BULLY™

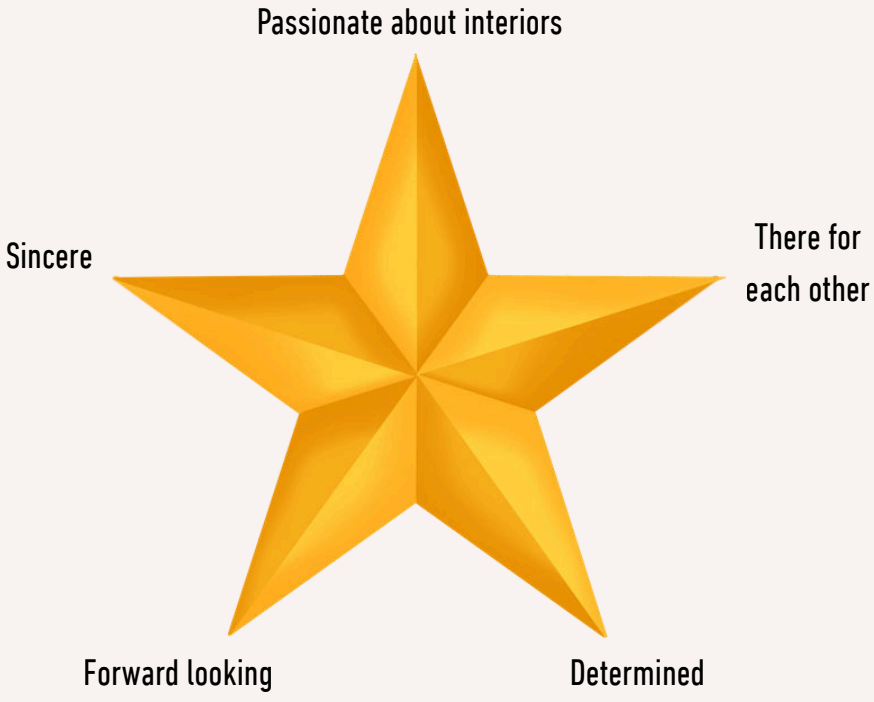
AMERICAN
PERFORMANCE
SERIES

PREMIUM
KITCHEN
HARDWARE
COLLECTION



BUILT FOR
STRENGTH
DESIGNED FOR
LIFE

BRAND CORE VALUES



Passionate about interiors
We bring creativity, expertise, and enthusiasm to everything we do. Our goal is to create thoughtful, durable solutions that enhance spaces and make everyday living more inspiring.

There for each other
We believe strong relationships are built on trust, respect, and support. By understanding the needs of our customers and colleagues, we work together to go beyond expectations and achieve success as a team.

Determined
We are committed to building a stronger future with confidence and purpose. We embrace challenges, make bold decisions, and stay focused on delivering meaningful results.

Forward looking
We think beyond today and design with tomorrow in mind. By understanding changing needs and evolving trends, we strive to create solutions that remain relevant for generations to come.

Sincere
We value honesty, openness, and mutual respect in everything we do. We build relationships on trust, act with integrity, and believe in creating a positive impact beyond our business.

BULLY™

WHERE FAMILIES COME TOGETHER.

BUILT FOR
A BETTER
TOMORROW



ABOUT BULLY HARDWARE

Built for Motion. Engineered for Life.

At Bully Hardware, we believe that true quality in modern interior architecture isn't just seen—it's felt. Behind every seamlessly hidden wardrobe, heavy-duty cabinet, and sleek modular kitchen is hardware working silently under constant load. We engineered Bully Hardware to eliminate the weak links in modern cabinetry and furniture fittings.

We supply hardware distributors, wholesalers, retail partners, and modular kitchen manufacturers with high-grade hinges, drawer slides, and architectural fittings built to withstand relentless daily use without losing precision.

The Bully Difference

Standard market hardware often compromised by cheap dampers, inconsistent alignment, and mechanisms that degrade after a few months on the job. We took a deliberate, high-performance approach to correct that.

