

YOGESH CHAUDHARY

Director | Jaipur Rugs



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Yogesh Chaudhary first started working at Jaipur Rugs, his father’s company, in 2006 when they were not selling, but only exporting their products. Over the years, Chaudhary has significantly contributed to the expansion of his family business by giving it a strategic direction to explore business opportunities in the domestic and global markets.

The company that was founded in 1999 now has an online presence complete with its own website and sales on e-commerce websites like Amazon and Pepperfry. On an average, Jaipur Rugs manufactures five lakh sq ft of carpets a year. Earlier this year, the company also launched an exquisite collection called Reminiscence in collaboration with Ahmedabad-based architect and artist Hiren Patel. The collection featured Patel’s paintings inspired by his travels and experiences, transformed into earthy and tactile handwoven rugs. “LuxeBook is a great source to discover all things luxury. It is an excellent place to read about the top movers and shakers in the Indian luxury businesses and to assimilate information that can be used,” says Chaudhary.

Under his leadership, the company has increased its global presence to 65 plus nations in a span of two decades. He pioneered the brand’s foray in the domestic market in 2016 with a retail outlet in Delhi followed by showrooms in Mumbai and Jaipur. Two more store launches are in the pipeline. 📍