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Jaipur Rugs expands in Chhattisgarh market

Jaipur Rugs has launched its first store in Raipur, Chhattisgarh, expanding its presence to 19 stores globally, including locations like Milan and Dubai. The Raipur store continues the company's mission of showcasing Indian craftsmanship and supporting artisans, primarily

women, while offering luxury handmade rugs.



PTI

Updated On Jan 9, 2025 at 07:19 PM IST



Representative Image

New Delhi: Handmade rug maker Jaipur Rugs has opened its first store in Raipur, marking its entry in Chhattisgarh as part of its expansion in the domestic market. With this new store addition, the total store count of Jaipur Rugs, a maker of

handcrafted luxury rugs, goes up to 19, which includes global flagship stores in Milan, Dubai, London and Singapore.

The Raipur store is the second new location in India after Pune in 2024.

Jaipur Rugs Director Yogesh Chaudhary said this is a landmark moment

in the company's journey to bring India's timeless craftsmanship to a global stage.

Advt

"This 19th store embodies our mission to merge heritage with innovation, offering more than just rugs. Each piece tells a story of artistry, tradition and the hands that crafted it. With every new location, we strengthen our commitment to empowering artisans, preserving age-old techniques, and redefining luxury for a discerning audience worldwide," he said.

Jaipur Rugs, a family-owned business, works with 40,000 rural artisans of which 85 per cent are women.

Founded in 1978 with just two looms, it now has over 7,000 looms and sells its products in over 90 countries.

Published On Jan 9, 2025 at 07:10 PM IST



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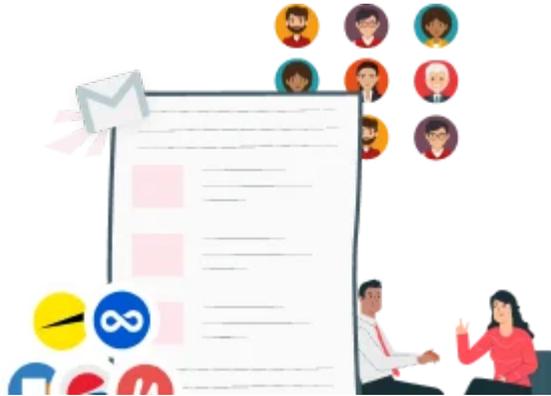
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