



ENVISAGE

INNOVATE

DELIVER

AMELIORATE

MAKING RETAIL FIXTURES

TELL A STORY

About

We are a team of Architects, Engineers and Retail Professionals, Passionate about creating retail fixtures which tells your brand story.

Our work lives add up to over 100 years of combined experience in Retail Store Design, Fixture Manufacturing & Fit-outs.

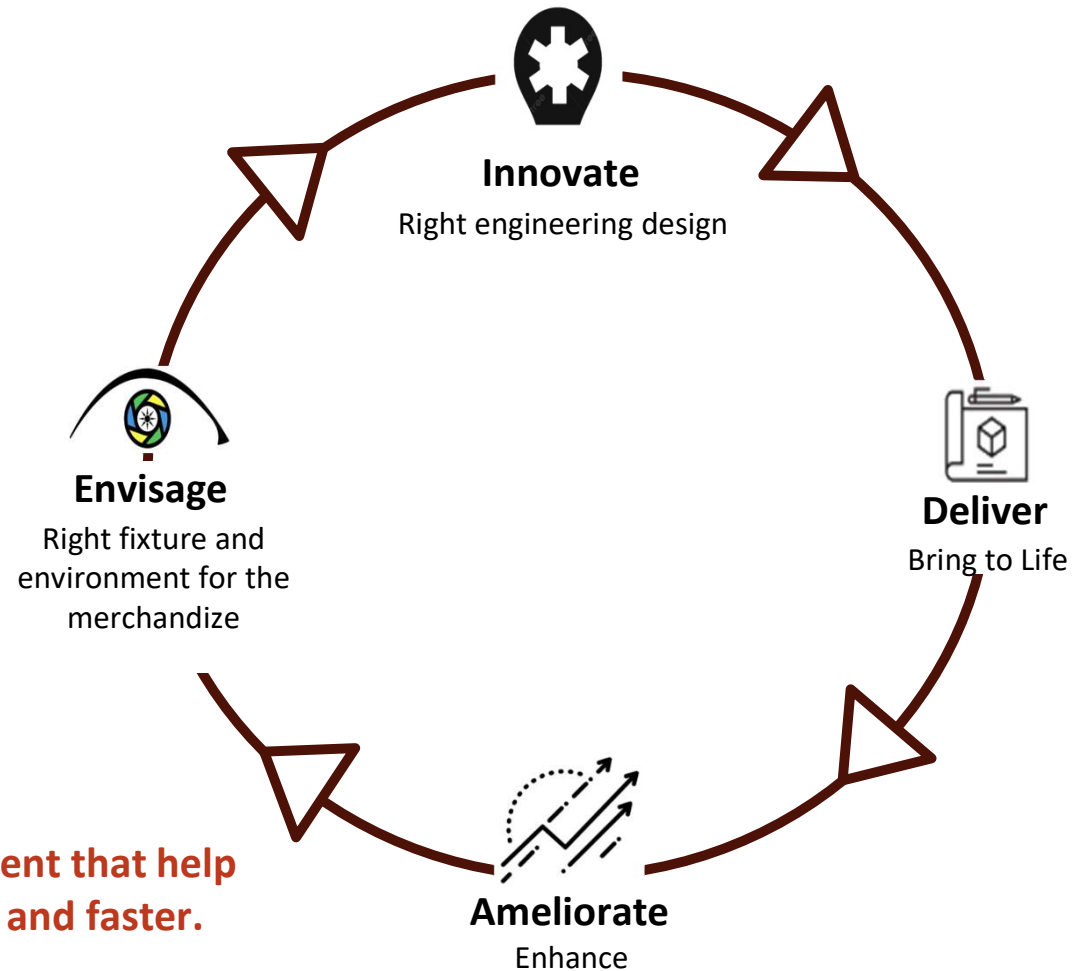
Each of us brings unique set of skills and interests on the table.

We are not Fixture Manufactures.
We are Artisans.



