

VOLUME I — PORTFOLIO

Building spaces that build *brands*.

A half-century studio of interior architecture and turnkey build across India — hospitality, corporate and retail, from concept to completion under one roof.



— THE FERN HILLSIDE RESORT · BHIMTAL, KUMAON

FEATURED INSIDE · PLATE 02

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The *Book.*

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We build for *people*.

*A half-century of turnkey interiors, shopfittings
and custom fit-out — delivered end-to-end from a
single accountable team.*

PID Projects is an interior architecture and turnkey build studio headquartered in Delhi NCR, with a fifty-year legacy of crafting commercial interiors across India. What began as a passion for precision craftsmanship has matured into a national delivery platform serving India's leading brands, architects and developers.

Our studio is unusual in that it bridges three disciplines usually siloed under different vendors — interior architecture, MEP coordination, and fit-out execution — under a single accountable team, backed by our own state-of-the-art shopfitting manufacturing units.

We are a quiet house. We prefer warm materials, honest joinery and lighting that flatters people rather than surfaces. We are less interested in style than in whether a place still feels considered a decade after handover.

FOUNDED

Delhi NCR, India

REACH

Pan-India · Nationwide

DISCIPLINES

Design · Build · MFG

TENURE

50+ Years



STUDIO & MANUFACTURING · TIKRI KALAN, DELHI

[02] BY THE NUMBERS

A fifty-year *track record.*

50+

YEARS OF
DELIVERING
INTERIORS

2,500+

PROJECTS
HANDLED OVER

40L+

SQUARE FEET
DEVELOPED NATIONALLY

Pan-India Delivery

From metros to tier-three towns, the same project team, the same build standard, the same accountability — anywhere a brand needs to be.

In-House Manufacturing

Our own state-of-the-art shopfitting units remove the weakest link in most fit-outs: the gap between design intent and what a third-party vendor actually produces.

Single Point of Contact

One contract, one schedule, one project head. Design, MEP, execution and FF&E all consolidated under a single accountable team from day one.

[03] AT SCALE

Built at *big-box* scale.

64_k SQ FT · COMBINED <i>Chunmun</i> Meerut + Pitampura	30_k SQ FT · FLAGSHIP <i>Stanmax</i> Dehradun	30_k SQ FT · FULL FIT-OUT <i>CnM Blue Sapphire</i> Noida	21_k SQ FT · FLAGSHIP <i>Chunmun</i> Rajouri Garden
20_k SQ FT · ROLLOUT <i>CnM</i> Dwarka	12_k SQ FT · DESIGNED & BUILT <i>Snowwhite</i> Rajouri Garden	10_k SQ FT · FULL FIT-OUT <i>Stanmax</i> NSP, New Delhi	5+ ANCHOR TENANTS <i>Delivered</i> At Department-Store Scale

Beyond the flagship and the boutique, PID delivers anchor-tenant interiors at department-store scale — multi-floor builds across tens of thousands of square feet, on operator timelines. From a 64,000 sq ft two-city combined Chunmun build to 30,000 sq ft executions at Stanmax Dehradun and CnM Blue Sapphire Noida, the studio operates at a volume most fit-out shops simply cannot hold a schedule at.

— ARCHIVE · FOUNDING ERA

From the Archive.

Some firms print their founding year. Ours kept the photograph.



— LAUNCH DAY · KQUALITY RESTAURANT, NEW DELHI

SHREE DEBU RAM · FOUNDING PRINCIPAL
PHOTOGRAPHED ON THE DAY OF OPENING · FROM THE
FOUNDING ERA

The photograph above was taken at the launch of Kwaliti Restaurant, New Delhi — one of the first great hospitality clients of the studio. Shree Debu Ram, founding principal of the practice, stands with his site team on the day of opening. PID would go on to deliver more than five projects for the Kwaliti group.

This is not a press-ready photograph. It is a piece of the practice's own archive — three generations on, the brief has not really changed. A later chapter of Debu Ram's career is pictured on a subsequent plate in this book: *L'Affaire*, his last project before retirement.

PRINCIPAL	Shree Debu Ram
ERA	Founding Years
PROJECT	Kwaliti Restaurant
CLIENT TENURE	5+ Projects
LINEAGE	Three Generations
PRACTICE	Uninterrupted

— ARCHIVE · CLIENT ROSTER

Fifty years of *clients.*

A selected roster from half a century of retail, hospitality and commercial interior work — drawn from the practice's own records, with outlet counts where applicable. Not comprehensive. Many one-off projects, boutique clients and private commissions are not listed here.

