



CRAFTING CONCRETE

TEXT BY ANINDITA GANGULY

Conkreate is a unique home décor brand founded by creative entrepreneur Ashrey Dhawan with the sole idea of experimenting with a relatively new material mix, which is still finding acceptance in India.



Give your spaces the enchanting elegance of concrete with mesmerising products from Conkreate.



The brand is driven by Ashrey's love for transforming a much known "hard" and "cold" material into warm, imaginative shapes with soft-to-touch finishes using lifestyle concrete.

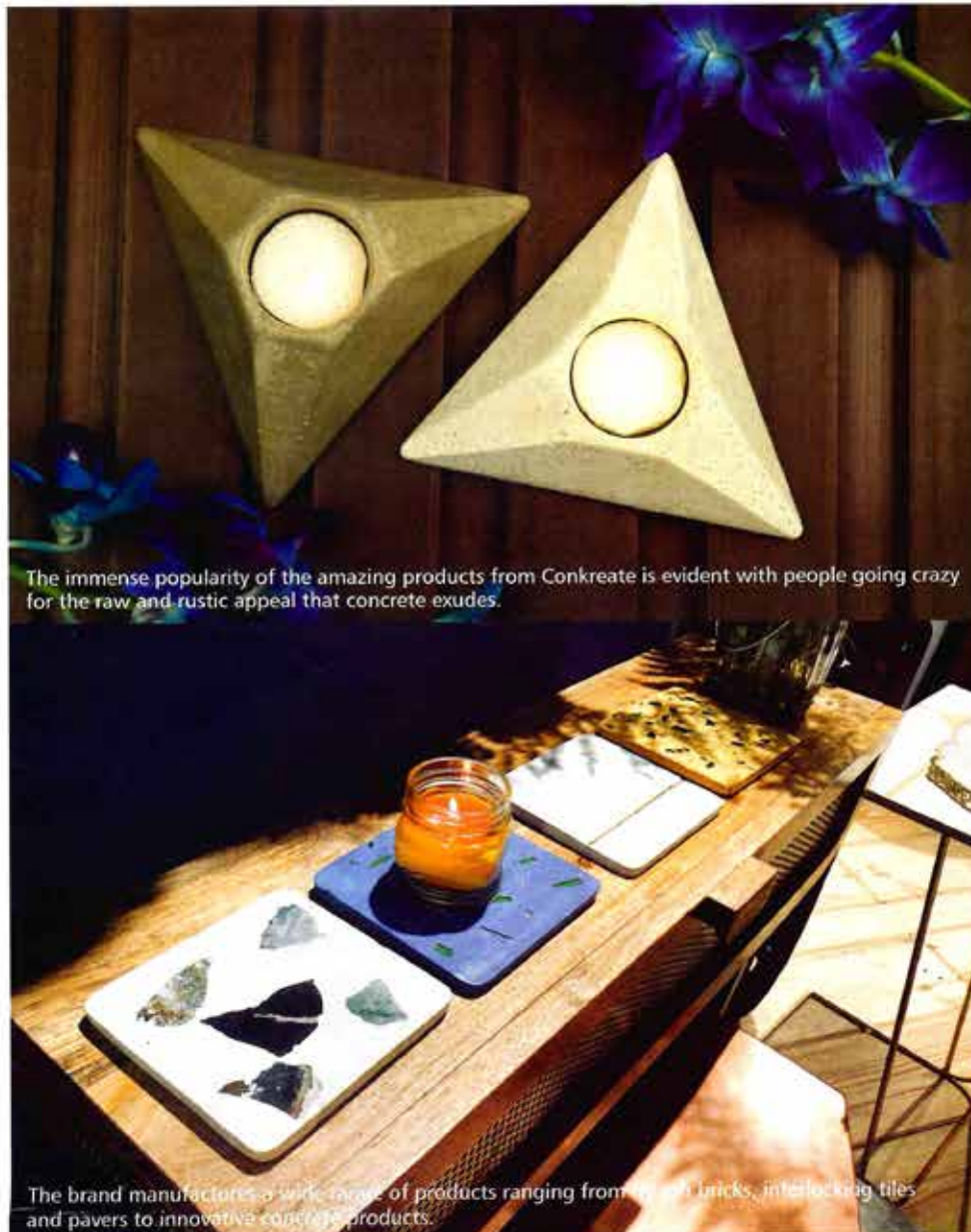
Conkreate offers a wide array of products ranging from utility-based items to tabletops, lamps, office accessories, furniture and planters. The brand is constantly working and expanding its product ranges to come with up new innovative products and finishes in concrete. It has its own design team and also works with some international designers from USA and Germany.

