



Shekhar Chandra Sati
COO – Wood

INFRA.MARKET
BUILDING REVOLUTIONS

Media Interview

When it comes to wood, how does your brand contribute to sustainability?

As a brand that advocates circular economy and prioritizes sustainability, our products including MDF, Plywood and Laminates are sourced from responsibly managed forests. Our commitment to sustainability is ingrained in every aspect of our business, from sourcing raw materials to manufacturing processes and community involvement. We believe that by practicing and promoting sustainability, we can contribute to a healthier planet while providing architects and designers with high-quality wood materials for their projects.

What sets Infra.Market apart from others in the market, particularly in the realm of wood products?

What truly differentiates us is our comprehensive approach to customer satisfaction, extending beyond the product itself. We prioritize a seamless and



transparent purchasing experience, marked by clear communication, reliable delivery timelines and competitive pricing. We understand that providing exceptional customer experiences requires more than just delivering quality products. It involves anticipating and addressing customer concerns before they arise, providing timely assistance and support, and fostering a culture of empathy and accountability within our team. We strive to build lasting relationships with our customers based on trust, transparency, and mutual respect. This means being clear in our processes, pricing, and always acting with integrity in every interaction.

Our wood vertical has experienced significant growth since its inception. This achievement underscores the effectiveness of our customer-centric strategy and the trust our customers have placed in us. Moreover, our newly launched manufacturing units in Rudrapur and Yamuna Nagar are at the forefront of sustainability and technological innovation. At these facilities, we prioritize sustainability in every aspect of our operations. Additionally, we adhere to strict quality control procedures and are equipped with state-of-the-art technology to ensure that every product meets high standards. We believe that by prioritizing both customer satisfaction and environmental stewardship, we can create a better future for generations to come.

At Infra.Market, our commitment to customer-centricity goes beyond meeting expectations - it's about exceeding them. By placing the customer at the core of our operations, we aspire to provide not only top-notch wood products but also to establish lasting partnerships built on trust, transparency & a shared commitment to success.

What measures does Infra.Market employ to ensure the enduring quality and longevity of its wood offerings over time?

At Infra.Market, we take immense pride in our commitment to delivering top-notch products with unparalleled service. Central to this commitment is our own NABL-accredited Quality Assurance Lab, staffed by a group of industry professionals and experts.

Our state-of-the-art facility is equipped with the latest technology and employs stringent testing protocols to ensure that every product satisfies the highest standards of quality. From durability to performance, our dedicated team meticulously evaluates each wood offering to guarantee its reliability and longevity.

We push the limits of innovation while maintaining consistency in quality by utilizing state-of-the-art machinery and technology. This ensures that each product that leaves our facility meets and exceeds the benchmarks for reliability and

longevity.

Which applications are your products utilized for?

Our wood products boast exceptional versatility, making them well-suited for a range of applications in both commercial and residential settings. The extensive range of wood offerings, known for its versatility, makes it the ideal choice for a wide range of applications.

From designing exquisite furniture pieces to putting in first-rate cabinets and flooring, our products excel in enhancing the aesthetics and functionality of any space. The adaptability of our wood allows for seamless integration into diverse design schemes, providing a timeless and elegant touch to various spaces. Whether it's furnishing a commercial establishment or enhancing the aesthetics of a residential interior, our wood products serve as the foundation for creating durable and aesthetically pleasing solutions across a spectrum of applications.

With keen focus on quality & innovation, we constantly work to push the envelope of possibilities, ensuring our products meet and surpass the high standards of our discriminating clientele. We enable architects, designers, homeowners and alike to confidently bring their creative dreams alive by providing unmatched adaptability and workmanship.