Blackberrys

· 175 OUTLETS

Madame

· 70+ STORES

Raymond

· 40 STORES · 1994–2002

ColorPlus

· 30 STORES

Monte Carlo

· 27 STORES

Meena Bazaar

· 27 STORES

Van Heusen

· 26 STORES

Octave

· 20 OUTLETS

Innisfree

· 18 OUTLETS

Chunmun Stores

· 14 STORES

Crocs

· 14 OUTLETS

PC Jeweller

· 12 STORES

Provogue

· 12 OUTLETS

US Polo Assn.

· 11 STORES

Stanmax

· 7 STORES

Neerus

· 6 STORES

Red Tape

· 6 STORES

Kasr

· 6 STORES

Allen Solly & Louis Philippe

· 5 STORES

Indian Terrain

· 4 STORES

Bindals

· 4 STORES

Bombay Selection

· 4 STORES

Diwan Saheb

· 3 STORES

Love Moschino

· 2 STORES

Hugo Boss

· 2 STORES

Neeta Lulla

· DLF EMPORIO

Spencers Hypermarket

· PAN-INDIA

Sulwhasoo

· ONGOING

Miraii Fine Jewels

· MG ROAD

Paulmi & Harsh

· DHAN MILL

Reliance Energy

· BPO · NOIDA

Sapient Technologies

· BPO · GURUGRAM

Indigo Airlines

· BPO · GURUGRAM

Best Western Ghaziabad

· HOSPITALITY

Kwality Restaurant

· 5+ PROJECTS · FOUNDING ERA

Volumes reflect stores delivered, not overall contract value. Some client relationships span multiple brands under a single group. Historic rollouts (Raymond, 1994–2002; Blackberrys at 175; Madame at 70+) are presented as documented at the time of delivery.

Three disciplines, *one* studio.

① HOSPITALITY

Hotels & *Resorts*

RESORTS · BOUTIQUE HOTELS · F&B

From wilderness resorts in the Kumaon hills to heritage luxury institutions in Delhi, we deliver hospitality as a layered sensory experience — lighting, acoustics, material and movement tuned for dwell, return and review.

- RESORT INTERIORS
- BOUTIQUE HOTELS
- RESTAURANT & BAR
- GUEST-ROOM FIT-OUT
- BACK-OF-HOUSE BUILD
- FF&E CURATION

② CORPORATE

Workplace *Interiors*

HQS · OFFICES · EXPERIENCE CENTRES

Workplaces that earn their square footage. Specific to how a team actually works, finished with the calm of a residence — and built with the operational rigour of our retail rollout programmes.

- CORPORATE HEADQUARTERS
- COMMERCIAL OFFICES
- EXPERIENCE CENTRES
- BOARDROOMS & SUITES
- CO-WORKING FIT-OUT
- SHOWROOMS

③ RETAIL

Flagships & *Rollouts*

FLAGSHIPS · MALL FIT-OUTS · ROLLOUTS

Fifty years of retail work has taught us that a brand lives or dies at the threshold. We do both the hero flagship and the hundred-store rollout — with the same care in every drawing and every fixture.

- FLAGSHIP STORES
- MULTI-CITY ROLLOUTS
- MALL FIT-OUTS
- BRAND EXPERIENCE ZONES
- VISUAL MERCHANDISING
- FIXTURE ENGINEERING

04

FOURTH OF SIX · SELECTED WORK FOLLOWS

Hospitality.

Resort and hotel interiors where the brief is dwell, return and review. Hand-finished materials, tuned lighting, back-of-house rigour — and the same execution discipline that has shipped 2,500 commercial projects across the country.

RESORTS

BOUTIQUE HOTELS

F&B

GUEST ROOMS

BACK OF HOUSE

FF&E



THE FERN HOTELS & RESORTS — JIM CORBETT

PID PROJECTS · TURNKEY INTERIOR FIT-OUT

The Fern Hotels & Resorts

Jim Corbett, Uttarakhand · A Series by Marriott Property

A wilderness resort interior for one of India's leading hospitality groups, set against the Kumaon foothills. The brief was for a property that would feel genuinely of its landscape — neither colonial safari pastiche nor corporate resort — and deliver to a hospitality operator's exacting standards for guest flow, housekeeping efficiency and back-of-house throughput.

PID Projects executed the turnkey interior fit-out across guest suites, public areas, dining, reception and back-of-house zones. Warm locally-sourced materials, honest joinery, and lighting tuned to flatter both guests and the room were specified throughout.

TYPOLGY	CLIENT
Wilderness Resort	The Fern
LOCATION	STATUS
Jim Corbett	Delivered

- TURNKEY INTERIOR
- GUEST ROOMS
- F&B
- RECEPTION
- BOH
- FF&E



THE FERN HILLSIDE RESORT — BHIMTAL, UTTARAKHAND



PID PROJECTS · TURNKEY RESORT FIT-OUT

The *Fern* Hillside Resort

Bhimtal, Uttarakhand · Kumaon Hills

A hillside resort in the Bhimtal belt of the Kumaon foothills — balconies and verandas that open onto the pine-clad slopes, a sunken firepit lounge cut into the hillside terrace, and an interior dining room detailed with wrought-iron chandeliers and hand-finished wainscoting. A resort that reads as genuinely of its hills.

