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Jaipur Rugs

India's largest manufacturer of handmade carpets with an international reputation as a design-forward pioneer

By Kriti Saraswat-Satpathy

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About The Brand

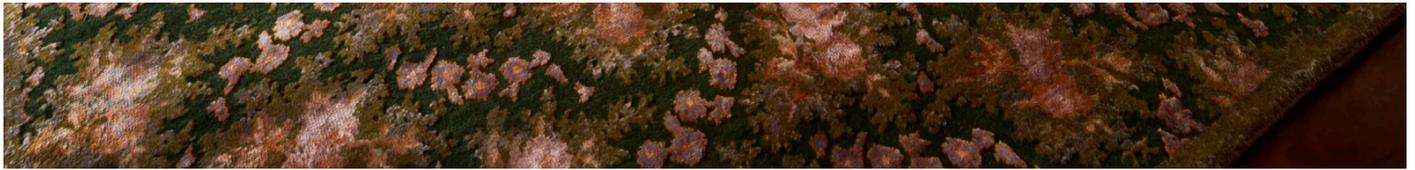
Jaipur Rugs is a social enterprise that has grown into a global luxury brand. Starting with just two looms in 1978, the family-owned company has grown to become the largest network of artisans in India with 40,000+ craftspeople working across 7,000 looms. Significantly, 90% of its weavers are women. The brand is unique in a way that it combines authentic handmade craftsmanship with contemporary design. It is also considered a progressive business model with major social impact through the Jaipur Rugs Foundation. The much-loved Indian brand has an increasing international reputation as a design-forward pioneer of artisan carpet making. Jaipur Rugs also has a major presence at Salone del Mobile design fair.



About The Founder

Nand Kishore Chaudhary, the founder and president of Jaipur Rugs, is a visionary entrepreneur who has revolutionised the rug industry by empowering rural artisans with employment and skill development opportunities. In 1978, NK Chaudhary started Jaipur Rugs with just nine artisans on two looms. His inclusive principles and unwavering commitment to empowering rural communities have helped him build one of the world's largest manufacturers of hand-knotted rugs. Under his leadership, Jaipur Rugs has become an internationally-recognised brand known for its high-quality handcrafted rugs and social impact initiatives that aim to improve the lives of rural communities. He continues to inspire others with his unwavering dedication to merging business success with social responsibility. His story and success has been featured in books. He also has one of the world's most important private carpet collections.

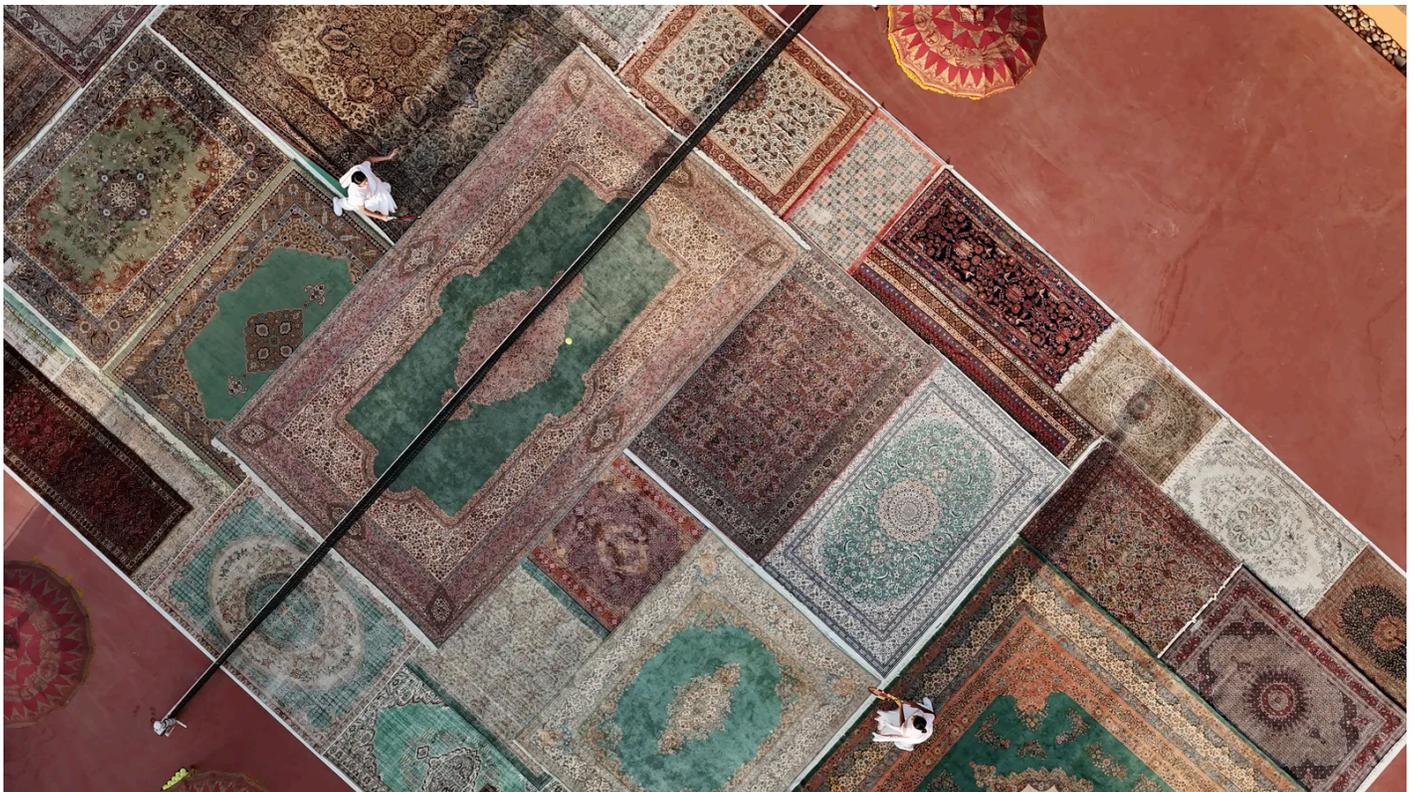




Design Philosophy

Jaipur Rugs' collections form a rich tapestry of creativity—each one distinct in story yet unified in quality, emotion, and the transformative power of handcrafted rugs. They reflect a design vision rooted in storytelling, craftsmanship, and the emotional power of visual form.

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Collection at AD Design Show 2025

Jaipur Rugs will showcase handcrafted collections celebrating artistry, narrative, and technical mastery through unique expressions of material and imagination. Azalea softens environments with hand-knotted wool-viscose

textures, while the Gilded Age by Peter D'Ascoli honours historical paisley motifs woven with the finesse of Kashmiri tradition. Afterglow by Kavi, Khidki, The Joy Collection, Infini, and more will also be on display.



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