



MAKE IN INDIA INITIATIVE

The medium for self-expression



PRODUCT CATALOGUE 2023

Choice™

YOUR OFFICIAL FURNITURE PARTNER



PROFILE



We at Choice come with a vast experience in the of providing comfortable seating solutions. We have put in a lot of effort and experimented with varied ingredients in bringing out the best for the ones who seek quality and comfort by presenting a whole series of chair's in the name of 'Choice'.

"Choice" Chairs are designed **ERGONOMICALY** and are teamed with **ECONOMIC** pricing to provide high quality chairs at very affordable prices without compromising on the quality.

'Choice' Chairs are fully certified for high quality 'BIFMA' standards. We are confident in providing the best, and are fully competent to fulfill the needs of our customers. With the increased capacity, we are delighted to be in a position to cater to a larger volume of clients, geared with our new facility all in a short period of time. The factory is situated in Bangalore, South India and Indoor MadhyaPradesh we specialize in customizing as per our buyers requirements. We strongly believe that "Change is the only thing constant in life" and aim to adhere to this principle meticulously. We have laid emphasis on two key factors while designing Choice Chair. Firstly, we uphold the safety of the user as a key parameter and the comfort needed to improve work efficiency of the person comes a close second. Improper body posture and badly designed chairs are the two major reasons for back pain which is becoming a common occurrence amongst young professionals (Working for 8 to 12 hours day) these days. Hence the inspiration is the craft itself strengthened by a passion for enduring forms. The work can be seen on the premises of clients related to architecture, interior designing, interior decorations, hotel projects and institutional projects.

Growing demands of cafes in India and the luxury comfort associated with it, makes us think deep towards fulfilling the needs of our clients and thereby giving our 100 percent in this new venture!

Our range of series includes top most comfort, exemplary style, effortless seatings and luxury beyond imagination, at affordable prices.

- PREMIUM SEATING ■ EXECUTIVE SEATING ■ WORKSTATION SEATING
- DINNING SEATING ■ VISITOR SEATING ■ LOUNGE SEATING
- CAFÉ SEATING ■ EDUCATIONAL SEATING ■ PROJECT WORK STATION

Choice has always given priority to the individual needs of every client. From designing to colour scheming all can be customised according to th clientele needs. You can choose from a wide variety of products offered including Cafeteria Chairs, Cafeteria Tables and lounge Furniture. Latest editions to our client database are the Food courts at Airports and Malls where you can find choice products created and suited for comfortable seating.



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PRIMA

PREMIUM CHAIR SERIES



These Premium quality chairs are ergonomically designed to provide comfort and come with a great designs catering to different requirements. Made using the finest quality components, it is a high quality product and comes at a great price too.

PRIMA



PRIMA

PREMIUM CHAIR SERIES

PRIMA



- Glass
- 4D Adjustable Armrest with padded cushion.
- Adjustable headrest & Auto lumbar support.
- Cable control syncro tilt with multi position lock and seat slider.
- 650mm aluminium base & nylon castors with class 4 Gas lift.



PRM 102 HB

PRIMA PREMIUM CHAIR SERIES

PRIMA



PRM 103 HB



PRM 104 MB

PRIMA PREMIUM CHAIR SERIES

PRIMA



- Finest composite leather on seat & back.
- Kneetilt mechanism with multi locking function.
- 700mm aluminium die-cast base with nylon castors & class 4 Gas lift.

PRM 105 HB



PRM 106 MB

PRIMA

PREMIUM CHAIR SERIES

PRIMA



- Finest composite leather on seat & back.
- Teakwood frame with High density Cushion.
- Knee tilt with multiposition lock.
- 700mm aluminium die-cast base with nylon castors & class 4 Gas lift.



PRIMA

PREMIUM CHAIR SERIES

PRIMA



- Glass
- 3D Adjustable Armrest with padded cushion.
- Adjustable headrest & lumbar support.
- Syncro tilt with multi position lock and seat slider.
- 650mm aluminium base & nylon castors with class 4 Gas lift.



PRM 109 HB

PRIMA

PREMIUM CHAIR SERIES



- Glass
- 3D Adjustable Armrest with padded cushion.
- Adjustable headrest & lumbar support.
- Syncro tilt with multi position lock and seat slider.
- 650mm aluminium base & nylon castors with class 4 Gas lift.

