

THE BHARTIYA

**Sparkle**

*This book tells the story of my search for  
the Sparkle and the values that create it.  
I invite you to join me on this journey,  
and discover the Sparkle for yourselves.*

*Snehdeep Aggarwal, Founder, Bhartiya*

THE BHARTIYA

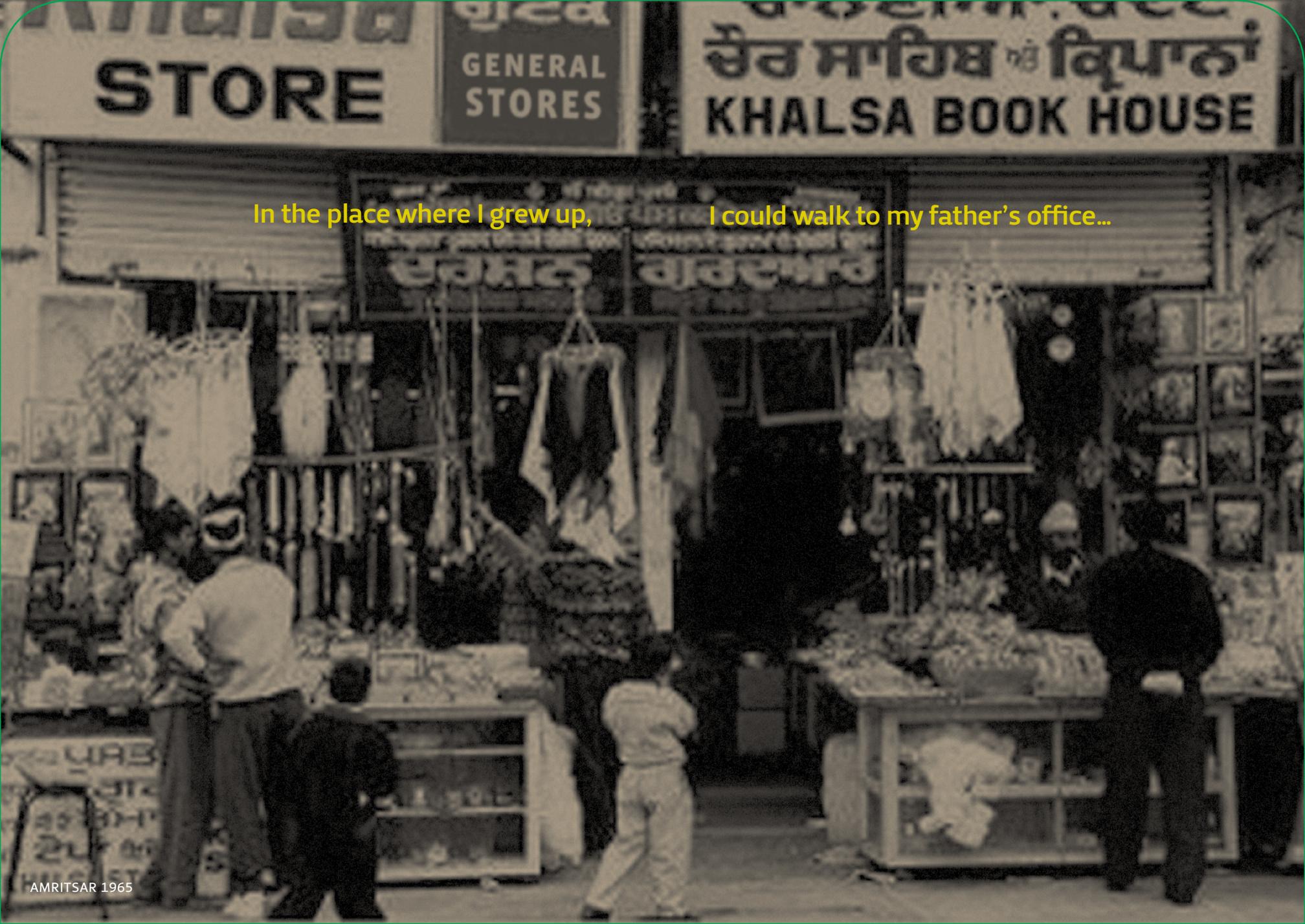
**Sparkle**

STORE

GENERAL  
STORES

ਚੈਰ ਸਾਹਿਬ ਅਤੇ ਕ੍ਰਿਪਾਨਾਂ  
KHALSA BOOK HOUSE

In the place where I grew up, I could walk to my father's office...



