

PG 09

## *The Step-Ladder of Aakar*

The Meeting  
The Work  
The Rush

LET YOUR  
PERSONALITY  
DEFINE YOUR  
SPACE

# SAPNO KA *Aakar* SHAPING IDEAS

PG 03

## KNOW THE **SHAPES** ABOUT THE COMPANY

AAKAR MEANS SHAPES,  
SIGNIFYING THAT THE  
COMPANY CAN GIVE SHAPE TO  
YOUR DREAMS AND GOALS!





**AAKAR**

The Design House ensures to convey a passion for the client and consistently deliver the greatest possible service experience, apply the highest standards of design excellence, and continually strive to enhance their contributions to the community.



LET YOUR  
PERSONALITY DEFINE  
YOUR SPACE



# STUDENT CON

- 03** KNOW THE SHAPES
- 04** SERVICES AAKAR PROVIDES
- 06** WHY AAKAR?
- 09** THE STEP-LADDER OF AAKAR
- 10** AAKAR'S RESIDENTIAL PROJECTS
- 14** AAKAR'S COMMERCIAL PROJECTS
- 18** AAKAR'S RENDER PROJECTS
- 20** MEET THE PATRONS
- 21** CONTACT US





Aakar- The Design House is an interior design company established on 16th February 2021, in Hyderabad. Aakar means shapes, signifying that the company can give shape to your dreams and goals. The designers here aim at providing their clients with the utmost satisfaction, by turning their dreams “from paper to reality”. Their vision is to transform their clients’ ideas into beautiful designs and shapes (Aakar). Here, everyday essentials are turned into colourful designs, with an unyielding standard of quality, craftsmanship, and creativity. Ankit and Chanchal, the principal designers of Aakar, with their experience of more than 6 years, want to help budding interior designers as well by sharing their knowledge and experience with them. For this purpose, the company has also started a blog, giving pro-tips back to the community.

Aakar- The Design House is determined to establish itself as the chief design firm in Hyderabad, while making sure not to deviate from its unbending ideals and degree of excellence. It provides splendid designing services to residential homes, schools, hotels, offices, resorts, banks & other commercial facilities throughout the region, according to the clients’ requirements, keeping in mind the finest of details, in order to provide the most satisfactory and professional work.



**KNOW THE  
SHAPES**

ABOUT THE COMPANY



### **DESIGN CONSULTANCY**

Every client's needs are seen with an individualistic approach, and attention is given to each and every detail provided by the client. You will be offered unique designs as per your taste and requirement, while the designers ensure to maintain the stylistic convention of designs without compromising on the spirit of your idea.

### **TURNKEY PROJECTS**

From conceptualization to curation to putting everything in its place, the designers take care of everything. You just have to put your dream in their hands completely and watch it turn to magic. Aakar undertakes complete turnk.



# SERVICES





### **3D & VR SERVICES**

Aakar provides you with a way to virtually see your dream turn into reality. Why should you rely on mere imagination when you can have a detailed 3D walkthrough, giving you a complete preview of your home interiors? It is far easier to envision what your idea is transforming into with this special service, and make the necessary decisions.

### **MODULAR FURNITURE**

This service caters to your spatial needs and your individual style. The designers customize wardrobes, entertainment units, modular kitchens and built-in furniture to fit your space and your taste. This can make your home look spacious and freeing, while also having all the essentials needed.

---

# AAKAR PROVIDES

---





# WHY AAKAR?



## **FULL HOME WARRANTY**

The designers at Aakar will ensure the installation of top quality products, providing a one year warranty in case something goes wrong from their end.

## **ONE-STOP SOLUTION**

Aakar will provide you with everything, from design consultation to labour. It becomes a one-stop solution for all of your decor needs.

## **LUXURY DESIGN**

The design team creates luxury designs that reflect the clients' personality and taste, satisfying their needs. The designing of luxurious apartments, modern apartments, and everything in between brings the clients' opulent dreams to life.

## **PERSONALISED SPACE PLANNING AND SATISFACTION**

At Aakar, everything is planned according to the client's wants and needs, to be able to provide the client all the satisfaction of having their dreams come to life. Everything is simply all about the client.



