



Rahul Jindal  
MD, Loom Crafts Furniture India

# Sky's the limit

Knowledge plays a key role in how one approaches life and tackles all challenges therein, believes **Rahul Jindal**, managing director of Loom Crafts Furniture India. By **Sanjeev Bhar**

**R**ahul Jindal, managing director of Loom Craft Furniture India (erstwhile R K Loom Crafts) always saw himself flying high as an Air Force pilot. But ironically, he ended not pursuing his childhood dream. "That was a dream long back during my childhood. As I grew up, I envisioned taking my father's (Surinder Jindal) efforts to help the company reach the top," Jindal says. He still nourishes his childhood dream of flying, only the orientation

has changed now. He views his company traversing boundaries to reach newer heights of success. "My aspiration to fly high is still intact," he says.

## An early take-off

Based in Delhi, Jindal started his professional journey just after school. "I passed out from Bluebells School International and was more inclined to sports, rather than academics," says Jindal. He pursued higher studies from Shaheed Bhagat Singh

College while also being involved with the business. "My college life was a learning experience, as I was getting trained in our business. Attendance in college was not a priority and, therefore, I ensured that my time was utilised in practical learning, which I soon started to enjoy," he says.

Jindal learnt the tricks of the trade, something that would not have been possible if he had attended the conventional academic lectures. He says,



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"I always believed that following my own path to tackle life and its challenges would enable me to take right decisions. And it proved right as I was able to make my way forward professionally." Known as R K Loom Crafts till recently, the company, a decade ago, was still at a growth phase.

### Getting into the groove

While pursuing graduation, Jindal also ensured that in three years he had enough experience to understand the nuances of business. Soon, he started taking decisions on the marketing aspect of the company while his father concentrated on the production lines. He recalls, "My father initially started with a steel business with mills in Punjab and Haryana, where the focus was only on exports. Later, we focused on manufacturing furniture which carried on for 10 years." In his opinion, his father is the guiding force behind the company. "We

had a factory in Mehrauli and also operated in retail and exports in furniture with four showrooms, which had to close down due to ceiling and labour problem. But, my father continued and during 2003-04 started to export antique furniture from Jaipur. I always take inspiration from him," Jindal says. Later, the company set up its manufacturing unit in Ghaziabad. As a person who loves to spend time at work, Jindal ensures that he balances it by spending time with friends to unwind. He confesses that he is not an avid reader, but doesn't regret the fact. "Life teaches me so many things at every level of my work," he says. So why didn't he pursue higher education? Jindal replies, "I am in the business of manufacturing. Here I deal with many types of people and an MBA degree would never be able to help as such. I do not regret that I did not avail the opportunity for higher education." Knowledge is never limited to certificates and degrees. It has more to do with one's way to approach life and tackle all challenges, he feels.

### Flight to future

Jindal has learnt to live with his fears, if not overcome them. "It is ironical that I always wanted to be an Air Force pilot but I really fear flying. See how life treats you; now that I fear flying, work demands air travel in regular intervals. So, I have started to live with that fear," chuckles Jindal. He recalls one moment when during a flight he argued with a fellow passenger because the latter did not switch off his cell phone while take off. Coming back to business, Jindal says he is striving hard to make a mark in the niche segment. "We will be presenting our products through independent bun-

galows of around 6500 sq ft in Bengaluru, Delhi, Hyderabad and Mumbai soon. This is the first time that a company will be promoting its products i.e. outdoor furniture in the environment where it is best fitted to display," he informs. The marketing approach of this sort is an outcome of the new thinking of the company that Jindal has brought in. He adds, "In fact, we are entering into retail where we will be taking on this form of promotion. The Delhi one will be operational latest by June 2009 for which we are looking at farmhouses. The target market will be hotels, HNIs and top executives of corporate companies. For promoting the retail aspect we are launching our TV commercial soon."

The company recently got CnC machines for manufacturing chairs automatically. The automatic bending machine can manufacture 200 chairs a day, he informs. The company offers quality products that are at par with international brands like Dedon (Germany), Kettal (Spain) and Caneline (Denmark). "I want to establish the company in the niche market and emerge on top. In fact, we are addressing price concerns of the customers and also offering the best time line within which we deliver our products." According to him, international companies sell through distributors who cannot offer after sales service. "This is what our strategy emphasises on as we offer on-site repair or complete replacement of the product," Jindal adds. It is also shifting the marketing base from Delhi to Mumbai. The company, growing at 100 per cent on a YoY basis, is aiming at 200 per cent growth. "I am really happy the way we are charting progress and believe that the sky should be our limit," he points out. ■

### Company profile

Loom Crafts Furniture (India), erstwhile R K Loom Crafts, has its head office and factory in Ghaziabad - UP that was founded in 2005. The company has been growing steadily as a supplier of synthetic woven garden, outdoor and indoor furniture especially in the institutional segment. It caters to customers from Europe, the USA, Canada, South America, the Middle East, Africa, Asia, Australia, and New Zealand. The main market is the hospitality industry where it supplies furniture to the leading hotels, resorts, restaurants and cafes. The latest product of the company is furniture that caters to all weather outdoor needs.