I lived opposite a hospital and we had a school on the ground floor. There was a nearby park where I learned to ride a bike. Surrounding our home was a sweetmeat shop, a teahouse, a barber, a post office and a dry cleaner. Every morning, my mother bought fresh vegetables from the neighborhood market. After school, we flew kites on the rooftop of our house and, in the summer, we slept there in open cots, beneath a sky of stars.

The place I am describing is not a remote Indian village, but the urban city centre of Amritsar, where the community was colourfully diverse and vibrant, in an integrated and sustainable way.

In this diversity and colour, my life, I realise today, had a certain fulfilling quality about it, a wholesomeness, a happiness.



**My life had The Sparkle.**



I would re-connect with **the Sparkle** every so often, and it always came to me suddenly, as a fleeting but intense moment of pure joy. I have experienced the Sparkle in many different ways, but its source is always a well designed product or experience that is both delightful, and adds new value to my life.

**The Sparkle** came to me in a perfectly brewed cappuccino served with a home baked biscotti at an obscure little terrace café in Via Dante.

It came to me while watching the most amazing interactive musical performance in front of the dramatic architecture of the Pompidou Centre in Paris.

It came, in the most perfectly tailored Merino wool Italian suit I have ever worn.

**The Sparkle** came to me in a charming little device that allows me to keep in touch with my world like never before. They call it the iPad. Work has never been as enjoyable or stylish.

It came to me on a winter evening in a bylane in Delhi, eating Aloo Chaat with my family. Throwaway plates, enduring memories.



So, what really is the Sparkle and where does it come from?

It's a happy little feeling, born out of a product or experience that touches the soul by its inherent goodness.

I would describe it as a supremely magical moment, like watching the perfect rainbow.

The Sparkle is a creation of happiness - in design, in thinking, in the way something has been conceived, executed and experienced.

Once I had a better understanding  
of the Sparkle,

I was consumed by the urge to create it.

I began wondering how  
I could create the Sparkle,  
and how it can bring  
happiness to all.

Whether it is a suit or  
a city, I knew Design  
Innovation would play  
a fundamental role in  
creating the Sparkle.

I believed in this so  
strongly, I decided to  
make it the Mission and  
DNA of our company.

BHARTIYA MISSION

To create  
happiness through  
innovative design

(to create the Sparkle at every touchpoint)

Design Innovation, I realised, would have to be applied in a reliable and sustainable way. This would form the DNA of my organisation.

BHARTIYA DNA

**Design-led.  
Innovative.  
Sustainable.  
Reliable.**

# Design-led.

Design is our starting point;  
it's how we add value to what we do.



Our designs are not superficial, but inspiring and enduring. Design should make a genuine difference to people's lives.

# Innovative.

We always look for better ways of doing things.

We cannot merely replicate all that has worked for us in the past.

We continuously think of fresh approaches to enhance a solution.



# Sustainable.

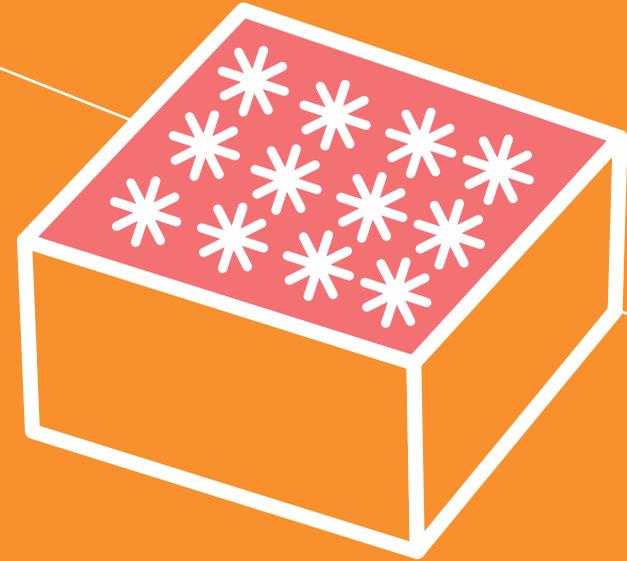
We give back to society and  
to the environment.

