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Jaipur Rugs acquires luxury rug brand Shyam Ahuja

Jaipur Rugs has acquired the luxury brand Shyam Ahuja. The company will develop Shyam Ahuja as an independent brand. Jaipur Rugs continues to support India's artisanal legacy. This marks the synergy of two brands with shared visions for promoting Indian craftsmanship

globally. The acquisition promises to continue and honor Shyam Ahuja's legacy.



E ETRetail Desk, • ETRetail
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Representative Image

New Delhi: Jaipur Rugs, a handmade carpets manufacturer and a global luxury brand, has acquired luxury rug and textile brand Shyam Ahuja. The company announced the acquisition on Friday but did not disclose the transaction amount.

It has acquired a 100 per cent stake, pledging to honor Shyam Ahuja's legacy while developing it as an independent brand with its own supply chain.

"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.

Advt

Founded in 1963 by visionary entrepreneur Shyam Ahuja, the brand revolutionized the flatwoven dhurrie, captivating the American market with its sophisticated designs and securing cult status among A-list designers. Iconic homes—from Jacqueline Kennedy-Onassis and Gianni Versace to Anna Wintour—boast Shyam Ahuja rugs, while the brand's creations have featured in historic moments, such as Princess Diana's confessional interview.

Jaipur Rugs, a family-owned social enterprise with operations in over 85 countries, works with more than 40,000 artisans—85 per cent of whom are women—across 650 villages in India. The company reported a turnover of Rs 975 crore in FY24, with an annual production capacity of 700,000 square meters and 10 stores in India, alongside international showrooms in Milan, London, Singapore, Dubai, Russia, and China.

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Shyam Ahuja

luxury rug brand

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Jaipur Rugs acquired brand Shyam Ahuja

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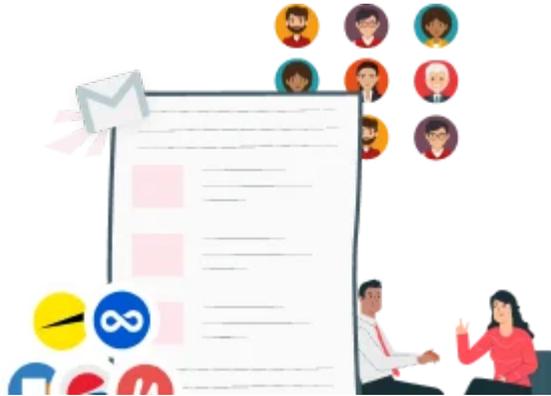
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