PID delivered the turnkey fit-out across guest wings, public areas, the main restaurant, reception, and the landscaped terraces — with the detail-level and operational rigour a Fern property demands.

TYPOLGY Hillside Resort	CLIENT The Fern
LOCATION Bhimtal	STATUS Delivered

TURNKEY FIT-OUT

GUEST ROOMS

RESTAURANT

LANDSCAPE

JOINERY

LIGHTING



SHERVANI HILLTOP — NAINITAL, UTTARAKHAND

PID PROJECTS · HILL-STATION HOSPITALITY

Shervani Hilltop

Nainital, Uttarakhand · Heritage Hill Station

A boutique hill-station hotel in Nainital — stone-clad façades detailed with pitched green awnings and deep verandas, built into the contours of the hillside. The brief called for a property that felt rooted in the Kumaon tradition of stacked-stone mountain architecture while delivering the guest-flow, housekeeping and back-of-house rigour of a modern boutique operator.

PID executed the fit-out across guest wings, public areas and landscaped entrance courts — with the material honesty and seasonal weather detailing the hill-station context demands.

TYPOLGY	CLIENT
Boutique Hotel	Shervani
LOCATION	STATUS
Nainital	Delivered

- BOUTIQUE FIT-OUT
- STONE CLADDING
- GUEST WINGS
- LANDSCAPE
- VERANDAS



SALT STAYZ — RESTAURANT & RECEPTION

PID PROJECTS · NATIONAL ROLLOUT PROGRAMME

Salt Stayz Hotels

National Rollout · 10+ Properties

A national hospitality rollout programme for Salt Stayz — over ten properties delivered against a single brand standard. The restaurant interior shown here leads with a dramatic mirrored coffered ceiling and velvet-upholstered seating, while the reception carries the quieter white-fluted language of the brand's arrival experience. Same brand, same rigour, ten cities.

The real challenge of a rollout at this scale is consistency — every property built to the same finish, the same fixture quality, the same handover standard — and that is where fifty years of shopfitting discipline does the work.

TYPOLGY	CLIENT
Hotel Rollout	Salt Stayz
PROPERTIES	STATUS
10+ Hotels	Ongoing

- ROLLOUT PROGRAMME
- RESTAURANTS
- RECEPTION
- GUEST ROOMS
- BRAND STANDARD
- FIT-OUT

[04] HOSPITALITY · THE IMPERIAL

In good company.

Beyond the featured plates, a landmark Delhi credential — a property that sits among the handful of hotels that define Indian heritage luxury.

— HERITAGE LUXURY · LUTYENS' DELHI

THE IMPERIAL, NEW DELHI · A LANDMARK

[CLIENT SPOTLIGHT]

The *Imperial* Hotel New Delhi

"Grand Dame of the East" — opened 1936, designed by F.B. Blomfield, an associate of Edwin Lutyens, in a blend of Art Deco, Victorian and colonial styles. One of the country's most distinguished heritage luxury institutions.

PID delivered a ten-guest-room furniture and interior fit-out programme for The Imperial — custom joinery and woodwork detailed to the hotel's exacting heritage standards. The brief was not to reinvent, but to build to the material and craft language of a property that has hosted heads of state, movie stars and the architects of independence itself.

Guest-room casegoods, wardrobes, vanity units, headboards and architectural woodwork were fabricated in PID's own manufacturing unit and installed with the tolerances a five-star heritage room demands — where every mitre and every grain direction is read by guests who notice.

PROPERTY

The Imperial

LOCATION

Janpath, New Delhi

SCOPE

10 Guest Rooms

DISCIPLINE

Furniture & Woodwork

[SECTION FIVE]
— CORPORATE

05

FIFTH OF SIX · WORKPLACE INTERIORS

Corporate.

Workplace interiors that earn their square footage. Headquarters, offices and experience centres — designed with the calm of a residence, built with the operational rigour of a national rollout programme.

HEADQUARTERS

OFFICES

EXPERIENCE CENTRES

SHOWROOMS

BOARDROOMS

The workplace, *considered.*

Five decades of delivering fit-outs to brand-grade tolerances. We bring the same discipline to the workplaces companies ask us to build — whether that is a forty-seat studio, a regional HQ, or a multi-floor national office.

Corporate Headquarters

Full-floor and multi-floor headquarters for growing companies. Workplace strategy, space planning, MEP coordination and execution — delivered as a single accountable build.

- SPACE PLANNING
- WORKPLACE STRATEGY
- MEP & HVAC
- TURNKEY BUILD

Offices & Commercial

Commercial office interiors for enterprises and growing firms. Landlord coordination, services integration and fit-out delivered to handover, fully commissioned and operations-ready.