PRIMA



PRIMA

PREMIUM CHAIR SERIES

PRIMA



PRM 112 HB



PRM 113 MB

- Glass
- Fully adjustable backrest, armrest & seat depth.
- Adjustable headrest & lumbar support.
- Syncro tilt with multi position lock.
- 700mm aluminium die-cast base & nylon castors



PRM 114 HB



PRM 115 MB

PRIMA

PREMIUM CHAIR SERIES

PRIMA



PRM 116 HB



PRM 117 MB

- Finest composite leather on seat & mesh back.
- Syncro dynamic mechanism with auto body weight adjustment.
- 700mm Polished aluminium die-cast base.
- 60mm twin wheel nylon castors.



PRM 118 HB



PRM 119 MB

- Finest composite leather on seat & back.
- Syncro dynamic mechanism with auto body weight adjustment.
- 700mm Polished aluminium die-cast base.
- 60mm twin wheel nylon castors.

PRIMA

PREMIUM CHAIR SERIES

PRIMA



PRM 120 HB



PRM 121 MB

- Finest composite leather on seat & back.
- Aluminium die-cast armrest with Padded cushion pad.
- Syncro tilt with multiposition lock.
- 650mm aluminium die-cast base with nylon castors & class 4 Gas lift.



PRM 122 HB



PRM 123 MB

- Finest composite leather on seat & back.
- Aluminium diecast Chrome plated armrest with cushion pad.
- Knee tilt Syncro with multiposition lock.
- 650mm aluminium die-cast base with nylon castors & class 4 Gas lift.

PRIMA

PREMIUM CHAIR SERIES

PRIMA



PRM 128 HB



PRM 129 MB

- 3D Adjustable Armrest with Gel PU pad.
- Self weight syncro tilt mechanism with multi position lock & seat slider.
- 700mm aluminium diecast base with glass



PRM 130 HB

HEXA

YOUR OFFICIAL CHAIRS

These are high end leather chairs from us, Hexa comes in varied colors and designs that are crafted to cater to varied design inclinations and are well suited for a comfortable seating experience.

HEXA



HXA 001 HB



HXA 002 MB



HXA 003 VC



HXA 004 HB



HXA 005 MB



HXA 006 VC

HEXA YOUR OFFICIAL CHAIRS

HEXA



HXA 010 HB



HXA 011 MB



HXA 012 VC



HXA 013 HB



HXA 014 MB



HXA 015 VC

HEXA YOUR OFFICIAL CHAIRS

HEXA



HXA 016 HB



HXA 017 MB



HXA 018 VC



HXA 019 HB



HXA 020 MB



HXA 021 VC



HXA 022 HB



HXA 023 MB



HXA 024 VC



HXA 025 HB



HXA 026 MB



HXA 027 VC

HEXA YOUR OFFICIAL CHAIRS

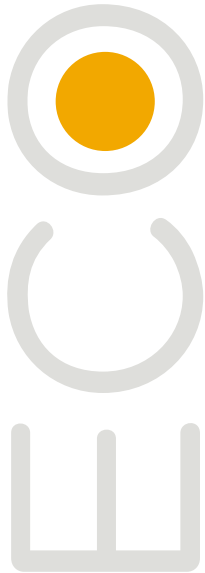
HEXA



HXA 035 VC

ECO ECONOMIC PREMIUM CHAIRS

With an intention to cater to all price ranges, We are delighted to produce ECO which are leather type chairs , that come with a mindful design and diverse patterns -all at a very pocket friendly price making them a great option to choose from when one is looking for quality without splurging too much.



ECO 021



ECO 022



ECO 023

ECO ECONOMIC PREMIUM CHAIRS

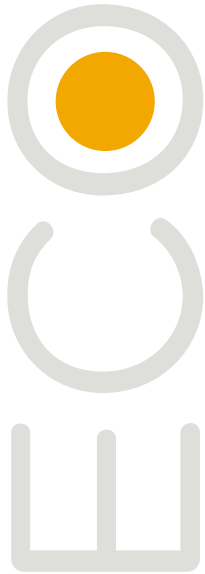
With an intention to cater to all price ranges, We are delighted to produce ECO which are leather type chairs , that come with a mindful design and diverse patterns -all at a very pocket friendly price making them a great option to choose from when one is looking for quality without splurging too much.



