



## Jaipur Rugs showcases its products at Indian Carpet Expo

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By HBI Staff | New Delhi

Jaipur Rugs, an Indian manufacturer of hand knotted carpets, showcased a plethora of hand-woven rugs along with some of their award-winning designs at the India Carpet Expo (ICE), 2017. Instilled in Jaipur Rugs' business model, is the endeavor to build a connect between their customers and the weavers. In furtherance of that objective, the Jaipur Rugs installation at the ICE featured award winning rugs that convey the story of this connection and attracted the gaze of many visitors.

“This year's expo was an enthralling event and we are proud to have showcased our talented artisans' creations at the ICE,” said Yogesh Chaudhary, Director, Jaipur Rugs “We're known world-over for designing some of the most exquisite hand-knotted rugs. These rugs are a reflection of the cohesive effort the Jaipur Rugs family puts into each knot and we couldn't have been prouder.”

Integrating current designs with the sustenance of the communities, Jaipur Rugs offers a curated line-up of contemporary to transitional and eclectic carpets handmade in rural India. Jaipur Rugs works with close to 40,000 artisans in 600 villages in India, providing families with sustainable livelihood at their door steps. Each of their rugs pass through 180 hands, that have perfected the art of hand-knotted rugs.

Organized by CPEC, ICE, Varanasi saw footfalls from countries like USA, Germany, Russia, Turkey and Australia amongst others between October 10-13.