## 60 DAYS INSTALLATION

Designing a place takes a lot of time and manpower. Sometimes, it takes more than a year to properly design and instil the design in the space provided. Not with Aakar. Here, everything will be done within 60 days - from designing, to curation, to installation.



## QUALITY

Designers at Aakar give quality the utmost importance. The durability and utility of a product installed by Aakar will have a one year warranty and be of the best quality. There will never be a compromise with the quality, sustainability and beauty in any product provided by Aakar.

## AESTHETICS

The seven elements of design - space, line, shape, light, colour, texture, and pattern, are balanced to create a graceful design that is pleasing to the eyes. The beautification and the artfulness of the designs can turn any

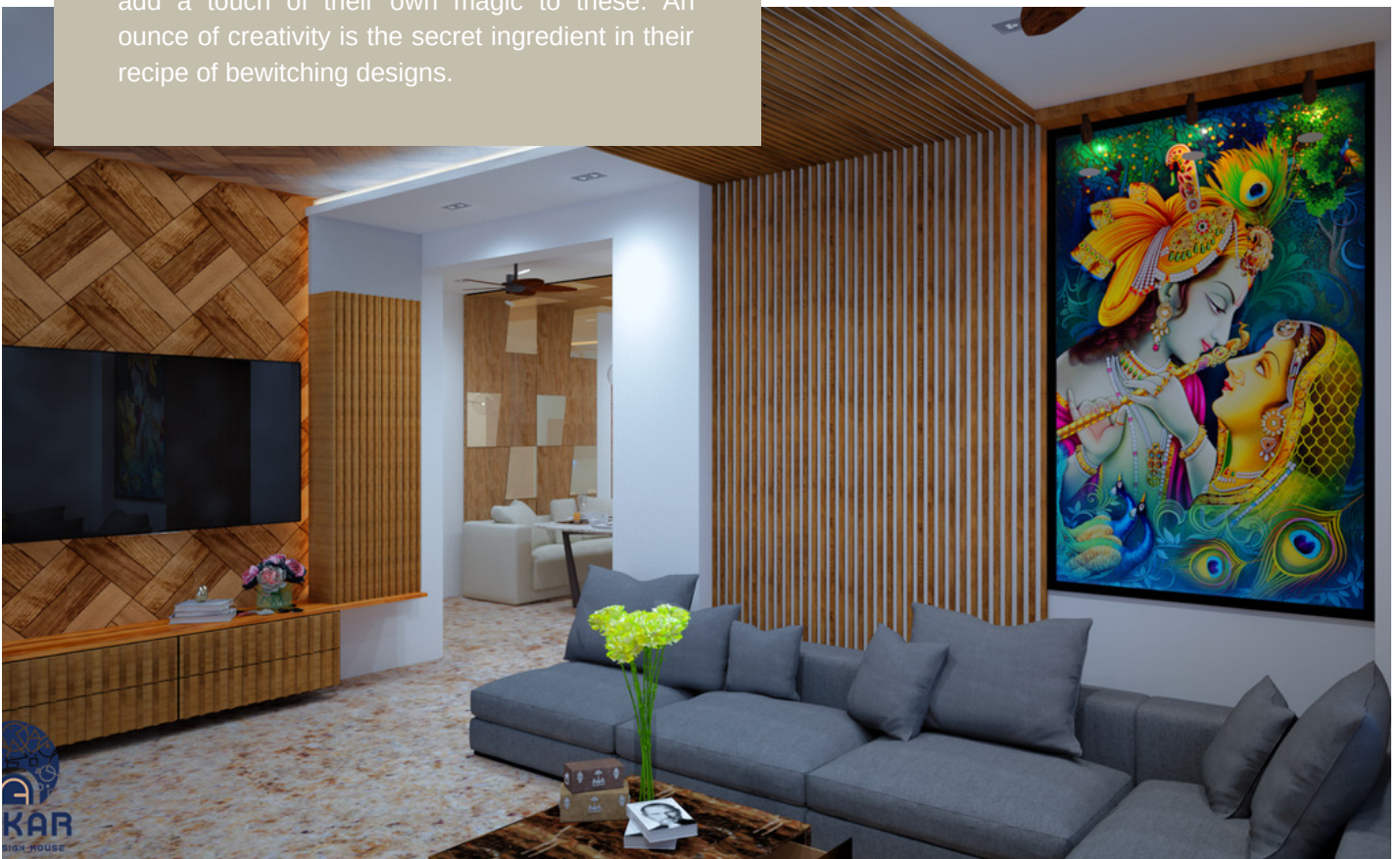
mundane space into a cozy atmosphere to live or work in.

