

THE BIG IDEA  HOMELANE

# Timed Interiors

A PREDICTABLE DELIVERY PROMISE BECAME THE ORGANISING PRINCIPLE FOR HOMELANE'S ATTEMPT TO FIX THE UNCERTAINTY OF HOME INTERIORS

S SHANTHI

**THE IDEA FOR** HomeLane took shape not inside the interior design industry but during an unsatisfactory personal experience. Srikanth Iyer, now CEO and co-founder of the Bengaluru-based firm, had taken on a couple of apartment interior projects while working in the edtech sector at Pearson. The experience, including one project for his own home, left him dissatisfied.

"I was spending so much money but the experience was unpredictable. I wondered why, but never thought I would try to solve this problem," he recalls.

The thought stayed with him. A couple of years later, while considering his next move, the problem resurfaced. The idea of building a company around making home interiors predictable began to take shape. That became HomeLane.

The entrepreneurial impulse itself had appeared earlier. Iyer graduated in computer science engineering from RV College of Engineering, Bengaluru, in 1992 and later completed a postgraduate diploma in software engineering from Harvard University's Division of Continuing Education in 1993. During college, he says, academics and sports both shaped his approach to work and competition.

His first entrepreneurial

step, however, was far more opportunistic. In 1993, he had joined Wipro with a monthly salary of ₹4,500. But he soon noticed assembled computers being sold at reasonable margins. Selling 10-20 computers over a few months brought in more money than his salary. Within three months, he resigned. "That's how my entrepreneurial journey started," he says.

Years later, when he shared the HomeLane idea with friends and family, the reaction was mixed. Most of them did not associate him with interior design. But Iyer was clear about the distinction. He was not trying to become a designer. He wanted to build a business that addressed a structural problem in the sector.

To test the idea, Iyer and his co-founders — Vivek Parasuram, Rama Harinath K, Prabhu Venkatesh and Srini Battula — conducted detailed customer research. They spoke with homeowners who had recently completed interior work.

The responses were strikingly consistent. "At least 99% of them were unhappy with the experience or the outcome," Iyer says. Delays, cost overruns and lack of transparency were common complaints.

**The insight pointed to a gap:** Customers were not only buying design but also reliability. What was less clear initially

Srikanth Iyer, CEO and co-founder HomeLane



was whether they would pay a premium for predictability or accept a structured process.

The founders decided to build around that premise anyway. The concept that emerged focused on standardisation, technology integration and a clear timeline for delivery.

HomeLane was launched in mid-2014. The early operations were modest. The founding team worked out of a small portion of one of their homes in Bengaluru. The same house later hosted the company's first showroom in Langford Town, about 1,500 sq ft and fewer than ten employees.

Three to four months after launch, the founders began

raising capital. The first investors were Growth Story, Peak XV Partners and Aarin Capital, all of whom had previously backed the edtech startup where Iyer had worked. In February 2015, HomeLane raised ₹27 crore in its Series A round.

Over the years the investor base expanded to include Accel, WestBridge Capital, Pidilite and cricketer MS Dhoni. The company has raised about ₹1,000 crore so far. The business itself has scaled gradually. In FY25, HomeLane reported revenue of ₹756 crore, up from ₹618 crore in FY24. The company expects to turn profitable in the fourth quarter of FY26 and achieve

full-year profitability in FY27. It is targeting revenue of around ₹1,100 crore in FY27.

The operating model has also evolved. One of the early milestones, Iyer says, was establishing product-market fit within the first two to three years, when customers across cities showed willingness to pay more for a structured interior solution.

The second was technology integration. It took about three years to develop Spacecraft, the company's 3D design collaboration and manufacturing platform that allows customers to visualise their interiors and track progress. The system has been in place since 2017.

The third milestone was building an asset-light structure, combining outsourced manufacturing with a franchise-led expansion model.