- OFFICE FIT-OUT
- LANDLORD COORDINATION
- CIVIL & FINISHES
- COMMISSIONING

Experience Centres

Brand experience centres and corporate showrooms where the workplace doubles as the front-of-house for clients, partners and investors — designed for dwell and demonstration.

- BRAND ENVIRONMENTS
- SHOWROOM DESIGN
- AV INTEGRATION
- CUSTOM JOINERY

Boardrooms & Client Suites

The rooms where the most important conversations happen. Detailed at the level of a private members' club — fumed timber, acoustic treatment, concealed services, precision joinery.

- BOARDROOMS
- CLIENT SUITES
- PRIVATE OFFICES
- ACOUSTIC DESIGN

06

SIXTH OF SIX · SELECTED WORK FOLLOWS

Retail.

Fifty years and 2,500+ stores of retail fit-out and shopfitting delivery — for Indian heritage brands, international houses and national rollout programmes. The discipline that everything else rests on.

FLAGSHIPS

ROLLOUTS

MALL FIT-OUTS

SHOPFITTINGS

BRAND ENVIRONMENTS



LOVE MOSCHINO — DLF PROMENADE, NEW DELHI

PID PROJECTS · TURNKEY FIT-OUT

Love Moschino

DLF Promenade, New Delhi

An Italian fashion house flagship in one of Delhi's premier retail destinations. The brief required translating a signature European brand language — precise, graphic, confident — into a premium mall retail environment without sacrificing the impact the brand carries in Milan.

PID delivered the full fit-out: civil modifications, bespoke fixturing, lighting and brand elements. Every detail was specified against the client's international brand manual and executed to the finish levels required for a flagship international tenant.

TYPOLGY	BRAND ORIGIN
Luxury Flagship	Italy
LOCATION	STATUS
DLF Promenade	Delivered

- TURNKEY FIT-OUT
- BESPOKE FIXTURES
- LIGHTING
- BRAND ELEMENTS



TASVA — MGF METROPOLIS, GURUGRAM

PID PROJECTS · ROLLOUT FIT-OUT

Tasva

MGF Metropolis, Gurugram

A menswear flagship for Tasva — the premium Indian ethnic wear house under the Aditya Birla Fashion & Retail umbrella, designed in partnership with Tarun Tahiliani. The store had to read as part of a national rollout standard while carrying the couture-adjacent finish the brand demands.

PID delivered the fit-out against ABFRL's locked design vocabulary — warm timber, brass, stone and custom-engineered display systems — with the tight schedule and consistency expected on a growing national retail programme.

TYPOLGY Ethnic Menswear	CLIENT ABFRL / Tasva
LOCATION MGF Metropolis	STATUS Delivered

- FIT-OUT
- FIXTURE ENGINEERING
- STONE & TIMBER
- LIGHTING
- DISPLAY



CROCS — JAIPUR, RAJASTHAN

PID PROJECTS · TURNKEY FIT-OUT

Crocs

Jaipur, Rajasthan

A store fit-out for the global footwear brand Crocs, executed against the brand's international rollout standard. The challenge was to deliver the specified Crocs experience — playful, product-forward, rigorously consistent — with the materials, craftsmen and supply chain realities of the Indian retail market.

PID managed the full scope: civil works, branded fixture manufacturing, lighting and visual merchandising systems, handed over to the Crocs operations team ready for opening.

TYPOLGY	BRAND ORIGIN
Footwear Retail	USA
LOCATION	STATUS
Jaipur	Delivered

- TURNKEY FIT-OUT
- CIVIL WORKS
- BRANDED FIXTURES
- VM SYSTEMS



CHICCO — AMBIENCE MALL, GURUGRAM

PID PROJECTS · TURNKEY FIT-OUT

Chicco

Ambience Mall, Gurugram

The Italian baby and kids' brand Chicco, delivered as a full store fit-out at Ambience Mall Gurugram — one of the country's most premium retail destinations. Chicco's brand requires a clean, bright, family-friendly retail environment with rigorous adherence to product ergonomics and display standards.

PID executed the project against Chicco's international brand manual, managing fixtures, lighting, flooring and signage through to handover.

TYPOLGY	BRAND ORIGIN
Baby & Kids Retail	Italy
LOCATION	STATUS
Ambience Mall	Delivered

- TURNKEY BUILD
- FIXTURING
- LIGHTING
- SIGNAGE
- FLOORING



PAULMI & HARSH — THE DHAN MILL, NEW DELHI

PID PROJECTS • BOUTIQUE FIT-OUT

Paulmi & Harsh

The Dhan Mill, New Delhi

A couture boutique for Indian designer duo Paulmi & Harsh in Delhi's Dhan Mill Compound — one of the capital's most curated design precincts. The brief was closer to a private gallery than a retail store: a discreet, atmospheric room where the garments would take visual priority over the architecture.