- Ultra-Smooth Soft-Close Mechanisms: Engineered with heavy-duty dampers that deliver a silent, controlled close—preventing slamming, jerky movement, and early failure.
- Precision Alignment: Manufactured to exact tolerances, ensuring cabinet doors align cleanly and drawer slides glide with absolute ease, even under full weight loads.
- Architectural Sleekness: Minimalist designs and premium finishes that blend invisibly into high-end modern kitchens, wardrobes, and custom cabinetry.
- Trade-Grade Packaging: Delivered in sturdy, clear-coded branded bulk boxes engineered specifically for high-volume trade pros, workshops, and distributor shelves.

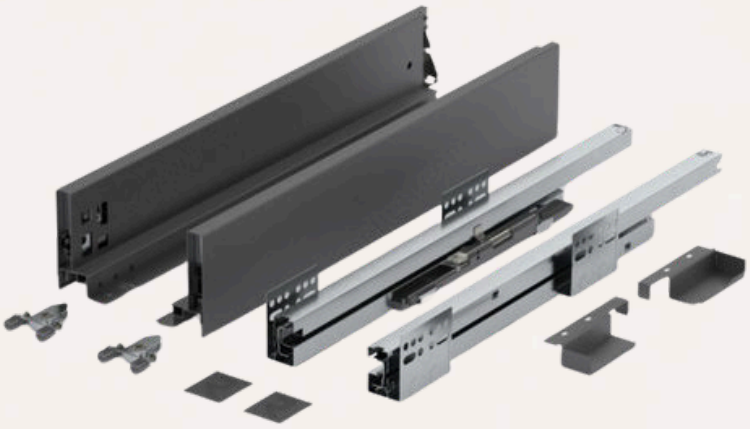
Built for the Trade. Trusted on the Floor.

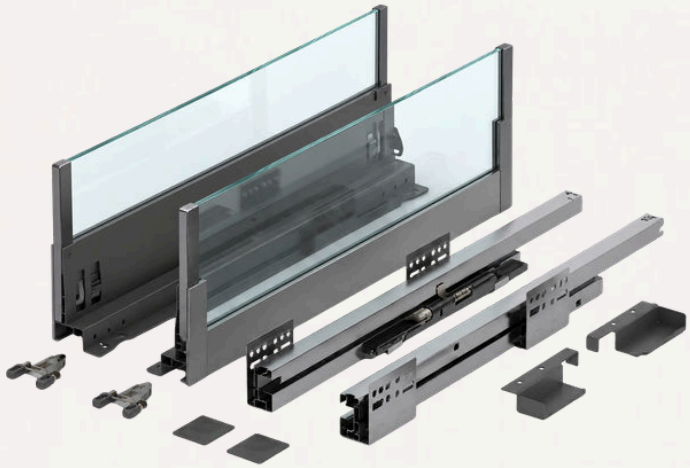
Whether you are fitting out large-scale residential projects, building custom modular kitchens, or stocking a retail trade counter, Bully Hardware delivers consistent bulk quality you can rely on.

We don't do lightweight consumer gimmicks—we build reliable, load-bearing hardware that keeps doors straight, drawers silent, and clients satisfied for years to come.

Looking for distribution, trade accounts, or bulk OEM supply?

Connect with our supply team today to discuss trade pricing and sample kits.





TEXAS | CHARCOAL GREY

SLIM BOX

PRODUCT CODE	PACKAGE CONTENT	BOX QTY.	DIMENSIONS
TEXAS-20-4	1 SET	6 SETS/CTN.	500 mm X 84 mm/4 inch
TEXAS-20-6	1 SET	6 SETS/CTN.	500 mm X 116 mm/6 inch
TEXAS-20-8	1 SET	5 SETS/CTN.	500 mm X 167 mm/8 inch
TEXAS-20-10	1 SET	5 SETS/CTN.	500 mm X 199 mm/10 inch

