

URBAN LADDER

Designing the Future of Modern Living



Established in 2012, Urban Ladder began with a focus on curated furniture and has since evolved into a comprehensive home solutions provider. Today, its extensive portfolio includes over 1 lakh offerings across home furniture and décor, business furniture, and complete home interior services. Upholding a strong commitment to quality and durability, Urban Ladder offers refurbishment and after-care services, ensuring long-term upkeep and aesthetic appeal. This strategic evolution reflects the brand's mission to deliver end-to-end solutions that address every facet of modern living spaces.

A Journey Built on Design, Craft, and Comfort

Urban Ladder began with a vision to redefine how people furnish and experience their homes. Identifying a gap in the market for high-quality, design-forward furniture, the brand set out to create products that seamlessly blend aesthetics with functionality, enhancing urban lifestyles by making every



home a space of elegance, practicality, and comfort.

In 2017, the brand expanded into offline retail, and in 2020, it reached a pivotal milestone by becoming part of the Reliance family. Today, Urban Ladder boasts a robust omnichannel presence, with retail stores across 22 cities and the capability to deliver to over 4,000 pin codes across India.

Mastery in Artistry

Urban Ladder's core philosophy, "Designed to be desired," is focused on creating timeless pieces that rise above passing trends. This guiding principle informs every stage of the brand's operations—from initial design concepts to the final product—resulting in furniture that combines clean lines, premium materials, and versatile aesthetics. Each piece is thoughtfully crafted to complement a wide range of personal styles, whether contemporary, minimalist, or transitional.

The brand's design process goes beyond visual appeal, incorporating a

deep understanding of materials, construction techniques, and ergonomics to ensure both durability and comfort. This commitment to thoughtful, user-centric design reflects Urban Ladder's goal of creating products that customers not only need but genuinely aspire to own and integrate into their living spaces.

While consistency in quality and craftsmanship defines every collection, Urban Ladder also champions individuality, offering furniture and décor that act as canvases for customers to express their personal style.

Effortless Styles, Defining Unique Stories

In response to the growing demand for styling guidance, Urban Ladder has introduced *Full Room Looks*, carefully curated, cohesive units that harmoniously blend colours, textures, and forms. These thoughtfully designed setups help customers easily imagine and recreate complete spaces in their own homes, providing the convenience of purchasing all the components together for a cohesive and effortless experience.

By combining inspiration with adaptability, this approach streamlines

Urban Ladder aims to revolutionise how people experience furniture, decor, and interiors by blending thoughtful design with advanced craftsmanship.



the design process while embracing a wide range of aesthetics from modern glamour and Japandi minimalism to classic-contemporary elegance and more. The result is a design journey that feels both accessible and deeply personal, allowing every home to tell a story that is uniquely its own.

Additionally, Urban Ladder plays an educational role by guiding consumers through various design styles from Scandinavian and Victorian to mid-century modern and rustic chic. This helps individuals explore and identify the styles that resonate most with their personality, lifestyle, and spatial needs.

Built with Precision, Backed by Trust

With a diverse portfolio of over 40,000 furniture and décor options, Urban Ladder has redefined home styling across India. Each piece undergoes a rigorous 11-step quality check to ensure durability, longevity, and



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exceptional craftsmanship. This deep attention to detail has earned the trust of millions, establishing the brand's position as a category leader, reflected in its industry-best Net Promoter Score (NPS).

Urban Ladder's progressive approach is rooted in a deep understanding of global trends, a dedication to tailoring international design aesthetics for Indian homes, and a strong culture of ongoing innovation. Significant investment in research and development empowers cutting-edge tools like 3D modelling and augmented reality (AR), enabling customers to visualise their selections in real-time before making a purchase.

For Urban Ladder, it's not just about how a home looks; it's about how it feels and functions. Every piece is designed to be lived in, loved, and remembered, becoming part of the everyday moments that make a house a home.

