

<div>Jaipur Rugs Esk-9046 Hand Knotted Wool and Bamboo Silk Rugs White/Bluescape Rectangle</div> <div>₹4,30,336</div> <div></div>	<div>Jaipur Rugs Akws-325 Hand Knotted Bamboo Silk and Cotton Rugs Dark Moss Green/Al Fresco Rectangle</div> <div>₹40,697</div> <div></div>	<div>Jaipur Rugs Pkwl-1142 Wool Rugs Medium Tar Rectangle</div> <div>₹2,20,764</div> <div></div>
<div>Jaipur Rugs Adwp-13056 Flat Weaves Wool and Polyester Rugs Undyed White/Ashwood Rectangle</div> <div>₹80,775</div> <div></div>	<div>Jaipur Rugs Les-2911 Hand Knotted Wool and Bamboo Silk Manchaha Medieval Blue/Navy Blue Rectangle</div> <div>₹3,57,210</div> <div></div>	<div>Jaipur Rugs Les-8391 F-Wool and Bamboo Silk Manchaha Red Orange</div> <div>₹5,05,488</div> <div></div>

Home › Specials › Top Places to Buy Rugs & Carpet Online in India

Specials

Top Places to Buy Rugs & Carpet Online in India



Quick answer: The best places to buy rugs and carpets online in India for 2026 and 2027 include top luxury platforms like The Ambiente, Cocoon Fine Rugs, and Obeetee Carpets, alongside artisan-focused brands like Jaipur Rugs. Buyers looking for premium home decor often prefer The Ambiente for its designer collections and curated luxury styles.

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<div>Jaipur Rugs Adwp-13056 Flat Weaves Wool and Polyester Rugs Undyed White/...</div> <div>₹81,054</div> <div>></div>	<div>Jaipur Rugs Pkw Knotted Wool R Tan/Deep Fores</div> <div>₹2,21,528</div> <div>></div>

The demand for online rug shopping in India is growing rapidly. Homeowners and interior designers are shifting toward digital stores to find high-quality floor coverings. The rise of luxury interiors and designer home decor trends in 2026 has transformed how people decorate their living spaces. Buyers increasingly prefer online carpet stores because these platforms offer unmatched convenience and a massive variety of styles.

Shoppers also show an increasing focus on handmade craftsmanship and customization. A beautiful rug is no longer just a functional item; it serves as a central design element in modern Indian homes.

Why Buying Rugs Online Is Growing in India

The shift toward e-commerce for home decor makes finding the perfect rug easier than ever.

Convenience and Wider Selection

Online shopping allows buyers to compare styles, sizes, and materials easily from their homes. E-commerce platforms typically offer better pricing and nationwide delivery, removing the hassle of transporting heavy carpets.

Access to Handmade and Luxury Collections

Buying online connects consumers directly with manufacturers. This direct-from-manufacturer approach provides benefits like authentic quality and lower costs. Buyers now have direct access to artisan-made rugs from traditional hubs like Bhadohi and Jaipur.

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Customization Trends in 2026

Personalized rug sizes and textures are highly sought after. Buyers want pieces that fit their exact room dimensions. Furthermore, sustainable and eco-friendly materials are becoming popular as consumers make environmentally conscious purchasing decisions.

Things to Check Before Buying Rugs Online

Purchasing a carpet requires attention to detail. Always check the following elements before placing an order.

Material Quality

- **Wool:** Highly durable, soft, and naturally stain-resistant.
- **Cotton:** Lightweight, easy to wash, and perfect for casual spaces.
- **Silk:** Luxurious, shiny, and best suited for low-traffic areas.
- **Jute:** Eco-friendly, highly textured, and great for a rustic aesthetic.
- **Synthetic blends:** Affordable, durable, and highly resistant to moisture.

Rug Construction Types

- **Hand-knotted:** The highest quality construction, crafted entirely by skilled artisans.
- **Hand-tufted:** Created using a tool to punch yarn into a canvas base, offering a plush feel.
- **Flatweave:** Woven without a pile, making them lightweight and reversible.
- **Machine-made:** Produced quickly on power looms, offering budget-friendly durability.