14", 16", 18" & 22" SIZES ALSO AVAILABLE UPON REQUEST

TEXAS GLASS | CHARCOAL GREY

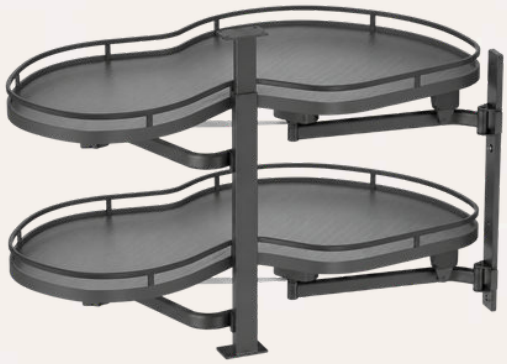
GLASS SLIM BOX

PRODUCT CODE	PACKAGE CONTENT	BOX QTY.	DIMENSIONS
TEXAS-G-20-4	1 SET	6 SETS/CTN.	500 mm X 84 mm/4 inch
TEXAS-G-20-6	1 SET	6 SETS/CTN.	500 mm X 116 mm/6 inch
TEXAS-G-20-8	1 SET	5 SETS/CTN.	500 mm X 167 mm/8 inch
TEXAS-G-20-10	1 SET	5 SETS/CTN.	500 mm X 199 mm/10 inch





MAKE EVERY
CORNER
COUNT





TAYLOR | CHARCOAL GREY

S CORNER-SOFT CLOSE

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
TAYLOR-L-CG	S Corner Left Soft Close	865 x 495 x (650-750)	15 Kg/Tray
TAYLOR-R-CG	S Corner Right Soft Close	865 x 495 x (650-750)	15 Kg/Tray

SMOOTH | SPACIOUS | ORGANIZED

TAYLOR | GOLDEN

S CORNER-SOFT CLOSE (GOLDEN)

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
TAYLOR-L-G	S Corner Left Soft Close	865 x 495 x (650-750)	15 Kg/Tray
TAYLOR-R-G	S Corner Right Soft Close	865 x 495 x (650-750)	15 Kg/Tray

PREMIUM | ELEGANT | FUNCTIONAL





AUSTIN | CHARCOAL GREY

UNIVERSAL MAGIC CORNER (GLASS)

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
AUSTIN-900-CG	Universal Magic Corner Glass soft close with Anti Skid Matt	900 x 460 x 600	40 kg

SMOOTH | SPACIOUS | ORGANIZED



AUSTIN | GOLDEN

UNIVERSAL MAGIC CORNER (GOLDEN)

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
AUSTIN-900-G	Universal Magic Corner Golden soft close with Anti Skid Matt	900 x 460 x 600	40 kg

PREMIUM | ELEGANT | FUNCTIONAL



PORTLAND | CHARCOAL GREY

GLASS PANTRY UNIT 6 BY 6

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
PORTLAND-450-CG	Glass Pantry 450 mm 12 Basket-6 Layer	405 x 500 x (1950-2200)	60 kg
PORTLAND-600-CG	Glass Pantry 600 mm 12 Basket-6 Layer	555 x 500 x (1950-2200)	60 kg

SLEEK | ORGANISED | MAXIMUM VISIBILITY



PORTLAND | GOLDEN

GOLDEN PANTRY UNIT 6 BY 6

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
PORTLAND-450-G	Golden Pantry 450 mm 12 Basket-6 Layer	405 x 500 x (1950-2200)	60 kg
PORTLAND-600-G	Golden Pantry 600 mm 12 Basket-6 Layer	555 x 500 x (1950-2200)	60 kg

PREMIUM | SPACIOUS | EFFORTLESS ACCESS


BULLY™
SMART
STORAGE
FOR A BETTER
TOMORROW

FUNCTIONAL STORAGE FOR A MODERN KITCHEN



QUEENS | CHARCOAL GREY

GLASS BOTTLE PULLOUT (ALUMINIUM FRAME)

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
QUEENS-200-CG	Glass BPO (Side Mounted) 200 mm	154 x 500 x 490	20-25 Kg
QUEENS-250-CG	Glass BPO (Side Mounted) 250 mm	204 x 500 x 490	20-25 Kg
QUEENS-300-CG	Glass BPO (Side Mounted) 300 mm	254 x 500 x 590	20-25 Kg