ECO 024



ECO 025



ECO 026



ECO 027



ECO 028

ECO ECONOMIC PREMIUM CHAIRS



ECO 029



ECO 030



ECO 031



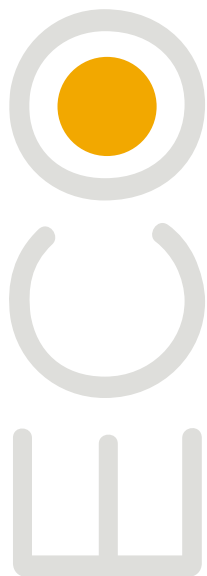
ECO 032



ECO 033



ECO 034



AERO PREMIUM MESH CHAIRS



If you are looking for mesh chairs, your search ends here as AERO chairs are your best option. These high end mesh chairs with pneumatic mechanism and adjustable handles, amongst other user friendly features are a great option to provide comfortable seating solution.

AERO



AER 030 HB





AER 005



AER 006



AER 007

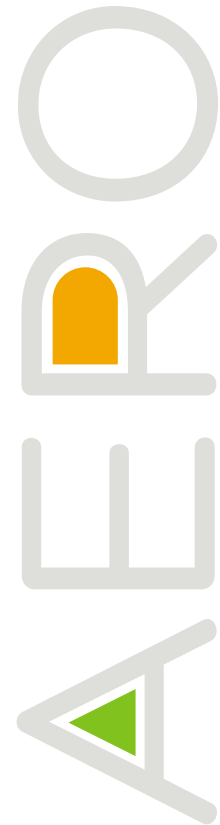
AERO PREMIUM MESH CHAIRS



AER 008



AER 009



AERO PREMIUM MESH CHAIRS

AERO



AER 010

AERO PREMIUM MESH CHAIRS

AERO



IS 20D Mesh for breathability



Fabric Upholstered Cushion Seat



AER 021 HB



Adjustable Arms with soft PU padding



Nylon Base & Castors



AER 022 MB

AERO PREMIUM MESH CHAIRS

AERO



AER 027



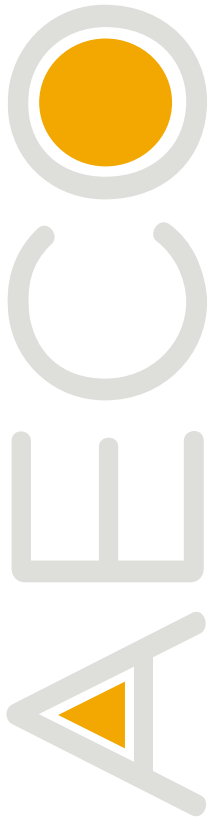
AER 028



AER 029

AECO ECONOMIC MESH CHAIRS SERIES

Mesh chairs come with great design and comfort making them a very sought after type of chairs. We are delighted to present AECO, our line of mesh chairs that come with great comfort, designs and quality at a very economical price.



