

# Product Segmentation



# Product Segmentation

## Simplified to Ease Your Sales

Specially Created Series of 48 Kitchens

### Basix

Carcass HDHMR with 4SEB  
Shutters in Laminate 4SEB  
Accessories – Wire Baskets  
Hardware- Non Soft Close



### Hybrid

Carcass MS Powder Coated  
Shutters in Acrylic / PU  
Accessories – Ultrafresh Tandems  
Hardware- Ultrafresh Soft Close



### Gourmet

Carcass BWP Ply 4SEB  
Shutters in Back Painted Glass  
Accessories – German Innotechs  
Hardware- German Soft Close



# Segmentation

1 **Basix**

2 **Hybrid**

3 **Gourmet**

Sr. No.	Kitchen Shape	Size (in Feet)
1	Straight	6
2	Straight	8
3	Straight	10
4	Straight	12
5	L Shape	8 X 5
6	L Shape	8 X 10
7	L Shape	9 X 5.5
8	L Shape	6 X 12
9	L Shape	10 X 10
10	L Shape	12 X 12
11	L Shape	10 X 14
12	Parallel	8 X 10
13	Parallel	10 X 12
14	U Shape	8 X 8 X 8
15	U Shape	10 X 10 X 10
16	U Shape	12 X 10 X 12

Basix							
Sr. No.	Kitchen Shape	Size	Carcass	Shutters	Accessories	Hardware	MRP (in lacs)
1	Straight	6 ft	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	Wire	UF Soft Close	1.20
2	Straight	8 ft	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	Wire	UF Soft Close	1.90
3	Straight	10 ft	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	Wire	Channels- Indian Regular, Hinges- German Regular	1.40
4	Straight	12 ft	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	Wire	UF Soft Close	2.00
5	L Shape	8 X 5	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	Wire	UF Soft Close	2.50
6	L Shape	8 X 10	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	Wire	Channels- Indian Regular, Hinges- German Regular	1.75
7	L Shape	9 X 5.5	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	UF Soft Close	2.25
8	L Shape	6 X 12	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	UF Soft Close	2.00
9	L Shape	10 X 10	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	UF Soft Close	2.50
10	L Shape	12 X 12	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	UF Soft Close	3.00
11	L Shape	10 X 14	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	UF Soft Close	3.50
12	Parallel	8 X 10	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	Channels- Indian Regular, Hinges- German Regular	2.50
13	Parallel	10 X 12	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	Wire	Channels- Indian Regular, Hinges- German Regular	2.50
14	U Shape	8 X 8 X 8	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	UF Soft Close	2.75
15	U Shape	10 X 10 X 10	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	UF Soft Close	3.00
16	U Shape	12 X 10 X 12	4SEB Laminate on HDHMR	4SEB Laminate on HDHMR	UF Tandems & Wire	Channels- Indian Regular, Hinges- German Regular	3.50

			HYBRID				
Sr. No.	Kitchen Shape	Size	Carcass	Shutters	Accessories	Hardware	MRP (in lacs)
1	Straight	6 ft	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	1.65
2	Straight	8 ft	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	2.15
3	Straight	10 ft	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	2.25
4	Straight	12 ft	GS (MS) Powder Coated	PU Design HDHMR	UF Tandem Drawers	UF Soft Close	2.50
5	L Shape	8 X 5	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	3.25
6	L Shape	8 X 10	GS (MS) Powder Coated	PU Design HDHMR	UF Tandem Drawers	UF Soft Close	3.50
7	L Shape	9 X 5.5	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	2.75
8	L Shape	6 X 12	GS (MS) Powder Coated	PU Design HDHMR	UF Tandem Drawers	UF Soft Close	3.00
9	L Shape	10 X 10	GS (MS) Powder Coated	PU & Acrylic Combo	UF Tandem Drawers	UF Soft Close	4.00
10	L Shape	12 X 12	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	4.50
11	L Shape	10 X 14	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	5.00
12	Parallel	8 X 10	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	4.00
13	Parallel	10 X 12	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	5.00
14	U Shape	8 X 8 X 8	GS (MS) Powder Coated	Acrylic on HDHMR	UF Tandem Drawers	UF Soft Close	4.25
15	U Shape	10 X 10 X 10	GS (MS) Powder Coated	PU Design HDHMR	UF Tandem Drawers	UF Soft Close	5.00
16	U Shape	12 X 10 X 12	GS (MS) Powder Coated	PU Design HDHMR	UF Tandem Drawers	UF Soft Close	5.00

			GOURMET				
Sr. No.	Kitchen Shape	Size	Carcass	Shutters	Accessories	Hardware	MRP (in lacs)
1	Straight	6 ft	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	2.60
2	Straight	8 ft	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	3.50
3	Straight	10 ft	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	4.50
4	Straight	12 ft	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	5.50
5	L Shape	8 X 5	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	4.75
6	L Shape	8 X 10	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	5.50
7	L Shape	9 X 5.5	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	4.50
8	L Shape	6 X 12	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	4.00
9	L Shape	10 X 10	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	6.75
10	L Shape	12 X 12	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	8.50
11	L Shape	10 X 14	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	8.00
12	Parallel	8 X 10	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	8.75
13	Parallel	10 X 12	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	8.50
14	U Shape	8 X 8 X 8	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	8.50
15	U Shape	10 X 10 X 10	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	9.00
16	U Shape	12 X 10 X 12	4SEB Laminate on BWP	Back Painted Glass	Hettich	Hettich Soft Close	8.00

