

## Company Information

### **Häfele Worldwide:**

With its origin from the Swabian (Germany) region that nurses a *passion for hardware technology*, it is no surprise that Häfele has lived up to its roots through a successful presence in the architectural and furniture hardware industry for 88 years now. Today, Häfele's worldwide penetration includes 38 subsidiaries across Europe, America, Asia, Australia and New Zealand. In addition to this it has 16 sales offices in other countries. The Häfele headquarters, 5 manufacturing units and 11 sales offices are located within Germany. The company also owns one of the largest and most sophisticated warehouses in its home country. The Häfele worldwide workforce is empowered by a base of 6200 employees. The group services over 160,000 customers across the globe through its extensive range of hardware products and a comprehensive logistics system. In addition to this, Häfele also provides consultative services to its customers, educating and advising them about buying the correct hardware as per their requirements. With this level of market penetration and ability to handle worldwide demand, it comes as no surprise that the company makes about 6000 crores of turnover; what is pleasantly surprising, though, is that in spite of its size, Häfele still remains a family owned and run business with a unique and informal culture. Thirty percent of Häfele's products are manufactured at their 5 factories in Germany. In addition to this the group is constantly involved in developing and designing Häfele specific products and has them produced by manufacturing partners under the Häfele brand name and logo.

### **Häfele India Pvt. Ltd.:**

Häfele set foot in India in 2001 as a liaison office essentially handling Hospitality projects for its line of Access Control Systems – **Dialock**. The growing hardware demand and the increasing architectural maturity motivated the company to start full commercial operations in India in 2003 as a wholly owned subsidiary by the name, **Häfele India Pvt. Ltd.** With its head office in Mumbai, 6 regional offices with Design Centers in all major metros and sales presence across the country, Häfele India has, over the last 8 years, acquired a leading position in the Indian Architectural Hardware Industry. Today, Häfele India employs over 300 people who cater to a wide customer base with the help of an efficient distribution network, comprehensive logistics system and a sophisticated warehouse located in Mumbai.

Häfele India lays pride in its diverse range of quality products, well-networked channel partners and unmatched service to customers. In addition to this, the subsidiary is the sole distributor in India, since 2004, to BLUM – an Austrian kitchen fittings manufacturer and world leader. The ability of the company to understand the diverse Indian market and adapt to the changing tastes and trends, has made it an authority in the field of architectural hardware, furniture fittings and kitchen fittings and accessories.

With this successful backing and the promise to grow in manifolds, the company is on an expansion mode to meet the ever-growing demands not only from India but also its neighbouring countries. Owing to this, Häfele India has spread its operations to countries like Nepal, Bangladesh, Bhutan and most recently, Sri Lanka. The company has also forayed into related industries by launching independent product verticals namely Kitchens, Appliances, Lights and Sanitary to cater to the focused demands from these industries.

### **FUNCTIONALITY FOR YOU:**

**Functionality** has gradually become an integral part of Häfele's philosophy and is the trigger point of any product engineering. This means that all Häfele products are manufactured and designed keeping their functionality at the top of the mind. Functionality is how we think; functionality is what we make and functionality is what we sell. With our new brand slogan "Functionality for YOU", our marketing and

communications strategy closes the loop – we have now made our core message our brand slogan. Now, functionality is what we SPEAK! With this slogan we claim the term 'Functionality' and thereby commit to identify and understand the specific needs of our customers across segments and provide them with desired benefits.

HÄFELE has an overall product range consisting of more than 1, 50,000 articles and 168 dealers across India. We are integral partners to the Indian wood processing trade, the furniture industry, specialist dealers as well as planners, architects and interior designers. These varieties of products are supplemented by a unique service provided by trained personnel.

