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Jaipur Rugs foray in the Middle East with a flagship store

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Synopsis

The brand has expanded internationally with a store in Milan, Italy, and now the store in Dubai marks its entry into the (MEA) region.



The store is a visual ode to the traditional stepwells of Rajasthan, known as baoris.

NEW DELHI: Jaipur Rugs, on Wednesday, announced the grand opening of its flagship retail store at [Alserkal Avenue](#) in Dubai. With this expansion into the Middle East market, [Jaipur Rugs](#)' aim to cater to a diverse customer base seeking high-quality, luxurious rugs that reflect the rich cultural heritage of the region.

In addition to its flagship retail store in Dubai, Jaipur Rugs has showrooms in Delhi, Jaipur, Mumbai, and Bangalore in India. The brand has expanded internationally with a store in [Milan](#), Italy, and now the store in Dubai marks its entry into the (MEA) region. Furthermore, Jaipur Rugs has franchise stores in Hyderabad and Gujarat in India, as well as two stores in China and one store in Russia. This format allows Jaipur Rugs to cater to a wider customer base and share its handcrafted rugs with diverse markets around the world.

The space is conceptualised and designed by interior designer [Pallavi Dean](#) and depicts the historic architecture of Jaipur. The store is a visual ode to the traditional stepwells of Rajasthan, known as baoris.

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[Yogesh Chaudhary](#), Director, Jaipur Rugs, said in a statement "I am thrilled to announce Jaipur Rugs' entry into the MEA region, marking an exciting new chapter for our company. With a group turnover of 920 crore in the last financial year, we have experienced remarkable growth over the years and are now focusing on expanding our presence further. In addition to the MEA region, we have set our sights on opening new stores in India, Europe, and the Asia Pacific region."

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