

SMALL MEDIUM

THE CAPITALISTS | BHARAT 2.0

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FRAUD OR FRAMED?

THE CURIOUS CASE OF ASHNEER GROVER

FORMER MD AND CO-FOUNDER, BHARATPE



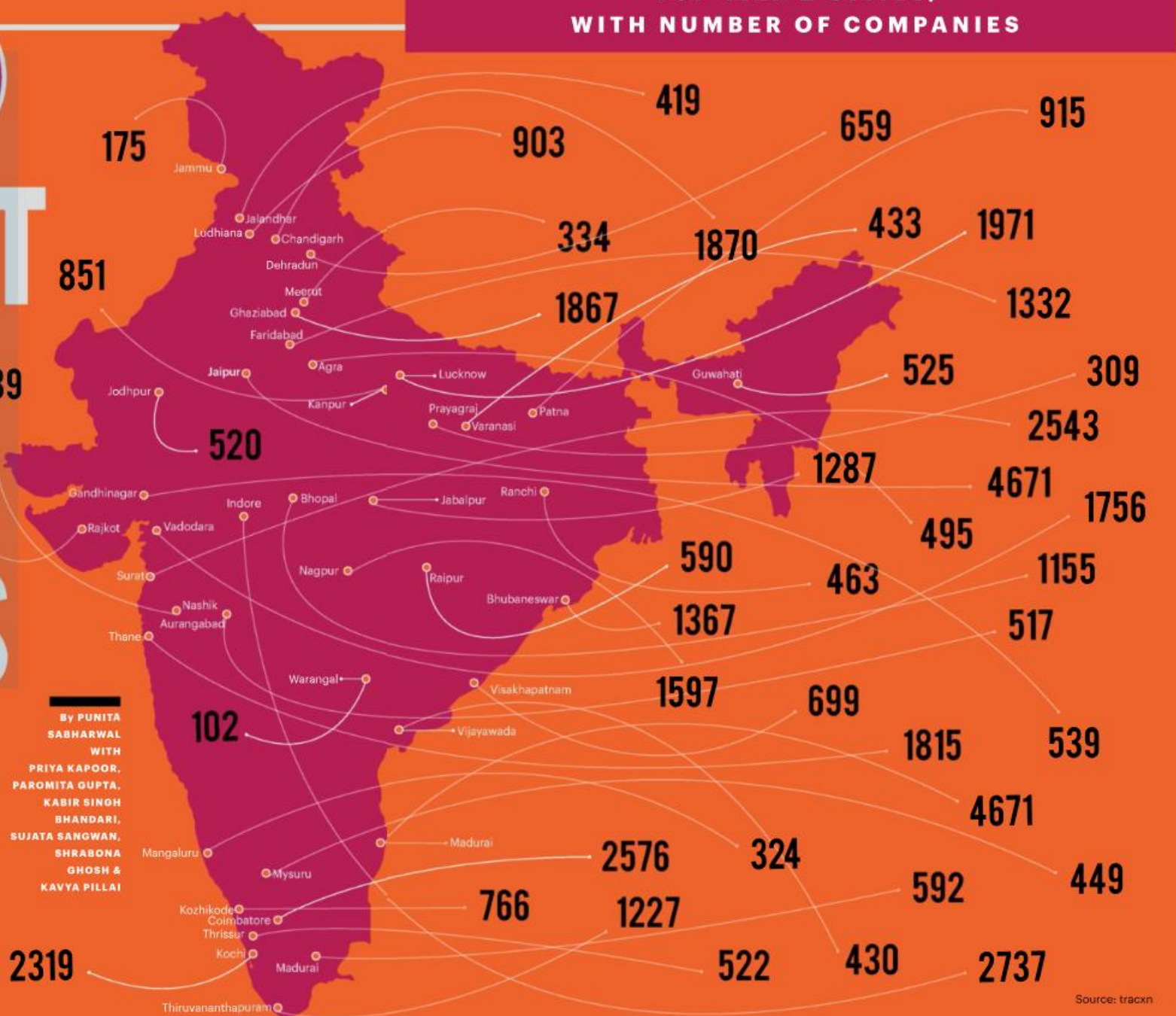


THE BIGGEST SMALL TOWN HEROES

In recent years, there has been a noticeable shift in the startup landscape, with emerging tech talent in smaller cities and towns gaining prominence. According to recent data, the number of funding rounds in tier-2 cities reached 710 in 2022, and there have already been 142 funding rounds in tier-2 cities and 15 in tier-3 cities in the current year, indicating a growing interest from investors. While major hubs like Bangalore, Delhi-NCR, and Mumbai have traditionally led the way in job creation and technological advancements, venture capital funds are now recognizing the potential of these emerging startup ecosystems. Tier-2 cities have witnessed startups raising around \$785.8 million in funding in 2023 YTD, and in 2022, the total funding in tier-3 cities crossed the milestone of \$1 billion for the first time, reaching \$1.6 billion. Our Bharat 2.0 issue, the very first among our newest IPs aims to answer how tier-2 and tier-3 cities will play a crucial role in driving India's startup growth and economic development in the years to come. While shortlisting the companies for this edition we looked at the untapped potential and the rise of regional innovation hubs across the country.

By **PUNITA SABHARWAL** WITH **PRIYA KAPOOR, PAROMITA GUPTA, KABIR SINGH BHANDARI, SUJATA SANGWAN, SHRABONA GHOSH & KAVYA PILLAI**

TOP TIER 2 CITIES, WITH NUMBER OF COMPANIES



Source: tracxn

Starting a business from a small region of Churu in Rajasthan to expanding its presence globally, Jaipur Rugs has weaved a legacy. Its founder N K Chaudhary, popularly known as NKC, started his entrepreneurial journey with just two looms and nine weavers in his hometown of Churu. Like most entrepreneurs, NKC faced several hurdles in his journey. In the early days, NKC faced many challenges in setting up the infrastructure for his