“

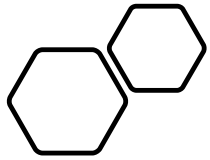
Make your product easier to buy than your competition, or you will find your customers buying from them, not you
- Mark Cuban



We believe Retail Fixture is one key element that help customers make buying decision easier and faster.

Our approach is focused on

INCREASING CONVERSIONS, REPEAT TRAFFIC and generating greater **BRAND LOYALTY.**



Approach



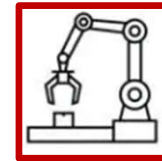
DEFINE

Establish client goals



EVALUATE

Brainstorm and exploration



BUILD

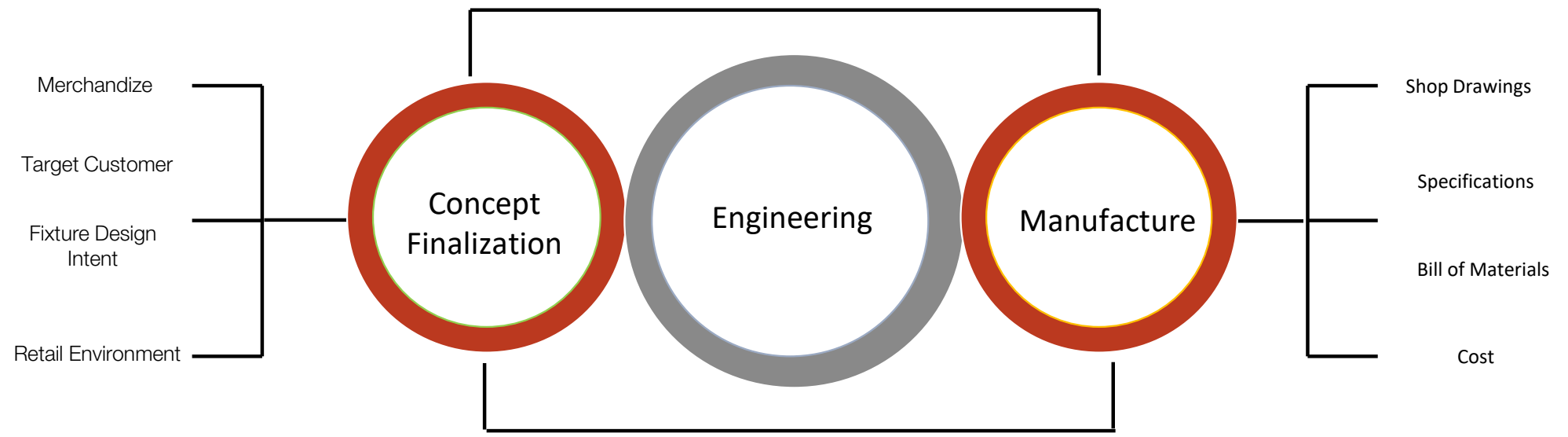
Bringing ideas to life



MEASUREMENT

Meeting targets
accomplishing objectives

Process



Offerings

Intent

Conceptualization

- Retail Store Fixture
- Restaurant Furniture
- Exhibition Space Design
- Kiosk Design