PID delivered the boutique with hand-finished surfaces, custom display joinery, and carefully layered lighting designed specifically for the needs of couture — ambient warmth paired with tunable accent washes.

TYPOLGY	PRECINCT
Couture Boutique	Dhan Mill
LOCATION	STATUS
New Delhi	Delivered

- BOUTIQUE FIT-OUT
- CUSTOM JOINERY
- ACCENT LIGHTING
- HAND FINISHES



L'AFFAIRE — COUTURE BOUTIQUE, DELHI NCR

PID PROJECTS · TURNKEY INTERIOR FIT-OUT

L'Affaire

Delhi NCR · A Fitting Closing Chapter

A luxury couture boutique defined by ornate stonework at the threshold, a carved wood-panelled ceiling medallion flanked by a hand-wrought crystal chandelier, and interiors detailed to the standard of a private drawing room. The exterior portico reads as carved limestone architecture; the interior carries the calm, layered richness a couture retail floor demands — fabric libraries, bespoke display cabinetry, and the unhurried pace of bespoke fitting.

This was the **final project delivered under the principalship of Shree Debu Ram** before his retirement — and a fitting closing chapter to a fifty-year career in Indian retail and hospitality fit-out. The bookend to a story that began at Kwaliti Restaurant and runs, uninterrupted, into the work PID delivers today.

TYPOLGY	LOCATION
Couture Boutique	Delhi NCR
PRINCIPAL	STATUS
Shree Debu Ram	Delivered

- TURNKEY FIT-OUT
- STONE PORTICO
- CARVED WOODWORK
- BESPOKE JOINERY
- CHANDELIER INSTALL
- HANDOVER

[06] SELECTED RETAIL WORK

Further Work.

A selection of recent retail fit-outs across Indian and international brands, flagship locations and tier-two markets.



MENSWEAR • MALL FIT-OUT

Octave

Pacific Mall, Tagore Garden

Menswear fashion retail fit-out at one of West Delhi's anchor malls — turnkey delivery including fixtures, lighting and visual merchandising.



FASHION • MALL FIT-OUT

Stanmax

Pacific Mall, NSP

Complete fit-out for a fashion retail brand at Pacific Mall Netaji Subhash Place — civil works, fixturing, lighting and finishes.



KIDSWEAR • HERITAGE BRAND

Chunmun

Ghaziabad, NCR

A long-standing partnership with the Chunmun stores group — a twenty-year relationship across multiple store formats and cities.



FASHION • TIER-TWO FLAGSHIP

Monalisa

Jammu, J&K

A flagship retail fit-out in Jammu — demonstrating our capability to deliver metro-grade execution in tier-two markets across India.



TRADITIONAL • SAREE RETAIL

Suvidha Sarees

New Delhi

A retail fit-out for the traditional saree house — warm palette, considered display engineering for textile merchandising.



FASHION • NEIGHBOURHOOD

Indifusion

Rohini, New Delhi

Neighbourhood fashion retail fit-out in North Delhi — full turnkey scope from civil works to fixtures to brand handover.

[08] FURTHER WORK • II

Further Work. VOL. II

A second plate of selected retail work — couture flagships, mall jewellery formats, institutional workplaces and heritage Indian houses.



COUTURE • FLAGSHIP

Neeta Lulla

DLF Emporio, New Delhi

Flagship retail fit-out for the Bollywood couture house at DLF Emporio — warm amber lighting, gallery-grade display for bridal and heritage collections.



ETHNIC • MULTIPLE LOCATIONS

Meena Bazaar

27 Stores • Pan-India

Twenty-seven retail stores delivered for the heritage ethnic-wear house — ornate ceiling detailing, showcase windows and full turnkey execution across formats.

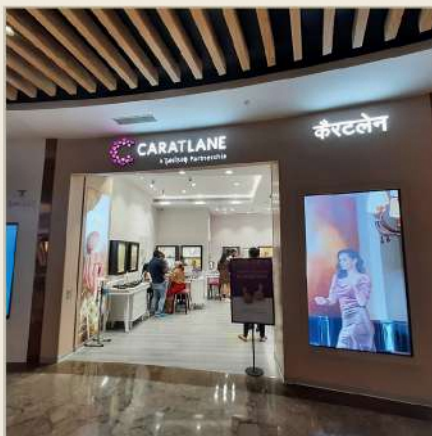


BEAUTY • ROLLOUT

Innisfree

18 Outlets • Project Green Salons

Eighteen retail outlets for the Korean beauty house — "Project Green Salons," a planted biophilic concept rolled out across the national footprint.



JEWELLERY • MALL FORMAT

Caratlane

Multiple Locations

Turnkey retail fit-out for the digital-first jewellery brand (Tanishq family) — the brand's signature mall format rolled out with fixture and showcase engineering.