## CREATIVITY

The designers at Aakar like to keep up with the trends and ongoing styles, but they don't fail to add a touch of their own magic to these. An ounce of creativity is the secret ingredient in their recipe of bewitching designs.



**A DESIGN SHOULD NEVER SAY,  
'LOOK AT ME!' IT SHOULD SAY,  
'LOOK AT THIS!'**





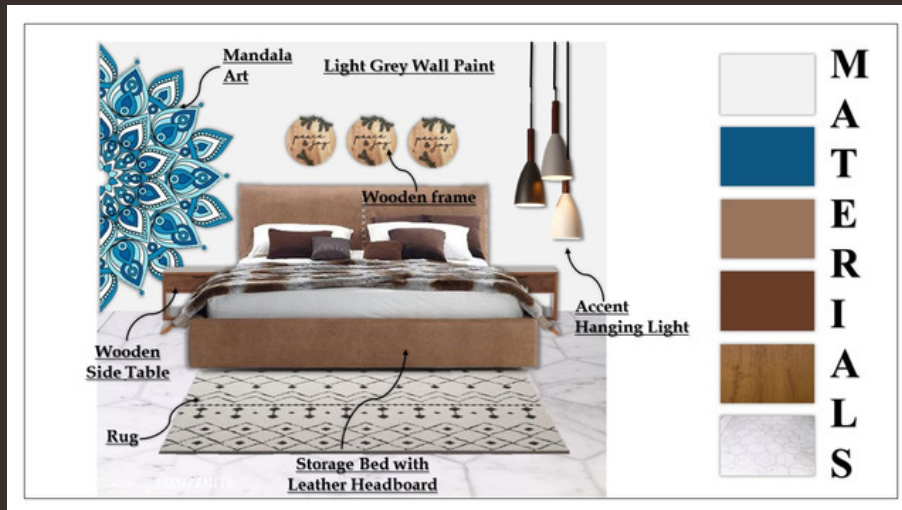
THE HOME OF THE FUTURE  
IS NOT AS SCI-FI AS WE  
IMAGINE. INSTEAD OF  
WHIZBANG GADGETRY AND  
THE BELLS AND WHISTLES  
REMINISCENT OF THE  
JETSONS, THE HOME OF  
THE FUTURE IS ALL ABOUT  
SUSTAINABILITY,  
ENERGY-EFFICIENT  
DESIGN, AN EXPRESSION  
OF THE INDIVIDUAL, AND  
A HOTBED OF  
CREATIVITY AND  
INSPIRATION.”

-AMANDA TALBOT,  
RETHINK: THE WAY  
YOU LIVE





# THE STEP-LADDER OF AAKAR



## Their Procedure

### The Meeting

It is a step-by-step process. The designers and the clients set up a meeting first, to discuss the clients' needs and wishes regarding the designs of their space. Here, the designers get to know the clients properly, their ideas, passions, likes and dislikes; the use of the space to be designed; about the person who is going to be using that space; and the designs they have envisioned. This is done in order to ensure that the maximum attention is given to all the details provided by the client, and to be able to do the job satisfactorily. Then they take measurements, photographs, and videos of the space, to design and for the 3D & VR services.