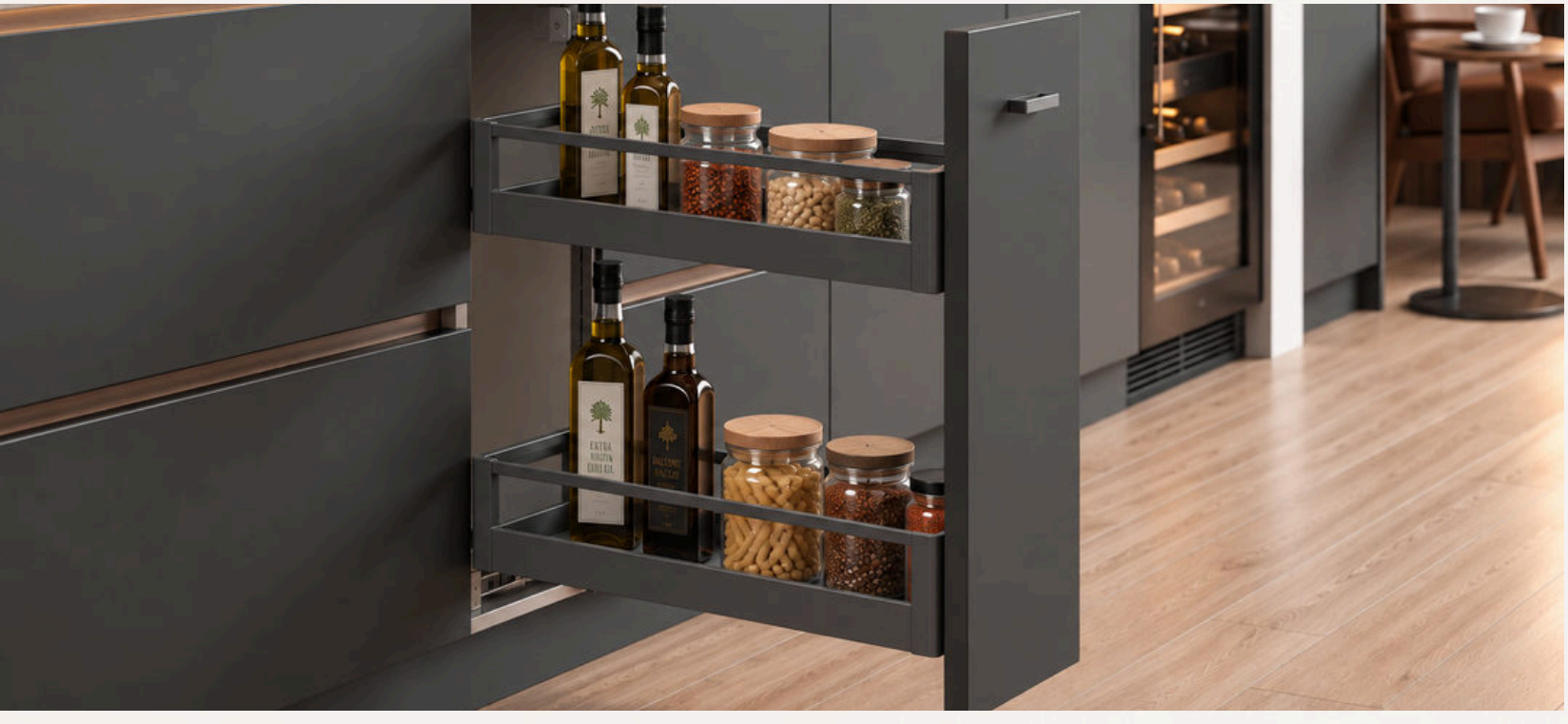
ELEVATE EVERYDAY STORAGE



QUEENS | GOLDEN

BOTTLE PULLOUT (ALUMINIUM FRAME)

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
QUEENS-200-G	Golden BPO (Side Mounted) 200 mm	154 x 500 x 490	20-25 Kg
QUEENS-250-G	Golden BPO (Side Mounted) 250 mm	204 x 500 x 490	20-25 Kg
QUEENS-300-G	Golden BPO (Side Mounted) 300 mm	254 x 500 x 590	20-25 Kg