The central proposition, however, has remained unchanged. HomeLane introduced a hard delivery commitment — 45 days to complete interiors, failing which the company pays the homeowner rent for each day of delay.

"That is a major commitment," Iyer says. "If we don't deliver in 45 days, we pay rent for every day of delay."

Today, the company operates close to 100 stores and five dedicated factories across the HomeLane and DesignCafe brands, the latter acquired in 2024. It has 67 live franchise studios and another 26 in the pipeline.

For Iyer, the promise of predictability, which is unusual in a sector known for delays, remains the core of the idea that started it all.

# India bulldoze NZ in final, defend T20 World Cup title

KUSHAN SARKAR  
Ahmedabad, March 8

**SURYAKUMAR YADAV'S TEAM**, easily India's greatest T20 outfit ever, created history on Sunday with an unprecedented third World Cup win, clinically demolishing a lacklustre New Zealand by 96 runs with an awe-inspiring batting performance and laser-precise bowling.

Suryakumar's men became the first men's international team to win successive World T20 titles and also the first to claim the trophy on home turf.

Sanju Samson (89 off 46 balls) and Abhishek Sharma (52 off 21 balls) added 92 in Powerplay and 98 for the opening stand after a tactical blunder by Black Caps skipper Mitchell Santner led to a record score of 255 for 5. Having misread the pitch, Santner brought medium pacer Jacob Duffy dropping the useful off-spinner Cole McCConchie, which proved to be



Players celebrate after winning the T20 World Cup cricket final match against New Zealand in Ahmedabad, on Sunday

decisive in the final outcome.

In front of 86,000 fans, the chase was out of question as New Zealand huffed and puffed its way to 159 all out as Suryakumar, the man from Mumbai's Chembur, etched his name alongside Mahendra Singh Dhoni and Rohit Sharma in the record books.

"Champions! This remarkable triumph reflects exceptional skills, determination and teamwork. They have shown outstanding grit through the tournament. This victory has filled every Indian heart with pride and joy. Well done, Team India!" posted Prime Minister Narendra Modi on X. —PTI

# Women take on key roles at Noida International airport

KISHOR DWIVEDI  
Noida/Lucknow, March 8

**WOMEN PROFESSIONALS ARE** playing a key role in the development and operational planning of the upcoming Noida International Airport, contributing across leadership, technical and aviation safety functions as the greenfield project prepares to begin passenger operations.

The airport, which recently received its aerodrome licence from the Directorate General of Civil Aviation (DGCA), is expected to begin passenger ser-

VICES within the next one-and-a-half to two months, officials said. Spread across more than 1,300 hectares in its first phase, it has been developed with a single runway and terminal building capable of handling around 1.2 million passengers annually.

Airport authorities noted that the project has enabled the organisation to build a diverse workforce from the ground up, ensuring that women participate not only in leadership roles but also in technical, safety and operational functions critical to running a modern international airport.

"From leadership positions to frontline operational teams, women today contribute across a wide spectrum of airport functions including operations planning, architecture and design, finance, digital systems, regulatory functions and commercial operations," an official associated with the project said. The airport's leadership structure includes several senior positions held by women, reflecting an effort to integrate gender diversity into the project's organisational framework from its early stages. —PTI

**भारतीय रिज़र्व बैंक**  
RESERVE BANK OF INDIA  
www.rbi.org.in

**AUCTION OF STATE GOVERNMENT SECURITIES**

The following State Governments have offered to sell stock by way of auction, for an aggregate amount of ₹45,960/- Crore (Face Value).