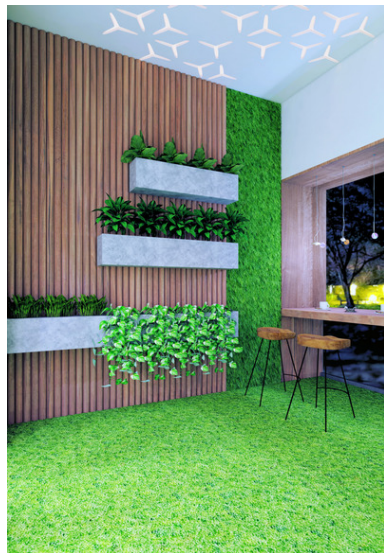
### The Work

This is the phase of application. The designers perform their magic, space planning, furniture layouts, and rough sketches are developed, and elevations are created. Colours and finishes are refined, furniture, fabrics & equipment are selected, and cost estimates are prepared. At the end, a 3D/VR design is presented to the client for review, revision and final approval. The designers are always present to carry out the wishes of the client.

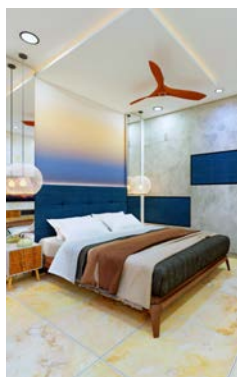
### The Rush

In this phase, the specific details of the work to be completed are documented. These include millwork specification, finish selections such as flooring and paint, lighting plans, plumbing location, fixture selection, and electrical layouts in regards to the total scope of work to be completed. After everything is documented, the next step is the installation. The designers are often onsite during this step to ensure that the items are received in good condition, installed correctly and that documents are followed properly.





*Client Name: Satish Kumar Agarwal*  
*Location: Patel's Bright View, Yaprak, Hyderabad*  
*Space: 2740 sq ft Home*  
*Concept style: Modern Contemporary*



# AAKAR'S RESIDENTIAL PROJECTS

The Agarwal House is a sweet little place, home to a beautiful family, designed and envisioned by Aakar. The house is designed in a linear, minimal and contemporary style. The client had asked for luxurious features, and that's what the designers provided. They played with colours, tiles and some basic materials like jute rope, wooden beading, metallic colours, wallpapers and fabric. The enchanting magic of the designers is very evident in this project.

The house is a clean white volume that interacts with a touch of modern colours and materials. Starting with the living room, the highlight is a Mandala art piece on the wall, with a luxurious sofa, a console table and a marble wall cladding on the other side. The dining room has been designed with a beautiful rope partition, continued on the ceiling, and a small crockery unit attached to a console table. The drawing room is highlighted by exotic Moroccan tiles, and a luxurious L-shaped sofa, with a small coffee table in the centre. Opposite to this is the TV unit, whose wall is designed with a golden T-profile and marble concept. This goes well with the overall vibe of the entire area. A small pooja unit has been designed with Onyx tiles and artificial grass. For a very distinctive look, the handle of its door has been given a CNC cut in the shape and colour of a peacock feather.

The grandparents' room is designed in pastel colours, befitting their age. The client's son's room has been installed with a set up of a small working area, since he is a working man. The room also has a TV unit, and the wall behind the bed is covered in sky blue wall texture paint and wall panelling, to enhance the room's aesthetics. The simple yet elegant master bedroom has been designed using marble cladding on the wall with the TV unit, with a highlighted wooden wall panelling, and the fabric sandwich technique has been used for the wardrobe.

The kitchen, "where the meals and memories are made together," is designed to showcase ample space with the addition of childhood memories. Attached to it, is a blackboard for writing recipes and for fun. It is finished with wooden textured laminate, and to enhance its beauty, white Statuario Quartz has been used.

Lastly, the balconies are designed using pinewood rafters with cement planters, and a wall-mounted wooden table for a nice cup of tea. The opposite wall has been given a concrete texture paint with star-shaped fairy lights, shimmering their magical pixie dust all over the vibe of the place.





*Client - Mrs. Preethi  
Location - Aparna  
Sarovar Grande,  
Hyderabad  
Space - 3BHK Flats  
Concept style - Modern  
Contemporary*



The mosaic of colours and the charming designs make this collection of four homes feel warm and welcoming. This explosion of colours - bright blues, vibrant greens, calming teals, uplifting yellows and sweet pinks - gives the homes a refreshing break from the mundane monotony, and boosts the overall energy of the atmosphere of these homes. This out of the box thinking inspired colourful living rooms, bright and happy bedroom decor, and idiosyncratic dining room ideas.



