



M.D.
TRADELINE.

INDIA USA EUROPE

M.D. TRADELINE.

at a glance



Manufacturer - Exporter since 2017

Operating out of Rajasthan, India with a legacy of craftsmanship in stone and wood-based products.



Global Market Presence

Exporting to the USA, Spain, UK, Israel, and other countries through both direct retail and B2B projects.



MD's By Family | For Family

Developed a presence in the US market with bathroom vanities, cabinets, countertops, and furniture.



Diverse Product Portfolio

56+ SKUs including vanities, slabs, entry-level furniture, wooden cabinets, and countertops — designed for modular use and retail.



Factory-Owned Operations

In-house manufacturing enables better quality control, optimized costs, and design flexibility.



Balanced GTM Strategy

Strategic mix of B2B (bulk/multifamily orders) and D2C (brand-building through MD's By Fam For Fam).



Distribution-Ready for US Market

Planned warehousing on both coasts for faster fulfillment and reduced logistics lead time.



Design-Led Manufacturing Approach

Emphasis on blending Indian craftsmanship with global design sensibilities, enabling us to cater to both premium and value-driven segments.



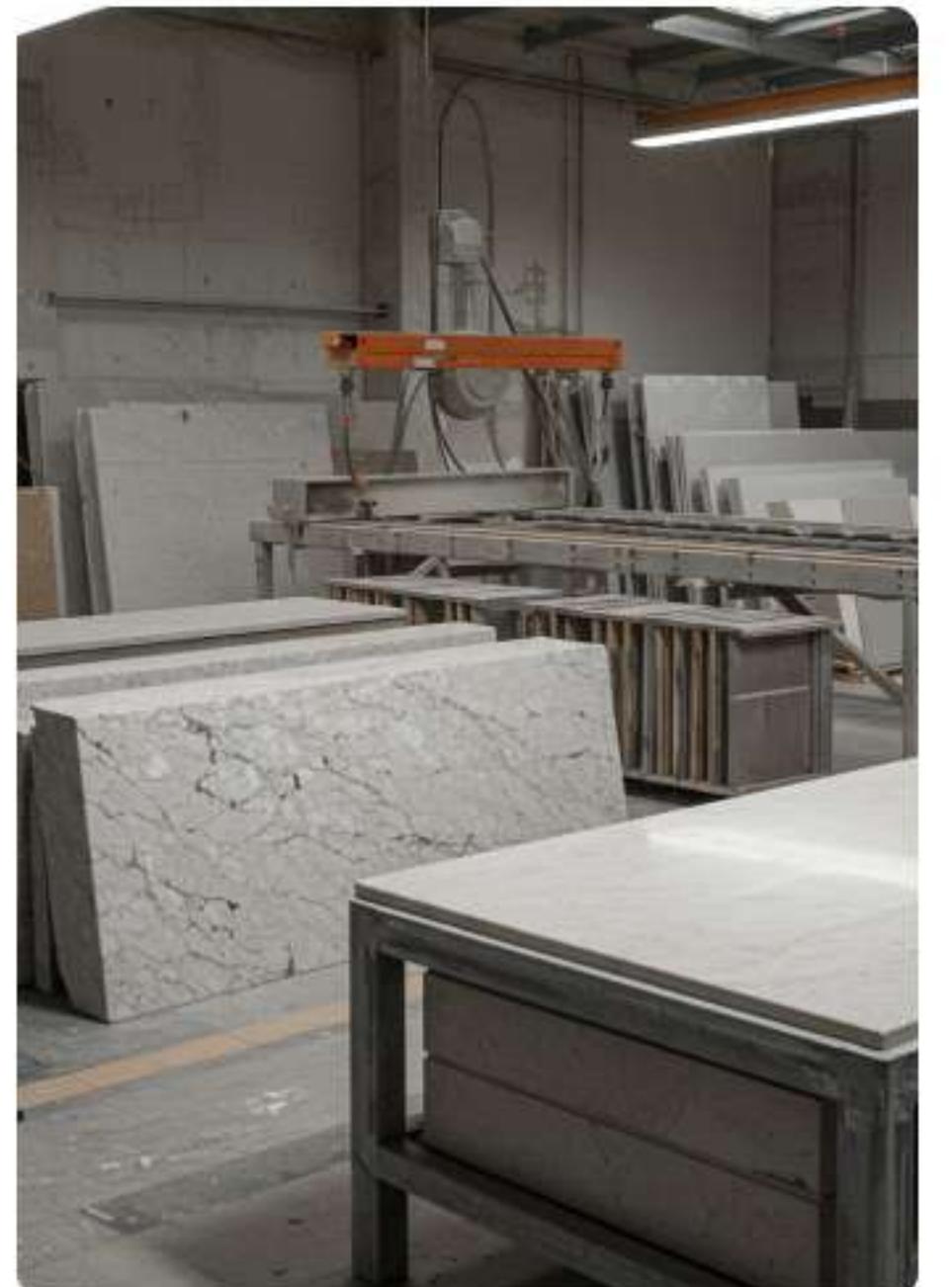
Family Legacy & Business Experience

Over 20 years of domain experience; resilient through multiple global market cycles.



