

Zee Business

+ Follow

4.8K Followers



"Rug Utsav 2024": An Exquisite Journey Through Jaipur Rugs' Handcrafted Artistry

Story by Bhawna Gupta • 1mo • 4 min read



"Rug Utsav 2024": An Exquisite Journey Through Jaipur Rugs' Handcrafted Artistry

Discover the Magic of Handwoven Rugs at the Annual Festival, Connecting Artisans with Patrons

Jaipur Rugs, the world's largest manufacturer of handmade rugs and a beacon of India's rich textile heritage, proudly announces the inception of its much-awaited cultural event, "Rug Utsav." This annual festival is a celebration that goes beyond commerce, bringing together the artistry of rural Indian craftsmen and the discerning tastes of customers worldwide.