

PRODUCT POSITIONING

PRODUCT NAME: ENLIGHTEN

PRODUCT CATEGORY: Education Furniture

PRODUCT DESCRIPTION:

1. Enlighten is a premium product for varied use such as in lecture theatre rooms, auditoriums, seminar halls and beyond.
2. It is created keeping in mind that the requirement of today's learning environments which require curvilinear arrangement of seating
3. Enlighten supports different learning methods with features such as Wire management, storage and easily maintainable leatherette.



TARGET MARKET SEGMENT:

Institutes catering to Higher Education – Graduate and Post Graduate (eg : Professional courses such as Engineering/ Medical / Business Management / Science / Commerce) both on Private and Government Segment, that promote better infrastructure as a quality that enhances learning and that is aware of worldly enhancements.

PRODUCT DIFFERENTIATION:

1. It is a one stop solution for curved layouts of any arc radius greater than 1500 mm
2. It defines versatility through its front+middle+back modular arrangement with repeating middle module holding desk and seats
3. It comes with easy to maintain leatherette seat and back - cushioned for maximum comfort and contoured for support over long lectures
4. Middle module available in heights varying from 705mm to 1005mm in pitch of 50mm for matching the step height
5. Saves space because of the continuous worktop
6. Foldable seat enables better aisle space for ease of moving in and moving out.
7. Provides users access to technology (laptops, speakers, and microphone) with optional switch box and modular wiring with no tools required which is an essential part of modern learning

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8. Bag hooks are provided to keep the aisles neat and clutter free

PRODUCT PROMOTION:

Enlighten is to be promoted to all under graduate and post graduate, private and govt. colleges in India, all colleges that believe in giving good learning environment backed with budgets.

COMPETITION:

Only available with international players like KI, Haworth, Lamm and TSI.