Company History & Legacy

roots & foundation



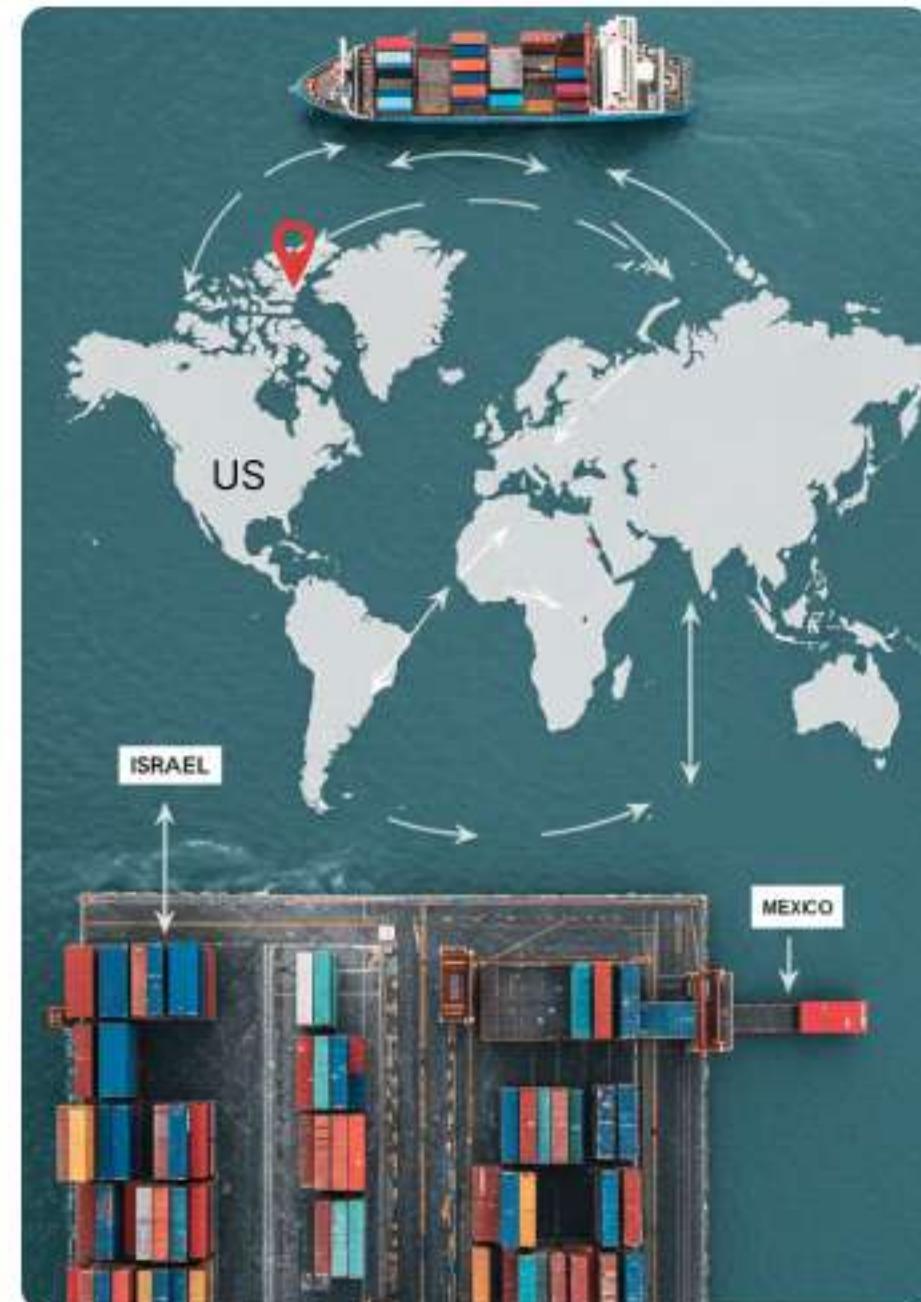
Family Business Legacy: 20+ Years

Our family has been active in the stone and furniture industry for over two decades, mastering both craft and commerce.



Formally Established: 2017

M.D. TRADELINE was founded with the goal of transforming this legacy into a scalable global export business.



Began with Natural Stone Exports

Initially exported finished granite and quartz products to Israel, the UK, USA, Mexico, and Spain.



Adapted to Global Trends

Recognized early demand shifts toward value-engineered furniture and diversified into vanities, kitchen tops, and modular products.

Company History & Legacy

evolution & market experience



2017-2019

Initial export of containers across multiple geographies, tested SKUs and buyer preferences.



2019-2021

Secured US trademark **MD's** & tested US distribution through strategic warehouses and partnerships across US East and West Coast



2021-2022

Despite high ocean freight, International Supply Chain Issues post COVID, scaled container volumes to the US. Launched **MD's** to build a direct brand identity.



2022-Present

Expanded SKU count, solidified recurring B2B relationships, began planning US warehousing expansion and Indian factory expansion.

Market Overview

target markets



United States

A leading market for bathroom vanities, modular furniture, and kitchen surfaces. Demand driven by:



Multifamily housing and home renovation boom



Big-box retailer and eCommerce channel expansion



Growing preference for pre-assembled and RTA furniture



Strong margins on mid-tier and value-engineered home products



