



POWERFUL

AUTOMOTIVE | EDUCATION | ENERGY & POWER | FINANCE | FOOD & BEVERAGES | HEALTHCARE | **HOUSEHOLD PRODUCTS**

# MAGPPIE

Crafting the modern embellished residences with creative ideas and designs using steel products, Magppie is the premium choice of the current generation for smart housing. Giving a totally new edge to the age old legacy of steel and drafting trendy home designs, Magppie has reached a million families with grace and versatility. The brand reflects the ideas of city dwellers from every corner of their homes

**A** home is a person's own universe. One constructs a house, but the little moments of joy and sorrow make it a home. Every inch of the place has a different story to tell, and every corner stocks piles of memories and experiences. Each object reflects the personality of the people living there. The accessories which Magppie creates become an inseparable part of every home- a supporting character in every tale which is written and re-written daily.

India's first lifestyle home accessories brand Magppie entered the market in the year 2000 with many decades of experience in stainless steel manufacturing. Through its state-of-the-art manufacturing unit at Manesar in Haryana, Magppie produces over six categories of designer stainless steel products- Home Decor, Dining, Bar, Beverage,





Spiritual, and Office Accessories. Its products are exported to 52 countries including Italy, Denmark, Greece, Japan, USA, and Australia. The products can be purchased from all leading lifestyle stores and its boutiques. The brand has its own online store and sources its creations to other leading web-portals.

### REVIVING THE STEEL

Magppie is dedicatedly indulged in giving a new identity to the rather simple stainless steel products. The brand is reviving the sheen of steel in home accessories which had been overshadowed by the glitz of glass and china products. The 40 year long experience of working with stainless steel gives the team at Magppie the innovation to customize this material in unique ways.

Each Magppie product is a perfect blend of form and functionality inspired from different cultures and lifestyles. It uses the best quality of steel to create the most distinctive and stylish products. Magppie is the only Indian brand that has reached the pinnacle of design when it comes to stainless steel products. The designs are created by designers of international repute like Karim Rashid, Michael Graves, and Lisa Smith. The effervescent team has members from NIFT & NID in India as well as design houses based in Scandinavian / European countries.

### LIVING KITCHENS

Magppie specializes in creating magnificent kitchen spaces which are not just beautiful but strong as well. Understanding the difference of atmosphere which Indian kitchens house, in 2011, the brand invented a special cabinet material which is best suited to the specific requirements of Indian kitchen spaces and climatic conditions. Called Strengthened Engineering Board (SEB), the material is termite-free, bacteria-free, fire-resistant, chemical-resistant, environment friendly, and has a high wear and abrasion resistance capacity. Its closed non-porous surface doesn't let the dust particle settle in making it easier to keep the space clean and hygienic.

The company uses high-quality German hardware to ornament the kitchen and living spaces. The wardrobes and cabinets are designed in opulent magnificence of world-class design and class.

### CREATING PARADISE

Apart from kitchens, Magppie also offers fully customized homes. The genius brand works in pace with the digitized society and is the first company to use the cloud based platform in the industry with

Cloud Design and Cloud Show. The designers utilize every inch of the client's house and present them with the photo realistic views of their space within two hours.

Magppie comes out as a one step solution to all the requirements to make the dream house of its clients a reality. It offers fully designed synchronized rooms with respect to all furniture pieces, lighting, carpets, wallpapers, curtains and accessories. The designers also assist and advise the client on the color of the wall paints to offer a well-coordinated surrounding. One can choose furniture from their design library of 5800+ beds, 4500+ sofas, 3600+ wardrobes, 4000+ dining sets, etc. The company offers a host of options in terms of colors, designs and materials. It sizes and upholsters all furniture pieces as per the customers' requirements and tastes.

### TOUR DE FORCE

- Magppie is the only Indian Company to be awarded with Reddot Design Award for three consecutive years.
- The designing mastermind's clientele include personalities like Sunil Bharti Mittal, MS Dhoni, etc.

### QUANTUM LEAPS

- Magppie works with over 200 products and interior designers of international repute.
- The company has collaborated with global giant "Shangpin" and has customized over 8 Lakh modern homes.