



REMODEL THE ORDINARY INTO EXTRAORDINARY EYNK DESIGN

The furniture market is evolving more to be design-oriented and customer-centric, leaving behind the traditional process of picking from a few pre-constructed items. That's where the modern-era luxury furniture ventures enter the stage with a resolve to redefine outmoded conventional practices. One such name is swiftly emerging while creating a benchmark in the furniture industry in a considerably short span. The brand, recognised as Eynk Design, caters to a comprehensive continuum of bespoke Furniture for residential, commercial, hotels, and other distinctive market segments and also specialises in kids' Furniture.



Founder: Risha Jindal
Eynk Design

The Brand Story

"Soon after I completed my diploma course in design, I gained experience through internships under elite designers," Risha Jindal, the founder of Eynk Design, says. Risha was living a peaceful life with her husband and had a creative dream to own a furniture manufacturing company. "I envisioned setting up a furniture manufacturing unit and a swanky furniture studio. That was way back in 2012," she reminisces.

Though not professionally active, Risha's passion

seven years, we have facilitated numerous valuable customers transforming their houses into comfortable yet exquisite spaces with designs that breathe creativity and vibrancy."

Eynk's fully operational state-of-the-art manufacturing and display unit at NH8, Gurgaon, houses spectacular bespoke furniture that adds class to your everyday lifestyle. Each piece manufactured at Eynk's factory unit accentuates the blend of modern choices, functionality, and aesthetics. "We pride ourselves on being a



for designing kept the needed spark alive. She designed the interior of her adobe, and when she had her first baby in 2014, she designed the nursery for her munchkin. "I believe my firstborn proved to be lucky for me. While designing his nursery, the dream of setting up a Furniture designing venture rekindled yet again."

A couple of years later, in 2016, Risha converted her vision into reality with her creativity, determination, and love for design. "I started Eynk Design with a vision to create luxurious, stylish, and tailored furniture for the sophisticated and perspicacious customers," she says. "In the past

customer-centric organization, and we offer specifically tailored designs according to the client's needs ensuring personalized relationships."

Starting with bespoke furniture manufacturing, Risha redefined the design processes to resonate with the client's tastes and preferences. The business flourished under the creative and Zenith leadership of the founder. A couple of years later, in 2018, Risha launched a product line in the KIDS LUXURY FURNITURE segment. With the thought of newness & expansion, she challenged her creative side and went on to design "MAGIC" and "DREAMS" for every child. Risha's creations for



little one's are attracting parents from every corner of the country.

Dimensions of Product Design

The furniture segment is vast, decorating every nook and corner of houses, offices, schools, hotels, etc. There are a lot many kinds of furniture having diverse functionalities. Risha unravels her creativity into designing furniture with a touch of metal parts that extend the piece's life and durability while maintaining its beauty. "The intricate design of any furniture piece veils the amalgamation of durability,

practicality, quality, the process of creation, final finishes with material, and minor detailing," she highlights.

Regarding the quality of the products, Risha adds, "Quality & finishing plays a major role in each furniture piece, and we fathom the same. As furniture designers & manufacturers, we meticulously check each piece before it reaches its new home."

The product categories include designing of





furniture from floor to ceiling, wall panelling, wardrobes, kitchens, kids' furniture, and the service encompasses development, manufacturing, and installation."

EYNK's Market Presence in Competitive Market

"Looking at the present industrial scenario, the market is very competitive for each player. After the boom in the infrastructure segment, the demand of the furniture industry has amplified many folds," Risha says.

Along with the thought and plan to serve each family and beautify every house in our country, the venture also aims to manufacture furniture required in schools & hotels in every segment. Currently, Risha is focused on expanding the company's roots and formulating strategies to strengthen company's Kids segment.

"Every day, we have to develop new strategies to play & move forward and expand our reach first, nationally and very soon globally. Our company is focused on making the KIDS SEGMENT(Luxe) a huge and successful brand. We are experts in creating a loving and cosy space for your child including masterpieces, plush furniture, and Luxe accessories reflecting your perseverance, preference, and personality."