Europe (Spain, UK, Romania etc.)

Established early presence with stone and furniture exports. Demand shaped by:



Compact, design-forward interiors



Preference for handcrafted and sustainable materials



Increasing imports of Indian-crafted home goods



Niche B2B opportunities with boutique stores and small-chain retailers

Market Overview

added expertise

Logistics & Reach



Strategic export lanes established with reduced transit time (now 30 days)



Plans for bi-coastal US warehousing to reduce last-mile delivery time



Continued engagement with European partners for recurring orders



Market Trends & Insights



US Home Improvement market estimated at \$500B+



Rising DIY culture and online furniture shopping



Shift toward affordable luxury and sustainable sourcing



Custom sizes and modular units gaining popularity in both markets

Product Portfolio & Hero SKUs

core product categories

Stone Surfaces



Countertops in Standard Sizes along with Backsplash in Quartz, Granite & Marble



Precut quartz & granite slabs



Vanity tops with integrated sinks

Wooden Furniture



Modular kitchen cabinets & RTA Kitchen Cabinets



Bathroom vanities



RTA (Ready-To-Assemble) furniture for bedrooms & living rooms

Product Portfolio & Hero SKUs

core product categories

Home Decor (Upcoming)



Rugs, accent mirrors, and sustainable handcrafted accessories



Fusion of Indian handicrafts with modern form factors

Hero SKUs



Kitchen Countertops – Quartz/Granite in top-selling US dimensions



Vanity Units – Compact and mid-size vanities for US multi-family projects, retail and big box stores



