

Luxury carpet maker Jaipur Rugs weighs IPO, expects steady revenue growth

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By [Prithvi Durai](#) 21 Feb 2025



Yogesh Chaudhary, director, Jaipur Rugs

Jaipur Rugs Company Pvt. Ltd, a manufacturer of premium handcrafted knotted carpets and rugs, is evaluating the possibility of an initial public offering, a top executive told VCCircle.

Founded in 1978, the family run enterprise manufactures handmade carpets and rugs. The company's decentralized workforce structure includes a network of 40,000 rural artisans, around 90% of whom are women, across 600 villages. The carpets are woven at the artisans' homes but finished and shipped to customers from the company's warehouses.

"We will be preparing for an IPO. There is no set timeline, but it could happen in FY26 or FY27," said Yogesh Chaudhary, director of Jaipur Rugs.

Chaudhary refused to divulge further details about the planned IPO. "We are planning, and it's just in the works."

While a number of investors had been approaching the family business for investments, the company did not opt for it, Chaudhary said.

“Now, obviously we have grown to a certain size. There is more clarity in the whole business. At this point, we are more ready to bring in an investor both mentally and with experience. It’s a very personal choice.”

As of now, carpet manufacturing is still largely unorganized in India, with only a handful of carpet manufacturers such as Shri Bholanath Carpets and Golden Carpets listed on Indian bourses.

“When you look at the decision of an IPO or a fundraiser, it’s more from a long-term perspective,” he said, referring to the choppy market conditions, and added that he was hopeful of demand for the issue.

Financial performance, outlook

Jaipur Rugs has an annual production capacity of 700,000 square metres. It has 10 stores in India and showrooms in Milan, London, Singapore, Dubai, Russia, and China. Last month, it acquired the well-known luxury rug brand Shyam Ahuja and intends to retain its brand identity and build it up.

“This (acquisition) has been complementary because Jaipur Rugs are known for their carpets, and at Shyam Ahuja, they were known for their daris and fabrics. So, it’s broadly different product lines for both companies,” he said.

In 2024-25, Jaipur Rugs expects to record a near 20% growth in revenue to around Rs 360 crore after a period of moderation. A fire mishap in a warehouse dented the company’s performance in FY24, Chaudhary said.

According to VCCEdge, the data research platform of VCCircle, the company’s consolidated revenue from operations grew almost 21% in 2023-24 to Rs 302.53 crore and increased 11.5% in 2022-23 to Rs 250.44 crore. Net profit, however, fell by more than half to Rs 9.64 crore in 2023-24 from Rs 22.28 crore and Rs 23.90 crore in the previous two years.

“We have focused on the Indian market over the last five-seven years. We have opened quite a few stores and invested in marketing to build the brand. That’s paying out well,” Chaudhary said.

Going ahead, Chaudhary expects demand to remain strong in coming years. “Carpets are a sub-segment of the home industry. In the next five to 10 years, India will continue to be a very strong market as a lot of people will continue to buy new homes and renovate their homes, and this trend should continue,” he said.