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Enhance Your Nest's Kinetics

Interview Section with Risha Jindal

Risha Jindal, a mother of two, is a passionate furniture designer and a young entrepreneur of the modern era. She finds comfort in natural ambience and draws inspiration from her surroundings. Her belief in spirituality and positivity helps her stay focused and calm. She also believes in the universe and its creator and meditates to access peace and channel her inner energy. She is adventurous and loves driving, travelling, and tasting various cuisines. Being a passionate designer, Risha has a natural knack for converting simple ideas into marvellous furniture designs. The passion for designing furniture has given Risha a purpose in life, yet each day she challenges her creativity and keeps on exploring herself. Here is more from Risha on her experiences as a designer and manufacturer.

How has your background and the place you were brought up influenced you?

Risha: I was born & brought up in Delhi, in a joint family of 20 members, including my siblings & cousins all together. I belong to a business family that deals in PVC Products. My father profoundly influenced me. He is intellectual with a strong business sagacity. Throughout my life, I have seen him dressing up smartly in the morning to start his day and work. I believe I have inherited the business trait from my father, and now I am running a company of my own.

How had the journey been so far?

Risha: As we all know; life is full of challenges with highs & lows. I have been through something similar. I started my journey in 2016 with such an impromptu clear decision with my husband, Lt. Gaurav Jindal, and the next day, we started planning just like that.

That was (and still is) the best ever moment of my life. I experienced many different scenarios during my journey.

In 2018, during my second pregnancy, I thought of extending our roots in the KIDS LUXURY FURNITURE segment. After that, I started growing beautifully with so many magical designing & executions. I have had so much fun while designing little kids' rooms.

With time, I did almost five projects on kids per month. Those were so handful moments of my life. Even during the pandemic, the universe supported us & we delivered our services to many mothers with blessings. And since after, I have just started loving my work more.

Tell me about the very first project. How was the experience?

Risha: Shortly after I started Eynk, I got my first residential project in Gurgaon. My client friend Mr Vinit Sood, Predominant Engineers, Gurgaon, invited me to design the interior and furniture for his home. I was very anxious before the first meeting with the client, with butterflies in my stomach; I couldn't sleep the entire night praying and hoping for everything to go well. At first, I was worried about whether the client would like my idea. Well!! They loved the plan.

Then was the execution. I was so much into it that I spent several sleepless and restless nights. Here, I would like to thank my client friend who gave me the comfort of independent working. They were very peaceful and patient while working with my company. I had the freedom to design the space according to my own style.

I encountered several challenges regarding materials, arranging and procuring suitable raw materials and finishes from many places. Finally, we completed the project in 2 months, one of my most significant achievements, with many more yet to come.

As you mentioned, and we also believe, budget is an essential aspect in this field. What challenges do you face while keeping the decor and designs budget-friendly?

Risha: Here, I want to say – I don't face any challenges because I believe every person's income is different. People choose the designs and furniture pieces according to what their pocket allows, which is natural and understandable. So, I don't take it as a challenge.

Where do you get the inspiration for the ideas?

Risha: Inspiration surrounds me. Day-to-day tasks, routine work, and nature inspires my creativity and influences my designs. I take that moment as a learning & try to do something in new ways. I look forward towards having Eynk decor & styling in every home.

How do you handle pressure and stress?

Risha: I am a very emotional & sensitive person & when any stress drives in, I don't really welcome it. Although I felt & experienced that the output achieved under pressure is always commendable. However, if given a chance, I would like to delete the words "Stress" & "Pressure" from life's dictionary.

Why should a client choose Eynk Design?

Risha: One should choose "EYNK" as we are here to make lifetime memories & warmth for each one. Our service spectrums are aimed at meeting your needs in unique ways. We mould your vision into reality and incessantly enable you to evaluate the aesthetics.