Pre-Fab Cabinets – Affordable, flat-packed, easy-assemble wooden storage units

Product Portfolio & Hero SKUs

core product categories

Key Product Features



Built for affordability, durability, and quick installation



Customizable finishes for regional aesthetics



High compatibility with US and EU building standards



SKU: MDPWWV73



SKU: MDDGBV73



SKU: MDDGBV43



SKU: MDPWWV43



SKU: MDARH01



SKU: MDARH16



SKU: MDARH42



SKU: MDARH52

SKU Expansion Strategy



From 12-13 SKUs to 150-200 across categories



Analytics-driven approach to identify high-growth segments



Regular introduction of seasonal collections and localized designs



SKU: MDACTER15



SKU: MDACTER10



SKU: MDACTER14



SKU: MDACTER16



Affordable Luxury



Durable



Easy Install



Global Appeal

Operational Expansion & Growth Strategy

foundation built & ongoing improvements

Upcoming Operational Steps



Setting up a dedicated factory in Rajasthan (1 lakh sq. ft) to scale production of affordable furniture



Establishing bi-coastal distribution in the US to reduce fulfillment time and inventory lag



Focused SKU expansion from 56 to 150-200 based on sales analytics and high-demand categories



Continued emphasis on stone + wood combinations and handcrafted home decor as new verticals

Long-Term Growth Anchors



Strengthening B2B partnerships with bulk buyers in retail and real estate



Growing the D2C brand presence to improve recall and test product innovations



Enhancing backend operations (inventory, analytics, packaging) for better scalability



Operational Capacity & Team Structure

workforce overview

Total Team Capacity: 15–40 People

A balanced workforce combining skilled labor and managerial expertise to handle production, logistics, and global sales.

Factory Workforce: 10–30 Skilled Workers

- Trained in stone processing, woodwork, finishing, and packaging
- Able to support project-based surges in production
- Quality-focused team structure with designated team leads

Sales Team

- Dedicated members managing B2B exports and D2C e-commerce sales
- Includes US-based sales coordinators for direct follow-ups and partner communication

Logistics & Documentation

- Manages container booking, customs, compliance, and inland transport
- Ensures export-readiness and port-side accuracy for both India and US operations

Design & Product Development

- Develops SKU concepts, modular sizing, packaging design, and trend-based collections
- Works closely with production for feasibility and prototyping

US Managers (Sales & Distribution)

- Support warehouse coordination, handle lead nurturing, and assist with retailer onboarding
- Operate remotely or in hybrid roles to maintain continuous presence in-market



Market Opportunity

TAM, SAM, SOM

TAM - Total Addressable Market

\$350+ Billion (Global Home & Construction Category)

Includes stone surfaces, vanities, kitchen tops, RTA furniture, and traditional home décor.

- US Market: ~\$180B (includes multifamily renovation, retail furniture, and kitchen/bath remodels)
- Europe Market: ~\$100B+ (with strong design-forward, compact SKU demand)
- India Export Sector: ~\$25B addressable across affordable furniture, vanities, slabs, and decor

SAM – Serviceable Available Market

\$8–10 Billion (Niche Addressable Market for Indian Exporters)

Focused on categories M.D. TRADELINE actively serves:

