

FOR IMMEDIATE RELEASE

HomeLane launches its FIRST Studio in Jaipur with the Growing Demand for Home Interiors

- *Expanding rapidly in India with the launch of their 43rd Homelane Studio in Jaipur with the objective to offer predictable and transparent solutions, as an organised player in home interiors*
- *Delivers personalised and hassle-free end-to-end interior solutions in just 45 days or they pay you rent**

Jaipur, June 03, 2022: HomeLane, India's choice for on-time home interiors, launched its first Studio in Jaipur, which is part of the company's strategic plan, to widen its presence in Tier-2 markets across India. HomeLane invested INR 1.25 crores to set up this new Studio in Jaipur, which will be their 43rd Studio in India.

The new 2,454 sq. ft HomeLane Studio enables customers to enjoy a wide variety of warm and cosy home setups for display, explore design ideas and co-create their homes with dedicated design experts. It is centrally located in Jaipur's Vaishali Nagar and is convenient for customers to visit from any part of the city. With the new trend in the market, the apartment culture in low rise buildings in Jaipur is on the rise. Additionally, the city has more homemakers as compared to working women professionals, who are primarily looking for modular kitchen services from organised players in the market with the capabilities to deliver personalised designs within predictable timelines at pocket-friendly prices. HomeLane brings predictability and transparency to its customer experience and has already received traction in the city.

Tanuj Choudhry, Co-Founder & COO, HomeLane said, "We are excited to expand our footprint in the Pink City of India, one of the top Tier-II cities for realty investments. Homeowners here are slightly price-sensitive but would like to use the best product for their interiors and value professional services that do not require daily supervision. We look forward to providing them with high-quality home interior solutions."

Speaking about the new studio launch, Solomon Dheeraj, Vice president - Business, said, "Jaipur is a strong market for us with great potential. Over the last few years, people here are investing in low-rise buildings in areas including Vaishali extension, Jagatpura & Mansarover extension. They are versatile in their interior style and are willing to invest in organized branded interiors. We look forward to supporting the customers of Jaipur and making it convenient for them to visit the studio locally."

About HomeLane:

Established in 2014, HomeLane has grown into India's tech-enabled home interiors brand, providing end-to-end interior services in a personalized, professional way. Through technological interventions, tech-empowered expert designers, and project managers, the company has built a community of over 25,000+ happy customers across the country, over



the last seven years. The company undertakes strict safety and sanitation protocols to ensure a hygienic, safe and responsible design and execution process allowing its customers a safe interiors experience. HomeLane currently services 20+ cities across the country through 40+ Studios.