FINE JEWELLERY • BOUTIQUE

Miraii Fine Jewels

MG Road, Gurugram

Boutique fine-jewellery fit-out — blackened-brass showcases, mirror-worked feature wall, intimate gallery lighting for the MG Road flagship.



INSTITUTIONAL • WORKPLACE

Plaksha University

Mohali, Punjab

Institutional fit-out for India's new research-led engineering university — open-plan offices, terrazzo-floor cafeteria, academic workplace built to university spec.

[08] FURTHER WORK • III

And more.

A final plate of selected work — heritage jewellery houses, fashion flagships and department-store interiors that round out the half-century.



FASHION • FLAGSHIP

Savvy

Lajpat Nagar, New Delhi

Fashion retail flagship — a deep jade-and-brass interior palette with bespoke brass fixture framing, delivered turnkey in one of Delhi's busiest high streets.



JEWELLERY • 12 STORES

PC Jeweller

Multiple Locations • North India

Twelve retail stores for the listed national jeweller — from neoclassical three-storey façades to mall showcase formats, full turnkey across the portfolio.



JEWELLERY • 4 STORES

Indriya

Aditya Birla Jewellery

Four retail outlets for the Aditya Birla group's jewellery house — arched showroom façades and refined display cabinetry built to Birla brand standards.



DEPARTMENT STORE • FLAGSHIP

Stanmax

Dehradun • 30,000 sq ft

A 30,000 sq ft tower-format department store in Dehradun — complete design, execution and PF of the entire store's fixtures and furniture.



HOSPITALITY • TURNKEY

The Fern

Jim Corbett & Bhimtal

A resort client referenced earlier in this book — featured here for continuity of the retail & hospitality roster that runs across the firm's half-century.



MENSWEAR • 20 OUTLETS

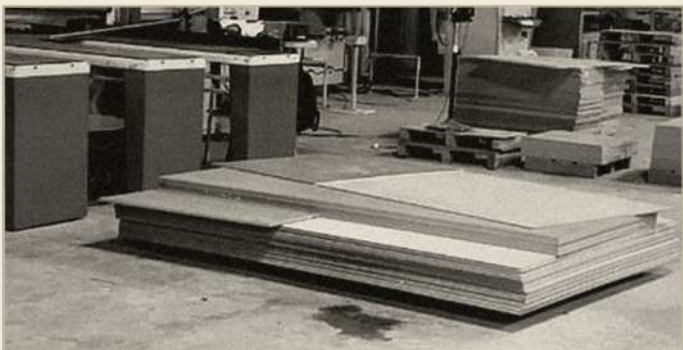
Octave

Pan-India Rollout

Twenty retail outlets for the menswear house — a long-standing rollout partnership across metros and emerging markets.



CHUNMUN STORES — MEERUT, PITAMPURA & RAJOURI GARDEN



PID PROJECTS • 14 STORES • 64,000 SQ FT FLAGSHIP

Chunmun Stores

Meerut + Pitampura • 64,000 sq ft Combined

A twenty-year client relationship and one of PID's longest-running retail accounts. Fourteen stores delivered across the Chunmun group — including the Meerut and Pitampura flagships at **64,000 sq ft combined design and build**, the 21,000 sq ft Rajouri Garden store, and a twenty-thousand-square-foot CnM format at Dwarka.

The work spans department-store fit-out, multi-floor escalator atriums, mannequin staging, in-house fixture manufacture and full FF&E — executed across the North on the schedules a retail operator requires.

TYPOLGY Department Store	STORES 14
FLAGSHIP 64,000 sq ft	TENURE 20+ Years

- DESIGN & BUILD
- MULTI-FLOOR
- ESCALATORS
- FIXTURES
- FF&E
- ROLLOUT

— RETAIL · FEATURED PROJECT · ANCHOR CLIENT

Plate 12



BLACKBERRYS MENSWEAR — MULTIPLE LOCATIONS · PAN-INDIA



PID PROJECTS · 175 RETAIL OUTLETS DELIVERED

Blackberrys Menswear

Pan-India · One-Hundred-and-Seventy-Five Outlets

PID's longest-standing menswear account and the anchor of the retail vertical. **175 retail outlets** delivered across metros and tier-two cities — rolled out one store at a time to a single, repeatable build standard over two decades.

The programme spans full turnkey fit-out, in-house fixture manufacture in our own shopfitting unit, mannequin staging, LED-lit back-wall display engineering, and a rolling execution schedule tuned to the operator's store-opening calendar. Every outlet delivered on the same brand-engineered template, adapted to each landlord's civil shell.

