

House of Jolly Strengthens Its Legacy-Led Global Vision with the Thoughtful Acquisition of Enrico Cassina and Omporro

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The House of Jolly, India's most enduring name in architectural hardware since 1944, marks a defining chapter in its evolution with the considered expansion of its House of Brands. Staying true to its philosophy quality through design, engineering and materials, Jolly has chosen to align with two design-led brands- **Enrico Cassina and Omporro**— each selected for their shared values of craftsmanship, longevity, materials and design integrity.



From Left to Right Aditya Bhargava, Rajesh Bhargava and Akshay Bhargava

Founded in pre-independence India by Pt. Sh. Jeetendra Nath Bhargava, Jolly has long believed that hardware, though discreet, plays a defining role in the life and longevity of a space. From its early mastery of precision hinges to building one of India's most comprehensive architectural hardware portfolios today, the brand's journey has been guided not by scale alone, but by engineering excellence and enduring relevance. Under the leadership of the current generation, Aditya and Akshay Bhargava, this philosophy continues to inform every strategic decision, including global brand acquisition.

"In an era where rapid expansion and multiple tie-ups are

common, House of Jolly has taken a markedly different path. Rather than pursuing numerous international associations, the brand has carefully chosen to acquire only those names that mirror its own legacy, depth of craft, and timeless approach to design," said **Rajesh Bhargava, Director, House of Jolly.**

This selective approach is reflected in the acquisition of Enrico Cassina, one of the world's oldest and most revered decorative hardware maisons (Estd. in 1850), with roots dating back to the 19th century. Renowned for its classic and neoclassical handles inspired by centuries of European art and architecture, Enrico Cassina represents a shared reverence for heritage craftsmanship, material mastery, and timeless aesthetics that can only be crafted in Italy! Its presence under the House of Jolly will introduce Indian consumers and designers to a refined global design language that aligns naturally with Jolly's own legacy-driven ethos.

Complementing this heritage narrative is Omporro (Officine Meccaniche Porro), a contemporary brand expression developed by Alfredo Porro who decided to transform his hand crafted workshop specialized in the production of keys into a structured business in 1946 in Cucciago-Como, Italy. Omporro will introduce a level of craftsmanship and detailing in noble metals to all elements of architectural hardware including furniture, curtains and stairways hitherto not seen in India.

Both the brands are global leaders and have a list of elite customers in 80 countries across the world.

With a portfolio that includes concealed hinges, premium mortise handles, advanced mechanical and digital locking systems, wardrobe and kitchen hardware, and precision-engineered fittings, House of Jolly continues to offer

architects, designers, contractors, and discerning homeowners a complete and credible hardware universe- rooted in legacy and elevated by global sensibility.

As the brand looks ahead, House of Jolly remains committed to growing thoughtfully, partnering selectively, and shaping the future of architectural hardware through brands that share its respect for history, its commitment to quality, and its belief that the finest details are built to last.