PRACTICAL | ELEGANT | ACCESSIBLE

PHOENIX | CHARCOAL GREY

GLASS PULL DOWN UNIT

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm	WEIGHT CAPACITY
PHOENIX-600	Pull Down Unit Glass 600 mm	565 x 280 x 560	12 Kg
PHOENIX-900	Pull Down Unit Glass 900 mm	865 x 280 x 560	12 Kg





STERLING | MATT BLACK

PVC SHUTTER

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm
STERLING-450-MB	PVC Rolling Shutter Black 450 mm	414 x 300 x 1320
STERLING-600-MB	PVC Rolling Shutter Black 600 mm	564 x 300 x 1320

SLEEK | SPACE-SAVING | EFFORTLESS

REINFORCED METAL FRAME FOR ADDED STRENGTH, SUPPORT & LONGER LIFE.



STERLING | PIANO BLACK

GLASS SHUTTER

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm
STERLING-600-PB	Black Lacquered Glass Rolling Shutter 600 mm	564 x 300 x 1320

ELEGANT | REFLECTIVE | EFFORTLESS

REINFORCED METAL FRAME FOR ADDED STRENGTH, SUPPORT & LONGER LIFE.



WILLOW | FOOD GRADE PVC

WICKER BASKET

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm
WILLOW-450-4	Natural 450 mm	414 x 460 x 100
WILLOW-450-6	Natural 450 mm	414 x 460 x 150
WILLOW-450-8	Natural 450 mm	414 x 460 x 188
WILLOW-600-4	Natural 600 mm	564 x 460 x 100
WILLOW-600-6	Natural 600 mm	564 x 460 x 150
WILLOW-600-8	Natural 600 mm	564 x 460 x 188

NATURAL | DURABLE | FOOD-SAFE



DOVER | STAINLESS STEEL

DISH RACK WITH DRIP TRAY

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm
DOVER-600	Dish Rack 600	600 mm
DOVER-700	Dish Rack 700	700 mm
DOVER-800	Dish Rack 800	800 mm
DOVER-900	Dish Rack 900	900 mm

DESIGNED FOR ORGANISED DISH STORAGE WITH EFFICIENT WATER DRAINAGE.

HYGIENIC | DURABLE | RUST-RESISTANT

EVERY DISH AND UTENSIL IN ITS PLACE, DOWN TO THE LAST SPOON.



CODY | SCRATCH RESISTANT

ABS CUTLERY TRAY

PRODUCT CODE	SIZES
CODY-450 TO CODY-900	450, 500, 600, 700, 800, 900 mm

PREMIUM SCRATCH-RESISTANT BASE FOR LASTING DURABILITY.

ORGANISED | SCRATCH-RESISTANT | EASY-CLEAN



MANHATTAN

ANTI SLIP MAT

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm
MANHATTAN-R	Anti Slip Mat Round Pattern (20 Mtr)	Grey-500 mm (Round Pattern)

CUSHIONED PROTECTION FOR DRAWERS, SHELVES AND EVERYDAY KITCHEN ESSENTIALS.

ANTI-SLIP | SCRATCH-RESISTANT | EASY-CLEAN



BOISE

AUTO LID WASTE BIN

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm
BOISE-9	Auto Lid Waste Bin 9 Ltr	330 x 270 x 400
BOISE-14	Auto Lid Waste Bin 14 Ltr	350 x 290 x 430

CONCEALED | HYGIENIC | CONVENIENT



BOISE

SLIDING WASTE BIN

PRODUCT CODE	DESCRIPTION	DIMENSIONS (W x D x H) mm
BOISE-22	Sliding Waste Bin 22 Ltr	250 x 452 x 365
BOISE-40	Sliding Waste Bin 40 Ltr with Soft Close Channel	490 x 340 x 440

DURABLE | SPACIOUS | SMOOTH OPERATION



RELIABLE HINGES. REFINED PERFORMANCE.