1. **Architectural Hardware:** With 20,000 door fittings from every leading provider, HÄFELE has a massive range of products in stock. The huge variety of the products enables us to advise architects, planners, contractors and property developers in a competent and manufacturer in an independent way. The project advisors provide their expertise on:
  - **Tender texts,**
  - **Planning of locking systems and producing locking plans**
  - **Plan door fitting systems in projects, provide samples and calculations**
  - **Procure products worldwide or develop them in a project-related way**
  - **Provide punctual just-in-time delivery**
  - **Provide assembly instructions.**
2. **Furniture Fittings:** With more than 40,000 furniture fittings from a single source, we provide a comprehensive and top quality product range for the wood processing trade, specialist dealers and industry.
3. **Kitchen Fittings:** HÄFELE India launched the Kitchen Fittings Division in November, 2007. Providing world-class functionality in kitchens has always been one of HÄFELE core competencies and the company is the leader in this field in many countries all over the world. Any conceivable fitting is now available from this exciting new range which allows any customer to achieve the most ambitious designs and includes world-class functionality in their kitchen.
4. **Dialock Electronic Locking Systems:** HÄFELE launches its new generation of DIALOCK family of products; HÄFELE Germany has just launched its new generation of electronic access control product – DIALOCK. HÄFELE is the undisputed technological leader for touch less card access systems for all hotels, hospitals, stores and office applications. The new range of DIALOCK products now packs even more features and has been extended to include applications for lockers and furniture.

#### **Some of our New Additions:**

5. **Lighting:** HÄFELE plays a pivotal role bringing out the right ambience with its practical and wide variety of LED light selections for its use in the kitchen, living room, bedroom or bathroom. They are easy to install, have long life, low power consumption and are very durable. We also offer wide color range to set in the perfect mood and lights which don't generate heat in the form of infra-red radiations.
6. **Appliances:** HÄFELE knows the importance of comfort when cooking. We have now introduced Chimneys, Hobs, Built-in multifunction Microwave oven with grill, Microwave and dishwashers. Cooking can now be a fun loving experience now. The brands that we carry are Liebherr, Bertazzoni, & Falmec.
7. **Sanitary:** We now at HÄFELE have a wide range of sanitary accessories to provide comfort and luxury at the same time. They are not only ready-to-install and use, but also stylish. Some of our

products include towel rails, toilet role holders, brushes, shelves, soap dishes, taps/faucets, shower units and sinks.

#### **HAFELE INDIA PVT. LTD. – Milestones**

- **2001:** Established as a Liaison Office to service ongoing hotel projects.
- **2003:** Became a Subsidiary and started full commercial operations with own warehouse and stocks
- **2004:** Became the sole distributor for Blum in India. (Blum is a leading kitchen fittings manufacturer based out of Austria)
- **2005:** Launched first two Design Centers in Delhi and Bangalore.
- **2006:** Launched Mumbai Design Centre; set up two strategic business units- the Hospitality Division and the Häfele Kitchen Division.
- **2007:** Developed a major Marketing Strategy to establish brand 'Häfele' in the Market
- **2008:** Launched our TV ad campaign
- **2009:** Opened Design Centers in Hyderabad and Chennai; Added a new range of Furniture Lighting Solutions to the existing product range
- **2010:** Opened a Design Center in Kolkata; launched 3 new product categories – Appliances, Kitchen Sinks and Sanitary
- **2011:**
  - Opened a Regional office and Design Center in Sri Lanka
  - Established Dealers in Bangladesh, Bhutan and Nepal
  - Reorganized the company's sales structure under 7 verticals:
    - OEM's
    - Projects
    - Trade and Franchise
    - Hospitality
    - Lighting
    - Appliances
    - Sanitary
  - Grown from a team of 3 in 2001 to over 235 in 2011, with staff in every major city; Today, Häfele has 8 offices in the Indian Subcontinent
- **2012:**
  - Re-established the new Regional office, Design Center and Training Center in **Bangalore** – ***Mrs. Sibylle Thierer, HWW – Chairwoman visited Bangalore to launch our Training and Design centers***
  - Launched the first **Appliances (Bertazzoni) Boutique** in New Delhi
  - Re-established the Regional office, Design Center and Training Center in **New Delhi**
  - Established a Customer Care wing as a dedicated service line for our customers – toll free number: **1800 266 6667**; email: [customercare@hafeleindia.com](mailto:customercare@hafeleindia.com)
  - Franchise-base of over 40 outlets with another 10 in the pipeline (to be operational by end of 2012)
  - Launched the first exclusive Häfele Franchise Outlet in Bhutan

# HÄFELE

THE JOURNEY SO FAR...

