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The secret of success in the business is to focus all your energy, not on the outdated but enhancing and building upon the emerging trends

**PREM KISHAN**

MANAGING PARTNER  
CONCORD DESIGN STUDIO

# PREM KISHAN

The man with a mighty business realm

They say entrepreneurs are made and not born but some are destined for greatness from the beginning. So is the story of Prem Kishan, Managing Director, Concord Design Studio. Prem learned the micks and trades of the business since his childhood days. His fascination to doing business resulted in him joining the business world. Recalling his early years, Prem said “My vision of becoming a successful entrepreneur wasn’t situational or circumstantial. I was clear from the beginning what I wanted and once I had set my goals, I continued to work relentlessly to turn my ambitions and aspirations into flying colours. I learned early that experience is the best teacher and your greatest asset.”

Concord has a legacy of four decades. It is successfully associated with designs that make a space functional. The strength and inspiration behind Concord group are its founders ex-

claimed Prem. Established in 1972, Concord Enterprises was launched by Mr. K. K. Menon, with waterproofing chemicals as the main product of trading. The firm was then taken over by his son Mr. K. Premachandran in 1978 to bring modern comforts and conveniences into homes and offices. After Premachandran took over, his tireless efforts made the name of Concord a trusted brand in the field of hardware. Over the years, the brand has grown to be a credible name in its field with a list of impressive projects.

Today, newer lifestyle choices and technologically advanced facilities have prompted them to branch out to a more exclusive design concept at Concord Design Studio, headed by Mr. Prem Kishan. Equipped with a team that carries experiences earned from past years and enthusiasm to undertake future challenges, Concord Design Studio comes to you with a





promise to design your spaces as unique and personal as you wish. “With a modern manufacturing unit, an inspiring design team and an able leadership, we aim to deliver quality, on time, every time.”

The company offers a start-to-end service in which meeting a client, understanding their needs, visiting the site and then implementing all necessary interior works that cater to the client’s requirements are fulfilled. Concord offers customised designs based on the client’s budget and needs. Offering standard design packages for kitchens, wardrobes, living spaces and dining areas, Concord has retained its position in the industry. Their design team educates the client on the pros and cons of each product, thereby guiding customers in making smart, sustainable choices.

“It’s a choice to believe those who stand with you and to wilfully ignore those whom you can’t trust”, says Prem. Concord group strives to hold on to ethics and values, even when they have quite a fast ride on the road to success. Concord group is strengthened with enthusiasm and energy. These four decades, Concord has proved their sustenance in the market and proclaims that they are here to stay for more decades to come.

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One thing Concord does not compromise is Quality. Decisions are taken with minimal time with confidence and prudence, exclaimed Prem. Even amidst the very busy schedules in expanding the business empire, Prem says he always finds time for his family. He doesn't believe in a life where he can't be an active part of the happiness of his family. Or else, what life is that? he asks.

Concord Design Studio is a venture set up to create a customised character to your living or work spaces—from wardrobes and shelves to kitchen cabinets and counters, from furniture needs to decor pieces. At Concord Design Studio they have expertise in carrying out works on residential and commercial segments. They

are experts in selecting the right kind of materials needed for both segments of work so that both cost and quality are taken care of.

“Every customer has a different taste and every space has a different requirement. But the one common factor is that every space requires sturdy, durable, aesthetic designs.”

“Our factory is fitted with the most modern machinery, using the latest technology and operated by a team of skilled people. There is a continuous work chain that is closely monitored and supervised for quality and perfection.”

Prem had to face a lot of crisis and adminis-





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trational challenges in the course of his journey. Determination was his sole capital. It was, by no means, an easy journey. He faced uphill tasks, but each task that turned up before him was converted to an opportunity to improve himself. Every single lesson was converted as a stepping stone to success.

#### From Concord Enterprises to Concord design studio.

Concord Enterprises and Concord Design Studio complement each other. Concord Enterprises is a trading company and has been a distributor of the brand 'Ebco' since 1990. In 2006, Prem joined Concord Enterprises. A display showroom was set up for showcasing the items. This resulted in Prem's growing interest in designing and as an expansion Concord Design Studio was initiated in 2016. The hardware they produce is used in interior work providing a reliable quality service.

When Ebco launches new hardwares, it is immediately incorporated into the interior work and give the interior a new dimension. This is how the two companies work together.

#### Providing customized interior

Concord designs a house, a room, or a showroom according to the individual tastes, ideas, mood, interests and creativity of each person. "If there are ten customers, what all ten need is a customized interior and we are here to provide that relentlessly", Prem claims their focus is mainly on the middle class. So the notion that concept interior designing is inaccessible to the general public is wrong, with the service and rates at Concord anyone can walk in and see their dream fulfil.

For someone who has been this immensely successful, Prem remains firmly rooted in his reality. He firmly believes goodwill and respect are the most valuable riches in the world. "Sincerity is the keyword to success. Besides, one should have a goal so that there could be an urge inside oneself to achieve it", exclaimed Prem with a vibrant smile.