We cannot create  
and destroy at the  
same time.



# Reliable.

We deliver what we say.



We do not work merely to meet quality and specification standards. We aim to deliver the Sparkle in every activity we undertake.

## BHARTIYA BRAND VALUES

These are five important values that guarantee the creation of the Sparkle, and I urge you to practice them sincerely in all that you do.

**bold.**  
**simple.**  
**fun.**  
**intelligent.**  
**accessible.**

# be bold.

We believe in making  
innovative products and  
breaking conventions.

We believe in feeling free  
to speak our minds.

We believe in innovative  
ways of marketing.

Bold sometimes  
means going where  
no one has gone  
before.



In 1997, we set up a design studio in Milan,  
the first Indian leather manufacturer to do so.

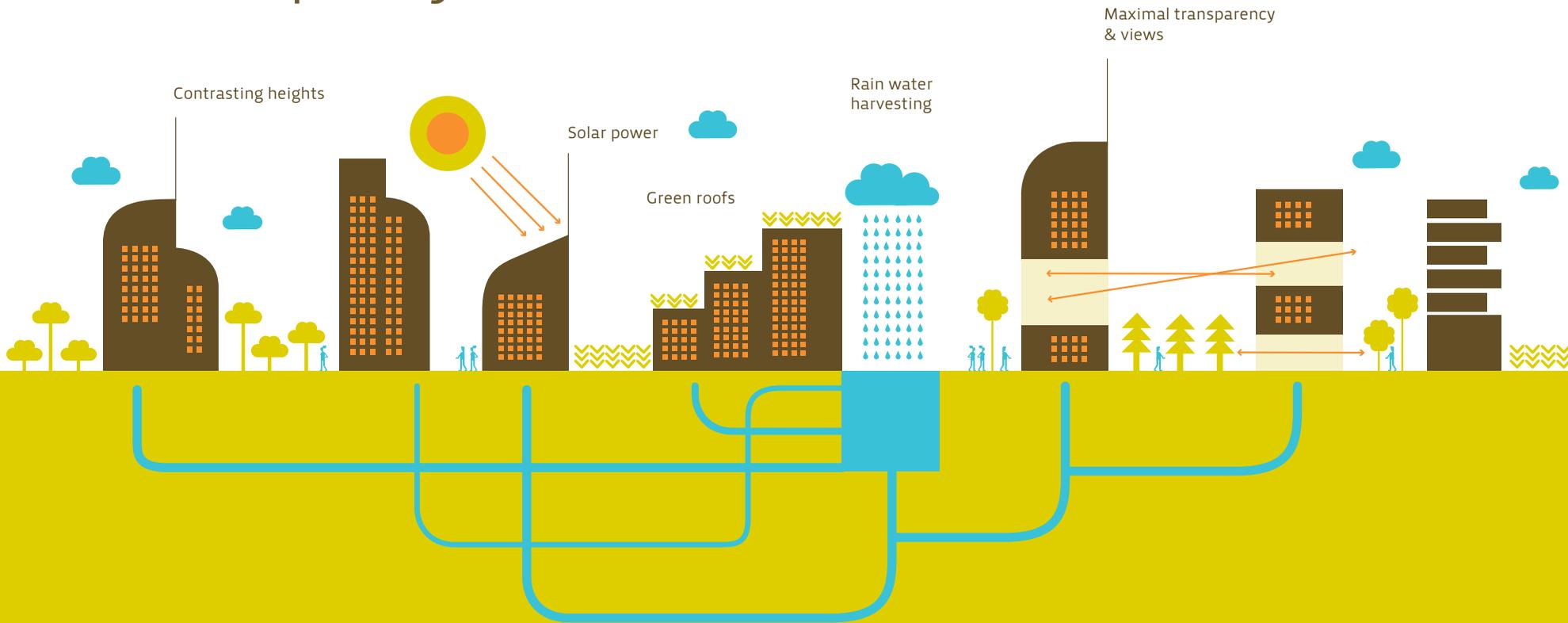
# be simple.

