

BUILDING UP TO THE TARGET

MULTI DÉCOR INDIA PVT. LTD., THE BRAINCHILD OF PRADEEP, IS ENGAGED IN MANUFACTURING PRE-FABRICATED BUILDINGS



PROMISING ENTRY

After working for 5 years in corporate as a software developer, Pradeep Choudhary joined his family business nine years ago when it was a small family run show concentrated locally. A B. Tech in Computer Science and IIM Indore Alumnus, he changed the orientation of products and services they were offering in the market. Now the company, Multi Decor India Pvt Ltd, has spread projects pan India and associated itself with big brands.

FAILURE AND SUCCESS ARE PART OF LIFE

Since business runs in his family, Pradeep, has never been risk-averse. Taking up challenges in business has always been his basic philosophy of life. He quotes Thomas Alva Edison, who said, "Many of life's failures are people who did not realize how close they were to success when they gave up." For this dynamic entrepreneur, failures are imminent, as entrepreneurs all they can do is to plan ahead and take risk, but planning can only take you so far. So learn from your mistakes and move forward.

To be successful in life, one has to have discipline, hard work, positive thinking and careful planning.

MISSION STATEMENT

Our mission is to make sure that our customers feel satisfied with our work. It is always a challenge to make customers gravitate towards you.

—PRADEEP CHOUDHARY

According to Pradeep, a true leader helps in creating an environment where everyone collaborates and growth becomes a common goal; he/she also helps in identifying potential of each, and nurture talent for creating future leaders.

AREA OF INTEREST

Pradeep in his free time loves reading, working out and cooking with his daughters.

MAKING BUSINESS SENSE

Multi Décor India Pvt Ltd is engaged in the manufacturing of various pre-fabricated buildings. These are quick to construct and are easy to relocate later. Its major clientele are construction industry who requires corporate style but temporary set up which can be reused. The company has 60 staff on direct payroll and 100 on contracts.

It started as a proprietary company and later transitioned to Pvt Ltd Company. The company takes pride in its strong organizational culture and values. According to Pradeep, the advantages of this form of business ownership are many. It is more professional and promotes a corporate culture where organization is not dependent on a single person but is driven more by processes and systems.

CHALLENGES AHEAD

Being an engineering company, it focuses on stable and quick construction solution. Pradeep says their client needs set up to be done faster to get quick turnaround time, so they are always excited by time challenge and take pride in their deliveries.

The company is formed on 3 pillars which sets it apart from its competitors.

R&D: The company brings out new products to market and invest huge amount on making its product better.

The company wants people to believe this is a better, safer way to make buildings as compared to traditional construction. Gaining consumers' trust is the biggest challenge.

Positive Work Culture: According to Pradeep, the company has a positive work culture which takes care of all round development of its staff who grow

professionally and personally.

Service Guarantee: There is always service guaranteed with its product.

MARKETING BUSINESS

The company markets its business through digital marketing, print media, public relations, exhibitions, ground sales team.

BUSINESS IN THE NEXT FEW YEARS

The company has chalked out a plan to take this business to 2X in next 2 years and 5X in 5 years time. It would also like to explore new avenue in defense and more complex engineering solution.

In ten years time, the company would like to see itself as a preferred choice for

prefab partner and also as a market leader for prefab products.

As regards competing globally, Pradeep says there is always huge scope for its product in other countries and they are soon planning to test their product in international market.

According to Pradeep, they have explored the Nepal market with distribution model and were quite successful in the same and now feel confident in entering new international markets soon.

TECHNOLOGY-DRIVEN BUSINESS

Multi Décor is a technology-driven company. It has installed latest software for design purpose and to reach its customers.







WORD OF ADVICE FOR STARTERS

“Enter as if you and your entire life depends on it. Entrepreneurship is a big responsibility. Most importantly, have fun, enjoy the journey.”

—**PRADEEP CHOUDHARY**

A cloud based ERP system helps keeping all sites well-connected. With access of internet it has become easy to connect with clients as well.

The company has central production facility from where it feeds material to pan India projects, central production helps it to control quality and to maintain lower production cost so that its client enjoys both high quality at low price.

As regards seeking business advice, the company has a consulting board which helps them in making crucial decisions related to strategy and planning. The consulting board comprises successful entrepreneurs and industry leaders.

UTILIZATION OF PROFITS

Multi Decor India believes in R&D and people development. Major part of its budget is allocated each year for training and learning for its staff and development of new products. It has been selected by Stanford Seed and it is getting direct learning from Stanford Faculty, for developing its BMC, organizational design and strategy plan.

BUSINESS MISSION

The company is committed to expeditious and bespoke prefab, delighting customers with innovative green solutions.

Some of the major customers of the company are EPC contractors, Government, builders, corporate and individual users.

EDGE OVER COMPETITORS

Customers prefer the company for its timely delivery, high quality and exceptional service. The company has zero tolerance policy for unethical practices.

SUCCESS MANTRA

The company promotes team work and intrapreneurship- this encourages everyone to take ownership.

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BUSINESS FUTURE

International community has already adopted this technology but acceptance level in our country is low. This is totally dry construction which also benefits city fighting high pollution levels.

Pradeep is confident that future for such construction is bright.