

PRODUCT POSITIONING

PRODUCT NAME: **BEAT**



PRODUCT CATEGORY:

- Family of Chairs(**Leatherette**)-High Back, Mid Back & Visitor
- Family of Chairs(**Fabric**)-High Back, Mid Back & Visitor

PRODUCT DESCRIPTION:

BEAT chair is a feature loaded chair range meant to address the seating comfort needs of varied type of office environments. It is designed and carved for modern day working with range of in-built ergonomic adjustments. The chair is a delight through its elegant profile lines and premium finishes.

The aesthetics is defined by its clean profile lines with well-crafted piping detail in upholstery complemented by premium finishes. The contours are enhanced through chamfers on sides highlighting the lumbar support. Wide upper back and contoured seat ensures comfortable seating experience all through the day.

TARGET MARKET SEGMENT:

BEAT in **Black Leatherette** would fit perfectly as **Conference room chair/Meeting room chair** into segments like **Indian Corporate, Multi-National Companies** where it is desirable to have a chair with rich aesthetics as well as comfortable seating experience . **BEAT** has contemporary design language and is suitable for

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today's modern office environments. The high back and visitor versions can also be used for **Executive cabins** when clients find Sedna, NRG Plus beyond their budget.

BEAT in Fabric is targeted at same **Corporate & MNC** organizations and can be used as **manager, workstation & task chair**.

PRODUCT DIFFERENTIATION:

ERGONOMIC AND OPTIMUM COMFORT

- Contoured surfaces *maximize body contact area* and therefore *maximize comfort*.
- Wide upper back and contoured seat *ensures comfortable seating experience*.
- Waterfall seat edge *reduces pressure behind the knees, encouraging blood circulation*.

USER- FRIENDLY ADJUSTMENTS TO SUIT TASKS AND BODY TYPES

- Back height adjustment has lever-less, drop-lift function for the *intuitive height adjustment while sitting*.
- The trapezoidal back *enables easy grip for back height adjustment*.
- Backrest adjustment and the optional seat depth adjustment *help to fit different body types*.
- The button underneath the arm pad enables to adjust the arm height.
- Multiple locking positions make it *suited for different tasks*.



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PRODUCT TO BE PROMOTED AT:

Where the customer wants to have rich and sleek look in black leatherette +chrome finish elements along with optimum functional requirements in a chair for *Conference room applications and Executive cabins* in segments like Indian Corporates and MNCs.

The fabric version can be promoted to same Corporate & MNC organizations and can be used as *manager, workstation & task chair*.

COMPETITION:

Featherlite - Click

Wipro - Aerosit

Merryfair- Synchron , Expressa

Rockworth - Rio