

SINCE 1992



# WHY TURAKHIA VENEERS?





IF YOU LOVE  
NATURE YOU  
WILL FIND BEAUTY  
EVERYWHERE



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# WIDEST PRODUCT COLLECTION

PRODUCT OF UNEQUALLED EXCELLENCE

WIDEST RANGE OF

**500+**  
ITEMS

**12+**  
PLACEMENTS

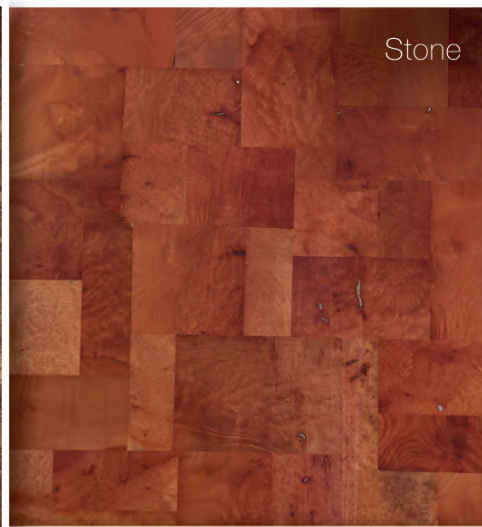
**35+**  
CHARACTERS

**13+**  
VALUE ADDED PROCESSES

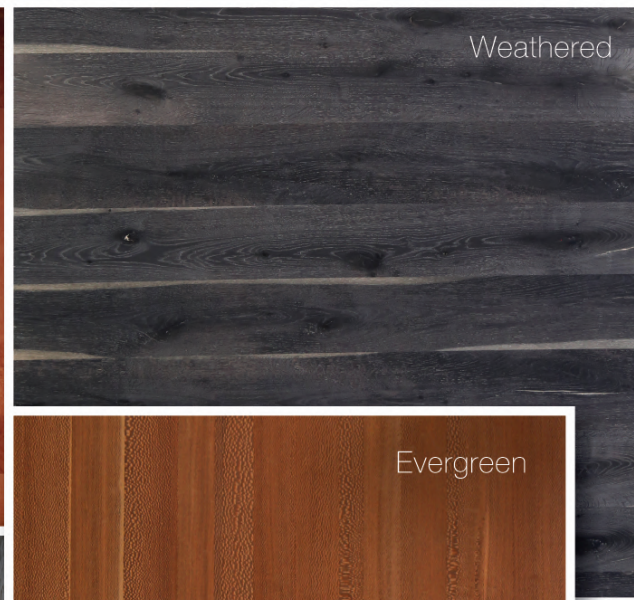




Rough Cut



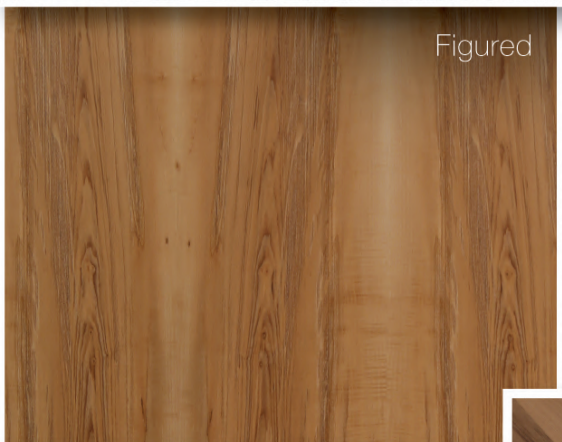
Stone



Weathered



Live-Tree



Figured



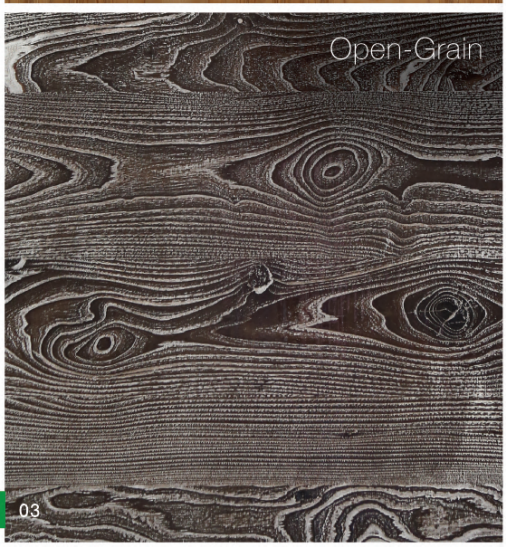
Dyed



Evergreen



Multiwood



Open-Grain



Chevron



Fiero



Faded



Crotch



# 100% QUALITY ASSURANCE

## QUALITY & GENUINITY



Veneer thickness 0.55mm+ to ensure high lustre and no de-lamination or sanding during polishing.



Crack free, zero warping and 100% de-lamination free.



100% smooth surface and strong bonding for longer life.



100% Eco friendly product protecting earth for future generation.



Double pressed only on best quality moisture resistant grade hardwood plywood for higher strength



100% borer, fungus & termite free, for hassle free maintenance



5 ply construction with extra back support to provide double strength and zero warping.



Most trusted by designers across India.



Used in home more than 5000+ hotel and bungalow projects.





**100%**  
**TRUSTWORTHY**

**25**  
YEARS  
OF VENEERING

We at TURAKHIA NATURAL VENEERS are delighted to mark completion of 25 years in our veneering journey. It has been an eventful passage which entailed mastering a variety of disciplines before achieving anything worthwhile.





## INFRASTRUCTURE

We are the only fully equipped company in India which has integrated manufacturing set up for decorative veneer processing from round logs to decorative veneer panels with all value additions.



## CHANNEL PARTNERS

I Ravinder have been associated with NATURAL VENEERS since 22 years. My journey with them as a dealer has been great. They are gracious people to work with. Excellent quality, wide range of products, varieties, good services and healthy relationship has always been there motto. I am happy and honoured to be a part of NATURAL VENEERS FAMILY.

