



MAHAJAN HOME

VIVID VISION 2021

COMPANY SNAPSHOT 3 YEARS OUT

We are embarking on an exciting journey to grow our business to new heights, and we want to share our vision with all of you. This is our Vivid Vision; a summary of how our company will look 3 years from now. As you read about our future, we hope that you will share in our enthusiasm. We encourage your feedback so that we may better align ourselves in a way that benefits both our journey and yours. Without all of you, we wouldn't be where we are today, and we hope you will continue to be a valuable part of Mahajan Home in 2021 and beyond!

MAHAJAN HOME IN 2021

It's 2021 and Mahajan Home has experienced tremendous growth. Built on a foundation of industry experience, relationships, and continuous learning, we are at the forefront of innovation and the key driver behind private label brands in textiles and home furnishings. Our passion for bringing designs to life unites us in our purpose to deliver excellence to all of our customers, from our national and regional retailers to our hospitality and brand clients.

We have developed efficient processes in design, production and supply that provide the highest level of service, allowing us to adapt to the changing needs of each client. Backed by a carefully selected supplier network, we offer high quality products, uncompromised value, and quick turn-around times. With a finger on the pulse of how design, technology and sustainability shape people's lives, we continue to look for solutions that add value for our clients, while also inspiring and motivating market trends.

"success unshared is failure"

– John Paul DeJoria

At Mahajan Home, we have accomplished so many great things: we have surpassed our revenue goal, added key account customers, as well as new channels of distribution through hospitality and online accounts. Our core business still comes from home furnishings (textiles), but we have expanded our offering to include a line of hospitality and home decor products, from furniture to mirrors and wall art sourced from around the world. We have created our own brand – a line of homefurnishing products that retail buyers can choose to offer to their customers, in addition to private label collections that can be engineered by our retail clients, or developed in conjunction with our design staff.

To ensure that our clients receive the highest level of service, we have built a team to support our accounts and manage our channel relationships. We are committed to working closely with each of our clients from design through to fulfillment, with a laser focus on quality, service, and timely delivery of the final product.

MAHAJAN HOME CULTURE:

We believe that how we behave as individuals collectively reflects the values of Mahajan Home as a company. Our culture is the guiding force behind all of our practices, from hiring new employees to collaboration with clients, vendors and strategic partners.

WE BELIEVE IN:

INTEGRITY:

Honesty, transparency and fairness are core to how we operate.

WE BELIEVE IN:

COMMUNITY AND SOCIAL RESPONSIBILITY:

We believe that everyone deserves to live well. Design has the power to motivate and inspire people, so we partner with local charities to bring design and product into the lives of those who may not otherwise have the opportunity or the means.

WE BELIEVE IN:

ADAPTIVE THINKING:

Our mindset is based on outcome over process. We believe that solutions should be the right fit for everyone we collaborate with. We will happily pivot and adapt as necessary.

WE BELIEVE IN:

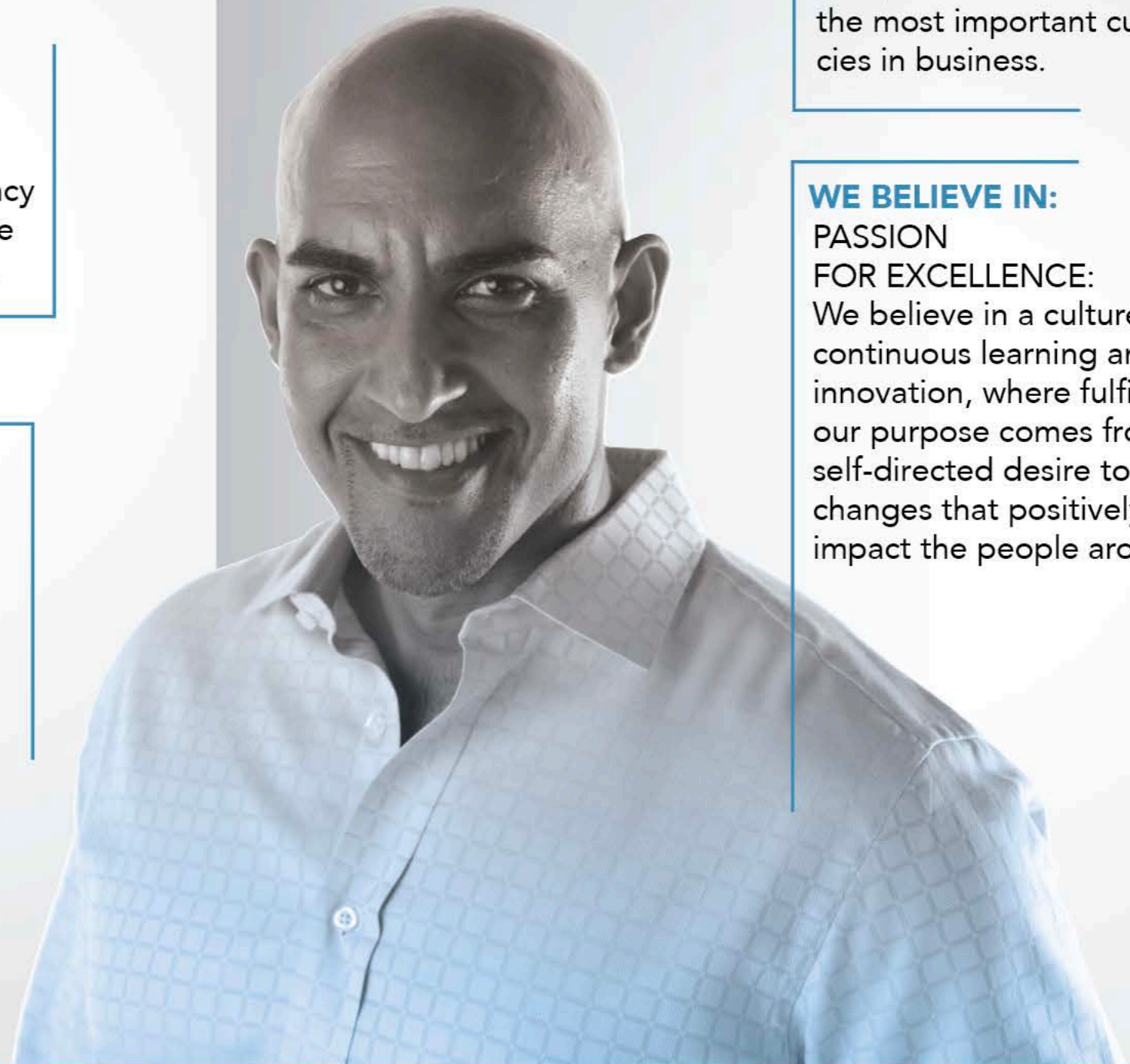
COLLABORATION & TRUST:

