

## **Bangladeshi Furniture Plans to Foray into Maharashtra Market “Changing Lifestyle”**

*Bangladesh Furniture Owners Association is set to foray into the Indian Subcontinent with its 2 leading brands of Furniture, “Hatil and Navana” with unique and stylish furniture designs to express your individual style at very affordable prices.*

**April 14, 2009** - [PRLog](#) -- Furniture and furnishings add beauty to your home. Stylized furniture gives your home an envious look which others die to achieve... Needless to say that the Indian Furniture industry is poised to expand to meet the surge in demand. Almost every international furniture manufacturing country is looking to enter this vibrant market. Henceforth, Bangladesh Furniture Owners Association backed up by the Bangladesh High Commission and Export Promotion Bureau is all set to foray into the Indian Subcontinent with its 2 leading brands of Furniture, “Hatil and Navana” and by showcasing Modern contemporary furniture with unique and stylish furniture designs to express your individual style at very affordable prices. The company offers best quality furniture with latest 7 contemporary designs at very affordable prices. The range includes office furniture, home furniture, medical furniture, lab furniture, industrial furniture and also interior designing furniture.

Bangladesh Furniture Owners Association will guide you into the place where creative design meets a practical match, where shopping with them would awaken a designer in you and your home will be the topic of conversation among your family and friends.. Since furniture and furnishings form one of the most important ingredients in the interior decoration of a room, the demand is more for stylish furniture and such furnishing materials that enhance the look of a room. Keeping this in mind, the leading furniture brands of Bangladesh with their exotic Ranges of the most stylish products have entered India through the Panelexpo 2009 thus proving to be an excellent platform to leave their mark in the minds of the Indian customer. Hatil which has been a Market Leader in the wooden furniture segment and a trendsetter in innovation, design, management practices and quality in Bangladesh, are currently operating around 80 outlets in Bangladesh, 1 showroom in Kolkata and 3 other distribution centers in India.

And on the other hand, there is Navana which is one of the most well known brands in the Bangladeshi furniture market and is ergonomically solved to ensure comfort and durability .Navana has 80 showrooms in the country and has recently started exporting to Agartla and Kolkata.

According to Mr. Mr. Hasan Shahriar of Hatil Furniture “India offers to be a very promising market in the furniture Industry as the response from the customers has been tremendous. In Addition to it Mr Aminul Huque feels that their Range of Furniture is for pure Indulgence and is targeted at the Connoisseurs, who appreciate the finer things in life and are unabashed about enjoying them” and therefore with the end of this year’s Panel Expo the Indian Market has something new to look forward to..

The range of furniture proffered by Bangladeshi Furniture has an edge over others as their designs are technologically integrated, hence offering quality in materials and craftsmanship to offer enhanced product life cycle. The company’s forte is that they provide luxury experience at an affordable price, owing to high scale production capacity coupled with cost effective supply chain management.

Price Range : Starts from USD 75 upto USD 1200

Hatil: Since its inception in 1989, Hatil has been a trendsetter in innovation, design, management practices and quality in Bangladesh. It is the market leader in household wooden and processed wood furniture segment. In 2005, they had major expansion and are currently operating around 80 outlets in Bangladesh, 1 showroom in Calcutta and 3 other distribution centers in India. They are looking forward to exploring the international market with foreign partners

Navana: Navana is one of the most well-known brands in the local market with a wide variety of products. Navana furniture is ergonomically solved to ensure comfort and durability. Navana has 80 showrooms all

over the country and has recently started exporting to Agortola, Calcutta.

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