



JAIPUR RUGS

**NK Chaudhary
and Yogesh
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Director, Jaipur Rugs

RUG STORY

Jaipur Rugs is a family business that combines the pursuit of profit with the spreading of kindness in a way that benefits all their stakeholders: the consumers and their families, the artisans and their families, their suppliers, the buyers, and channels the brand works with; and their employees. It is a social enterprise that connects rural craftsmanship with global markets.

Jaipur rugs today is a part of eminent hotel and corporate projects right from Soho House Mumbai, Alila Fort Bishangarh, to the LinkedIn Office (Bangalore), Bain & Co Office, and Taj Hotel Udaipur, among many other top places. They are also counted as one of the most sought after brand for custom projects – recently, they did a 30x40 ft. rug with 14 million knots, individually tied. This was for one of the top business families in Mumbai, with a selling price Rs.65,00,000.

The brand today exports to over 60 nations and grace the homes of celebrities and eminent personalities like Deepika Padukone, Farhan Akhtar, Karan Johar, Kajal Agarwal, Ayushman Khurana, Kangna Ranaut, Kumar Mangalam Birla, Ajay Piramal to name a few.

Founder, Nand Kishore Chaudhary created a unique business model, which provides livelihood to the artisans at their doorstep. This changed the standard practice of involving middlemen to work with artisanal communities. The company currently has a network of over 40,000 artisans spread across 600 rural Indian villages in five states of India. It operates through an end-to-end business model. Reviving the dying art of carpet weaving and creating a sense of bonding and community is at the core of the company's business philosophy. The brand is working towards bridging the gap between the weaver and the urban consumers. In conversation with NK Chaudhary and Yogesh Chaudhary, Director, Jaipur Rugs, we trace the brand's journey to its phenomenal success.

DIGITAL TRANSFORMATION STRATEGY

We believe in being innovative, dynamic, and constantly updated so as to leverage new digital platforms and technologies. We are now using machine learning and AI to improve the customer's experience by delivering a personalised environment based on their needs and preferences. The Indian luxury market is among the fastest growing in the world. Consumers today are looking for unique stories or experiences that they can share about their purchase. A purchase needs to be more experiential in nature and Jaipur Rugs fulfils all these needs of an evolved Indian buyer at every juncture.

INTERNAL CHANGE & DRIVING FORCE

To start with, we are training more and more artisans to be able to achieve zero defect, zero wastage and 100% on time delivery. One weaver couple from a small village in Rajasthan, Aspur, has recently broken the record by off-loomed 13 carpets, back to back with zero wastage, zero defects, and 100% on time delivery. At present

customers can select from our wide range of rugs, through the 'Shop Online' option on our official website or they can shop through our retail stores at <https://www.jaipur rugs.com/store>. Our stores are a place to experience authentic craftsmanship. We have retail stores in Mumbai, Delhi, Jaipur, and more are coming up in the other metros in the country. Jaipur Rugs retail stores were the first to introduce the policy of home trails of the rugs at a minimal charge. We believe that rugs add soul to the house and thus, we allow the customers to actually fit the rug in their space and make their decisions.

GOALS & FUTURE OUTLOOK

We have focused on telling our story differently and more authentically. Our aim has been to educate the customer through storytelling and build a direct connect between them and the artisans at the grassroots. Our aim is to bridge the gap between the rural artisans and the global consumers. We offer a special rural immersion as well to the customers, 'Knots of Compassion', where they get a chance to spend a day in the villages with the artisans.

Jaipur Rugs is really focussing on connecting the consumers directly to the weavers, for which we need to have brand presence, so that we can communicate a more authentic story. After having a significant presence in the US market and 60 more countries, we are really looking for countries in Europe, as well as in India. We have just opened a store in Russia and are looking at opportunities in some European countries next. Additionally, we have also opened two new showrooms in 2019, in India, one in Mumbai and the other in Delhi. We are looking to expand quicker in 2020.