"At Conkreate, we are constantly learning and evolving. Each product range draws design inspiration from its surroundings. Our designers try to incorporate themes from our daily lives and create a chic, modern and utility-based collection. We design products keeping in mind that every piece is multi-dimensional, expressive and a gift to give your own self," she enthusiastically explains.

At its unit in Karnal, the brand manufactures a wide range of products ranging from fly ash bricks, interlocking tiles and pavers to innovative concrete products. Set-up in a rural area, the manufacturing unit provides employment opportunities to the locals, reserving 50% positions for women.

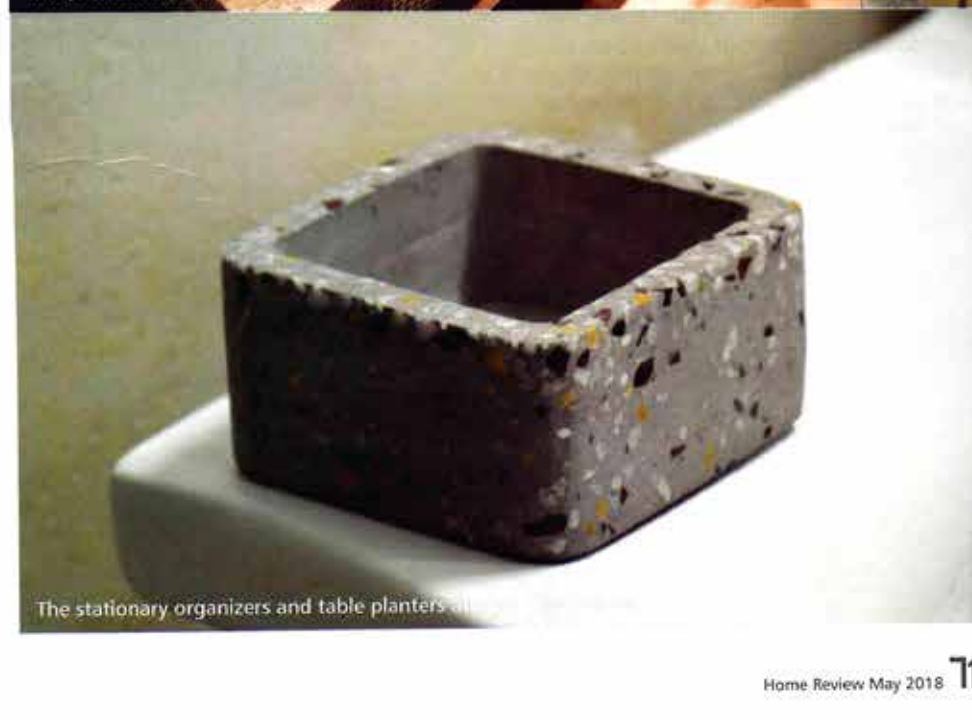
According to Ashrey, "In the near future, we want 'concrete' to be synonymous with 'Conkreate'. We want to cater to the domestic market through our flagship stores in all the metro cities and take the idea of 'Make in India' forward by exporting worldwide".

The popularity of the amazing products from Conkreate is evident with people opting for the raw and rustic appeal that concrete exudes. The tic-tac-toe table game, stationary organizers and table planters are loved by customers.



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The table planters bring in the much-needed greenery at the workplace, the stationary organizers are perfect for your OCDs' and the tic-tac-toe is funky and has an element of nostalgia.

"Since concrete as a material is gaining popularity we see a lot of new players entering the market. The strength of Conkreate lies in its manufacturing set up and the ability of the team to understand the client and customize products as per the needs within the committed time frame. Our cost efficiency and timeline commitments ensure happy and repeat clients.

The sales team is magical and is spearheaded by my wife Aanchal Dhawan who has established Conkreate as a pioneer brand in the industry within a short span of 1.5 years.

At Conkreate we welcome competition with open arms, as it is a positive sign of acceptance of the material within the country that was earlier governed by wood and metal exclusively", says Ashrey.

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