Design

Detail Drawings

- GFC Drawings
- Shop Drawings
- Bill Of Material
- Civil/Interior/MEP BOQs

Build

Manufacture

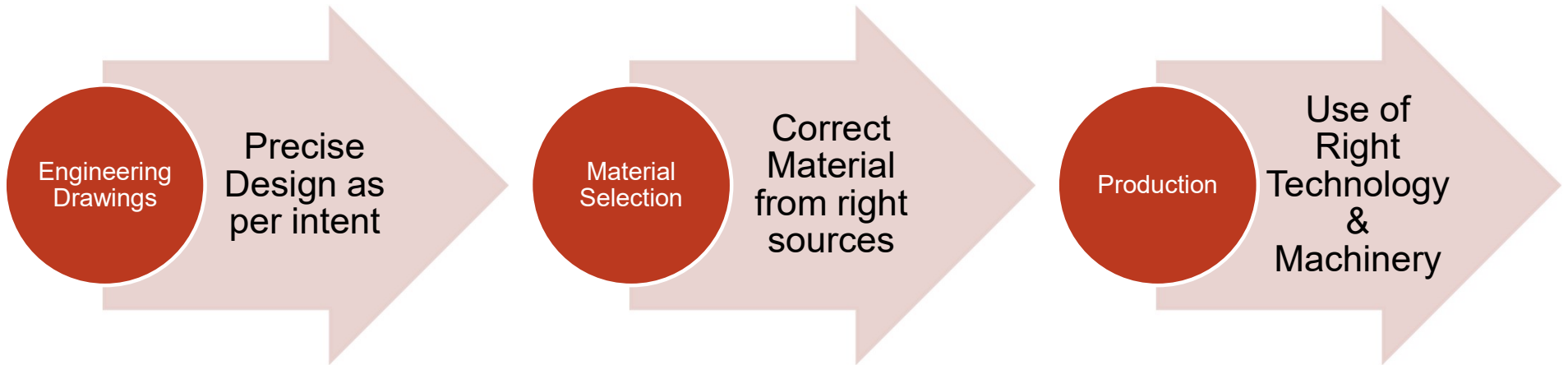
- Fixtures & Furniture
- Kiosks & Exhibition Stalls
- Signage & POS
- Visuals & Graphics

Enhancement

Value Engineering

- Cost Estimation
- Cost Optimization
- Quality Enhancement
- Frugal/Multifunctional

& we Manufacture at right Quality, Cost & Time



Flexible Engagement



Consultation



Bespoke Setups



Mass Rollout



**Trust in
Technology**
Machines Available in-house

Metal Lazer



Press Brake



Welding



Pipe Bending



Single Head Multi-boring

Welding



Argon Welding



Mig Welding

Sawing Machine



Panel Saw



Randa

Edge Bander



Automatic Edge Banding



Manual Edge Banding

UV Flat Bed Printer



UV Fast Speed Inkjet Printer



Laser Cutting and Engraving



Our Customer Journey



Brands we are currently working with

EMPORIO ARMANI

SHOPPERS STOP

Allen Solly™

VAN HEUSEN

LOUIS PHILIPPE

STARBUCKS™

NARS

SKECHERS

HomeStop.