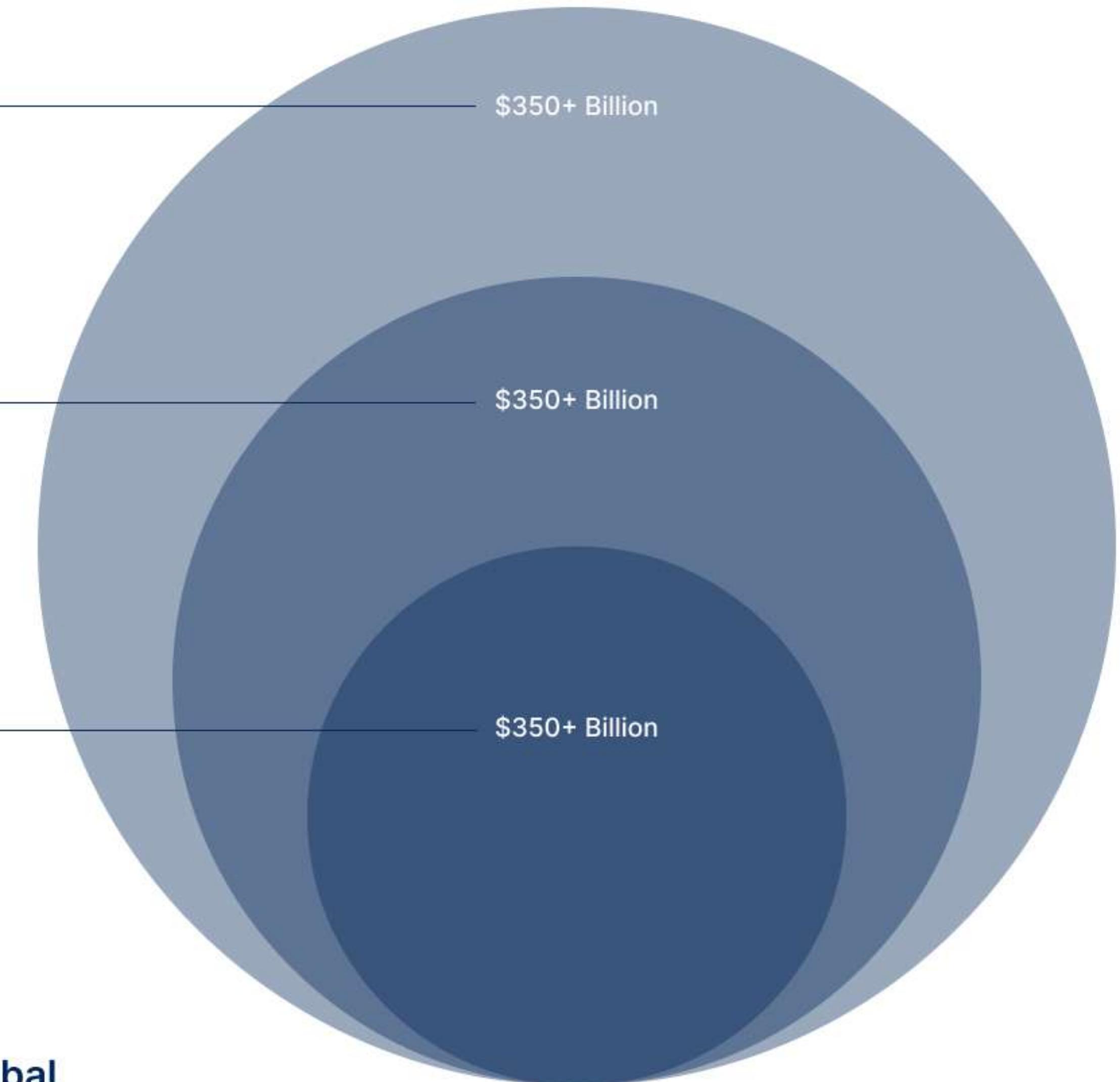
- Countertops & slabs
- RTA cabinets & bathroom vanities
- Entry-level furniture & traditional home decor
- Retail and project-based buyers

SOM – Serviceable Obtainable Market

\$25–30 Million (Initial achievable share)

Realistic penetration in 1–3 years through:

- 150–200 active SKUs
- Fulfillment partnerships in the US
- ByFAMforFAM D2C scaling
- PO-backed B2B relationships with big-box and multifamily buyers



M.D. TRADELINE is strategically positioned at the intersection of global demand and affordable, high-quality supply.

Competitive Landscape & Positioning

primary competitor categories & gaps

Primary Competitor Categories & Gaps

Competitor Type	Examples	Limitations
Mass Exporters	Chinese & Vietnamese suppliers	Focus on low-cost bulk, weak on design, rigid MOQ, slow adaptation
Global Retailers	IKEA, Wayfair, Home Depot	Large-scale, but inflexible SKU cycles, slow to react, can't localize designs
B2B Marketplaces	Alibaba, IndiaMART	Listing-only platforms, no fulfillment, no brand, no product control
Regional Importers/Wholesalers	Boutique distributors (US/EU)	Limited product diversity, no in-house production, small reach