TYPOLGY	OUTLETS
Menswear Rollout	175
TENURE	REACH
Two Decades +	Pan-India

TURNKEY FIT-OUT

ROLLOUT PROGRAMME

FIXTURE ENGINEERING

IN-HOUSE MFG

MULTI-CITY

BRAND TEMPLATE

36,000 SQ FT

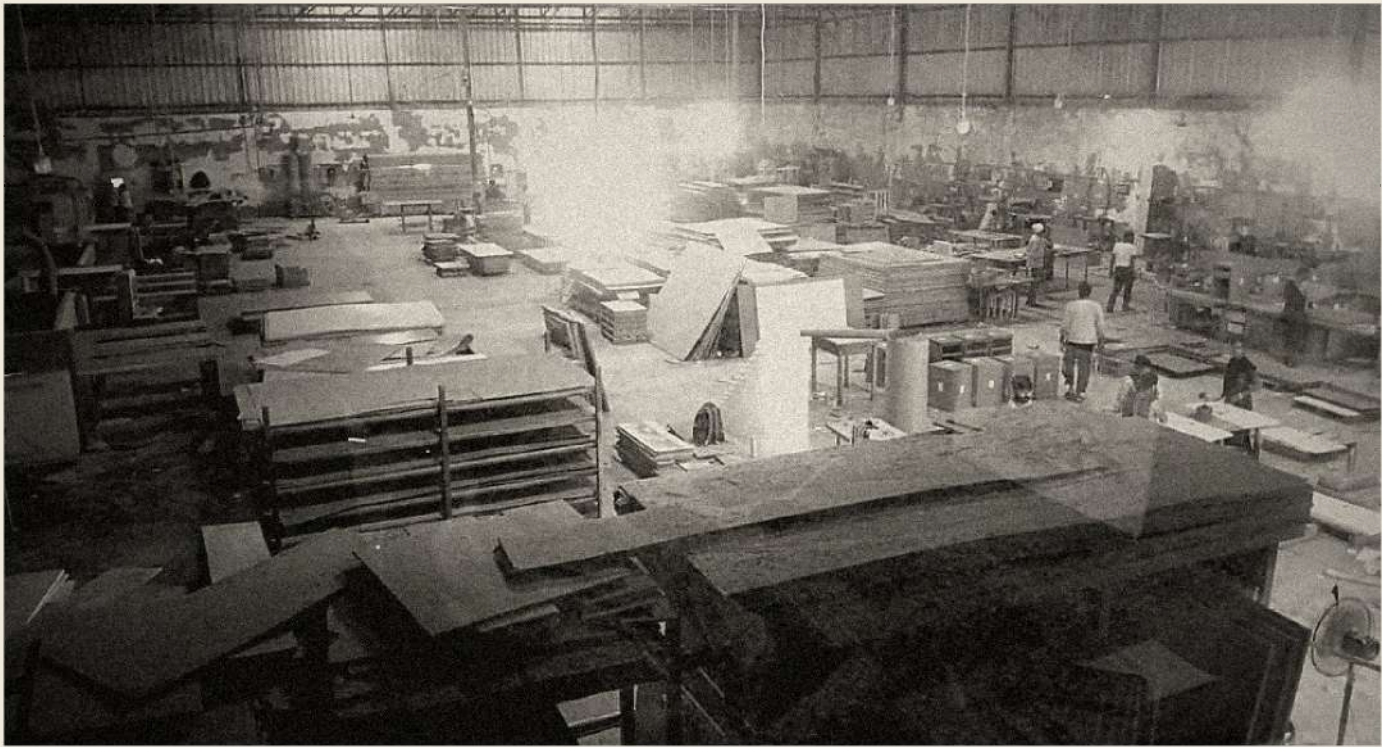
IN-HOUSE MANUFACTURING

TIKRI KALAN · DELHI

[09] THE WORKSHOP · MANUFACTURING

The Workshop.

36,000 square feet, under one roof — where drawings become joinery, and joinery becomes the stores you walked past on the way to reading this.



CNC ROUTING



MODULAR PLANT • HOLZMA



HANDWORK & DETAILING



FINISHING & DISPATCH

Spanning 36,000 square feet, PID's state-of-the-art manufacturing facility houses in-house steel fabrication, German-engineered modular machinery, dedicated fabric installation, a full-scale paint booth, and advanced powder coating — delivering unmatched quality under one roof.

A secondary unit handles the final layer — handwork, detailing and finishing — where fixtures are inspected, touched-up and packed for dispatch to site. The photographs above are not press shots. They are the actual floor, on an actual working day.

Steel Fabrication	IN-HOUSE
Modular Machinery	HOLZMA • GERMAN
Edge Banding	BRANDT
Upholstery	DEDICATED LINE
Paint Booth	FULL-SCALE
Powder Coating	ADVANCED
Packing & Dispatch	ON-SITE
Handwork & Finishing	SECONDARY UNIT

[07] CAPABILITIES

A studio that *draws and builds.*

Every discipline required to deliver an interior fit-out — consolidated under a single accountable team, backed by our own manufacturing.

