

POSITIONING DOCUMENT

PRODUCT NAME: GENII

PRODUCT CATEGORY: Education Segment

PRODUCT DESCRIPTION:

Genii is a Student Desk cum bench specially designed keeping in mind the requirements of a sturdy yet aesthetic product. Genii is available in 3 size options, sizes of which are derived from the BIS Standards. Available in PLT as well as Compact laminate variant, which is non-lipped with unmatched toughness while still maintaining sleek looks.

Shelves for storage, hooks to hand and ergonomic design are some of the many features and advantage of Genii to the student's application. Available in 1, 2 and 3 seater options with modules of Front, Middle & Rear.

TARGET MARKET SEGMENT:

Genii is mainly targeted at the government school from secondary grade classrooms and even the government under graduate colleges across all fields. However, even the price sensitive private players can be offered Genii.

PRODUCT DIFFERENTIATION:

- Sturdy, Non Lipped Compact Laminate variant
- Size Mark options enables to maintain the same look and feel across all classes of a school / college
- Integrated structural solution (Front-Middle-Rear concept) to maximize space usage

PRODUCT CERTIFICATION:

- Green guard certified (For PLT only)

PRODUCT TO BE PROMOTED AT:

- All schools and colleges which have a traditional classroom.
- Can be promoted to all schools and colleges where sturdy quality and competitive price is required.
- Genii is NOT to be promoted in private schools which have a requirement of flexible/mobile furniture with wire management etc.
- Education Institution that wants to maintain same design across all standards/classrooms.