We are proud of our work environment where everyone contributes to our success through hard work, creativity, honesty and integrity. We believe that ethical behavior builds trust, and trust is one of the most important currencies in business.

WE BELIEVE IN:

PASSION FOR EXCELLENCE:

We believe in a culture of continuous learning and innovation, where fulfilling our purpose comes from a self-directed desire to make changes that positively impact the people around us.



CLIENTS

Our clients count on us—and we are ready to go when they need us most. Some buyers work closely with us to create a new collection each season, while others need quick turnaround on products or entire collections to fill a short-term need. Whatever their goal, we let our customers take the lead. They can be hands-on throughout the process, or they can select from ready-to-use collections created by Mahajan. We are responsive AND responsible to our customers, providing them with the solutions they need, and taking accountability for every phase of the process to ensure client satisfaction. We anticipate customer needs and continually strive to find better and more efficient ways to help them meet their program requirements. Our customers have faith in our abilities because we consistently provide high quality, on-trend products, and an unmatched client experience.

YOU ARE OUR REASON WHY!





OPERATIONS

While the textile business is one of the oldest industries around, we continue to evolve and offer innovative new materials, modern designs, efficient processes, and best-in-class manufacturing. We have implemented a state-of-the-art enterprise resource planning software (ERP) that connects all of our functional systems and provides analytics to better understand our customers' needs and behaviors. We use metrics and key performance indicators to continuously track and improve key business areas. Success at Mahajan Home is defined by exceeding our customers' expectations, which we achieve by not only strategically measuring operational efficiency, but by surpassing our own productivity records.

SUPPLIERS

Mahajan Home is built on a strong foundation of global supplier relationships. These relationships enable us to make or source any product, offer great prices, and guarantee on-time delivery on any item—from off-the-shelf solutions to complete custom collections. We have developed a network of best-of-breed suppliers in each area of our business so we can offer our customers coordinated merchandising solutions - a full assortment of products that work together as a collection. We make life easier for our customers by being the only solution-provider they need to bring beautifully designed products to their stores. We also make it our business to ensure that we align ourselves with socially compliant vendors who are as invested in the well-being of our global communities and environment as we are.



Our office building radiates natural light and has immense open-spaces that reflects who we are as a company because it emanates visibility, clarity and inclusivity. When you walk into the Mahajan Home showroom, you are instantly immersed in an exciting display of home products in a wide array of colors, patterns and textures. Organized all by seasonal collections, our coordinated lines of home furnishings and décor highlight products that showcase our love for design and our creative product capabilities.

We are a team of 35 motivated, purpose-driven rockstars, made up of designers, product developers, account managers, coaches, IT personnel, supply-chain & operations experts, finance professionals, and support workers. Our personal values align with our positive company culture because we love what we do. The freedom we have to identify and speak to industry needs allows us to be innovators, intrapreneurs and entrepreneurs in a way that adds value for our clients and Mahajan Home. Since we are a results-oriented group, we do whatever it takes to get the job done.

But, there's more to us than hard work. We are dedicated to a fun and supportive atmosphere for every member of our team. We encourage everyone at Mahajan Home to pursue their personal and professional interests, give back to the community, be respectful of the environment, and strive for that ever-important work-life integration. Some of us are working towards Master's degrees, others are travelling around the world looking for creative inspiration. We believe that life-long learning empowers us to meaningfully impact the work we do and the relationships we build.

This document is our vision of the company we want to be in 2021 – from people and culture, to sales goals, operations, collaborations and supply chain. When we look back at Mahajan Home in 2021, we are confident that you will feel a great sense of accomplishment knowing that you played an important role in building a company that we are all proud to be a part of.