Sr. No.	State/UT	Amount to be raised (₹ cr)	Additional Borrowing (Greenfield) Option (₹ Crore)	Tenure (Years)	Type of Auction
1.	Andhra Pradesh	1,000	-	13	Yield Basis
		1,000	-	15	Yield Basis
		1,000	-	17	Yield Basis
2.	Arunachal Pradesh	190	-	20	Yield Basis
3.	Assam	900	-	15	Yield Basis
4.	Delhi	1,000	-	10	Yield Basis
		1,000	500	07 year and 06 months	Yield Basis
5.	Gujarat	1,000	500	11	Yield Basis
		1,000	-	04	Yield Basis
6.	Haryana	1,000	-	12	Yield Basis
		1,000	-	18	Yield Basis
7.	Jammu and Kashmir	900	-	15	Yield Basis
8.	Karnataka	2,000	-	Price Basis	Re-issue of 7.31% Karnataka SGS 2033, issued on March 04, 2026
		2,000	-	Price Basis	Re-issue of 7.38% Karnataka SGS 2034, issued on March 04, 2026
		2,000	-	Yield Basis	10 year and 06 months
		2,000	-	Price Basis	Re-issue of 7.48% Karnataka SGS 2037, issued on March 04, 2026
9.	Kerala	1,000	-	23	Yield Basis
		1,900	-	10	Yield Basis
10.	Madhya Pradesh	1,700	-	14	Yield Basis
		2,200	-	21	Yield Basis
11.	Mizoram	120	-	15	Yield Basis
12.	Punjab	2,000	-	Price Basis	Re-issue of 7.62% Punjab SGS 2032, issued on November 30, 2022
		2,000	-	03	Yield Basis
13.	Sikkim	250	-	10	Yield Basis
		1,000	-	05	Yield Basis
14.	Tamil Nadu	1,000	-	Price Basis	Re-issue of 7.23% Tamil Nadu SGS 2033, issued on March 04, 2026
		2,000	-	10	Yield Basis
		2,000	-	Price Basis	Re-issue of 7.63% Tamil Nadu SGS 2056, issued on March 04, 2026
15.	Tripura	800	-	15	Yield Basis
16.	Uttar Pradesh	1,000	-	Price Basis	Re-issue of 7.46% Uttar Pradesh SGS 2037, issued on December 17, 2025
		1,500	-	Price Basis	Re-issue of 7.62% Uttar Pradesh SGS 2041, issued on March 04, 2026
		1,000	-	Price Basis	Re-issue of 7.71% Uttar Pradesh SGS 2046, issued on February 25, 2026
17.	West Bengal	2,000	-	18	Yield Basis
		1,500	-	22	Yield Basis
<b>Total</b>		<b>45,960</b>			

The auction will be conducted on Reserve Bank of India Core Banking Solution (E-Kuber) in multiple-price format on **March 10, 2026 (Tuesday)**. Individual investors can also place bids as per the non-competitive scheme through the Retail Direct portal (<https://rbiretaildirect.org.in>). For further details please refer to RBI press release dated **March 06, 2026 (Friday)**, on RBI website [www.rbi.org.in](http://www.rbi.org.in)

**"Don't get cheated by E-mails/SMSs/Calls promising you money"**

**OrchidPharma**  
— A Dhansuka Group Company —  
**ORCHID PHARMA LIMITED**

Regd. Office: Plot Nos. 121 – 128, 128A – 133, 138 – 151, 159 – 164, SIDCO Industrial Estate, Alathur, Chengalpatu District – 603110, Tamil Nadu, India  
Ph. +91-44-2744471/72/73  
Email id: cs@orchidpharma.com, investorrelations@orchidpharma.com  
Website: www.orchidpharma.com

**SPECIAL WINDOW FOR SHAREHOLDERS FOR RE-LODGEMENT OF REQUEST FOR TRANSFER AND DEMATERIALIZATION OF PHYSICAL SECURITIES**