ALASKA-N | NICKEL

3D 5-HOLE SOFT CLOSE HINGE

PACK DESCRIPTION	PRODUCT CODE	BOX QTY.	DIMENSIONS
COMES WITH: • 6 SCREWS • BRAND NAME ARM COVER	ALASKA-N-0	50 SETS/CTN.	0 Crank
	ALASKA-N-8	50 SETS/CTN.	8 Crank
	ALASKA-N-15	50 SETS/CTN.	15 Crank



ALASKA-B | BLACK

3D 5-HOLE SOFT CLOSE HINGE

PACK DESCRIPTION	PRODUCT CODE	BOX QTY.	DIMENSIONS
COMES WITH: • SCREWS	ALASKA-B-0	50 SETS/CTN.	0 Crank
	ALASKA-B-8	50 SETS/CTN.	8 Crank
	ALASKA-B-15	50 SETS/CTN.	15 Crank



ALASKA-SS | STAINLESS STEEL

3D 5-HOLE SOFT CLOSE HINGE

PACK DESCRIPTION	PRODUCT CODE	BOX QTY.	DIMENSIONS
COMES WITH: • SCREWS	ALASKA-SS-0	50 SETS/CTN.	0 Crank
	ALASKA-SS-8	50 SETS/CTN.	8 Crank
	ALASKA-SS-15	50 SETS/CTN.	15 Crank



SOFT-CLOSE FROM THE SLIGHTEST ANGLE

PREMIUM METAL LASTING BRILLIANCE



ALASKA-165-N | NICKEL

165° 3D SOFT CLOSE HINGE

PACK DESCRIPTION	PRODUCT CODE	BOX QTY.	DIMENSIONS
COMES WITH: • SCREWS	ALASKA-165-N-0	25 SETS/CTN.	0 Crank



ALASKA-135-N | NICKEL

135° ECO HINGE

PACK DESCRIPTION	PRODUCT CODE	BOX QTY.	DIMENSIONS
COMES WITH: • SCREWS	ALASKA-B-0	50 SETS/CTN.	0 Crank



DENVER-72 | ZINC | MS

DRAWER RUNNERS 72GMS

PRODUCT CODE	PACKAGE CONTENT	BOX QTY.	DIMENSIONS
DENVER-72-Z	1 SET	15 SETS/CTN.	200 mm/8 inch
DENVER-72-Z	1 SET	15 SETS/CTN.	250 mm/10 inch
DENVER-72-Z	1 SET	15 SETS/CTN.	300 mm/12 inch
DENVER-72-Z	1 SET	15 SETS/CTN.	350 mm/14 inch
DENVER-72-Z	1 SET	15 SETS/CTN.	400 mm/16 inch
DENVER-72-Z	1 SET	15 SETS/CTN.	450 mm/18 inch
DENVER-72-Z	1 SET	15 SETS/CTN.	500 mm/20 inch
DENVER-72-Z	1 SET	15 SETS/CTN.	550 mm/22 inch
DENVER-72-Z	1 SET	15 SETS/CTN.	600 mm/24 inch



DENVER-72 | BLACK | MS

DRAWER RUNNERS 72GMS

PRODUCT CODE	PACKAGE CONTENT	BOX QTY.	DIMENSIONS
DENVER-72-B	1 SET	15 SETS/CTN.	200 mm/8 inch
DENVER-72-B	1 SET	15 SETS/CTN.	250 mm/10 inch
DENVER-72-B	1 SET	15 SETS/CTN.	300 mm/12 inch
DENVER-72-B	1 SET	15 SETS/CTN.	350 mm/14 inch
DENVER-72-B	1 SET	15 SETS/CTN.	400 mm/16 inch
DENVER-72-B	1 SET	15 SETS/CTN.	450 mm/18 inch
DENVER-72-B	1 SET	15 SETS/CTN.	500 mm/20 inch
DENVER-72-B	1 SET	15 SETS/CTN.	550 mm/22 inch
DENVER-72-B	1 SET	15 SETS/CTN.	600 mm/24 inch