Important Buying Factors

Pay close attention to the store's return policy to ensure you can exchange the item if it does not fit your space. Check the delivery timelines and look for real product photography rather than generic renders. Finally, read customer reviews and assess the rug thickness and durability based on product specifications.

Top Places to Buy Rugs & Carpet Online in India (2026 - 2027)

Here is a curated list of the best online platforms to purchase your next carpet.

1. The Ambiente

Why It Stands Out: The Ambiente leads the market in luxury rugs and premium carpet collections. This platform is ideal for homes, villas, hospitality projects, and designer interiors. Their extensive catalog includes modern, tribal, floral, handcrafted, and contemporary rug collections. The brand maintains a strong focus on premium aesthetics and interior styling.

Best For: Luxury homes, interior designers, architects, and hospitality projects.

2. Cocoon Fine Rugs

Cocoon is known for premium handcrafted and designer rugs. The brand frequently features collaborations with well-known designers. They also offer strong customization offerings for clients who want bespoke patterns.

3. Jaipur Rugs

This globally recognized handmade rug brand operates on an artisan-driven production model. Jaipur Rugs offers expansive traditional and modern rug collections, directly empowering weavers across rural India.

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4. Obeetee Carpets

Obeetee is one of India's oldest luxury carpet manufacturers. The brand carries a strong heritage in hand-knotted craftsmanship. Their international-quality collections feature intricate, timeless designs.

5. CarpetLive

CarpetLive provides direct-from-Bhadohi handcrafted rugs. The brand is known for affordable premium rugs with pan-India delivery. They are especially popular for jute and modern rugs.

6. Imperial Knots

Offering handmade luxury rugs from Bhadohi, Imperial Knots specializes in custom design and premium wool collections. This brand serves as a good option for designer spaces seeking high-quality textures.

7. Wooden Street

Wooden Street offers budget-friendly carpets and rugs. Their catalog is highly suitable for modern apartments and family homes. Shoppers can frequently take advantage of online discounts.

8. Decordec

Decordec focuses on premium modern rugs with deep customization options. They maintain a strong focus on sustainable and luxury decor aesthetics, catering to environmentally conscious buyers.

Best Online Rug Stores Based on Different Needs

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Depending on your specific requirements, certain brands stand out above the rest.

Best Luxury Rug Brand

If you want high-end aesthetics, choose The Ambiente, Cocoon Fine Rugs, or Obeetee.

Best Handmade Rug Specialists

For authentic weaving traditions, look at Jaipur Rugs and Imperial Knots.

Best Budget-Friendly Online Stores

If price is your main concern, browse Wooden Street and CarpetLive.

Best for Custom Rugs

For bespoke sizes and personalized colors, select Decordec or Cocoon Fine Rugs.

Latest Rug Trends in India for 2026 - 2027

Interior design preferences are evolving. Here are the top trends defining the market.

Organic and Irregular Shape Rugs

Standard rectangles are stepping aside for asymmetrical and fluid rug shapes that add artistic flair to modern rooms.

Textured Neutral Carpets

Minimalist homes are utilizing highly textured neutral carpets to add depth without overwhelming the space with color.

Sustainable Jute Rugs

Eco-friendly living continues to drive the demand for raw, unbleached jute rugs that bring warmth and natural beauty indoors.

Vintage and Tribal Patterns

Faded vintage designs and bold tribal motifs are being used to contrast sharply against contemporary furniture.

Layered Rug Styling Trends

Designers are actively layering smaller, patterned rugs over larger, neutral base carpets. There is a strong designer preference for artisanal textures and statement rugs to create dynamic, cozy interiors.

Why Handmade Rugs Continue to Dominate Premium Interiors

Handmade rugs remain the gold standard for luxury homes. They offer superior craftsmanship that machines simply cannot replicate. A well-made hand-knotted carpet has a long lifespan and can easily become a family heirloom. Buyers appreciate the unique artisan detailing found in every piece. Consequently, there is an increasing global demand for Indian handmade rugs.