Pursuant to SEBI Circular no.- SEBI/HO/MIRSD/MIRSD-PoD/P/CIR/2025/97 dated July 02, 2025 read with Circular no.- SEBI/HO/38/13/11(2)2026-MIRSD-PoD/1/3750/2026 dated January 30, 2026, a special window for re-lodgement of transfer requests of physical shares has been extended in order to facilitate ease of investing and to secure the rights of investors in the securities which were purchased by them vide, for transfer and dematerialization (demat) of physical shares, which were lodged prior to the deadline of April 01, 2019 and rejected/returned/not attended by the Company, due to deficiency in the documents/process/or otherwise. Shareholders can re-lodge requests for transfer and demat of physical shares for an extended period of one year from February 05, 2026 till February 04, 2027. During this period, the securities that are re-lodged for transfer in physical mode (including those requests that are pending with the listed company/RTA, as on date) shall be issued only in demat mode. Accordingly, such shareholders are requested to submit the aforesaid requisite information/documents at the earliest with the RTA of the Company. The relevant documents for same may be accessed from the Company's website under head "Investor Documents" at: <https://www.orchidpharma.com/investorrelations@orchidpharma.com>

For Orchid Pharma Limited  
Sd/-  
Kapil Daya  
Company Secretary and Compliance Officer

Date: 09.03.2026

**AMJ LAND HOLDINGS LIMITED**  
CIN: L21012MH1964PLC013058  
Registered Office: Thergaon, Pune – 411 033. Tel.: 020-30613333  
E-mail: admin@amjland.com Website: www.amjland.com

**NOTICE OF SPECIAL WINDOW FOR RE-LODGEMENT OF TRANSFER REQUESTS OF PHYSICAL SHARES**

Notice is hereby given to inform that SEBI vide its circular No. HO/38/13/11(2)2026-MIRSD-PoD/1/3750/2026 dated 30<sup>th</sup> January, 2026 has decided to open special window for a period of one year from 05<sup>th</sup> February, 2026 to 04<sup>th</sup> February, 2027 for re-lodgement of transfer deeds, which were lodged prior to 01<sup>st</sup> April, 2019 and rejected/returned/not attended to due to deficiency in the documents/process/or otherwise. During this period, the securities that are re-lodged for transfer (including those requests that are pending with the Listed Company/RTA, as on date) shall be issued only in demat mode. Due process shall be followed for such transfer-cum-demat requests. The Company and the RTA have formed focused teams to attend such requests. Kindly refer to the below matrix with regards to the applicability of lodgement.

Execution Date of Transfer Deed	Lodged for transfer before April 01, 2019?	Original Security Certificate Available?	Eligible to lodge in the current window?
Before April 01, 2019	No (it is fresh lodgement)	Yes	✓
Before April 01, 2019	Yes (it was rejected/ returned earlier)	Yes	✓
Before April 01, 2019	Yes	No	x
Before April 01, 2019	No	No	x

The eligible investors can submit their requests along with requisite documents to the Company or RTA of the Company at below mentioned address:

The Secretarial Department <b>AMJ LAND HOLDINGS LIMITED</b> Regd. Off.: Thergaon, Pune 411 033. Tel.: 020-30613333 Email: admin@amjland.com / secretarial@pudumjee.com	Registrar and Share Transfer Agent: <b>KFin Technologies Limited</b> Unit : AMJ Land Holdings Limited Selenium Building Tower B, Plot 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad – 500 032 Toll Free No.: 1800-3094-001 Email : einward.ris@kfintech.com
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This is for your information.

For AMJ Land Holdings Limited  
Chinmay Pitre  
Company Secretary & Compliance Officer  
ICSI Membership No.: A68311

Place : Pune  
Date : 7<sup>th</sup> March, 2026

**PUDUMJEE PAPER PRODUCTS LIMITED**  
Registered Office: - Thergaon, Pune - 411033.  
CIN: L21098PN2015PLC153717. Tel: +91-20-30613333.  
Website: www.pudumjee.com.  
E-mail: investors.relations@pudumjee.com

