



**Mr. Nand Kishore Chaudhary
(Chairman & Managing Director)**

Jaipur Rugs

Weaving Dreams, Empowering Artisans

Can you please give an overview of your professional background leading up to and including your current role?

I started my career working at my father's shop and soon left it to explore other avenues. After that, I got a job offer from a bank but I respectfully declined the offer and moved on, as I wanted to do something of my own. In 1978, I founded Jaipur Carpets, which later became Jaipur Rugs. At the time, the company had only two looms and a handful of weavers. However, with dedication and hard work, we managed to grow the company into a global brand with a workforce of over 40,000 artisans. My vision was to create a sustainable livelihood for the rural artisans by providing them with a platform to showcase their talent and make them self-sufficient with a sustainable livelihood. I believe in



empowering the weavers by giving them the creative freedom to design their own rugs, which helped them to take pride in their work and produce high-quality rugs. Today, Jaipur Rugs has won several awards for its innovative designs, sustainable practices, and social impact and exports to over 90 countries, has 6 monobrand stores in India and international stores in Dubai &

italy, and has franchise stores in Russia and China and I can proudly say that the company has become a symbol of hope and inspiration for the rural artisans in India.

What have been some of the significant highlights of Jaipur Rugs history?

Year 1978: Nand Kishore Chaudhary gave up a bank job and borrowed Rs 5000 from his father to start his carpet business. The journey began with two looms, nine weavers and one scooter in Rajasthan.

Year 1986: NKC starts to export his rugs directly, thus taking the first step towards his dream of connecting artisans to global markets

Year 1992: The Government of India grants the company the rare privilege of using Walkie- talkies to coordinate the work if artisans in rural areas

Year 1999: After working for over 20 years in Gujarat, NKC comes back to Jaipur and officially names his business as Jaipur carpets

Year 2000: A sister company is born in the USA to distribute the products in the north American market.

Year 2006: the company receives the prestigious America Magnificent Carpet Award

Year 2004: Jaipur Rugs Foundation was set up to work for the betterment of artisans

Year 2007: Jaipur rugs facilitates the work of 40,000 artisans across India by providing them digital interface through the in-house Tana Bana app.

Year 2008: Doubles its showroom space in Jaipur

Year 2016: Company began to sell its products in local market

Year 2018: wins 2 German design awards with weaver turned designer Bimla Devi and design director Kavita Chaudhary

Year 2020: opening of the flagship store in Mumbai.

Year 2021: Jaipur Rugs increased its reach in 90 countries

Year 2022: opening of showroom in Bengaluru and another in Mumbai

What are some of Jaipur Rugs's key values and beliefs? How important is customer's satisfaction?

Jaipur Rugs is a company that specializes in producing handcrafted rugs and other home decor items. The company's key values and beliefs are centered around social and environmental responsibility, innovation, craftsmanship, and customer satisfaction. One of Jaipur Rugs key values is social responsibility. The company is committed to providing sustainable employment opportunities for artisans and weavers in rural India, which helps to preserve traditional craft techniques and empower local communities. Another important value for Jaipur Rugs is environmental responsibility. The company uses sustainable materials and practices in its production processes, and it has

implemented programs to reduce waste and conserve energy.

In terms of innovation, Jaipur Rugs is always looking for new and creative ways to design and produce its offerings. The company works closely with designers and artists to create unique and distinctive pieces that are both beautiful and functional. Finally, customer satisfaction is of utmost importance to Jaipur Rugs. The company strives to provide exceptional customer service and to ensure that its products meet or exceed customer expectations. This includes offering a wide range of products to choose from, as well as providing helpful information and resources to assist customers in making informed purchasing decisions. Overall, Jaipur Rugs is a company that places a high value on social and environmental responsibility, innovation, craftsmanship, and customer satisfaction. These values are reflected in the company & products and practices, and they have helped to establish Jaipur Rugs as a leader in the home decor industry.

What do you think sets your business apart from its competitors?

Jaipur Rugs is a brand known for its exceptional quality, design, and craftsmanship in the rug industry. There are several factors that set Jaipur Rugs apart from its competitors.

Social Responsibility: Jaipur Rugs is known for its commitment to social

responsibility. The company has developed several initiatives to support its weavers and their families. It has helped to improve the lives of the weavers by providing education, healthcare, and other benefits to them and their families.

Design: Jaipur Rugs has a team of skilled designers who create unique and innovative designs. The company is known for its contemporary designs that blend traditional craftsmanship with modern design aesthetics. Jaipur Rugs has won several awards for its design and innovation.

Craftsmanship: Jaipur Rugs uses traditional techniques to create its rugs. The company & weavers are skilled artisans who have been trained in the art of rug making for generations. Each rug is made by hand, which gives it a unique character and quality.

Sustainability: Jaipur Rugs is committed to sustainability and has implemented several measures to reduce its environmental impact. The company uses natural fibers and dyes in its rugs and has implemented sustainable production practices.

Customer Service: Jaipur Rugs is known for its excellent customer service. The company has a team of experts who can help customers choose the right rug for their needs. The company also offers customization options, so customers can create a rug that is unique to their tastes and preferences.



How have you found the Manufacturing industry in India?

India is known for its rich heritage of handmade carpets, which have been exported to various countries for decades. The carpet industry is one of the oldest and largest cottage industries in India, providing employment to millions of people across the country. The manufacturing process of carpets in India involves weaving, tufting, and knotting, and is predominantly done by hand. The major carpet manufacturing centers in India are located in the northern states of Uttar Pradesh and Rajasthan. In recent years, the carpet industry in India has faced challenges due to increased competition from machine-made carpets and the availability of cheaper substitutes. However, efforts are being made to promote the use of hand-made carpets and improve the quality of products through modernization and innovation

Overall, the manufacturing industry in India, including the carpet segment, has the potential for growth and development with the right investments and support.