Bazaar
Kolkata

STYLE
BAAZAR

Fashion City III

GIVA

edobo.in

Reebok

Brands we have worked in the past

centrepoint

lifestyle

homecentre

Lifestyle

TRENDS

Splash

Levi's

Lee Cooper
SINCE 1908

Raymond

damas

freshpik

7
ELEVEN

KFC

Hamleys

babyshop

SAMSUNG

mi xiaomi

E max

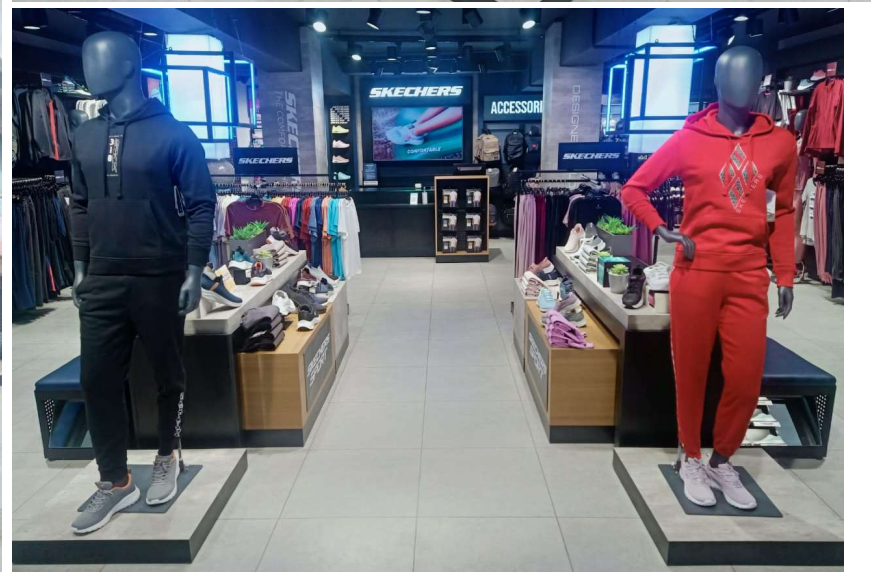
Reliance
Digital

YAMAHA

A top-down view of a dark, textured desk. In the upper right, a white smartphone lies horizontally. Next to it is a blue pencil. To the right, a pair of black-rimmed glasses rests on a light-colored surface. Below the glasses, the keyboard of a silver laptop is visible. The bottom right corner shows a portion of a light-colored circular object, possibly a mouse or a coaster. The entire scene is overlaid with a semi-transparent red gradient that fades from the right side towards the left.

Selected Work Preview

SKECHERS





DLFA
FASHION AVENUE DELHI



EMPORIO ARMANI
DLF EMPORIO MALL DELHI



NARS
DELHI, MUMBAI, KOLKATA



Lifestyle

DUBAI MALL



Levi's

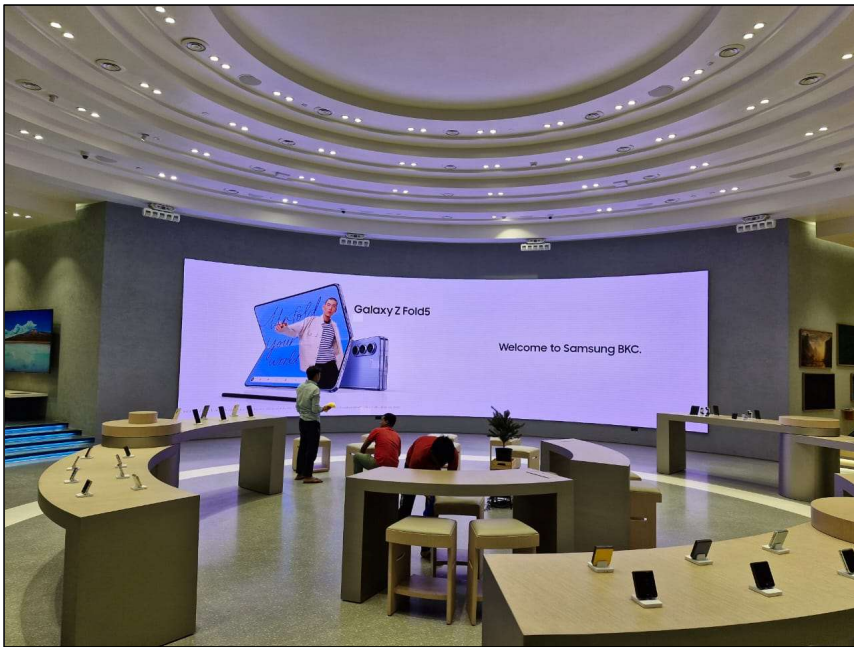
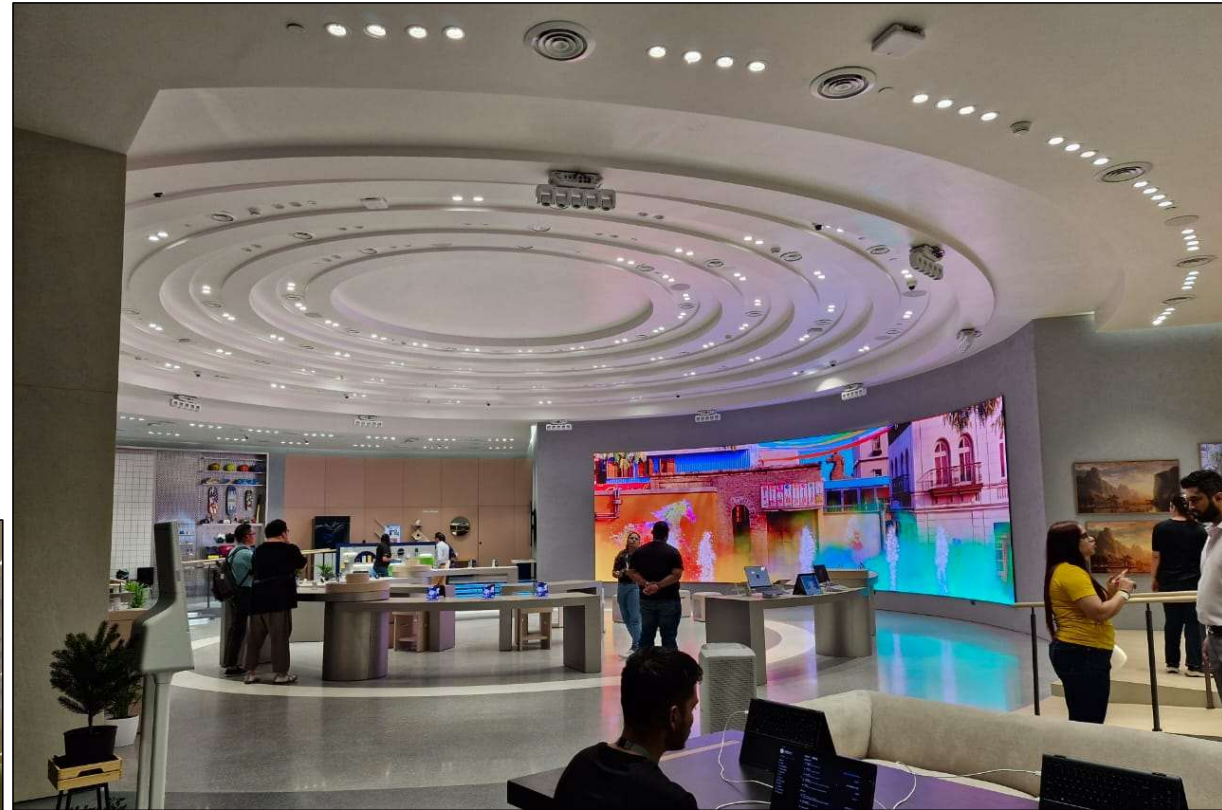
®

