range of home furnishing products, textile made-ups and accessories gobally. As of date, SMC supplies its products to three different continents. Some of our main markets consist of Japan, UK, USA, Sweden, Italy, Greece and Finland.

At Shikhar, we understand that excellence in customer service and unwavering quality standards ensure growth and success. The key to these goals is working with our clients and suppliers by delivering the right products at the right time. We ensure flexibility to meet our customer's requirements with regard to quality and delivery schedule, while maintaining a competitive pricing structure.

Our core philosophy enables us to work closely with local artisan communities in India, ensuring their economic development whilst bringing together the finest art and design in our product range. At the same time, our greatest strength lies in our ongoing development process to create collections for individual tastes.

The dynamic team at SMC consists of diversely talented people consisting of young designers and experienced administrators alongside well qualified and dedicated checkers and packers, to name a few.

Here at SMC, we conduct our business in a fair, professional and ethical manner and maintain product integrity, while also recognizing that mutually beneficial relationships with trading partners is vital to our success.

## Quality

SMC sources products, as well as organizes coordinated production throughout India, offering in short, a one stop solution for all Indian requirements.

Over the past three decades, SMC has maintained one focus - **its never-ending quest for quality**. Considered vitally important, SMC has strived to keep quality as an underlying business focus.

At SMC all product samples go through a rigorous laboratory test and are analysed to determine conformance to specifications and document the process for producing world-class home textiles. This meticulous work and attention to detail ensures we produce only the finest quality textiles and fabrics.

### The principles that guide SMC in business:

- Quality control using global testing standards
- Strict adherence to delivery schedule
- Competitive pricing and focus on other critical areas

Please note: Our products are **Ocotex, AZO** and **REACH** compliant.

### Inspection Process



The product is inspected at every stage of the production process. The raw materials used are of the finest quality available. When the yarn is received from dyeing it is checked for colour matching and colour fastness . The fabric received is then inspected for weaving & manual defects after which it is issued for tailoring. The finished product is then subjected to a final inspection before being packed according to individual requirements.

The packaging material used is of the finest quality & conforms to international safety standards. Only products that pass this three-stage inspection process are shipped to clients. That is why we believe that every product that moves out of our premises speaks for itself.

All our products go through Needle Inspection



## **Expertise and Services**

Thanks to years of experience, we have developed a high level of expertise and knowledge in our core activity: Home Textiles and Furnishings

SMC is actually one of the few companies that manages mass orders and deliveries. We control the entire supply chain; from buying fabric, printing and manufacturing ready-made items (our complete list of products) to scheduled deliveries.

We offer:

- a large choice of fabrics and ready made items. Most of our fabric and accessories suppliers are OCOTEX Certified.
- competitive pricing
- expert servicing of client's requirements, specifications, colors during production
- a strict control of deadlines
- complete logistical expertise

### **Co-ordination of product ranges throughout India**

- We can co-ordinate your production throughout India by helping you organize entire product ranges for your stores.
- The clear benefit for you is to deal only with one supplier.

### **Variety of materials**

- We can weave your design onto any material you choose from our wide material range - from voile to cotton and linen.

### **Product development (Sampling)**

- Need to rush up something for that critical sales meeting?
- New designs you can't wait to show your clients?
- Our sampling department can handle your requests within minimum possible time.

### **Sourcing of new products**

- Send a sample to us and we will source it, find competitive manufacturers and get the best prices & quality for you.

### **Liaison with top designers**

- Our designs are refreshingly different. Genuine efforts are always at work to bring the best of designs. We travel extensively to know the latest trends and forecast.

**Personalized customer care**

- We customize to each client's individual requirements...

**Competitive costs and adherence to deadlines**

- We offer best of prices at a competitive level that exists in your market.
- Adherence to schedule and on-time delivery is followed at all levels of production.

**Quality Assurance**

- We ensure the best quality affordable by your rates by triple checking goods that goes out of our warehouse. So you can be sure that you get the best value for price.

**Mood Boards**

- Cost of development of mood boards is borne by SMC, unlike most of our competitors. This is only subject to demand of base minimum quantity and samples.
- We cater to creation of seasonal mood boards and collections on basis of the customer's input, for different seasons. Along with assurance of Market and Quality parameters, this forms our hallmark.



## Infrastructure

Investment in talented staff and nurturing of its team-players forms the backbone of SMC's work culture with strong focus on social accountability. We are strengthened by our partnership with international as well as Indian designers. Together, they keep SMC at the fore front of the latest Home Furnishing Textile Trends

### Office , Showroom

O-47 , Lower Ground Floor, Lajpat Nagar, Part-II, New Delhi- 110024, India.

### Factory and Warehouse

O-59, Lower Ground Floor, Lajpat Nagar, Part-II, New Delhi- 110024, India.

### Vendor

B -66, Milan Garden, Near Sewa Dham Mandir, Mandoli, Shahdara, Delhi

### Total production Capacity – 500 pcs / Day

Around 50 factories are engaged in dyeing, printing, weaving, embroidery and fabrication with many working exclusively for SMC .



Factories we use for our Printing in Delhi and Ahmadabad









## **Our Policy**

The emphasis is to give quality in our service and product, and also extend it towards the environment that we exist in.

We care by:

- Not using any harmful dyes that can destroy the environment
- Do not employ or engage any child labour
  
- All our staff members ; permanent or temporary are insured , have medical benefits and are well treated.

The Shikhar group also invests its time and money in giving back to the society and environment. We have 2 charitable trusts under the names of

- Mahashaye Shanti Prakash and Subhagya Rani Foundation – This foundation mainly provides education to children by giving scholarships. It also helps in the rehabilitation of Widows.
  
- Shikhar Eco Foundation – This foundation gives back to the environment especially in the Himalayan region. We have adopted a village in the Uttarakand region.

**We invite you to associate with us to bring dream textiles to homes everywhere!**