**Ravinder Singh Lamba**  
Ravi Enterprise (Mumbai)

Turakhia Natural Veneers - a substrate to aesthetics and hence every consumer's choice!! The brand does justice to its name in all aspects!! Its wide range brings mother nature in her real form inside the living space. Today Turakhia Natural Veneers ranks among top 5 brands across the globe.

Even in this competitive world of today, Turakhia Natural Veneers has emerged out as "LORD OF VENEERS" by crafting masterpieces of unmatched perfection, fine quality and genuine pricing. The weathered series of natural veneers has made a grand ingress into the world market with its exceptionally exclusive fluency! We feel blessed to have been associated with such a reputed brand – Turakhia Natural Veneers & we further wish more rise & shine to the company.

**Taapas Gupta.**  
Haribol Traders (Jalandar)

Natural veneers by the visionary TURAKHIA brothers have added value, satisfaction & fame to the lives of many including me for a decade. A Natural product full of quality, innovations & aesthetics have touched many. It has been a great memorable journey as a channel partner to be a stockists of such an incredible company.

**Rahul Oswal**  
CitiPLY (Pune)

Turakhia's are true leaders in veneer industry. Brand is most respected among trade and designer fraternity. We are 100% satisfied working with them and we can vouch on their product quality and creative skill sets. Brand is trustworthy, transparent and collaborative. We work together with company as team members. We are confident to recommend all products of Turakhia veneers to any consumers, designers and trade partners in India. I love wood, I love Turakhia.

**Ravi Gupta**  
Gupta Ply (Chandigarh)

We have been associated with the brand Natural Veneers for almost 10 years. The brand "Natural veneer by Turakhia" is Transparent, Innovative & Creativity, The team is passionate & dedicated.