BANDRA, MUMBAI



SAMSUNG

DELHI, MUMBAI, CHENNAI



Hamleys
SAKET, DELHI



freshpik

MUMBAI







TEAM

Advisory

- **Vikas Attri - Mentor**
Over Three decades of global business management experience, with expertise in entrepreneurial strategy

Leadership

- **Bhaskar – Founder, CEO**
Architect, MBA & PMP invested over 18 years in Retail store design & Execution while taking leadership roles in Top Brands like Samsung, Hamleys, Lifestyle & Levi's
- **Purushotam – Partner**
Over three decades of Fixture manufacturing experience
- **Anoj – Partner**
Over 15 years of experience in managing fixture production for various top notch brands

Core Team

- **Faizan Saifi** : Project Manager
- **Navnath Waghmare**: Project Manager
- **Amit Kumar**: Design Manager
- **Aviral** : Design Consultant

FOUNDER



Bhaskar Arya

Introducing our visionary founder, Bhaskar Arya, an accomplished architect and a seasoned expert in retail design and execution. With an unwavering passion for crafting compelling retail experiences that elevate and build brands, Bhaskar established **Sparrow** to empower businesses in **creating successful, world-class retail environments**.

Boasting a distinguished career, he has held key leadership positions with prestigious retail brands such as *Reliance Retail*, *ITC*, *Lifestyle-Gulf*, *Hamleys*, *Levi's*, *Samsung*, and more.

Bhaskar Arya brings a wealth of expertise to Sparrow, where innovation and excellence converge to shape the future of retail.

19

**Yrs. of
Exp.**

1100+

**Retail
Stores**

16

Countries
(MENA, UK, India)

3

Awards



Thanks!

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