

PRODUCT POSITIONING

PRODUCT NAME: NAMASTE II

PRODUCT CATEGORY: Education
Furniture

PRODUCT DESCRIPTION:

1. Namaste II comes with a fixed desktop.
2. Namaste supports new learning methods features such as Wire management, storage and ergonomic leatherite seating.
3. Namaste-II is an extended version of our award winning Namaste.
4. The design language of Namaste was well appreciated and continues to be the same in Namaste II, with some changes in the features.



TARGET MARKET SEGMENT:

Govt aided Higher Educational institutes

PRODUCT DIFFERENTIATION:

1. The space saving ability due to its integrated structural solution.
2. Foldable seat enables better aisle space for ease of moving in and moving out.
3. Namaste being equipped with Seat height adjustment can be used in stepped classrooms.
4. Provides users opportunity to use technology (laptops, speakers, and microphone) which is part of modern learning.

PRODUCT TO BE PROMOTED AT:

In the Govt. aided *colleges* for graduation and post-graduation Institutes.

COMPETITION:

Infiniti, Featherlite and Wipro have lecture theatre offerings