AEC 101 HB



AEC 102 MB

AECO ECONOMIC MESH CHAIR SERIES



AEC 103 HB



AEC 104 MB

AECO ECONOMIC MESH CHAIR SERIES



AEC 105 HB



AEC 106 MB

AECO ECONOMIC MESH CHAIR SERIES



AEC 108 MB



AEC 107 HB



AEC 109 VC

AECO ECONOMIC MESH CHAIR SERIES



AEC 110 HB



AEC 111 MB

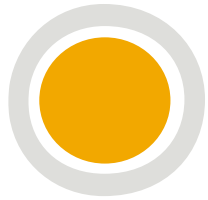
AECO ECONOMIC MESH CHAIR SERIES



AEC 140 MB



AECO ECONOMIC MESH CHAIR SERIES



AEC 112



AEC 113



AEC 114



AEC 115

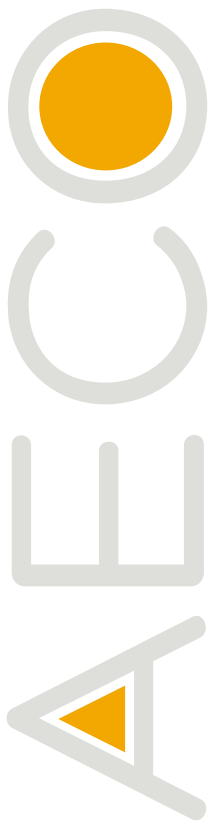


AEC 116



AEC 139

AECO ECONOMIC MESH CHAIR SERIES



AEC 119

AECO ECONOMIC MESH CHAIR SERIES

Choice
YOUR OFFICIAL FURNITURE PARTNER



AEC 120



AEC 141



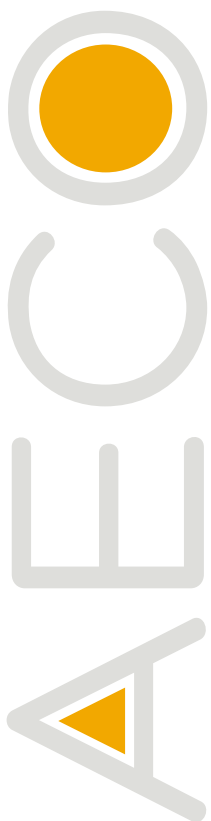
AEC 121



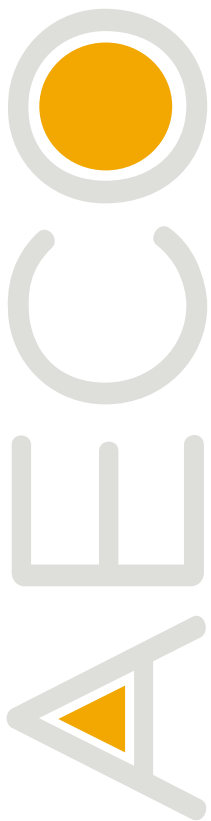
AEC 122



AEC 142



AECO ECONOMIC MESH CHAIR SERIES



AEC 123



AEC 124



AEC 125



AEC 126



AEC 127



AEC 128

AECO ECONOMIC MESH CHAIR SERIES



AEC 129



AEC 130



AEC 131



AEC 131

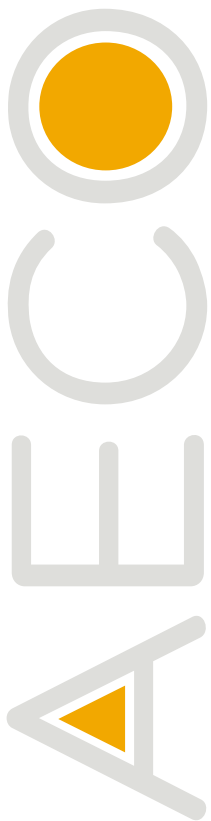


AEC 132



AEC 133

AECO ECONOMIC MESH CHAIR SERIES



AEC 134



AEC 135



AEC 136



AEC 137



AEC 138

DYNA DYNAMIC CHAIRS

If you are looking for chairs that are a fine blend of thoughtful design, durable materials and easy on your pocket, DYNA is the option for you. These medium rated chairs come in varied colours and designs making them a great option to pick from if you are looking for budget friendly seating solutions.

DYNA



DNA 001 HB



DNA 002 HB



DNA 003 MB



DNA 005 HB



DNA 006 MB



DNA 030 HB



DYNA



DYNA DYNAMIC CHAIRS

DYNA



DNA 007



DNA 008



DNA 009



DNA 010



DNA 031

DYNA

DYNAMIC CHAIRS



DNA 013



DNA 014



DNA 015



DNA 016



DNA 017



DNA 018



DNA 019

DYNA

DYNA

DYNAMIC CHAIRS



DNA 020



DNA 021



DNA 022



DNA 023



DNA 024

DYNA

DYNA

DYNAMIC CHAIRS



DNA 025



DNA 026



DNA 027

DYNA



DNA 028



DNA 029

FASOI PREMIUM SOFA SERIES

Our range of sofas and lounge chairs come in varied designs and finishes making them an ideal option to do up your lounge and recreational spaces. Well suited for homes, offices or any other space FASOI brings to you a comfortable seating option in many stunning colours and designs.