Lalit Kadel, a simple man living with his wife and two children, wanted his kitchen renovated, to keep up with the modern trend. So, the designers at Aakar decided to go with a modern contemporary approach. A wonderful combination of blues and whites was used to evince peace and harmony. Blue & white hexagon tiles with the Silver Frost Hgl were used for the base unit and the designers played with aluminium glass frame doors with Frosty White Hgl from the Merino Laminates for the wall units. Aakar brought the trendiness of the world to the heart of Mr. and Mrs. Kadel's home. The client couldn't have been more satisfied with the work and professionalism shown by the designers of Aakar - The Design House.

# LALIT KADEL

*Client - Lalit Kadel*

*Location - Chelapura, Hyderabad*

*Space - Kitchen*

*Concept style - Modern Contemporary*





# MR. KAMAL

Client – Mr. Kamal Agarwal

Location – NCC Gardenia, Gachibowli, Hyderabad

Space – Duplex Flat

Concept style – Fusion of Modern Contemporary & Classical

This 3660 sq. ft. duplex flat in Gachibowli has been designed with the epitomised aesthetic of modern interior design melded with the simplicity that the classic style brings, with clean and striking spaces that linger in our memory. The major colours used are greys, silvers, and shades of light green and blue. Drawing inspiration from classic designs, the chosen accessories and accent items highlight and harmonise with the surrounding furniture. The home has a timeless design that will always showcase subtle sophistication.



EDITION 2021 | ISSUE 01



# Homaa

*Client – Mr Aadit Agarwal*

*Location – Gaganpahad,  
Hyderabad*

*Space – 4000 sq ft Luxury  
Furniture Studio*

*Concept style – Modern*

*Contemporary, Parametric,*

*Modern Classical, Minimalistic*



Homaa is a 4000 sq ft luxury furniture studio by Aadit Agarwal in Gaganpahad, Hyderabad. It is done in a modern contemporary & classical, parametric and minimalist style. The place has been designed such that it directly compliments the furniture, highlighting its beauty. The minimalist approach, along with the contemporary and classical styles render such a beautiful balance of aesthetics and quirkiness that the customer coming in to buy furniture would instantly feel the enchantment of the place. The designs are minimalist, and adorned with simplicity, subtlety, and sophistication. There is a deliberate use of texture and clean lines. The interiors show space, rather than things, making the customers feel free to browse the products of the studio. The linchpin of the designs is quality and luxury. The colors that define this interior design style include the classical palette – brown, grey, black, white and beige as well as a variety and combinations of these shades. By focusing on colour, space and shape, the interiors have turned out to be sleek and fresh, satisfying Aadit's needs.

## AAKAR'S COMMERCIAL PROJECTS





A productive showroom has a certain hierarchy of needs – accessibility, functionality, comfort, and even style. Mr. Chabildas, owner of this showroom, wanted to renovate it to fit the modern style, to display all his sanitary items in a proper manner and to attract his local clients, designers, architects, etc. Aakar designed it to become a contemporary, monochrome, minimalist interior. The colour palette chosen was bright and playful, to vibe with the quirky displays of modern contemporary art. Green, blue, pink & yellow sanitary display mock-ups have been used for clients, and common accent shades thread through each area, appearing original and new. A cool grey backdrop softly soothes the space around punchy accent pieces, creating a balanced and harmonious scheme. Mr. Chabildas got his modern, eccentric showroom, the likes of which have not been seen in Troop Bazar, Hyderabad. His satisfaction left Ankit and Chanchal motivated to keep up the good work.

