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BUSINESS

Jaipur Rugs Acquires Iconic Luxury Rug Brand Shyam Ahuja

This handover of the family-owned company precedes a much anticipated revival of the highly regarded 1963 design house that introduced the flatweave Indian dhurrie to the world.



Pravrajya Suruchi

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Shyam Ahuja



: Jaipur Rugs, India's leading manufacturer of handmade carpets and a global luxury brand, proudly announces its acquisition of Shyam Ahuja, a name synonymous with exceptional craftsmanship and timeless design in the luxury rug and textile industry. This landmark acquisition includes Shyam Ahuja's personal collection and his extensive design archive, representing a pivotal moment for Jaipur Rugs in its mission to preserve and elevate India's artisanal heritage.



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Jaipur Rugs Acquires Iconic Luxury Rug Brand Shyam Ahuja

Founded in 1963 by visionary entrepreneur Shyam Ahuja, the brand revolutionized the flatwoven dhurrie as a woven canvas, captivating the American market and securing its position as a cult favorite among A-list designers. Shyam Ahuja's rugs have adorned the homes of global icons such as Jacqueline Kennedy-Onassis, Gianni Versace, and even featured in the historic confessional interview of the late Princess of Wales.

Shyam Ahuja's storied legacy of timeless design, sophisticated aesthetics, and outstanding quality remains as relevant as ever in today's market, celebrated for its embodiment of quiet luxury and stealth wealth. Jaipur Rugs aims to harness this enduring appeal to re-establish the brand as a leader in global luxury.

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"This acquisition represents a remarkable synergy between two brands united by a shared vision to champion India's artisanal legacy on the global stage," said **Yogesh Chaudhary**, Director of Jaipur Rugs. "Shyam Ahuja's legacy, defined by timeless design, exceptional craftsmanship, and an unwavering commitment to quality, resonates deeply with our philosophy. We are committed to reviving its glory days and restoring its position as a global luxury leader."

A Legacy of Luxury: Shyam Ahuja

For over five decades, Shyam Ahuja has epitomized quiet sophistication and understated elegance. Its instantly recognizable dhurries, inspired by diverse influences ranging from Versailles ceilings to Scottish tartans, set global milestones in the luxury rug industry. Renowned for his masterful use of color and innovative advertising campaigns, Shyam Ahuja's brand became a benchmark of refined taste, earning admiration from legendary decorators like Bunny Williams and gracing the homes of luminaries such as Oscar de la Renta and Anna Wintour.

Shyam Ahuja was also the author of *Dhurrie: Flatwoven Rugs of India*, a definitive work that underscored his expertise and passion for Indian textiles.

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The acquisition will see Jaipur Rugs honor Shyam Ahuja's original vision while independently developing the brand as a separate entity with its own supply chain.

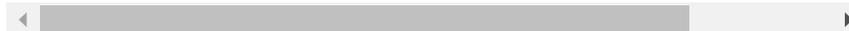
Jaipur Rugs: Leaders in Handmade Luxury

Jaipur Rugs, a family-owned social enterprise, has transformed into a global powerhouse, operating in over 85 countries with an expansive network of 40,000+ artisans across 650 villages in India. With women comprising 85% of its artisan workforce, Jaipur Rugs combines tradition and innovation to deliver exquisite handmade carpets to discerning customers worldwide.

The company boasts an annual production capacity of 700,000 square meters and operates 10 stores in India, alongside international showrooms in Milan, London, Singapore, Dubai, Russia, and China. Jaipur Rugs' dedication to sustainability, ethical sourcing, and preserving traditional craftsmanship has positioned it as a pioneer in the handmade rug industry.

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Jaipur Rugs Shyam Ahuja Business business profile Brand



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