FASOI



FSO 101



FSO 102



FSO 103

FASOI PREMIUM SOFA SERIES

FASOI



FSO 104



FSO 105



FSO 106



FSO 107



FSO 108



FSO 109



FSO 110



FSO 111



FSO 112



FSO 113



FSO 114



FSO 115



FSO 116



FSO 117



FSO 118

FASOI PREMIUM SOFA SERIES



FASOI



FSO 119



FSO 120



PUFFY

SOFAS WITH A DIFFERENT TOUCH

Short of space, or want to add movable, light, graceful looking furniture? These offerings are a fine way to include light and portable seating. PUFFY come in varied colours , shapes and are great to use as a cluster or standalone.

PUFFY



PUF 001



PUF 003



PUF 002

PUFFY

SOFAS WITH A DIFFERENT TOUCH

PUFFY



PUF 010



PUF 005



PUF 006



PUF 007



PUF 008



PUF 009

CAMEO

COFFEE TABLES

No space is complete without a coffee table. Designed in varied sizes and finishes, We bring you CAMEO- a range of coffee tables. From metallic glass top ones, to wooden tables with storage, we have coffee tables to suit a large number of requirements.

CAMEO



CAM 006



CAM 019



CAM 020



CAM 022



CAM 025
1200 X 600 X 450



CAM 026
600 X 600 X 430
1200 X 600 X 430



CAM 027



CAM 028

CAFET

CAFETERIA TABLES

If you are looking for seating solutions in the hospitality sector, CAFET is here for you. Accommodating a large number of seating solutions suited for cafés, restaurants and cafeterias – these products come in varied sizes, makes and designs to cater to different specifications.

CAFET



CFT 101



CFT 102



CFT 103



CFT 125



CFT 126



CFT 106

CAFET CAFETERIA TABLES

CAFET



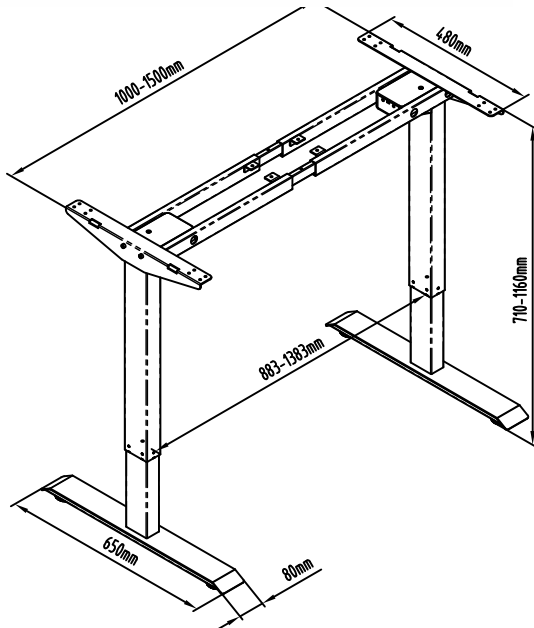
CFT 107



CFT 104



CFT 109



DOUBLE MOTOR
HEIGHT ADJUSTABLE
REMOTE CONTROL
42500/-



CFT 110

CAFET

CAFETERIA TABLES

CAFET



CFT 111



CFT 113



CFT 112

CAFET

CAFETERIA TABLES



CFT 114



CFT 115



CFT 116



CFT 117



CFT 118



CFT 119

CAFET

CAFETERIA TABLES

CAFET



CFT 120



CFT 121



CFT 122



CFT 123



CFT 124



PLASTO HIGH QUALITY PLASTIC CHAIRS

Light, portable and easy to maintain, PLASTO comes as a range of chairs that are sturdy, elegant to look at, and economic in pricing. Suited for myriad uses, these chairs are a must have whether it's at home or at your office.

PLASTO



PLS 001



PLS 002



PLS 003



PLS 004



PLS 005



PLS 006



PLS 008



PLS 011

PLASTO HIGH QUALITY PLASTIC CHAIRS

PLASTO



PLS 012



PLS 013



PLS 015



PLS 016



PLS 017



PLS 018

PLASTO

HIGH QUALITY PLASTIC CHAIRS

PLASTO



PLS 019



PLS 020



PLS 021



PLS 022



PLS 023



PLS 025



PLS 026

PLASTO

HIGH QUALITY PLASTIC CHAIRS

PLASTO



PLS 027



PLS 028



PLS 029

PLASTO HIGH QUALITY PLASTIC CHAIRS

PLASTO

NEW
ARRIVAL



PLS 030



PLS 031



PLS 032

CAFET

CAFETERIA TABLES

NEW
ARRIVAL



PLS 33



PLS 34



PLS 35



PLS 36



PLS 37



PLS 38



PLS 39



PLS 40

DINET

DINING CHAIRS

Comfortable dining solutions have never been trendier. Coming out with a whole range of chairs, DINET brings to you designs, finishes and prices suited to a wide spectrum of specification. A unifying factor is the quality and superior workmanship, making them an ideal option to resort to.