# CHABILDAS MANIKDAS AND BROS

Client - Chabildas Manikdas & Bros.  
Location - Troop Bazar, Hyderabad  
Space - Sanitary Showroom  
Concept style - Modern Contemporary







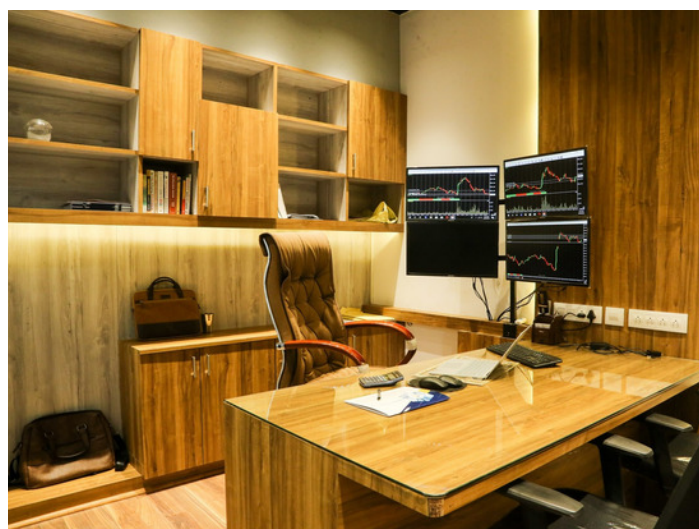
# TradeX Capital

*Client: Pratik Jalan*

*Location: Himayatnagar, Hyderabad*

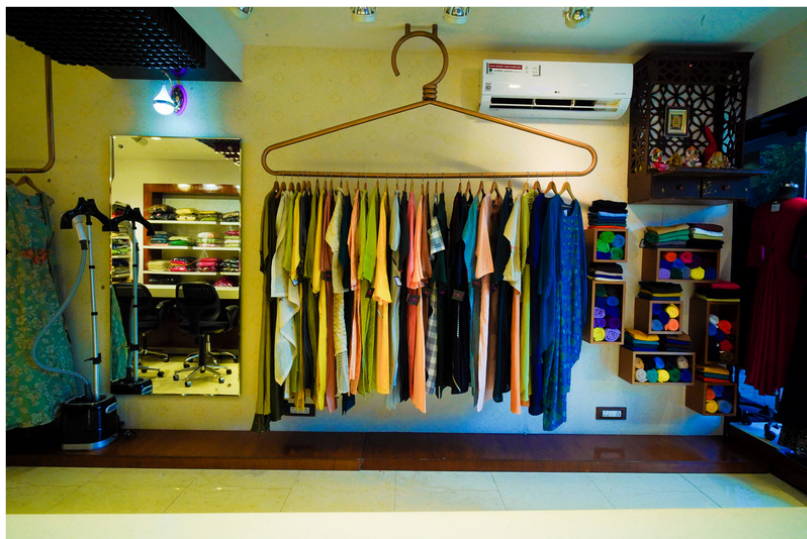
*Space: Investment Banking*

*Concept style: Modern Contemporary*



Aakar has turned this commercial investment banking office of Hyderabad into a perfect space with optimum storage options and some fancy feature elements. This was a 30-day challenge, and the team of Aakar proved that it is capable of attaining even such an unattainable task. They provided everything, fulfilled all of the client's wishes, and all of it was done within a span of 30 days. Pratik Jalan, owner of Tradex Capital & Regency Investment LTD, received his dream office in such a short time, completed with no compromise on quality.