# Basix

## Kitchen 1 : Straight 6

**MRP**

**Rs. 1,20,000**



# Hybrid

## Kitchen 1 : Straight 6

**MRP**

**Rs. 1,65,000**



# Gourmet

## Kitchen 1 : Straight 6

**MRP**

**Rs. 2,60,000**



# Basix

## Kitchen 2 : Straight 8

**MRP**

**Rs. 1,90,000**



# Hybrid

## Kitchen 2 : Straight 8

**MRP**

**Rs. 2,15,000**



# Gourmet

## Kitchen 2 : Straight 8

**MRP**

**Rs. 3,50,000**



# Basix

## Kitchen 3 : Straight 10

MRP

Rs. 1,40,000



# Hybrid

## Kitchen 3 : Straight 10

MRP

Rs. 2,25,000



# Gourmet Kitchen 3 : Straight 10

**MRP**

**Rs. 4,50,000**



# Basix

## Kitchen 4 : Straight 12

**MRP**

**Rs. 2,00,000**



# Hybrid

## Kitchen 4 : Straight 12

MRP

Rs. 2,50,000



# Gourmet

## Kitchen 4 : Straight 12 Ft

MRP

Rs. 5,50,000



# Basix

## Kitchen 5 : L Shape 8 X 5

MRP

Rs. 2,50,000



# Hybrid

## Kitchen 5 : L Shape 8 X 5

**MRP**

**Rs. 3,25,000**



# Gourmet

## Kitchen 5 : L Shape 8 X 5

MRP

Rs. 4,75,000



# Basix

## Kitchen 6 : L Shape 8 X 10

MRP

Rs. 1,75,000



# Hybrid

## Kitchen 6 : L Shape 8 X 10

MRP

Rs. 3,50,000



# Gourmet

## Kitchen 6 : L Shape 8 X 10

MRP

Rs. 5,50,000



# Basix

## Kitchen 7 : L Shape 9 X 5.5

**MRP**

**Rs. 2,25,000**



# Hybrid

## Kitchen 7 : L Shape 9 X 5.5

**MRP**

**Rs. 2,75,000**



# Gourmet Kitchen 7 : L Shape 9 X 5.5

MRP

Rs. 4,50,000



# Basix

## Kitchen 8 : L Shape 6 X 12

MRP

Rs. 2,00,000



# Hybrid

## Kitchen 8 : L Shape 6 X 12

MRP

Rs. 3,00,000



# Gourmet

## Kitchen 8 : L Shape 6 X 12

**MRP**

**Rs. 4,00,000**



# Basix

## Kitchen 9 : L Shape 10 X 10

MRP

Rs. 2,50,000



# Hybrid

## Kitchen 9 : L Shape 10 X 10

**MRP**

**Rs. 4,00,000**



# Gourmet

## Kitchen 9 : L Shape 10 X 10

MRP

Rs. 6,75,000



# Basix

## Kitchen 10 : L Shape 12 X 12

MRP

Rs. 3,00,000



# Hybrid

## Kitchen 10 : L Shape 12 X 12

**MRP**

**Rs. 4,50,000**



# Gourmet

## Kitchen 10 : L Shape 12 X 12

**MRP**

**Rs. 8,50,000**



# Basix

## Kitchen 11 : L Shape 10 X 14

**MRP**

**Rs. 3,50,000**



# Hybrid

## Kitchen 11 : L Shape 10 X 14

**MRP**

**Rs. 5,00,000**



# Gourmet

## Kitchen 11 : L Shape 10 X 14

**MRP**

**Rs. 8,00,000**



# Basix

## Kitchen 12 : Parallel 8 X 10

MRP

Rs. 2,50,000



# Hybrid

## Kitchen 12 : Parallel 8 X 10

MRP

Rs. 4,00,000



# Gourmet

## Kitchen 12 : Parallel 8 X 10

MRP

Rs. 8,75,000



# Basix

## Kitchen 13 : Parallel 10 X 12

MRP

Rs. 2,50,000



# Hybrid

## Kitchen 13 : Parallel 10 X 12

MRP

Rs. 5,00,000



# Gourmet

## Kitchen 13 : Parallel 10 X 12

**MRP**

**Rs. 8,50,000**



# Basix

## Kitchen 14 : U Shape 8 X 8 X 8

**MRP**

**Rs. 2,75,000**





# Hybrid

## Kitchen 14 : U Shape 8 X 8 X 8

MRP

Rs. 4,25,000





# Gourmet

## Kitchen 14 : U Shape 8 X 8 X 8

MRP

Rs. 8,50,000





# Basix

## Kitchen 15 : U Shape 10 X 10 X 10

MRP

Rs. 3,00,000





# Hybrid

## Kitchen 15 : U Shape 10 X 10 X 10

MRP

Rs. 5,00,000





# Gourmet

## Kitchen 15 : U Shape 10 X 10 X 10

MRP

Rs. 9,00,000





# Basix

## Kitchen 16 : U Shape 12 X 10 X 12

MRP

Rs. 3,50,000





# Hybrid

## Kitchen 16 : U Shape 12 X 10 X 12

MRP

Rs. 5,00,000





# Gourmet

## Kitchen 16 : U Shape 12 X 10 X 12

MRP

Rs. 8,00,000



