

“iDecorwala” goes omnichannel & launches its tech enabled franchisee issue.

eyes INR 200 Crore revenue in the next 3 years with 50 franchisees across 7 metros and mini metro cities. Innovative pro-franchisee buyer business model.



Chennai, Tamil Nadu Aug 3, 2022 ([Issuewire.com](https://www.issuewire.com)) - [iDecorwala.com](https://www.idecorwala.com) a Chennai-based tech-enabled Wallpaper, home decor, and home fabrication e-commerce brand of Interior People Decor Arena (IPDA) has announced the launch of franchising options for its tech-enabled retail brand iDecorwala.com to make the brand & its solution offerings accessible to the consumers in an omnichannel way. This decision will not only empower the consumers across India with the highest quality of wall, ceiling, floor, and space decorative products but also get local on-ground support to further build brand trust as well as experience the innovative and chic product ranges.

iDecorwala.com has the vision to make quality, eco-friendly & price-sensitive Wallpaper accessible to the consumers of all strata and is achieving this by strengthening its last-mile delivery, installation & post-sales support to all its buyers. This positions iDecorwala in a very unique market position as compared to the other players in the sector that is otherwise highly unorganized and unregulated.

Touted as one of India's best, most preferred, and affordable wall decor brands, iDecorwala.com has witnessed tremendous growth in the B2B & B2E markets since its inception. After tasting success in the Architect, Decor Contracting, and Large Enterprise project spaces, the brand is now eyeing an INR 200

Crores of the direct consumer market via its omnichannel marketing approach.

"The overall home decor market in India is currently valued at about INR 55,000 crores and with a 2% consumer share of the overall decor cost the wallpaper market currently gross estimates at INR ~1,100 Crores. This is however an unorganized and unregulated market which we're eyeing to organize and regulate it pro-consumers", says Viral Thaker, MD & CEO of iDecorwala.com. The company is eyeing to own a good 25% of this wallcovering market share by 2025 and 60% of market holding by 2030.

iDecorwala by the Interior People produces imports, and exports decorative wall covering products like wallpapers, wall murals, wall decals, Venetian wall texture plasters, wall paintings, and accents. It also imports bespoke products for ceiling, floor, space, and fabric decor. This gives both the franchisee partners as well as consumers a great deal as sellers and buyers respectively.

"Currently we are opening our franchisee issue at 7 major metros and mini metros across India and looking at issuing a total of 50 franchised Exclusive Brand Outlets (EBOs) for defined pin codes across these cities", says Ms. Yamini, COO, and Director at iDecorwala.com.



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Source : The Interior People

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