



FURNERA

FURNITURE FOR NEW ERA

COMPANY PROFILE

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Shree Ambika Steel Industries (Products marketed under brand name “Furnera”) is a family affair, now in its third generation, was founded, at Surat (Diamond City) in 1988 by Shri Harjivanbhai Dodiya. With sheer determination and an unwavering commitment to excellence, He started the business from humble beginnings, crafting each piece by hand and delivering them with pride.

Starting with fabrication work mainly doors and grills, Harjivanbhai along with his son Dilipbhai, soon began taking contracts of Surat Municipal Corporation. The father-son duo never looked back after that. Having their own workshop with area of 10,000 Sq. feet in Varachha area, they started making Office tables and slotted angle racks.

Over the years, the dedication to quality craftsmanship and exceptional customer service allowed them to grow and thrive, with the torch passed on to the capable hands of the third generation leader, Mr. Vijay Dodiya (Son of Dilipbhai) in 2015. He transformed the workshop into an industrial facility covering 30,000 Sq. feet in Kamrej. The family's perceptive insights led to the inclusion of more products like cupboards, heavy duty racks, etc. He embraced technological advancements and modern manufacturing processes, allowing them to expand the offerings and cater to a wider range of customer preferences while maintaining commitment to superior craftsmanship.

The ambition of an energetic Youngman Vijay, combined with wisdom of his father Dilipbhai added another milestone in the successful journey of Shree Ambika Steel Industries. In 2022, aftermath of Covid-19 could not decelerate the speed of growth but the factory area increased to 1 lakh Sq.feet in Palsana area and Product portfolio augmented to more than twenty five.

In a strategic move to diversify the product range and meet the evolving needs of our customers, they decided to venture into wooden modular furniture. Recognizing the timeless appeal and warmth of wood, they sought to combine the durability and craftsmanship that has been the cornerstone of their steel furniture business with the elegance and natural beauty of wooden modular furniture. 33 years of Dedication, Determination, and Deference defines the success of Shree Ambika Steel Industries.



## VISION

To become a leading manufacturer of Steel and Wooden furniture in India with more than 500 dealers and turnover of INR 100 Crores by 2026



## MISSION

Fulfilling furniture needs of the domestic, Institutional, Industrial sector by continual Product Innovation and Quality Assurance.



## VALUES

- Ownership
- Creativity
- Commitment
- Continuous Learning
- Teamwork

## WHY CHOOSE US?

- 100% In-house Production
- 33 years of rich Experience
- Latest Technology Machinery
- Well trained, Artistic Manpower
- Wide range of Products under one roof.
- Best Quality Products with Innovative designs.

# INSTITUTIONAL - INDUSTRIAL PRODUCTS

Mobile Compactor

Locker Cupboard

Library Cupboard

Store-well Cupboard

Mobile Locker for Staff

Filing Cabinet

Slotted Angle Rack

SS Canteen Table

Office Table

Office Chairs

Shoe Rack

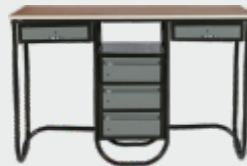
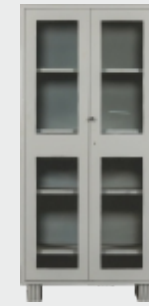
Book Case

Heavy Duty Rack

Display Rack

Benches

Display Counter



## MODULAR PRODUCTS

Laboratory Furniture

Office Furniture

Kitchen Furniture

Wardrobe Furniture



## DOMESTIC PRODUCTS

Italian Cupboard

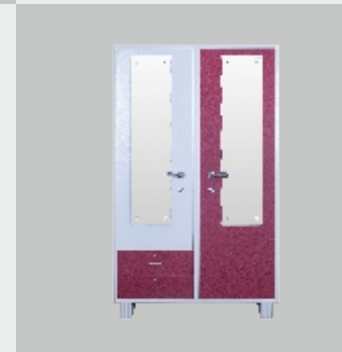
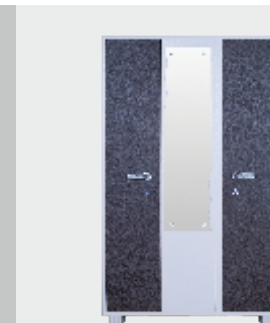
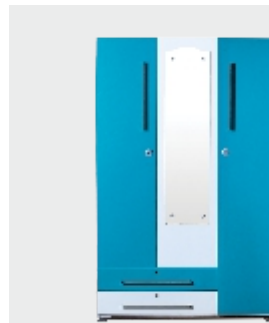
CNC Laser Cutting