DENVER-60 | STAINLESS STEEL

DRAWER RUNNERS 60GMS

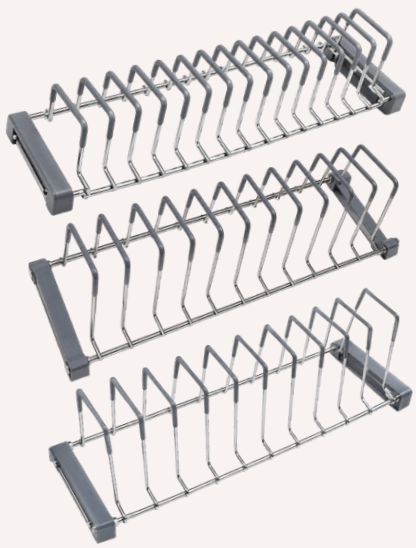
PRODUCT CODE	PACKAGE CONTENT	BOX QTY.	DIMENSIONS
DENVER-60-SS	1 SET	15 SETS/CTN.	200 mm/8 inch
DENVER-60-SS	1 SET	15 SETS/CTN.	250 mm/10 inch
DENVER-60-SS	1 SET	15 SETS/CTN.	300 mm/12 inch
DENVER-60-SS	1 SET	15 SETS/CTN.	350 mm/14 inch
DENVER-60-SS	1 SET	15 SETS/CTN.	400 mm/16 inch
DENVER-60-SS	1 SET	15 SETS/CTN.	450 mm/18 inch
DENVER-60-SS	1 SET	15 SETS/CTN.	500 mm/20 inch
DENVER-60-SS	1 SET	15 SETS/CTN.	550 mm/22 inch
DENVER-60-SS	1 SET	15 SETS/CTN.	600 mm/24 inch



SPOKANE

GAS SHOCKER

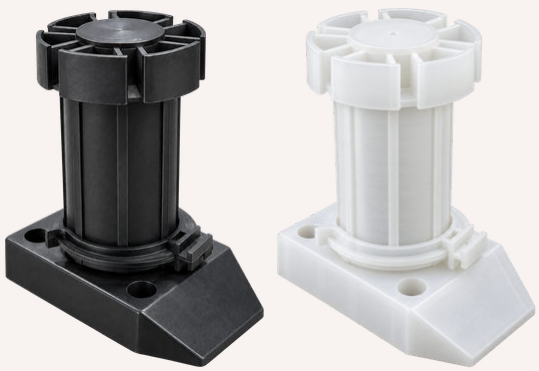
PRODUCT CODE	DESCRIPTION	WEIGHT CAPACITY
SPOKANE	GAS SHOCKER	5 / 10 / 15 / 20kg



FREMONT

RUBBER COATED FITMENT

PRODUCT CODE	DESCRIPTION	DIMENSIONS (DEPTH)
FREMONT-C	CUP FITMENT	470MM
FREMONT-P	PLATE FITMENT	470MM
FREMONT-T	THALI FITMENT	470MM



PASADENA

ADJUSTABLE LEGS (PVC)

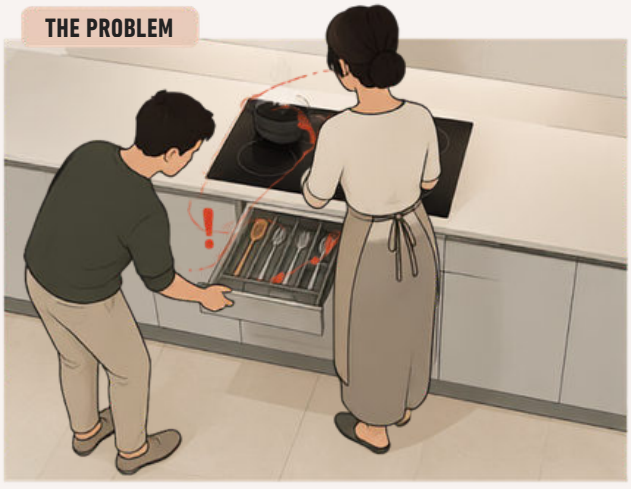
PRODUCT CODE	DESCRIPTION	HEIGHT ADJUSTABLE
PASADENA-W	WHITE	100-130MM
PASADENA-B	BLACK	100-130MM

01 THE CUTLERY DRAWER TRAP

Every spoon becomes an interruption.