DINET



DIN 005



DIN 009



DIN 010



DIN 014



DIN 015



DIN 018



DIN 019



DIN 020



DIN 023



DIN 025



DIN 026



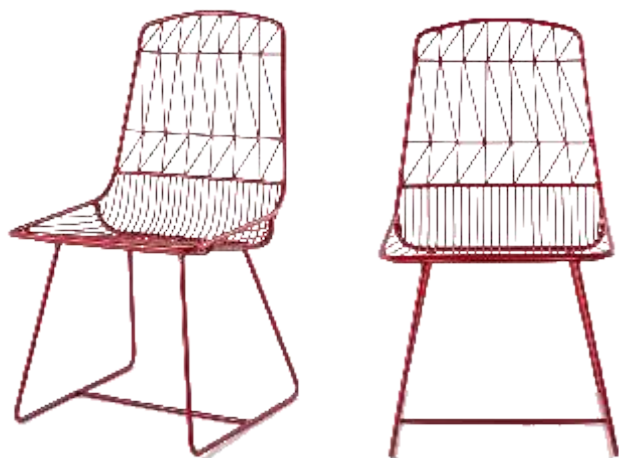
DIN 029

DINET

DINING CHAIRS



DINET



DIN 030



DIN 031



DIN 032



DIN 033



DIN 034



DIN 035



VISIO SEATING FOR VISITORS

Seating for visitors, and seating suited for larger groups of people is provided under VISIO. We have standalone, and group seating in a wide range of finishes and price ranges. With designs that are suited for varied settings, you can pick from our diverse catalogue to suit your need.