How important is culture to the business? How do you instil this in your employees?

Culture is extremely important to Jaipur Rugs, as it is a company that takes pride in its rich heritage and traditional art forms. The company's core values are centered around social responsibility, sustainable business practices, and the preservation of cultural heritage. To instill this culture in their employees, Jaipur Rugs has a comprehensive training program that emphasizes the importance of these core values. New employees undergo an orientation program that highlights the company's history, values, and mission. They are also trained on the various aspects of rug-

making, from weaving and dyeing to quality control and customer service. In addition, the company conducts regular workshops and training sessions for its employees, where they learn about traditional art forms and techniques, as well as the latest trends in the rug industry. These workshops are conducted by experienced craftsmen and designers, who share their knowledge and expertise with the employees. Jaipur Rugs also encourages its employees to participate in cultural events and festivals, both locally and globally. This not only helps them appreciate and understand different cultures, but also enables them to showcase their own cultural heritage and traditions. Overall, Jaipur Rugs places a strong emphasis on its culture and heritage, and strives to instill these values in its employees through training, workshops, and cultural events.

What are the plans for the future in terms of expansion and growth?

Currently, we have total 7 stores across the globe, we always scout for good locations and choose ideal places to expand our footprints both nationally and internationally. Currently, we are exploring locations across the globe and may soon be able to announce our next foray. In terms of growth, we closed 2020-2021 financial year with Group turnover of 776 cr and 2021-2022 with 920cr

What strategies does Jaipur Rugs have in place to improve your supply chain and

build long term relationships with key partners?

1. Collaboration and

Communication: Jaipur Rugs collaborate and communicate closely with its suppliers and partners to build trust and understanding, identify challenges, and find solutions together. This involve regular meetings, joint planning, and open lines of communication.

2. Supplier Development: Jaipur Rugs regularly invest in supplier development programs to help its partners improve their capabilities, quality, and sustainability. This could include training, coaching, and technical know-how.

3. Risk Management: Jaipur Rugs is proactively managing risks in its supply chain, such as by diversifying its suppliers, monitoring for ethical and environmental compliance, and having contingency plans in place for disruptions.

4. Technology: Jaipur Rugs massively leverage technology to improve supply chain visibility, efficiency, and traceability. For example, using digital platforms to track shipments, monitor inventory, and share data with partners.

Sustainable and Ethical Practices:

Jaipur Rugs is committed to sustainable and ethical practices throughout its supply chain, such as by using eco-friendly materials, reducing waste, and ensuring fair

labor practices. This helps the company in building trust and long-term relationships with partners who share these values.

What are some of the key goals Mr. Nand Kishore Chaudhary and Jaipur Rugs Company have achieved since they began their role as the CMD?

The first and foremost goal achieved by Jaipur Rugs and Mr. NK Chaudhary was to eliminate the middlemen and provide them with a sustainable livelihood at the Bottom of the Pyramid. Secondly, among all the sections of society in India, NKC chose to work with the people belonging to lower caste which considered as a taboo. He even faced hatred and resistance from his family and society for working with so-called untouchables but without having any second thought he continued working with them. Thirdly, the weavers in the carpet industry were given low wages they were insecure and were not given a dignified position because of which geographical and occupational migration was increasing. Jaipur Rugs through its fair wage system and social development programs, gradually earned the trust of the artisans and helped in reverse migration to a certain extent. Also, Jaipur Rugs has been consistent in achieving the sustainable development goals of the UN through its actions and efforts. The company introduced various sustainable

development initiatives like Manchaha and Freedom Manchaha which are made of the leftover yarns and gives a special privilege to the weavers/artisans to speak their heart out through creative skills.

How does Mr. Nand Kishore Chaudhary Profiles collaborate with and develop relationships with key suppliers and what benefits as a company do you see from this collaboration?

To collaborate with and develop relationships with key suppliers, Mr. Chaudhary and his team at Jaipur Rugs focus on building long-term partnerships based on trust, transparency, and mutual benefit. They work closely with their suppliers to understand their needs and challenges, and to ensure that they are able to provide high-quality products that meet Jaipur Rugs exacting standards. One of the key benefits of this collaboration is that it allows Jaipur Rugs to source high-quality raw materials at competitive prices, while also ensuring that its suppliers are paid fairly and treated ethically. This in turn helps to ensure a reliable supply chain, which is essential for Jaipur Rugs to maintain its reputation for producing high-quality hand-knotted rugs. Overall, the collaboration between Mr. Nand Kishore Chaudhary Profiles and Jaipur Rugs & key suppliers is a key factor in the company & success, allowing it to produce high-quality, sustainable, and ethically-produced hand-knotted rugs that are sought after by customers around the



world.

Looking to the future, what are your plans for the company's growth in the medium to long term?

1. **Expanding their product offerings and reaching new markets:** Jaipur Rugs, frequently introduce new products and services, expanding its reach by entering new geographic markets, or expanding its customer base by targeting new demographic groups.
2. **Investing in research and development:** Jaipur Rugs regularly invest in research and development to create new and innovative products that can offer unique value to customers and differentiate them from competitors.
3. **Emphasizing customer satisfaction and loyalty:** Jaipur Rugs believe that its customer is an important part of its ecosystem and we give utmost importance and undertake regular measures to improve customer satisfaction and loyalty. This not only help in customer retention and repeat business but also lead to higher revenue growth.
4. **Improving operational efficiency:** We also focus on improving operational efficiency to reduce costs and increase profitability, allowing us to invest in growth initiatives. These are some of the ways we believe helps us to grow in the medium to long term.