**We believe the best designs  
are simple in nature.**

**We believe the best  
communication plans are  
simple to understand.**

**We believe in transparent  
processes and motivations.**

Some of the best ideas, designs and experiences are delightful because of their simplicity.



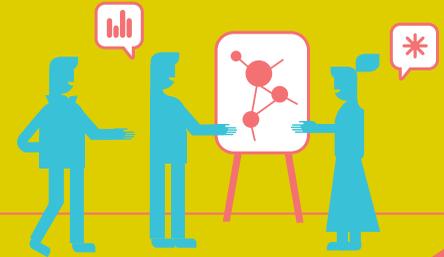
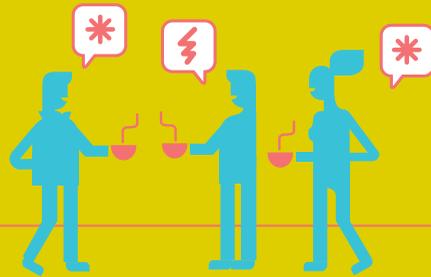
# have fun.

**We believe our products  
should be fun.**

**We believe in enjoying  
life and work.**

**We believe our  
communication should  
be fun.**

Fun inspires a childlike curiosity to keep work and life exciting.



Fun lies in diversity and colour and in bringing people together. Our Bhartiya corporate office and all we will build in the future should always enable this.

**be accessible.**

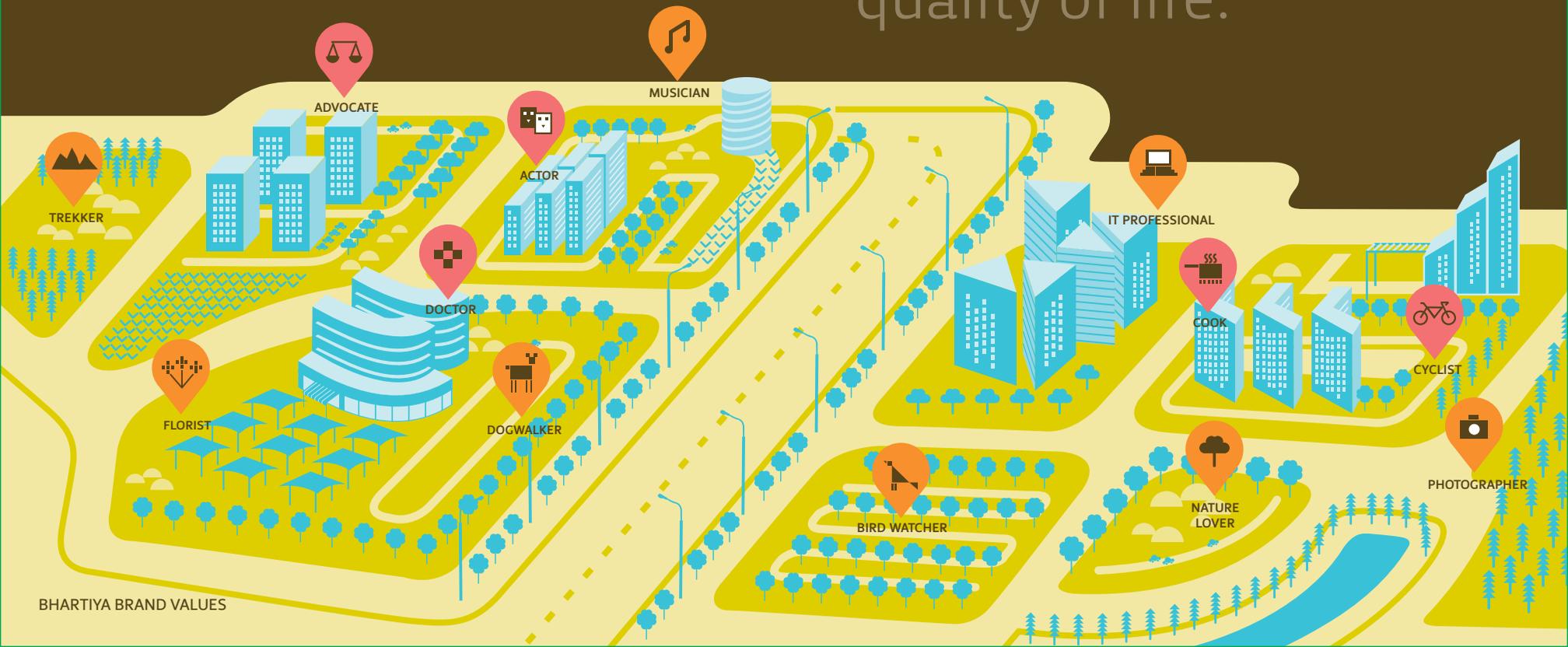
**We believe in products  
that can be appreciated  
by everyone.**