Competitive Landscape & Positioning

how M.D. TRADELINE. stands out

How M.D. TRADELINE. stands out



In-House Manufacturing

Control over quality, cost, and turnaround



Small-Batch + Bulk Capability

Serves big-box and project buyers without MOQ barriers



Custom Design & Finish Flexibility

Trend-responsive SKU creation for US & EU buyers



US Entity & Presence

Local trust, PO handling, and smoother warehousing & support



Fast Fulfillment Model

30-day average vs. industry 60-75 days (with future US warehouse strategy)



Brand + Fulfillment (B2B + D2C)

Dual-channel strategy creates recurring business and brand loyalty

We combine the scale of a manufacturer with the agility of a design house — offering handcrafted, market-responsive products faster and more flexibly than any listing-based marketplace or rigid retail catalog.

Market Share & Traction So Far

export geography and snapshot

Exported to:



Growing demand from repeat B2B buyers and new channel partners

Export Volume Snapshot



Containers Shipped Since 2018:

- 100+ containers cumulatively.
- Including project-based multi-unit vanity shipments and full slab loads.



Product Line Growth:

- Expanded from 12 SKUs in 2019 to 56+ live SKUs today.
- Range includes countertops, vanities, RTA cabinets, and decor prototypes



MD's By Family | For Family

- Operational since 2021
- Active Shopify sales with Stripe integration
- Live SKUs on marketplace channels & D2C promotions
- Managed by remote team + US-based distribution reps



Estimated Market Share (Niche Segment)

- ~0.2% to 0.3% of India's export volume in home improvement category
- ~<1% share in small-batch vanities in select US regions — scalable to 2-3% with distribution setup



Momentum Indicators

- Resilience during COVID + ocean freight crisis
- Stock value growth in FY 2023-24 showing readiness for scale
- PO-based inquiries from multifamily buyers and small-to-mid retailers

SKU Expansion & Innovation Pipeline

how we will make it happen



Current SKU Base (56+ Active SKUs):

- Bathroom vanities in multiple sizes and finishes
- RTA kitchen cabinets and wall storage units
- Entry-level modular wooden furniture (tables, benches, storage)
- Compact utility furniture for D2C and B2B channels



Target SKU Expansion (150–200 SKUs):

- Upholstered sofas (2- and 3-seaters) and ottomans
- Accent chairs and foam-based armchairs
- Bedside tables, modular beds, and low-height storage units
- Flat-pack living room furniture for easy assembly and export
- Budget-friendly bundles for eCommerce and retail (e.g. chair + table sets)



Why These SKUs?

- Aligned with high-demand price segments (\$50–\$250 range)
- Designed for compact homes and multifamily buyers in US/EU
- Easily scalable within shipping constraints (flat-pack & foam-based)
- Strong visual appeal for both online & showroom environments



Rollout Strategy:

- Phase-wise launch based on US test-market feedback
- Tie new SKUs to container space optimization and PO cycles
- Focus on high-margin, high-velocity products for recurring sales
- Sync product drops with seasonal retail cycles (Q2/Q4 focus)

Distribution Channels – India & US

the efficient supply chain

India – Manufacturing & Export Base

- Production centralized in Rajasthan, close to raw material hubs
- All goods consolidated and shipped from Nhava Sheva Port (Mumbai)
- Internal team handles production, QC, packaging, customs, and documentation
- Containers dispatched regularly using premium shipping lanes (transit in ~30 days)