business: from building a supply chain from scratch, including sourcing raw materials, setting up a unit and finding skilled weavers.

The carpet industry in India was already dominated by established players and breaking into the market was a significant challenge for NKC. He had to differentiate his products by focusing on quality, design, and innovation. Navigating the challenges, today, Jaipur Rugs employs over 40,000 weavers across 600 villages in India and has a presence in over 85

countries.

It has stores in Delhi, Jaipur, Bengaluru, Mumbai and franchise stores in Chennai, Hyderabad, and Gujarat. Internationally, it is present in Milan and franchise stores in Russia and China. Besides, it has a sister concern in US named Jaipur Living.

"It was my son Yogesh who decided to enter into retail and opened first store in 2016. At that point in time it was more to educate the customer about carpets more than anything else but like any other business we were constantly evaluating opportunities for growth and diversification and today retail is one of the most important aspect of showcasing our artisan's expertise to the customers," said N K Chaudhary,

founder, Jaipur Rugs. From establishing a decentralized production model, enabling artisans to work from their homes and communities to preserving traditional skills, Chaudhary stretched the limits to achieve his vision of transforming the lives of artisans and revolutionizing the hand-knotted rug industry in India. NKC has taken proactive steps to promote sustainable practices in the rug industry. "We have introduced eco-friendly dyeing techniques, encouraged the use of natural fibers and implemented responsible waste management systems," he said. Digitally, it has implemented ERP systems and uses computer-aided design (CAD) for designing and printing, which has reduced manual work.

N K CHAUDHARY, FOUNDER, JAIPUR RUGS

WEAVING A LEGACY



facts

- » Year of inception of the company- 2004 (earlier the name was different)
- » Turnover for FY 2022-23- Group turnover 970 crore
- » No. of employees- 950
- » Head office location: Jaipur, Rajasthan