**We believe in an open  
door policy and sharing  
information with each  
other.**

**We believe that our  
communication  
should be understood  
by everyone.**

Bhartiya City will be the first integrated, inclusive, sustainable city of its kind where people can live, work, play and dream.

Accessible products and experiences can be enjoyed by a group of people who are diverse yet united by a common desire: to enjoy a happy quality of life.



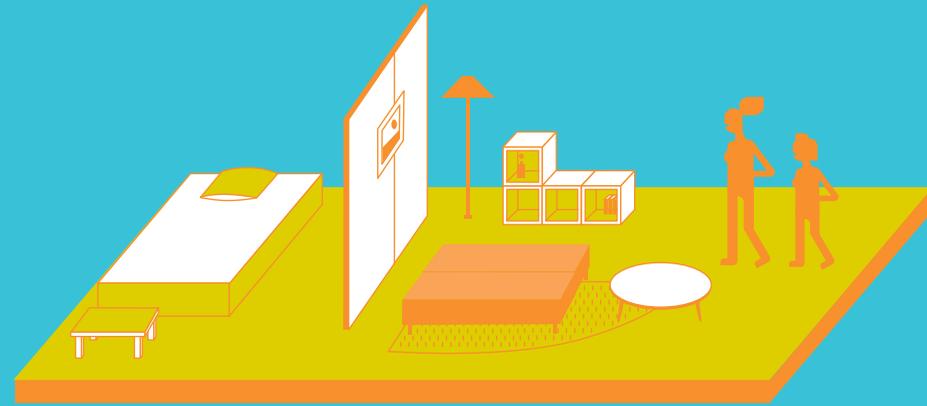
**seek  
intelligence.**

**We believe in products  
that are well thought out.**

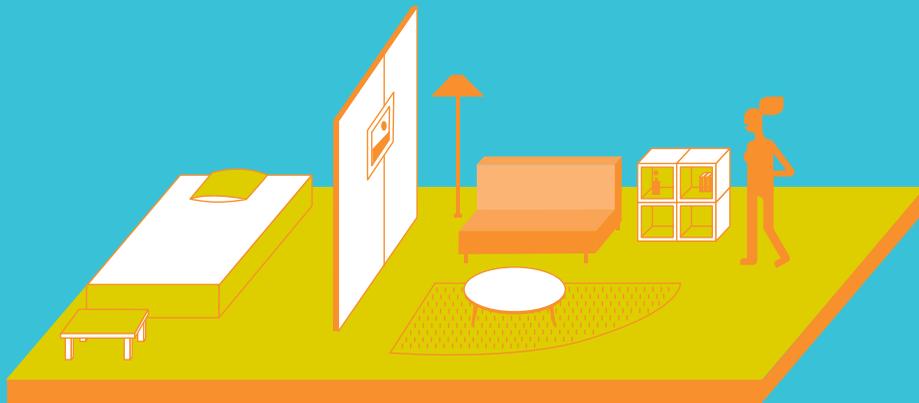
**We believe in feeding our  
minds with inspiration  
from around the world.**

**We believe our  
communication should  
be intelligent in content  
and execution.**

Intelligence is creating innovative products and experiences which add value and happiness to people's lives.



Single Occupant with a Guest



Single Occupant



Party Time!

The flexible layouts and intelligently designed furniture in our Bhartiya Homes will make 624 sq ft feel like 780 sq ft.



The Bhartiya Sparkle gives people space to follow their dreams and passions.

The Bhartiya Sparkle makes Mother Nature smile.

The Bhartiya Sparkle makes the ordinary, extraordinary.

The Bhartiya Sparkle gives people much more than they expected.

The Bhartiya Sparkle creates happiness for everyone it comes in touch with.



The Bhartiya Sparkle is about magic, not logic.

