

### **Kolkata's leading Real Estate Developers invest in Home Design Start-up Design Café to provide interior options to customers**

**Kolkata, 11<sup>th</sup> December, 2015:** Kolkata based real estate builders Primarc Projects and Salarpuria group recently invested in Design Cafe, an award winning start-up design firm in Bangalore.

Talking about the investment, Mr. **Sidharth Pansari ( Director, Primarc Group) and Mr. Apurva Salarpuria (Director, Salarpuria Group) mentioned,** " Designing and doing interior fitouts was a major pain point of flat buyers. Being a responsible developer, we understand the vitality of choosing the perfect interior design along with buying a home. There was a gap in designs being fashionable & modern and affordable at the same time."

With the believe to offer complete holistically and well designed homes to almost every average home buyer who purchase homes in the 30 lakh to 1.2 crore segment , the two real estate developers join hands to offer customers a dream home, where technology will play a large role in each part of the home.

Through the online platform of Design café [www.designcafe.xyz](http://www.designcafe.xyz), clients will get easy 4 step solution at zero cost to build their dream home in just 45 days. The team will take care from lights to furniture from paint to art work, and the customer only need to pay for installation.

More so, design cafe takes responsibility for work with 5 year warranty so that one can rest assured that the design cafe home is built to last. With the believe that technology and design should make one's life easier and so technology has been integrated with the designs. A kitchen from Design cafe is built with gas leak detectors for safety and integrated with speakers for pleasure

The Managing Director of design cafe, Mr. Shezaan Bhojani, says "Design cafe is very excited , that through technology we are able to provide access to great home design and services to everyone, irrespective of budget. We Started with Bangalore but plan to expand to 4 more cities in April-June next year."

While sharing the future of Design cafe, Mr. Salarpuria, says "Design cafe not only has the best designers but also has great technology talent that will help to craft the future of home design. The team is working to add technological innovation to each space of the home, finding ways to make everyday easier.

Mr. Pansari further added that "customer satisfaction is the core belief at Primarc. With this investment we hope and believe that we shall be able to offer customers more products and solutions to meet their needs"

#### **About Primarc Group:**

- Primarc Group is a diversified & dominant player in the retail & realty sector in Eastern India.
- Primarc Realty has recently pioneered the concept of environment friendly Green buildings across MIG & HIG segments in Bengal, with its flagship project Astitva being Pre-Certified as the first GOLD rated residential building in West Bengal. It has over 4 million sq. ft. of residential projects under development.
- Primarc has also forayed into angel and venture investing with a vision to promote enterprise and entrepreneurship. Through Kolkata Angels and other forums, Primarc has invested in several startups and enterprises including Tab Square, I-Kure, Ketto, Catapoolt, Carve Niche and others.

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#### **About Salarpuria Group:**

The Salarpuria Group has strived to achieve excellence in the field of Construction, Architecture, Real Estate, Construction Management, Facility and Infrastructure Management and Finance. Since its establishment the group has given the best value and quality to clients.

Today, Salarpuria is a well-known name specializing in the construction of IT parks, retail outlets, elite residential buildings and up-market business complexes.

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#### **About Design Café:**

Design cafe, currently operates in Bangalore with the Web version launched in Oct 2015. With over 100's of design requests in the first month, the outlook is very positive going forward. In the near future Design café will purely design residential projects across India. The Design Cafe believe that good design should be accessible to everyone and not just the few who can afford to hire expensive designers,

and that going forward technology will play a large role in each part of our home. Its this marriage between, design+build+technology that design cafe has built.

Through the online platform [www.designcafe.xyz](http://www.designcafe.xyz), they offer clients an easy 4 step solution to build their dream home.

Step 1 : Select your design :

Our award winning design team has created limited edition designs for each space in the home which are fully curated from the lights to furniture and wall art, each design is also fully costed so you know before you buy what your exact spend is, fall in love with these designs and visualise your completed space from the get go.

Step 2 : Meet the experts

Our expert and internationally trained designers meet you to understand your requirements, give the right advice and customize the design to your needs. All this in just 3 days and at no cost to you.

Step 3 : Order away. your almost home. Place your order with us , select materials and samples right from your home as our team brings all samples to you. Touch and feel each material before you order. Order with us and your home is installed in 45 days from lights, to furniture from paint to art work our team takes care of everything while you relax. All our orders are factory made with quality control at every step. Track your order in realtime via your profile online.

Step 4 : Enjoy your dream home. You've earned it.

The above solution means, that you no longer have to chase unprofessional contractors or inexperienced designers, you can get access to the best irrespective of your budget or home size. Design Cafe truly believe in changing the world one home at a time.

For more information, contact [www.thedesigncafe.in](http://www.thedesigncafe.in) or shezan@thedesigncafe.in

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