**Shankar Mishra**  
Friends Design Studio (Nagpur)

## ARCHITECTS

Turakhia veneers offer an availability of endless variety of veneers. This level of bespoke flexibility has helped me to achieve levels of desirability and prestige I wished to achieve for some of the finest homes. It's very important to choose the right surface from the extensive range of materials available. Veneers, are visually warm finishes and add a distinct character with their natural grain and help in attaining the look and feel of natural wood .It gives a timeless look to the space and is used where premium finishes are required.

**Monita Patel**  
Monita Patel And Associates (Nagpur)

If you hear the term wood veneer and our office instantly think of natural veneers for its correct price , perfect texture and desired look , it's time you thought again correct ! Natural veneers are an excellent material choice for many designers and architects , due to their clean look and the variety of colors and styles available. Ever since I have started my career Natural veneers have always added extra grace to the finish and our designs.

**Manish Chhaochharia**  
HV Designs (Kolkata)

Turakhia team, It was an amazing and learning experience to visit your works at Ahmedabad. The creativity with which you people are working surpasses many companies in this field. Thank you so much for your wonderful hospitality. The personal time and attention you gave us is worth a lot of praise. The manner and ethics in which you brothers are handling your work is remarkable. I wish everyone could be gifted with the kind of culture you people have. We will fondly remember the lovely time spend with your family. Looking forward to being in creative relationship with you.

**Supreet - Vineet Arora**  
Vineet Arora and Associates (Jalandhar)

Turakhia Natural veneers 'Much ahead of the pack in terms of design & innovation' have become a favourite choice of our team. With their innovative product library and customisation options, it has given us an opportunity to learn more about wood & its uses. With their sustainable approach towards environment & keeping the product more in its natural form, the name 'Turakhia Natural Veneers' is thoroughly justified! We wish team Natural all the best for its bright and glorious future...

**Shiva Dada - Mohit Chawla**  
23DC Architects (Jalandhar)

Natural veneers has a wide range and variety and we always look forward to better patterns and designs from them. Its a pleasure using their product. All the very best to the entire team. Keep up the good work.

**Indrani Dodia - Rajiv Dodia**  
DSquare Genesis Pvt. Ltd. (Kolkata)



# EASE OF WORKING



One stop availability of all wood veneers available around the globe



Providing continuity of maximum veneers introduced till date



Excellent operational and support Service



# WE CARE



## PHILOSOPHY

Change yourself,  
not the nature.



## MISSION & VISION

We believe in protecting the environment by optimum usage and minimal wastage of wood and veneers.



## CARE FOR MOTHER EARTH



With our focussed mission of protecting environment, we were first veneer company in India to pledge our support and obtain FSC certification.

We are the only company in India who has partnered with global forest and trade network by invitation.



## TURAKHIA ECO-FRIENDLY RATING



Turakhia eco-friendly rating is principally developed based on percentage utilisation of veneers out of the total wood. The utilisation of veneers mainly depends on how veneers are placed on panels. Below are the different placement techniques of veneers on panels & their percentage utilisation of wood.

Placements	% Utilisation of Wood	Eco Friendly Rating
Parquet / Bricks	95%	★★★★★
But Cut / Annual rings	95%	★★★★★
Interno (1 inch) / Interno Exotics (mixed width)	95%	★★★★★
Whole Tree / Single Leaf	95%	★★★★★
Stone / Random	95%	★★★★★
Livetree / Natural tree	90%	★★★★★
Design	85%	★★★★★
Chevron / Herringbone	85%	★★★★★
Pannelo / Mix Match	80%	★★★★★
Book Match / Group Match	50%	★★★





# WE ARE THANKFUL

We are sincerely thankful to all our brand specifying designers, supportive channel partners and dedicated team members who have been instrumental in reinforcing our leading position in Indian veneering industry.



