





The Lamp That Almost Never Happened

Naaya Studio didn't begin with a business plan. It began with a problem - a warehouse full of imported ceramic clay that wouldn't sell, and two people who refused to walk away from it.

Nitu and Neeraj had been importing professional art and craft materials for India's designers and makers. Most of it moved. The clay didn't. So instead of writing it off, they went deeper. They hired a potter, started pottery classes, and alongside, learned themselves - wheel throwing, slab building, hand building, firing. They made mugs, vases, planters, sculptures : everything they could imagine

"We tried everything to move the clay. In the end, the clay moved us"

Somewhere in that process, they noticed a gap no one had filled: ceramic lighting, done seriously, from India. Globally, only a handful of studios were working this way. None from here.

Nitu brought the maker's instinct and the relentless drive to build. Neeraj brought a background in automotive and product design, engineering thinking applied to clay, solving every structural and lighting challenge that pure craft couldn't. Together, they built through Covid, working day and night when the world had stopped, turning the silence into something luminous.

Every Naaya piece carries that origin. The stubbornness of makers who went all in on a material others overlooked. The precision of designers who asked harder questions. The quiet pride of an Indian studio speaking, finally, in the global language of light.

"We didn't plan to be here. We were made to be here"



From imagination to illumination

At Naaya, design and making are inseparable. From the first mark on paper to a finished lamp leaving Bangalore, every step happens under one roof. No outsourcing. No compromise. A new design can go from sketch to finished product in as little as ten days.

01 SKETCH & CONCEPT

Every design begins as a drawing. As a design-first studio, each Naaya form is shaped by intention by proportion, by the way it holds and releases light, and most importantly, by a deep understanding of clay as a design material.

02 BLOCK & MOLD

A master form is created using a combination of traditional and modern techniques. From this, detailed production molds are created using a proprietary process developed entirely in-house over years of experimentation.

03 FORMING

Each piece is formed using a Naaya-developed process flow - with our own recipe of clay bodies, this can be combinations of multiple pottery techniques like slab forming, pressing, hand building, slip casting etc unique to every design.

04 FINISHING : THRICE

Every piece is finished by hand immediately after demolding, and again at the bone-dry stage. All cut work and Naaya's signature detail is executed entirely by hand, every time.

05 FIRING

Each piece is fired to Cone 04. Fired pieces undergo inspection and a 'hang' safety test for 24 hours before they land in another round of finishing to give them a final smooth raw finish. Colored pieces are cold finished with water based paint.

06 TEST, PACK & SHIP

Electrical testing, quality inspection, packaging and shipping are all handled in-house. From the first sketch to your doorstep; one team, one standard, one address in Bangalore.

300+

DESIGNS IN
PRODUCTION

10 -14

DAYS: SKETCH
TO PRODUCT

<1%

SHIPPING
BREAKAGE RATE

100%

IN-HOUSE
END TO END



**Sunrise Rings**

PENDANTS · CHANDELIERS · FLUSH MOUNTS

**Moon**

SCONCES · WALL LIGHTS

**Prastambh**

CERAMIC FLOOR LAMPS

**Knot**

TABLE LAMPS



Responsible by design

30K

PIECES DELIVERED
WORLDWIDE

25+

COUNTRIES: RESIDENTIAL
AND COMMERCIAL

GLOBAL

INSURED DELIVERY BY DHL
EXPRESS

ALL

CATEGORIES OF
LIGHTING

I

NATURAL MATERIALS ONLY

Terracotta and stoneware clay sourced locally in with proprietary recipes for four types of clay bodies. Zero petroleum derived additives or synthetic binders at any stage of production.



II

COLD FINISH

Naaya uses minimal glazes. Cold finishing with water based paints means fully customizable color at a negligible cost; a product entirely free of heavy metal compounds.



III

ALL CATEGORIES OF LIGHTING

With 300+ designs, Naaya is present in all categories of lighting from Pendants, ceiling lamps, wall lamps, table lamps, floor lamps and chandeliers. Your one stop solution for lighting needs.



IV

ARTISAN EMPLOYMENT

Every lamp is made, finished, tested and packed in Bangalore by the same skilled team. No outsourcing; One studio, one workshop, one standard.





FOR ARCHITECTS & INTERIOR DESIGNERS

Every project. Every scale. Entirely bespoke.

With over 300 designs in active production and multiple sizes in each, combined with the ability to create designs or tune an existing design as per your requirement, Naaya offers architects and interior designers a depth of choice found nowhere else in ceramic lighting. Every piece can be customized further: size, proportion, finish color, cluster configuration, cord length and canopy. Our 10-14 day sketch-to-prototype cycle means urgent project timelines are not a problem.

- Custom designs, sizes & proportions
- Cluster & chandelier configurations
- B2B pricing and sample program
- 300+ base designs to specify from
- Unlimited cold finish color options
- DHL Express worldwide · insured



Seen in the world's **best** design press

Architectural Digest

Featured in the global AD roundup; emerging studios redefining handmade luxury lighting.

Dezeen

Studio profile on Naaya's approach to ceramic form as a response to mass produced lighting culture.

House Beautiful

Named among the most compelling independent studios working in natural materials today.

LivingEtc

Selected for the annual artisan edit; handcrafted objects for considered, design led interiors.

Domino

Origami and Cepa collections featured as standout finds for textural, organic interior styling.

The Design Files

Australia's leading design publication; Naaya featured as a studio to watch for 2025-26.

NAAYA : LIGHTING THE GLOBE



30,000+

PIECES DELIVERED GLOBALLY

25+

COUNTRIES & TERRITORIES

300+

DESIGNS IN PRODUCTION

2019

FOUNDED · BANGALORE

Australia USA UK UAE Germany France Singapore Netherlands Canada New Zealand Switzerland Italy Spain
Sweden Japan Hong Kong Saudi Arabia South Africa Ireland Denmark Portugal Belgium Norway Qatar Kuwait



Lighting, Like No Other.

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