**NOTICE [FOR TRANSFER OF EQUITY SHARES OF THE COMPANY TO INVESTOR EDUCATION AND PROTECTION FUND (IEPF)]**

Notice is hereby given that pursuant to applicable provisions of the Companies Act, 2013 read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 as amended ("the Rules"), the Rules, inter alia, contain the provision for transfer of all such share(s) in respect of which dividend(s) has not been paid or claimed by the Shareholders for Seven consecutive years or more are required to be transferred by the Company in favour of the Investor Education and Protection Fund (IEPF). Pursuant to the said rules, the Company has already sent an individual communication letters to those the Shareholders who have not claimed the dividends for Seven consecutive years starting from the financial year 2018-19 and whose shares are liable to be transferred to IEPF, requesting them to claim the same and the details of Shareholders whose shares are liable to be transferred to IEPF authority have been uploaded on the website of the Company at [www.pudumjee.com](http://www.pudumjee.com). The Shareholders are requested to note that in case the Company/ Registrar and Share Transfer Agent does not receive any communication from the concerned Shareholders by 14<sup>th</sup> August, 2026, the Company shall, with a view to adhering with the requirements of the Rules, transfer the shares, including all benefits accruing on such shares to IEPF as per timelines and procedure prescribed in the Rules, without giving any further notice to the Shareholders and no liability shall lie against the Company in respect of equity shares so transferred. Henceforth onwards, if any Dividend declared by the Company on such shares shall be credited to IEPF authority. No claim shall lie against the company in respect of such Dividend on the shares Transferred to IEPF. The Shareholders may claim the amount of dividend and shares transferred to IEPF authority, by making an application to IEPF authority in e-form-IEPF-5 as per the rules. The said form is available on the website of the IEPF authority viz., [www.iepf.gov.in](http://www.iepf.gov.in). Shareholders are requested to update their KYC details as the Dividends on shares are payable exclusively through electronic mode, and for shareholders with unpaid or unclaimed dividends, the amounts will be credited to their bank accounts only after the necessary information and documents are updated. Shareholders holding physical shares are also requested to dematerialise their shares and to update their KYC details promptly. Physical Shareholders are requested to download the KYC updation forms from Company's website at <https://pudumjee.com/sebi-compliance-kyc-updates/> or RTA's website at <https://ris.kfintech.com/client-services/isc/isrforms.aspx>. The Shareholders are requested to fill in and deliver the forms to our RTA, KFin Technologies Limited at KFin Technologies Limited (Unit: Pudumjee Paper Products Limited), Selenium Building, Tower B, Plot 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad – 500 032. Further, Shareholders holding shares in dematerialized form are requested to contact their respective Depository Participant to update the KYC details. In case of any queries or any clarification/assistance in this regard, the concerned Shareholders are requested to contact to the Company/ KFin Technologies Limited.

The Secretarial Department <b>PUDUMJEE PAPER PRODUCTS LIMITED</b> Regd. Off.: Thergaon, Pune 411 033. Tel.: 020-30613333 Email: investors.relations@ pudumjee.com	Registrar and Share Transfer Agent: <b>KFin Technologies Limited</b> Unit: Pudumjee Paper Product Limited Selenium Building Tower B, Plot 31-32, Gachibowli, Financial District, Nanakramguda, Hyderabad – 500 032 Toll Free No.: 1800-3094-001 Email : einward.ris@kfintech.com
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For Pudumjee Paper Products Limited,  
Shrihari Waychal  
Company Secretary & Compliance Officer  
ICSI Membership No.: A62562

Place: Pune  
Date: 7<sup>th</sup> March, 2026

**AMJ LAND HOLDINGS LIMITED**  
Registered Office: - Thergaon, Pune - 411 033.  
CIN: L21012MH1964PLC013058 Tel: +91-20-30613333  
Website: www.amjland.com E-mail: admin@amjland.com

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For AMJ Land Holdings Limited  
Chinmay Pitre  
Company Secretary & Compliance Officer  
ICSI Membership No.: A68311

Place : Pune  
Date : 7<sup>th</sup> March, 2026