United States – Active Distribution Setup

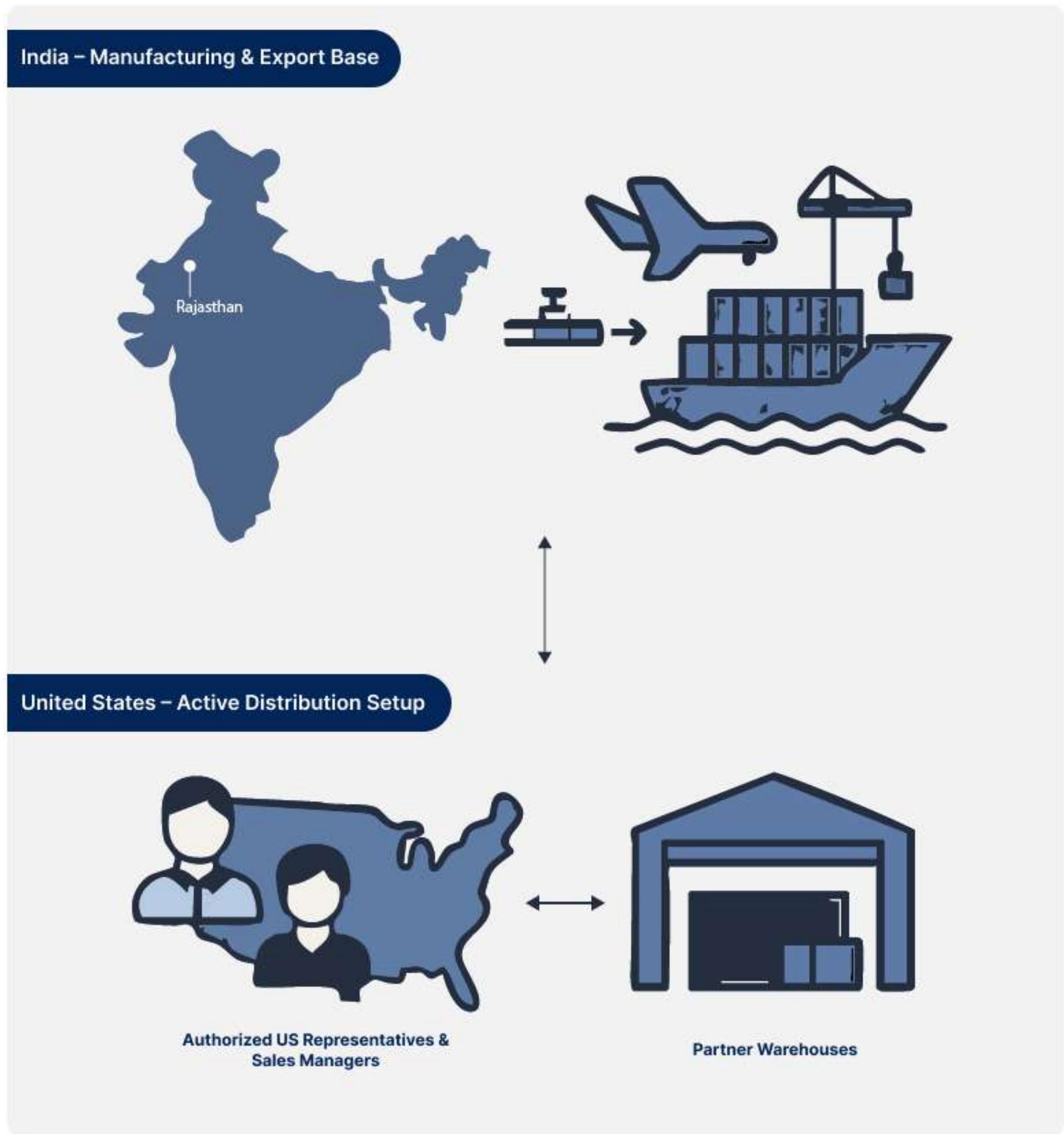
- **Authorized US Representatives & Sales Managers**
 - Manage client communication, lead follow-ups, and regional partnerships
 - Act as the primary point of contact for B2B buyers and project clients
- **Partner Warehouses**
 - Third-party logistics support for warehousing, fulfillment, and delivery
 - Inventory placement to reduce last-mile delays and support multi-state demand
 - Warehousing strategy aligned with order forecasting and seasonality