Business Furniture That Sets New Standards

Urban Ladder's institutional business leverages its extensive expertise across diverse professional environments, including offices, retail spaces, hospitality, educational institutions, and public areas such as airport lounges. By seamlessly blending the comfort of residential design with the functionality of commercial spaces, their resimercial (mixture of residential and commercial design elements) furniture solutions create inviting and productive workspaces. Additionally, Urban Ladder elevates guest experiences through sophisticated, theme-driven interiors tailored to hospitality settings. The brand also integrates cutting-edge smart technologies such as height-adjustable



desks and interactive tables, ensuring their offerings are innovative and adaptable to the dynamic requirements of modern environments. With over a decade of experience in the B2C sector, Urban Ladder brings valuable insights and expertise to its B2B offerings. This strong foundation enables the brand to anticipate client needs with precision and deliver seamless experiences, supported by a robust logistics network and operational excellence. Urban Ladder's capacity to handle high-volume orders while maintaining consistent delivery reliability distinguishes it in a competitive marketplace.

Leveraging its in-house manufacturing capabilities and retail expertise, Urban Ladder offers premium, design-led products at competitive price points. The brand's deep understanding of material sourcing, production efficiency, and cost optimisation ensures exceptional value for its B2B partners.

Committed to innovation, Urban Ladder actively collaborates with architects and designers to stay ahead of industry trends and co-create cutting-edge, design-forward solutions.

Expert-Led Execution, From Vision to Reality

Urban Ladder offers comprehensive end-to-end home interior solutions, including modular kitchens, wardrobes, false ceilings, prayer units, TV units, smart storage, home automation, wall treatments, wooden furniture, and loose furniture.

The brand's commitment to quality shines through its use of premium



By weaving rich cultural nuances with international aesthetics, the goal of Urban Ladder is to showcase the elegance and versatility of Indian craftsmanship on a global stage.

branded materials—from Quadro channels in wardrobes to ISI 304 stainless steel in kitchens, ensuring rust-free longevity and unmatched safety. Tailored solutions cater to diverse home needs, from compact urban apartments to larger family homes. The company also addresses space limitations through innovative storage solutions, tech integration, and space planning.

Urban Ladder's 4-stage, 250-step quality check process leaves no detail unexamined—testing joints, finishes, hardware, and structural integrity to guarantee products withstand daily life. By blending global design trends with



hyper-local insights (think moisture-resistant finishes for coastal Chennai or sleek, compact layouts for Bangalore apartments), Urban Ladder transforms interiors into personalised sanctuaries.

The Promise of Lasting Commitment

At Urban Ladder, unique furniture is defined not just by its initial appearance but by how it continues to enhance the customer's space, day after day. That's why their after-care services are designed to ensure every piece remains as beautiful, functional, and comfortable as the day it was delivered.

From expert cleaning and upholstery maintenance to repair and polishing, the dedicated team provides personalised care whenever furniture needs extra attention. Whether it's a recliner requiring thorough cleaning or a sofa in need of new upholstery, these services are crafted to extend the life and preserve the quality of each piece.

Customer Satisfaction, Every Step of the Way

Urban Ladder's philosophy is deeply anchored in understanding and anticipating customer needs, and delivering products with meaningful,



intuitive experiences. Here's how the brand brings customer-centricity to life:

1. Seamless Omnichannel Experience

Urban Ladder offers a seamless omnichannel journey, meeting customer's expectation whether they are browsing online from the comfort of home, visiting a store to experience products firsthand, or effortlessly transitioning between both. The experience remains consistent, intuitive, and fully connected across all touchpoints.

2. Effortless Delivery

The brand ensures a flawless delivery experience, bringing premium furniture to customers' doorsteps with care and

precision. From careful packaging and professional handling to timely installation, every step prioritises convenience, reliability, and peace of mind.

3. Tech-Enabled Convenience

Urban Ladder enhances customer engagement with 3D modelling, AI-powered chatbots, and AR visualisation for real-time support.

Virtual consultations with design experts provide personalised recommendations tailored to each customer's space, preferences, and lifestyle. Behind the scenes, smart

systems optimise fulfilment through real-time order tracking and proactive delivery updates, keeping customers informed at every stage.

The brand's website, app, and social media platforms also serve as vibrant hubs of inspiration, featuring curated collections, style guides, and trend-based insights to fuel discovery and creativity.

4. Continuous Feedback Loops

Customer feedback is integral to Urban Ladder's process, not an afterthought. Regular feedback cycles keep the brand closely attuned to evolving needs, design trends, and pain points. This agile approach drives continuous improvements across product design, service delivery, and the customer experience. 📱