

# Aspiring entrepreneurs turn to Jaipur Rugs for biz lessons

TIMES NEWS NETWORK

**Jaipur:** Nand Kishore Chaudhary, founder and chairman of Jaipur Rugs, announced Thursday that the company is diversifying its business model by strengthening its retail presence to offset the impact of steep US tariffs.

“We are now prioritising retail and have opened stores not only across India but also in global markets such as Dubai, London, and Singapore. Plans are also underway to launch a new store in Saudi Arabia,” Chaudhary said during an event aimed at inspiring aspiring entrepreneurs participating in the Jagriti Yatra, a nationwide journey covering 15 locations.

Recognized as one of the Yatra’s role models, Chaudhary praised the initiative, which brings together 525 young entrepreneurs from Tier 2 and 3 cities in 27 states and Union Territories.

“Jagriti Yatra represents the India I have always believed in, an India where every individual, regardless of background, holds immense potential. When we lead with love and trust, transformation becomes inevitable,” he said.

Highlighting Jaipur Rugs’ involvement, Chinmay Vadnere, chief operating officer of Jagriti Yatra, said, “The inclusion of Jaipur Rugs reinforces the Yatra’s commitment to showcasing leaders who prove that ethical practices, compassion, and profitability can successfully coexist.” TNN