

The turii Story of Craft and Connection

Nikhil Jain and his Visionary Team – A Journey of Excellence

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turii®



Nikhil Jain, Founder turii interiors

When you walk through a door, you don't just enter a space – you step into a story, a world crafted with vision, effort, and a touch of philosophy. For turii Interiors, led by founder Nikhil Jain, every door is a passage: from challenges to achievements, from the ordinary to the unimaginable extraordinary, from darkness to light.

From Timber to Transcendence: The Roots of turii

turii Interiors was not born in boardrooms or with financial backers; it emerged from sawdust and sweat, in the humble beginnings that rural India offers. The company began at the ground level, with Nikhil learning the art and science of carpentry, crafting plain wooden doors in a modest workshop. There was no polish, no size perfection – the client had to complete those last steps themselves. But this hands-on start laid the foundation for an entrepreneurial odyssey, built not on capital but on an unwavering resolve to succeed.

“The art of communication alone isn't enough,” says Nikhil. “It is when you know your craft and never compromise on quality that you earn trust.” Each early misstep was a lesson, each project an

opportunity: a chance not to simply deliver, but to learn, evolve, and move forward. With each challenge, setbacks were confronted by borrowing, improvising, and an unbridled, persistent passion for work.

What's in a Name? turii: Gateway to paradise

‘turii’ isn't just a brand name, it's a philosophy. turii means ‘Gateway Leading To Paradise’ — a gateway that connects not just spaces, but aspirations and emotions too. The door, in turii's ethos, is both opening and closure, light and shadow, a daily reminder of transformation: moving from limitations to possibilities.

Step-by-Step Growth: A Learning Mindset

Nikhil Jain's journey is marked by a relentless learning attitude. Rather than waiting for ideal conditions, he embraced every new project as a test of skills and character. With minimal resources and sometimes no experienced team, each project demanded adaptation and ingenuity. The outcome? A uniquely mature approach, where challenge became the fuel of growth and innovation. Over the past fifteen years, turii has completed landmark projects for some of India's most discerning High Net-Worth Individuals (HNIs).

Understanding Client's Pain Points: The Indian Context

Indian clients today are global citizens — exposed to international design, equipped with budgets, but pressed for time. And yet, the desire for customization is deeply personal and local. This is where turii stands apart: by listening to the pulse of each client, understanding their real pain points, and translating aspirations into reality. Quality, for turii, is not a destination but a pathway — a continual process honed with every obstacle, every feedback, every new dream.

Range of Products and an International-Standard Facility

turii serves complete interior solution for Boutique Villas, Group Housing Projects, and Hotels. From residence millwork to loose furniture, i.e. drawing rooms, dining areas, entertainment areas, dressing areas, kitchens etc. The brand's repertoire is established on products ranging from doors, and wardrobes to modular kitchens, dressers, and wall panels.

Each product is born out of meticulous planning, highest-grade materials, and state-of-the-art technology, ensuring durability that matches aesthetics. The facility is equipped to deliver international standards, meeting the expectations of clients accustomed to the best from around the world.

The turii Team: Crafting Excellence Together

Success at turii is not a one-man show. The company is now powered by a passionate, skilled team — each member chosen for expertise, creativity, and craftsmanship. Nikhil's leadership remains grounded and collaborative. He knows that creating ultra-customized luxury furniture for HNIs requires not just design brains, but hands that have mastered their craft. The turii team is a symphony of masters: from visionaries and experts to artisans and machine operators, each contribution plays a vital role. Every product that leaves turii is a testament to this shared commitment to excellence.

Philosophy of Relationship: A Human Connect

A turii product is not just installed in a client's house — it becomes a part of the client's life. From the moment a kitchen cabinet or a bespoke table is fitted, the relationship deepens: every touch, every use is an

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exchange of energy, a reinforcement of trust. turii's philosophy is steadfast and clear — the connect with clients is emotional, extending far beyond transactions. After installation, the commitment continues in the form of responsive after-sales services and a readiness to listen and evolve. The result: lasting bonds with clients who return, refer, and cherish the turii experience.

Future Forward: Expanding Horizons with Heart

As India's economy grows and its demand for luxury interiors explodes, turii is poised to scale new heights. Plans are underway for a high-tech plant and increased manufacturing capacity, without losing the heart of what has made turii unique — the learning mindset, the commitment to treating each new project as a challenge, and the understanding that growth is a journey, not a destination. The mission: to deliver premium, ultra-luxury millwork and furniture to HNIs and elite projects — always driven by quality, innovation, and a human touch.

The Pathway of Quality

For turii Interiors, quality is not a finish line. It's the very path they walk — with clients, with team members, and with every challenge encountered in the dynamic world of luxury interiors. From a small workshop to the pages of Forbes India, the turii story is evidence: it is possible to build an extraordinary legacy from modest beginnings, given one moves with purpose, learns with humility, and connects with every human heart that steps through a turii door.

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