# IFIDA

*Client: Seemita Jain*

*Location: Himayatnagar, Hyderabad*

*Space - Fashion Boutique*

*Concept style - Electrically Modern*

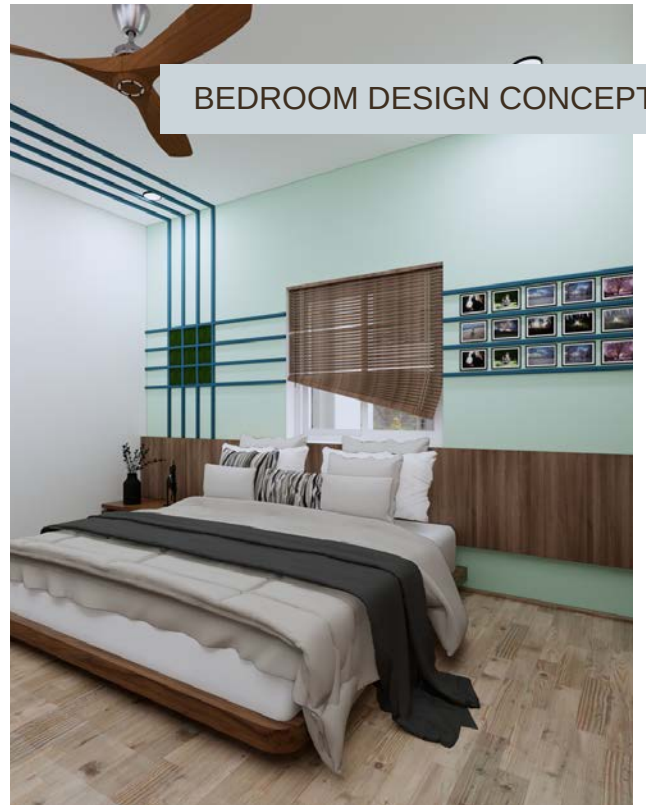
Measuring a little under 585 sq. ft., this commercial space interior has been designed with an open plan. All the areas have been made very sociable with the decor of white and brown interiors- each one inspirationally unique, in terms of both colour and style. There is something so undeniably soothing about the hue; it effortlessly rounds out any hard-edged, ultra-sleek interior scheme without taking anything away from its modernity. The coupling of dark charcoal black expanses and electrifying shocks of pink and copper finished rod, clearly sweetens the scene, and breaks up the monotony of a predominantly white canvas. Modern furniture, trendy fixtures, and a chandelier made with PVC pipes and quality finished, come together to make a stylish yet practical family-friendly space that is uplifting, playful and free.



LIVING ROOM CONCEPT



BEDROOM DESIGN CONCEPT



KITCHEN DESIGN CONCEPT



AAKAR'S  
*Render*





## MATERIALS

### MOOD BOARDS



## MATERIALS



### SPACE PLANNING PRESENTATIONS



# PROJECTS

# MEET THE PATRONS

## ABOUT THE FOUNDERS

---



### **ANKIT KUMAR**

Mr. Ankit Kumar is a young designer in Hyderabad with an experience of more than 6 years in interior designing. He founded Aakar- The Design House to bring novel ideas into the field of designing. As a freelancer, he had completed 11 projects, 6 of which were residential and 5 commercial. He finished his diploma and B.Sc. in interior designing and went on to study more on the subject in the London School of Trends. He derives his inspiration from nature and his favourite style of designing is the fusion, where he can combine two different designing styles to form one beautiful art form. One of his goals is to educate the next generation of interior designers by sharing his knowledge and expertise.

### **CHANCHAL VERMA**

Mrs. Chanchal Verma is a young designer from Hyderabad who cofounded Aakar- The Design House, to propagate her passion for interior designing and fulfill her dream of turning other people's dream houses into reality. During her designing graduation, she participated in two competitions - DLF in 2016 and the Society Interior Design and Awards Competition in 2018, winning the south zonal award for best product design all over India. She, too, started as a freelancer, designing 8 projects in Hyderabad, like her cofounder. Her go-to style is Indian Classical with a fusion of Modern Contemporary Style. She has started writing blogs now, with the aim of spreading her knowledge to budding designers. Her main objective is to learn more about design and stay in touch with the trends, so that she can satisfy her clients, and help achieve their dreams.



# CONTACT US:

OFFICE ADDRESS: H. NO-4-1-585, Troop Bazaar, Bank  
St. Koti, Hyderabad, Telangana, PIN CODE 500001.

EMAIL ID: [aakarthedesignhouse@gmail.com](mailto:aakarthedesignhouse@gmail.com)

MOBILE: Ankit Kumar: +91 7608831226;  
Chanchal Verma: +91 9985932595

FOLLOW US ON:







DESIGNED & CONCEPTUALISED

*by*

**TIMS MAGAZINE**

WEDDING | PERSONAL | TRAVEL  
BRANDS | EVENTS

CUSTOMISING MEMORIES INTO MAGAZINES

 [www.timsmagazines.com](http://www.timsmagazines.com)