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Thread by Thread, Story by Story: How Jaipur Rugs Is Weaving India's Legacy Into Global Luxury

From prison cells to palace floors, Jaipur Rugs is proving that India's most powerful export might just be its humanity

by Mansvini Kaushik | Jun 17, 2025

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When Yogesh Chaudhary talks about Jaipur Rugs, he doesn't begin with market size or revenue. He begins with his father, Nand Kishore Chaudhary—a man who once defied caste boundaries in a

small Rajasthani village to sit and weave with Dalits and tribal artisans. "He wasn't just starting a business," Yogesh says. "He was dismantling a social order."



It's been nearly five decades since that moment, but the ethos remains unchanged. With a turnover of 360 crore in FY 25,

Jaipur Rugs is still in the business of quiet revolutions. From a modest beginning with nine weavers in 1978, the company has grown into a globally recognized brand that exports to over 90 countries, with retail footprints in London, Milan, Singapore and Dubai. Its rugs have adorned homes, hotels, and art galleries—but what they really carry is something harder to replicate: dignity.

A Business Built on Belief

At its core, Jaipur Rugs is not just a rug-making company. It is a decentralised, artisan-first movement that fuses heritage craftsmanship with design innovation and deep social commitment. "Everything we do is rooted in the belief that business can be a catalyst for good," says Yogesh, who now leads the company's growth and global positioning.

Jaipur Rugs operates one of the largest networks of grassroots artisans in the world—over 40,000 weavers, many of them women from marginalized communities. Instead of centralised factories, weaving is done at home, preserving familial structures and social fabrics. "Our ERP system isn't just a tech platform," Yogesh explains. "It's a digital map of human stories."

These stories come alive in initiatives like Manchaha and Freedom Manchaha, where artisans design their own rugs—some from village homes, others from prison cells. The output is neither commercial nor decorative

alone—it's deeply emotional. "It's art with a pulse," says Yogesh.

Tradition Meets the World

In an industry where the race is often towards mechanisation and mass-production, Jaipur Rugs has taken the opposite route—slowing down to speed up. The company's in-house training modules, mentorship by master weavers, and artist collaborations have built a design language that is distinctly Indian yet globally fluent.

Collections like Unstring, Project Error, and Manchaha are not typical showcases of Indian textile heritage. They are modern in palette, often minimalistic in form, yet anchored in history. "We don't treat tradition as a relic," says Yogesh. "We see it as a living organism that needs to evolve."

Their showrooms reflect the same philosophy: part gallery, part storytelling space. "We're not selling rugs," he smiles. "We're selling meaning."



₹360 Crore
FY 2024–25 Turnover

One of India's top-performing handmade rug exporters.

Global Footprint

Exports to **100+ countries**,
USA is the largest market



Powered by 40,000+ Artisans

A grassroots network
across **600+ villages in 5 states**



950
Professionals

Craft Meets Design

Rug Types: Hand-knotted, Hand-tufted, Flatweaves, Hand-loomed
Materials: Wool | Silk | Bamboo Silk | Viscose | Cotton

Redefining Luxury

Ask Yogesh what luxury means in 2025, and you won't hear words like 'exclusivity' or 'premium.' His answer is unequivocal: "Luxury is emotion. It's knowing who made what you own, and why."

In an age of silent supply chains and soulless branding, Jaipur Rugs places the maker at the centre. It's a radical inversion of the luxury hierarchy—one where the weaver isn't just a contributor, but the co-creator.

The result? An emotionally resonant product that transcends trends. "People don't just buy our rugs. They form a connection with them," he adds.

The Next Weave

As the company sets its sights on further expansion, the questions are no longer just about scale, but soul. Can Jaipur Rugs retain its artisanal essence in a fast-paced, digitally driven market?

Yogesh believes the answer lies in thoughtful growth. The brand is investing in immersive retail experiences, augmented reality interfaces, and digital customisation platforms—all designed to deepen, not dilute, consumer connection. "We're using technology not to replace tradition, but to amplify it."

Plans are underway to open more stores across India and abroad, even as

sustainability remains central to the roadmap. Whether it's using eco-friendly yarns or digitising production for traceability, Jaipur Rugs is laying the groundwork for a future where scale and sanctity go hand in hand.

In a market flooded with trend-chasing luxury, Jaipur Rugs is an outlier—and a necessary one. It's a reminder that luxury, at its most powerful, isn't just about aesthetics or access. It's about truth. And the truth, in this case, is hand-knotted.

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Mansvini Kaushik

Mansvini Kaushik is the Editor-in-Chief of Indulge Newsroom, the editorial division of Indulge Global. A seasoned business and investigative journalist, she brings years of experience from Forbes India, where she honed her craft in high-impact storytelling. With a deep-rooted passion for luxury and culture, Mansvini founded Candle Magazine before taking the helm at Indulge Newsroom. She now leads the publication with a vision to redefine luxury journalism in India.

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