01 Concept & Design

Spatial strategy, material narrative, mood and light — delivered in a format your stakeholders can act on.

02 Architecture & GFC

Full good-for-construction documentation — plans, sections, elevations and joinery drawn to execution standard.

03 MEP Coordination

Electrical, HVAC, plumbing and fire services coordinated in-house so the ceiling you designed is the ceiling you get.

04 Turnkey Build

Directly managed fit-out with our own site team — single point of accountability, one contract, one schedule.

05 In-House Manufacturing

Custom shopfittings and joinery produced in our own units — modular, scalable and engineered for rollout consistency.

06 FF&E Curation

Furniture, fixtures and equipment sourced end-to-end — domestic and imported, vendor-agnostic, on-budget.

07 Lighting Design

Architectural and decorative lighting schemes designed to lux targets and tuned on site, not just on paper.

08 Brand Environments

Translating brand guidelines into physical experience — typography, graphics, wayfinding and signage.

[08] PROCESS

How a project *actually* moves.

From first walkthrough to the ninety-day snag — a structured, transparent process refined across 2,500+ projects.

01

Brief & *Diagnosis*

2–3 WEEKS

Site walkthrough, operational interviews and a written design diagnosis. Before a single moodboard is opened we agree on what the project actually has to do.

02

Concept & *Direction*

3–5 WEEKS

Spatial strategy, material narrative, lighting intent and hero visuals. Signed off at this stage so everything downstream moves on a locked creative direction.

03

Design *Development*

6–10 WEEKS

Plans, sections, elevations, joinery drawings, material specs, FF&E schedules, MEP coordination. The phase where a design becomes buildable.

04

Build & *Delivery*

10–24 WEEKS

Our own project managers on site. Weekly client reviews, locked BOQ tracking, transparent change orders, in-house manufactured fixtures delivered to spec.

05

Handover & *Aftercare*

90 DAYS +

Full as-built set, a ninety-day snag window and a twelve-month defect review. We stay engaged long enough to see how the space lives.

The *Principals.*

The partners and principals running the studio day to day.

B

Balbir Singh

MANAGING DIRECTOR

Thirty-five-plus years of on-site execution and turnkey fit-out mastery. An unmatched force when it comes to rapid execution and on-site improvisation. Has led flagship deliveries for Hugo Boss, Love Moschino, PC Jewellers, Tasva and Neeta Lulla — among many others.

M

Mohan Lal

MANAGING DIRECTOR

Thirty-plus years bringing a creative and systematic flow to on-site work and turnkey fit-outs. Binds the entire team together with finesse and clarity. Has led projects for Crocs, Innisfree, Sulwhasoo, Samsung and Blackberrys — the edge that makes the work seamless.

V

Vishal Pawar

PROJECTS HEAD

Leads project delivery across the portfolio — hospitality, corporate and retail. Accountable for schedule, spec and handover quality on every live site, and the bridge between the studio's legacy craft and its modern delivery platform.

D

Dhruv Pawar

HEAD OF DESIGN

Leads the design studio. Sets the creative direction, material language and detail standards across every project and every sector the practice touches — from wilderness resorts to retail flagships.

— SUPERVISOR TEAM • THE FLOOR CAPTAINS

Virendar Kumar

SITE SUPERVISOR

20+ Years

Rajender Kumar

SITE SUPERVISOR

15+ Years

Nishi Kant Sharma

SITE SUPERVISOR

12+ Years

Suneet Kumar

SITE SUPERVISOR

10+ Years

[10] VOICES & CLIENTS

Trust, repeated.

A selection of voices from the clients and brand partners we have had the privilege of building for.

“

A team that feels like family while working with. Great energy, on-time handover and impeccable quality.

Mukesh Thakur

ABFRL • ADITYA BIRLA
FASHION

“

Trusted partners for over twenty years now. Always improving their designs and their work.

S. S.

CHUNMUN STORES

“

Really knowledgeable team. Best in the business.

Aisha Patel

AAINA BOUTIQUE

— SELECTED CLIENTS & BRAND PARTNERS

The Imperial Hotel

Heritage Luxury • Delhi

The Fern Hotels & Resorts

Hospitality Group

Shervani Hotels

Heritage • Nainital

Salt Stayz Hotels

10+ Properties

Love Moschino

International Fashion

Crocs

Global Footwear

Chicco

Italian Baby & Kids

Tasva (ABFRL)

Ethnic Menswear

Paulmi & Harsh

Indian Couture

Octave

Menswear

Chunmun

Kidswear

Monalisa

Fashion Retail

Suvidha Sarees

Traditional Wear

Stanmax

Fashion Retail

Indifusion

Fashion Retail

Let's build something worth *walking into.*

[11] START A CONVERSATION

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FOR

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Partnerships
Press