VIS 012



VIS 002



VIS 003



VIS 010



VIS 004



VIS 005



VIS 006

VISIO

SEATING FOR VISITORS



VIS 007



VIS 008



VIS 009

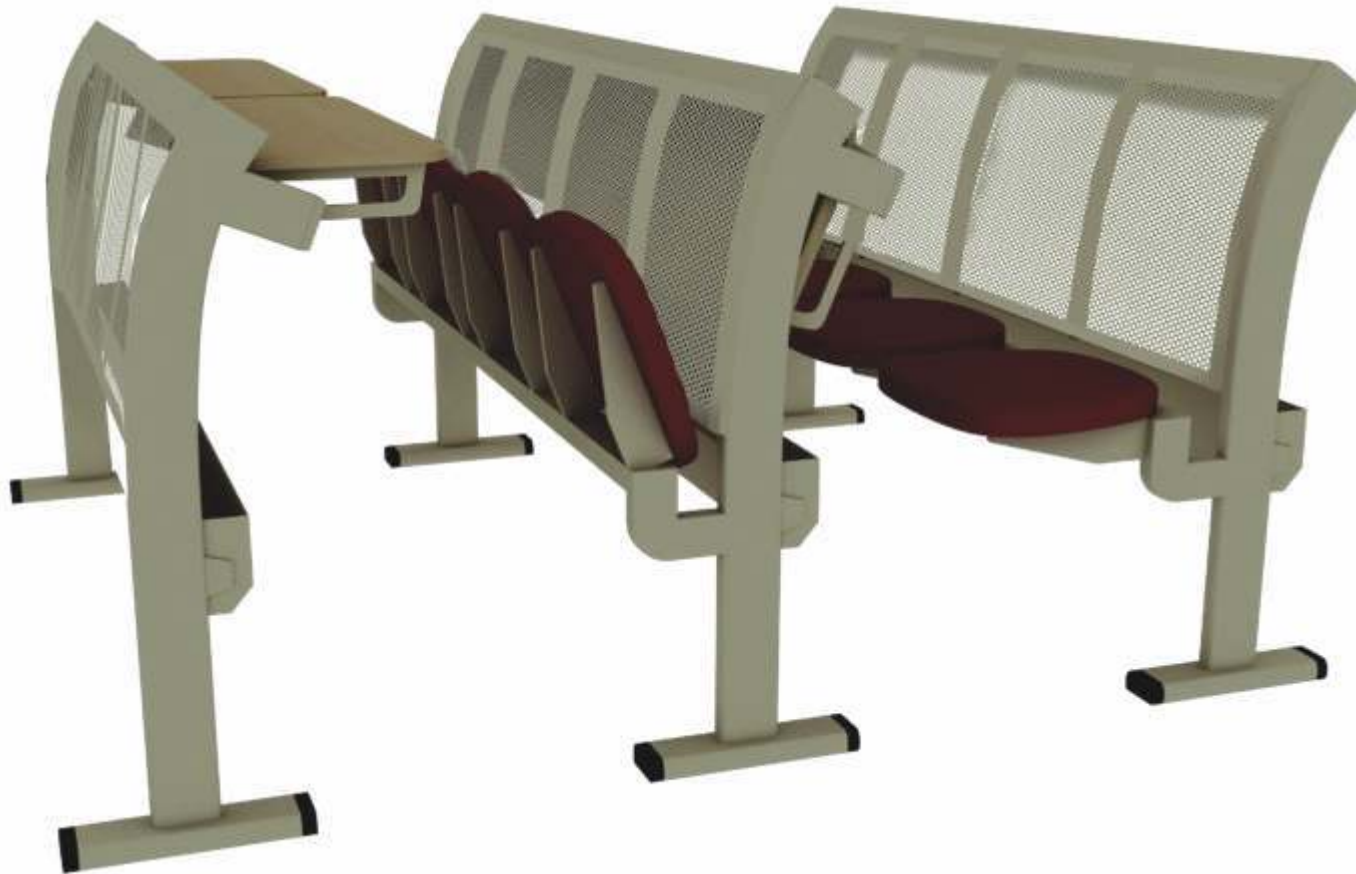


SCHOOOFUR

SCHOOL FURNITURE AND CHAIRS

Different age groups come with different design and ergonomically needs. We have diverse seating options designed for schools and crafted for varied age groups in terms of the make and finishes. They are sturdy, user friendly and come with the trusted craftsmanship of chairs.

SCHOOOFUR



SCH 001

SCHOOOFUR

SCHOOL FURNITURE AND CHAIRS

SCHOOOFUR



SCH 002



SCH 003



SCH 004



SCH 005



SCH 006



SCH 007



SCH 015



SCH 017



SCH 018



SCH 019



SCH 020



SCH 021



SCH 022



SCH 023



SCH 024



SCH 025



SCH 026



SCH 027

INSPIRE BAR STOOLS

High chairs and bar stools are no longer confined to the hospitality sector. With designers experimenting extensively, these chairs are highly sought after for breakfast tables, home bars other than the growing need for these in cafes, bars etc. We have a wide range of patterns that you can choose from.

INSPIRE



INS 001



INS 004



INS 005



INS 006



INS 007



INS 010



INS 011



INS 012



INS 013



INS 014



INS 017



INS 019

INSPIRE BAR STOOLS

INSPIRE



INS 020



INS 021



INS 022



INS 023



INS 024



INS 026



INS 028



INS 029



INS 032



INS 033



INS 034

NOARM STOOLS

Stools are an essential part of any seating solution. Highly useful in all set ups, a sturdy stool is a must whether it's an office or a home. These light weight seating essentials come in different sizes and designs, and are easy to carry and move around. You can pick from our stunning range of stools under the NOARM catalogue.