# BRAND FOR BRANDED

## AWARDS & RECOGNITION

We are proud recipient for innovative product award from various recognized global juries



WORKING FOR TURAKHIA VENEERS BRAND IS A MATTER OF PRIDE AND STATUS  
JUST NOT FOR US BUT ALSO FOR ALL THE PEOPLE ASSOCIATE WITH US



CULTURE OF INCLUSIVENESS  
& WORKING TOGETHER

# COLLABORATIVE APPROACH




Co-creating new product developments  
in association with designers

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Co-creating new market segments  
in association with channel partners





## VENEERING 4.0 AND TURAKHIA DIGITAL PROGRAM

### FUTURISTIC MINDSET

### FOR NEW AGE NETIZENS

Explore new way of working together and growing together with the use of technology and integrated value chain eco-system in today's digital era

Download our App



Scan here for  
Turakhia Natural Veneers App



# HOW WE WORK

- We believe and work in building business which can grow without us.
- We believe no business is small, only thoughts or dreams are small.
- We build teams which is committed and skillful.
- We work with simple and sustainable systems.
- Our business strategy should be profitable and Inclusive.
- We are here to build business and not get self employed.
- Future is more important than past or present.
- We sell our mission and not our products.
- Our business should fulfill customer's needs, desires and solve their problems.
- We believe that conversion of quality leads helps in sales growth.
- We genuinely invest in **win win** business relationship consistently.
- We should measure everything we do. No monitoring = no accountability = no management.
- We review and rectify, to not re-do.
- We focus on developing skills and knowledge to achieve extraordinary results.
- We learn and teach to deliver massive value to customers and position ourself as experts.
- We do what is important.
- We focus on small improvements and build habits of success.
- We believe learning is a continuous process.
- Positive culture and values are important for fruitful and long lasting relations.
- Version 1 is better than version 0. doing something is better than doing nothing.



# WHAT WE DO ?

## IT'S WOOD IN OUR HEART & DESIGN IN OUR MIND

Wood is creation of nature, Life of wood is similar to life of any living being. As we accept every human being in our society without any reservations, we have to accept wood as it is. Combination of nature's creation wood along with human creation design, is truly phenomenal.



## WE DELIVER DESIGNS THAT SPARK MINDS

The core of our design philosophy is to offer nature in its original feel and form, value addition processes further enhances the veneer beauty



We are **first** but not for the **first** time...



1994

**First** company in India to set up specialized veneer manufacturing plant



1998

Established new plant with additional capacity and integration of backward and forward processes



2000

**First** Veneer dyeing unit in India



2009

**First** veneer company in World to introduce rough cut veneers (interzum award winner) in 25 wood species



2014

**First** company to introduce 10' x 4' and 12' x 4' veneers in India



2000

Veneer slicing unit installed as per Italian standards



2005

**First** veneer smoking unit commissioned in India as per German standards



1996

**First** company in India to introduce dyed veneers



1991

**First** company in India to import Italian burl veneers



2016

**First** company in India to introduce naturally weathered veneers



2012

**First** company in India to introduce international quality metallic veneers




2018

**First** company in India to offer 0.8 mm / 1 mm / 1.2 mm / 1.5 mm / 2 mm thick real wood veneers







“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.”

- Margaret Mead

The making of Turakhia Natural Veneers is a truly inspiring journey of a young man with no inheritance; just pure determination and sharp business acumen.

#### ■ SHRI DHIMANT TURAKHIA

##### FOUNDING CHAIRMAN

I chose to enter the natural veneer business because I was an explorer naturally. Honestly I feel that without this willingness to embrace challenges; I would not have come so far.

#### ■ CHINTAN TURAKHIA

##### DIRECTOR - PROCUREMENT

Natural material sourcing exposes you to uncertainties of all kinds. Whether it is travel, stays, food, people, your desired outcomes; anything. It is amazing to challenge yourself daily with uncertainties of all kinds. No work day has been the same.

#### ■ HEMAL TURAKHIA

##### DIRECTOR - PRODUCTION AND R&D

I truly feel blessed to be in a unique position to see myriad treasures of nature. I love my work for the sheer opportunity to experience depth of natural resources; everyday.

#### ■ ARPAN TURAKHIA

##### DIRECTOR - MARKETING AND SALES


Natural Veneers have taught me to see good in everything. Any natural material is good. You just need the perspective and context to appreciate.






scan me

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