- Re-established the new Regional office, Design Center and Training Center in Bangalore
- Mrs. Sibylle Thierer, HWW – Chairwoman visited Bangalore to launch our Training and Design centre
- Launched the first super-premium Appliance brand: Bertazzoni Boutique in New Delhi
  - Re-established the Regional office and Training Center in New Delhi
  - Established a Customer Care wing as a dedicated service line for our customers and launched Toll Free number: 1800 266 6667; email: [customercare@hafeleindia.com](mailto:customercare@hafeleindia.com)
  - Franchise-base of over 45 outlets with another 5 in the pipeline
  - Launched the first exclusive Häfele Franchise Outlet in Bhutan



2012

- Opened a Regional office & Design Center in Sri Lanka
- Established Dealers in Bangladesh, Bhutan & Nepal
- Reorganized the company's sales structure under 8 verticals:
  - OEM's
  - Kitchens
  - Projects
  - Trade & Franchise
  - Hospitality
  - Lighting
  - Appliances
  - Sanitary
- Grown from a team of 3 in 2001 to over 235 in 2011, with staff in every major city; Today, Häfele has 8 offices in Indian Subcontinent



2011

- Moving into a state-of-the-art office in Mumbai
- Opening another Compact store in Mumbai
- Setting-up a Training Center in Mumbai



2010

- Opened 5 Franchisee stores
- Established Hyderabad office and Design Center
- Established Bengaluru Training Center
  - Opened 2 Compact stores
- Established offices in Chennai and Kolkata



2009

- First Franchisee store opened in Pune
- Established our own office in Pune
- Followed up with 3 Franchisee store openings



2008

- Mumbai Design Center inaugurated by Mr. Hiranandani
- Launched Hospitality and Kitchen divisions



2006

- New office in Mumbai
- Launched the Bangalore Design Center
- Launched the Delhi Design Center



2005

- Established exclusive partnership rights with BLUM in India



2004

- Established subsidiary to start full commercial operations



2003

- Liaison office established



2001

*Your interiors. Your way.*

## Name of those in leadership, etc...

### **SIBYLLE THIERER - Chairwoman and Managing Director,**

*Häfele GmbH & Co KG*

- Third Generation of the Häfele shareholders' family
- Took over her current position in the Group in late 2003
- First woman to assume the chairmanship role
- A fully qualified carpenter
- Gained an insight into the *customer's perspective about hardware* during her early days as an apprentice in the company.
- Started her Häfele career abroad in 1989:
  - Worked in the Marketing Dept. in *Häfele U.S.* – 1989
  - Was assigned the management of *Häfele Switzerland* from 1992- 1997
  - Was also assigned the management of *Häfele Italy* three years later in 1995
- Returned to Nagold in 2002 and eventually took over all operations in late 2003
- Stands for *a progressive approach, an international perspective and the brand itself*; yet maintaining the corporate culture of the 88 year-old Group



### **JÜRGEN WOLF - Managing Director,**

*Häfele India Pvt. Ltd.*

- Assumed the office of Managing Director- Häfele India in late 2001
- Two decades of international experience behind him with a degree in Export Management from Germany
- International career began in 1982 with his first foreign assignments as branch Manager Iraq, based in Baghdad
- Instrumental in developing various new markets in Asia, the Middle East region, North-America and Europe for the companies he was associated with.
- Has been the driving force behind the success of Häfele India Pvt. Ltd. taking it from a mere liaison office in 2001 to a full-fledged subsidiary in 2012 with penetration in all cities of India as well as sales presence in Nepal, Bhutan, Bangladesh and Sri Lanka.
- Is a hardware encyclopedia in himself; has thorough understanding of the industry, customer dynamics, trade and new trends.
- Stands for a contemporary approach in leadership, intuitive industry insights and dynamism.