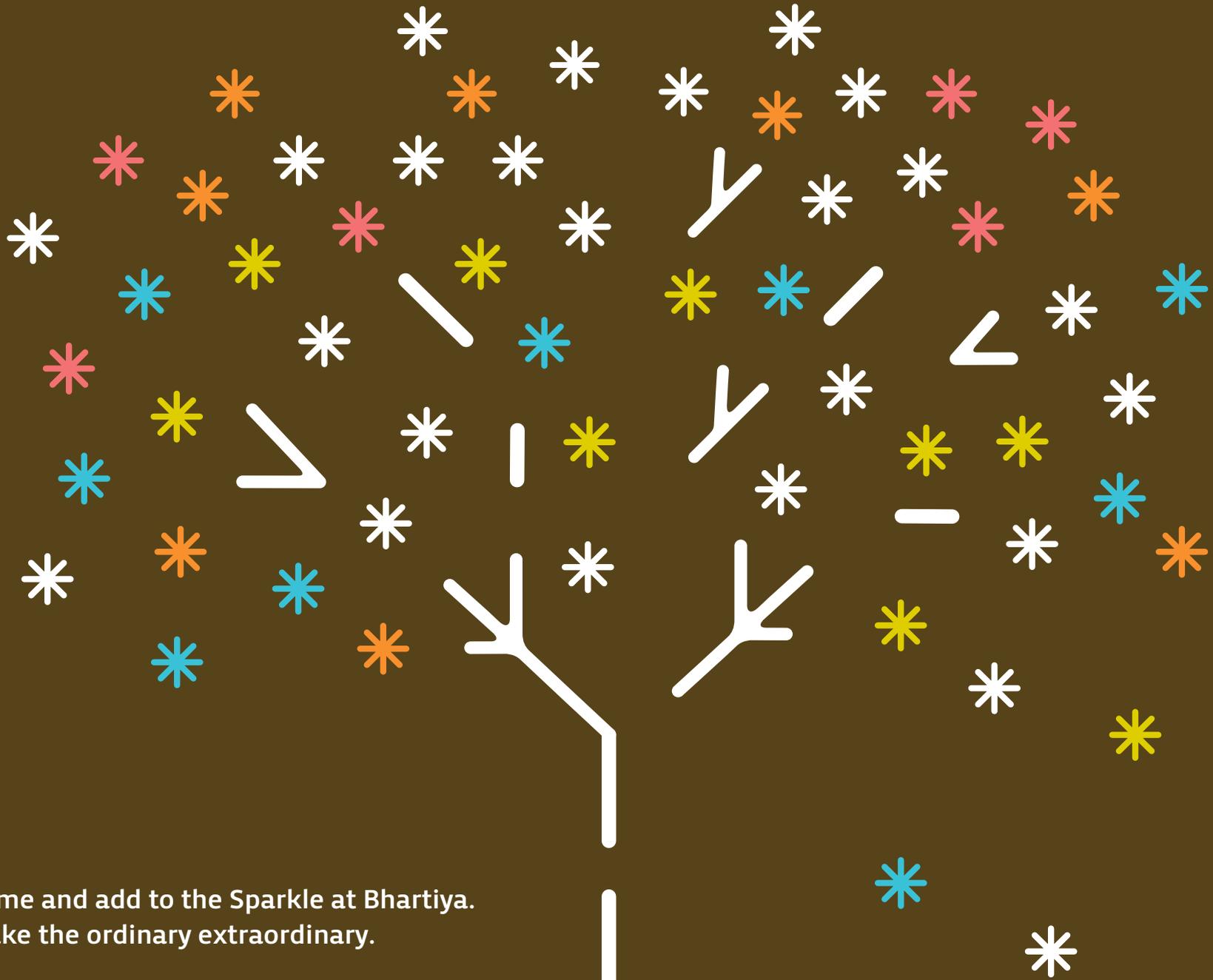
The Bhartiya Sparkle ensures that everyone experiences the benefits of great design.



The Bhartiya Sparkle brings a smile to everyone who comes in contact with it.



The Bhartiya Sparkle improves people's quality of life.



Come and add to the Sparkle at Bhartiya.  
Make the ordinary extraordinary.

**BHARTIYA**

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