3 Door Cupboard

Sangam Cupboard

Italian Metal Bed

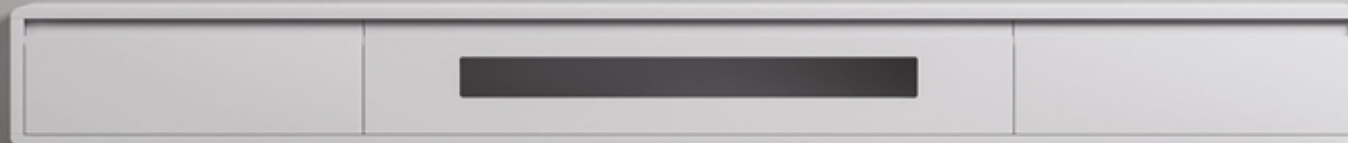
Sangam Half Door





## OUR MACHINERY





## OUR VALUABLE CLIENTS



P P SAVANI  
KNOWLEDGE CITY



ROYAL ENFIELD



SAMAST PATIDAR AAROGYA TRUST  
**KIRAN HOSPITAL**  
Multi Super Speciality Hospital & Research Center

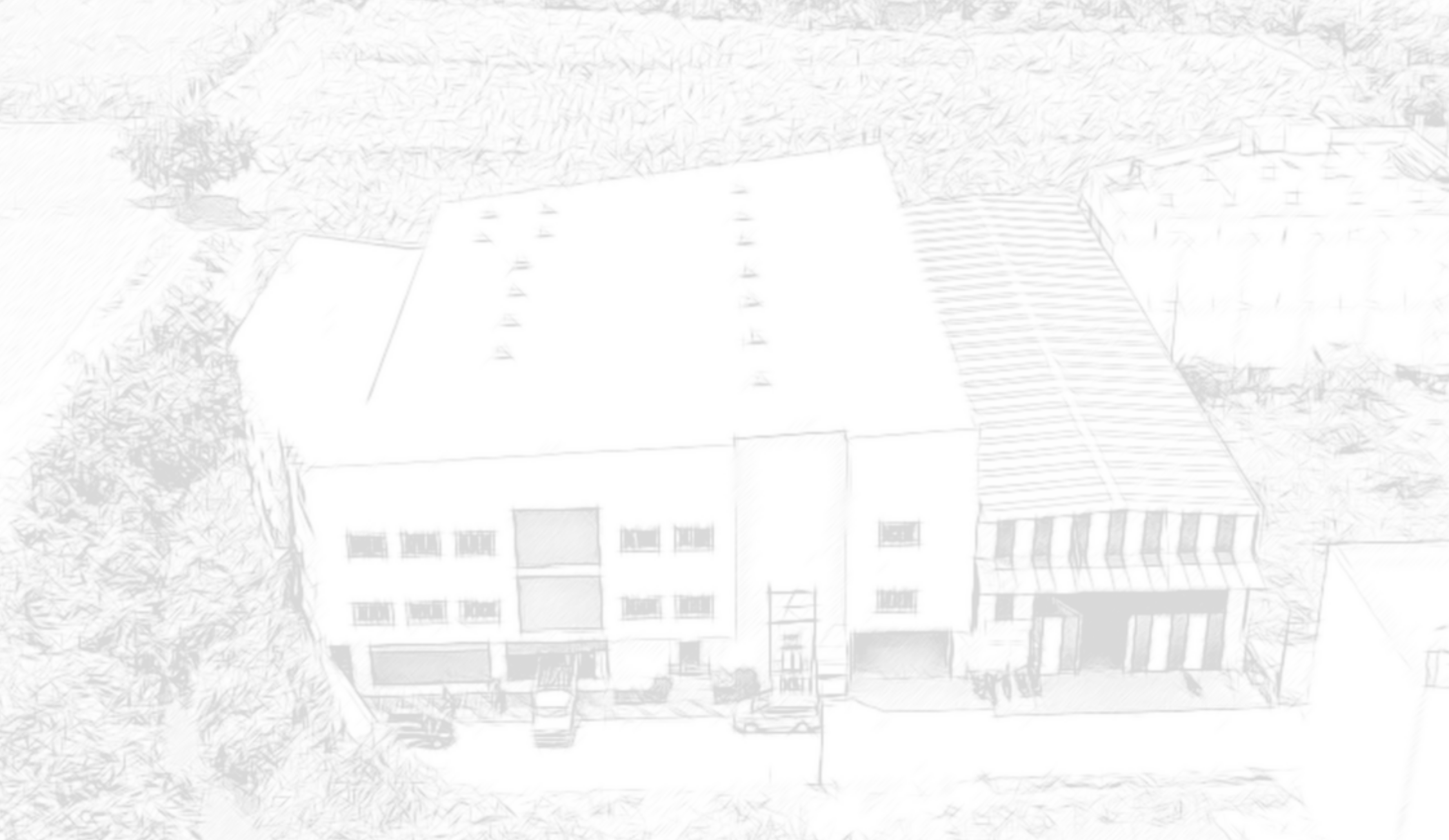


LARSEN & TOUBRO




The Millennium School

**VNSGU**  
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SOUTH GUJARAT  
UNIVERSITY



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