NOARM



NOA 002



NOA 006



NOA 007



NOA 008



NOA 010



NOA 011



NOA 012

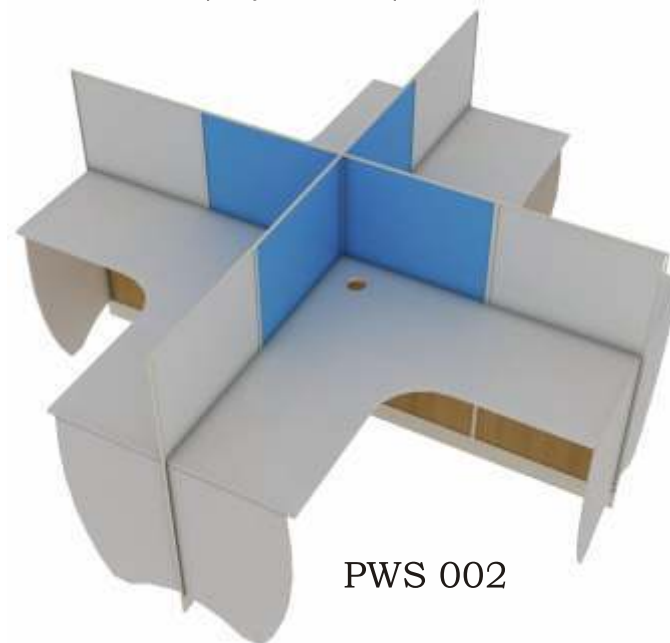
PROJECT

WORK STATIONS

Providing furniture solutions for workstations, cubicles, conferences etc. , PROJECT takes care of your furniture needs for offices , schools , hostels etc. We have products that come under varied price ranges, materials and designs, ensuring that you get exactly what you need with the best quality in terms of products used and finishes.



PWS 001



PWS 002



PWS 003



PWS 004

PROJECT

DIRECTORS



PDR 001



PDR 002



PDR 003



PDR 004

PROJECT

CONFERENCE



PCO 001



PCO 002

PROJECT

HOSTEL



PHS 001



PHS 002



PHS 003

SOFA SERIES



SF 203



SF 204



SF 205

SOFA SERIES



SF 206



SF 208



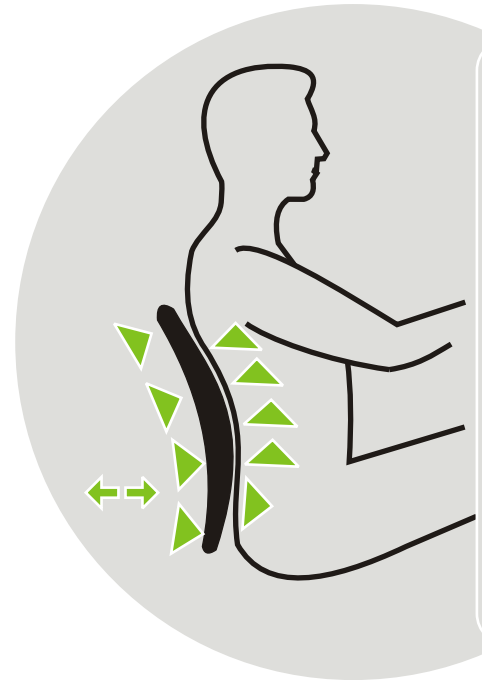
SF 207

HEALUM



HUM 001

HEALUM is great, because it gives you the full upper back support with a very customized lumbar support options. HEALUM is one of the original back supports that take supporting your entire back into consideration. It is movable to whatever locations you want.



- 1 Support the upper body, easing neck tension and offering relief for the vertebral disks.
- 2 Supports each vertebral disk in the lumbar region, providing relief for the spinal column and relaxation of back muscles.
- 3 support the pelvis and provides balance for the spinal column.

HEALUM
HEALTHY LUMBAR SUPPORT

CAN BE USED IN CAR SEATS/OFFICE CHAIRS



Scan For Products Catalogs



Master Catalogs



Cafeteria Seating



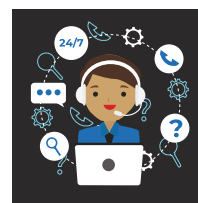
DINE-IN Teak Chairs



Modular Work Station



YOUR OFFICIAL FURNITURE PARTNER



9699323277



9108002002

CHOICEFURN TECH LLP

Corporate Office :
20/3, 1st Floor, A.K. Main Road,
Kasturba Nagar, Mysore Road,
Bangalore - 560 026

Experience Centre :
1164, Outer Ring Road,
2nd Phase, Hosakerehalli,
Bengaluru, Karnataka 560085

Production Unit:
#55/2, Village P.O Kodiginabele
Malur Taluk, Kolar Dist,
Karnataka - 563 130



✉ choicefurntech@gmail.com | sales@choicefurntech.com | info@choicefurntech.com

☎ 080 - 26740085 ☎ +91 9108001002, +91 9108002002

AN ISO 9001 : 2008 CERTIFIED COMPANY

www.choicefurntech.com