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LEONARD J. MILLS

FOUNDER OF

**COORG ROSEWOOD
TIMBERS**



Beyond Mass
Production:
Coorg Rosewood
Timbers

**(CHAMPIONS
PERSONALIZED
HOME DECOR**

GODFATHER
of **ROSEWOOD**

COVER
STORY



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GODFATHER OF ROSEWOOD

Beyond Mass Production:
Coorg Rosewood Timbers Champions Personalized
Home Decor

In a world increasingly driven by mass production and fleeting trends, Coorg Rosewood Timbers stands as a quiet reminder of what craftsmanship truly means. Founded on passion, perseverance, and respect for material, the company's journey began not as a business plan but as a personal pursuit of artistry. At the heart of this story is Leonard J. Mills, whose fascination with rosewood furniture transformed into a thriving enterprise rooted in sustainable practice and human connection.

The story traces back to 2014, when a simple newspaper announcement revealed that individuals could legally purchase rosewood. What followed was a visit to Kushalnagar in Coorg—a decision that would shape the future of the company. Initially, the wood was acquired for personal use and transformed into furniture and carvings purely for the joy of creation. But admiration from friends and family turned this private passion into a larger purpose. What began as an individual experiment soon evolved into a pursuit of creating masterpieces for others.

Driven by a deep appreciation for artistry, the enterprise grew organically. Each piece of furniture reflected dedication, skill, and attention to detail. Customer satisfaction became the cornerstone of its success, ensuring that every

creation was more than just an object—it was an expression of craftsmanship. In 2014, a small workshop was established in Bengaluru, unaware of the regulatory challenges ahead. Stringent forest department regulations, including the Property Mark Registration (PMR) requirement and timber sales restrictions, created significant hurdles. Each permit demanded extensive documentation and repeated approvals, making daily operations difficult and time-consuming.

These challenges ultimately led to the relocation of operations to Kushalnagar, Coorg, in 2015. This move proved decisive. Surrounded by local expertise and access to raw materials, the business flourished and gradually built recognition as a trusted name in rosewood furniture. Rooted in the local community, Coorg Rosewood Timbers has remained committed to ethical craftsmanship and employee well-being, fostering a positive and supportive work environment where skill is valued as much as output.

Distinguished by its commitment to quality and personalised service, the company caters directly to clients rather than relying on mass retail models. Each piece of furniture is custom-made with meticulous care, ensuring it aligns with the client's vision of comfort and beauty. "At Coorg Rosewood Timbers, we don't just sell furniture;

COVER STORY

we aim to inspire a sense of beauty and cosiness,” explains Mr. Mills, capturing the philosophy behind the brand. The objective is not merely to furnish spaces but to enhance well-being by creating pieces that evoke warmth, delight, and belonging.



With a guiding principle of “Your wish is our command,” the company works closely with customers to translate preferences and dreams into tangible designs. Every product is thoughtfully crafted to become a companion in daily living—functional, aesthetic, and emotionally resonant. This focus on personalisation has allowed the brand to attract discerning clients, including new homeowners and interior designers seeking unique and meaningful pieces.

From its humble beginnings with an initial investment of ₹70,000, Coorg Rosewood Timbers has grown into a recognised leader in the rosewood furniture segment. Proudly bootstrapped, its growth story reflects discipline, resilience, and unwavering attention to quality. Rather than chasing rapid expansion, the company has focused on refining its craft, strengthening relationships, and building trust with customers who value authenticity.

One of the company’s most distinctive initiatives is the creation of super-exclusive rosewood furniture—pieces that celebrate the natural character and rarity of the material. “We aim to showcase the unparalleled beauty and uniqueness of our rosewood furniture,” says Mr. Mills. These one-of-a-kind designs appeal to customers who seek individuality in their homes and view furniture not as decoration, but as an extension of personal identity.

In a market increasingly shaped by consumer
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desire for meaning and sustainability, Coorg Rosewood Timbers is well positioned to meet evolving expectations. By combining traditional woodworking values with contemporary lifestyle needs, the company bridges heritage and modernity. Its products reflect both the personality of the client and the enduring elegance of rosewood, offering furniture that carries emotional and aesthetic significance.

As the company continues to grow and innovate, its dedication to creating beautiful, bespoke furniture remains central to its mission. Each piece is a testament to patience, precision, and respect for material. The future envisioned by Coorg Rosewood Timbers is one where homes are not simply furnished, but thoughtfully curated—where craftsmanship tells a story, and rosewood becomes a symbol of warmth, character, and timeless design.



Looking ahead, Coorg Rosewood Timbers remains committed to growing with intention rather than scale alone. The focus continues to be on preserving the soul of craftsmanship while quietly adapting to contemporary living needs. Each creation is envisioned as a lasting presence in a home, meant to age gracefully alongside the people who use it. By honouring tradition, respecting nature, and listening deeply to its patrons, the brand is building more than furniture—it is shaping a legacy where artistry, authenticity, and human connection endure long after trends fade.

“True craftsmanship is not about speed or scale—it is about respect for material, patience in process, and honesty in purpose.”