Tips for Choosing the Right Rug Online

Shopping online is easy if you follow a few basic rules.

Choose the Right Size

Always measure your room and furniture placement before ordering. A rug that is too small makes a room look disproportionate.

Match Rugs with Interior Theme

Ensure the rug's colors and patterns complement your existing furniture, wall colors, and overall design aesthetic.

Understand Maintenance Requirements

Silk and viscose require professional cleaning, while cotton and synthetic blends are easier to maintain at home.

Compare Material and Weaving Quality

Check the knot count and material specifications. Higher density typically means better durability and clearer patterns.

Always Review Return Policies

Since colors can look slightly different on digital screens, verify that the store allows hassle-free returns or exchanges.

Why The Ambiente Is Becoming a Preferred Choice in India

The Ambiente has quickly established itself as a premier destination for high-end floor coverings. They offer curated luxury collections that prioritize interior-focused designs. The catalog is perfectly suitable for homes, hotels, and villas. By offering trend-forward rug collections for modern Indian interiors, The Ambiente delivers exactly what today's sophisticated buyers are searching for.

Final Thoughts

Online rug shopping in India is evolving rapidly. Buyers now have unprecedented access to the world's best weaving hubs. It is essential to recognize the importance of balancing quality, design, and durability when making a purchase. We highly encourage buyers to invest in long-lasting handcrafted rugs that elevate their living spaces for years to come.

FAQ Section (SEO Rich)

Which is the best website to buy rugs online in India?

The best website depends on your budget and style. The Ambiente is highly recommended for luxury and designer rugs, while Jaipur Rugs is excellent for authentic handmade pieces. Wooden Street is a great choice for budget-friendly options.

Are handmade rugs better than machine-made carpets?

Yes. Handmade rugs generally offer superior durability, unique craftsmanship, and use higher-quality natural materials compared to mass-produced machine-made carpets.

Which rug material lasts the longest?

Wool is widely considered the most durable rug material. It naturally repels stains, holds color beautifully, and withstands heavy foot traffic for decades.

How do I choose the right rug size online?

Measure your seating or dining area. For a living room, choose a size where at least the front legs of all major furniture pieces rest on the carpet. For a dining room, ensure the rug extends at least 24 inches beyond the table edges.

Are luxury rugs worth the investment?

Yes. Luxury rugs crafted from premium materials like wool and silk often last a lifetime. They elevate a room's aesthetic value and maintain their physical integrity much longer than cheap synthetic alternatives.

Which online stores offer custom rugs in India?

Stores like The Ambiente, Cocoon Fine Rugs, and Decordec specialize in custom rugs, allowing buyers to personalize sizes, colors, and patterns to match their specific interior design needs.

Specials

Sarjak Container Lines Opens Ahmedabad Office to Strengthen Its Western India Operations



The Ahmedabad office to serve as regional base for Gujarat, Rajasthan and Madhya Pradesh

Ahmedabad (Gujarat) [India], October 16: Sarjak Container Lines (SCL), part of the Saksham Group of Companies, has expanded its presence in Gujarat with the opening of a new office in Ahmedabad, which will lead SCL's Western Region covering Gujarat, Rajasthan and Madhya Pradesh.

The Ahmedabad office will serve as SCL's regional base for Gujarat, Rajasthan and Madhya Pradesh, strengthening the company's ability to support customers across Western and Central India. SCL's Ahmedabad expansion brings its project logistics expertise closer to the industrial clusters where such cargo is designed and manufactured.

For Indian manufacturers and exporters, this means that the same logistics partner can support cargo from the factory in Gujarat through to its destination overseas, while also supporting equipment and project cargo moving into India.

The expansion comes as Gujarat strengthens its position as one of India's key manufacturing, engineering, automotive, chemicals, energy and export hubs. The Ahmedabad office will enable SCL to work more closely with