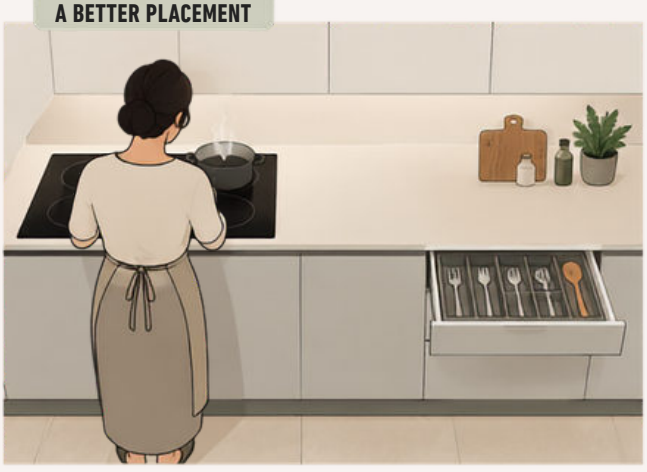
Never put your main cutlery drawer directly under the hob.
It sounds convenient—until someone is cooking.

THE PROBLEM



The cook is in the way.
Every spoon, fork or knife means an interruption.

A BETTER PLACEMENT



Keep your cutlery drawer close to the preparation or dining zone, but away from the cook's standing position.

02 THE HOB AGAINST THE WALL

Give yourself space to cook comfortably

Never put the hob directly against a wall.
It limits your working space and makes cooking inconvenient.

THE PROBLEM



The wall restricts your space.
There's no convenient place to keep ingredients, utensils or hot cookware.

A BETTER LAYOUT



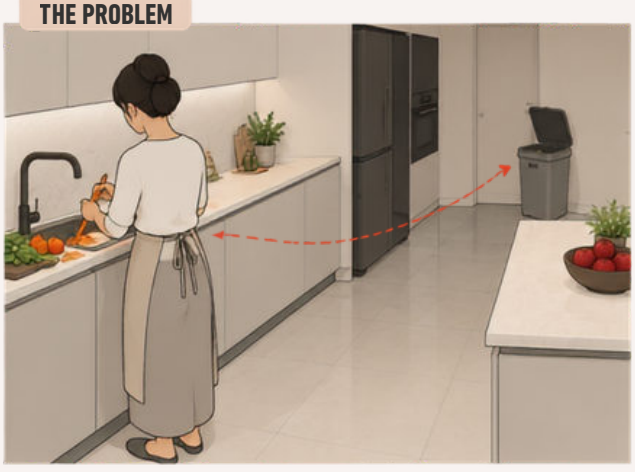
Keep some counter space on one or both sides of the hob.
It gives you room to prep, keep ingredients handy and place hot pans comfortably.

03 THE WASTE BIN THAT IS TOO FAR FROM THE SINK

Keep it close for a cleaner, smoother cooking experience.

Don't decide the dustbin location based only on leftover cabinet space.
You're peeling vegetables at the sink. The waste bin is across the kitchen. Every peel means turning around and walking away from your work.

THE PROBLEM



The waste bin is too far from the sink.
You have to keep turning around and walking away, making the process inconvenient.

A BETTER LAYOUT



Keep the waste bin close to the sink, where the waste is generated. It makes cooking, cleaning and kitchen work faster and more convenient.

04 THE REFRIGERATOR THAT CREATES A BOTTLENECK

Smooth movement makes for a happier kitchen.

Don't place the refrigerator where its open door blocks the main walkway.
Someone opens the fridge while another person is trying to enter or move through the kitchen. Suddenly, the main passage is blocked.

THE PROBLEM



The fridge door blocks the main passage.
It makes movement in the kitchen inconvenient, especially when more than one person is using the space.

A BETTER LAYOUT



Keep the refrigerator position such that its door opens without blocking the main walkway.
It allows smooth movement and makes the kitchen more comfortable for everyone.



KITCHEN HARDWARE
FOR A SMARTER
HAPPIER HOME

SPACES FOR A BETTER TOMORROW


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Google Play



BULLY™

STRENGTH YOU CAN TRUST

WHY BULLY?

Premium Quality Materials	Durable Finishes
Precision Engineering	Trusted Performance
Modern Designs	Pan India Supply

BUILDING BETTER SPACES TOGETHER

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AMERICAN PERFORMANCE SERIES