Channel Model

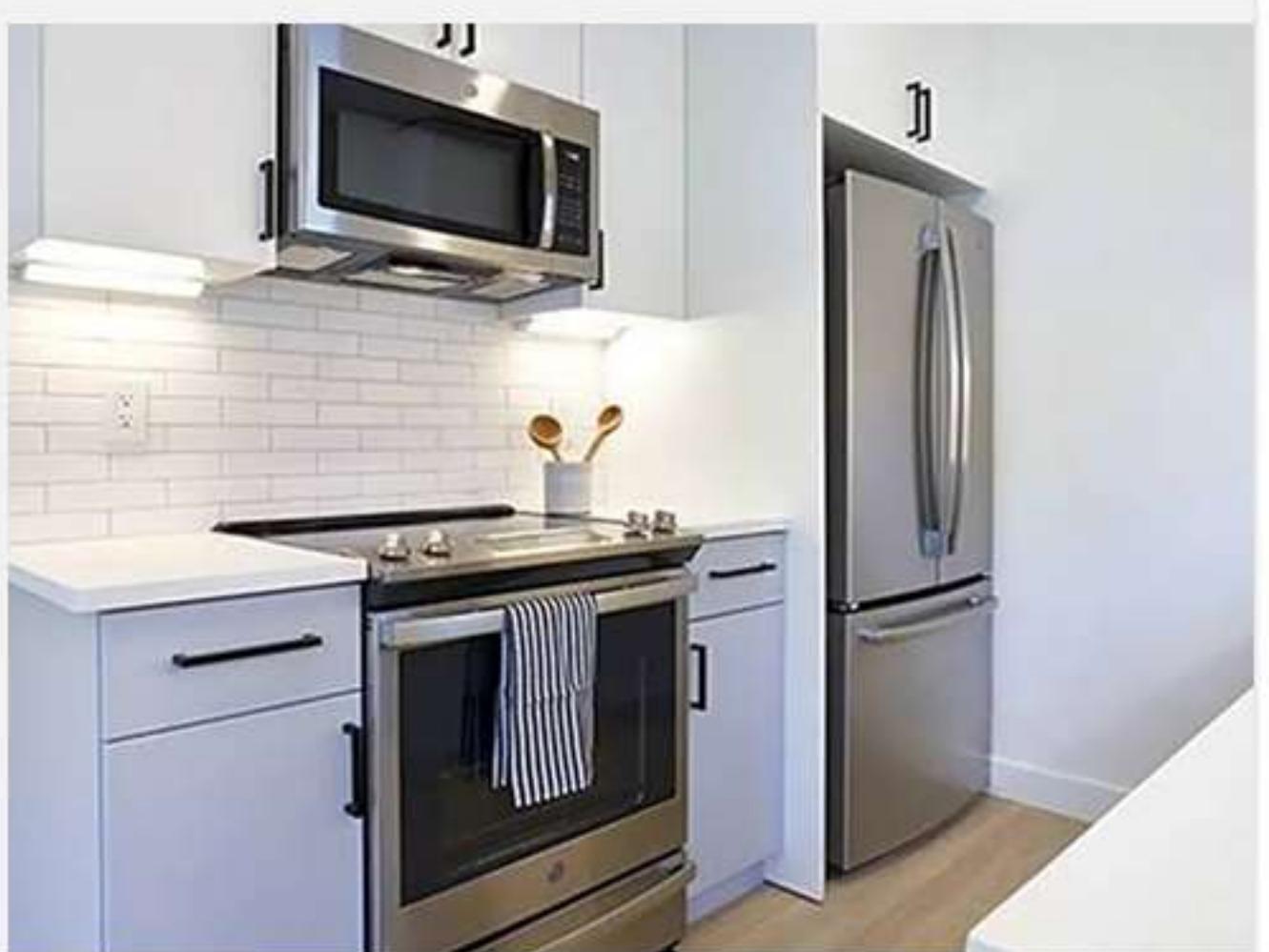
Channel	Description
B2B Projects	Large-scale orders for builders, designers, multifamily units
Retail Supply	Ongoing partnerships and PO-driven container shipments
D2C Sales	Managed under MD's brand via Amazon, Wayfair, Shopify

Fulfillment Advantage

- US-based reps coordinate directly with warehouses and buyers
- Partner warehouses enable better lead time control and reordering
- Export processes handled fully in-house in India for compliance & efficiency
- Reduces delivery time from 75 days to ~30 days with forward stocking and coordination



Visual Gallery – M.D. TRADELINE



Contact

M.D. TRADELINE. India

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