



MAURYA
INTERNATIONAL

HANDMADE CARPETS • SINCE 1982



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AWARDS WON BY US




Introduction

Carpet Couture is an award winning brand of handmade carpets where the age-old craft of carpets meets contemporary designs and forms. Our brand takes the art of carpet creation to a new high.

We started this journey of customizing rugs & carpets for hotels, resorts, palaces, corporate headquarters & premium residences in September 2009.

We offer not only custom made carpets but with our innovative designs we turn carpets into pieces of art.



At Carpet Couture we are constantly innovating & coming up with new designs, textures, weaving techniques & embellishments for carpets.

We have used several elements on our carpets including metal, leather, wood, crystals & stones. We have worked with various blends of yarns like mulberry silk, bamboo silk, New Zealand Wool & Silk blended together.



Hand Tufted Loose Rugs



High End Residential Carpets



Art Carpets

1982

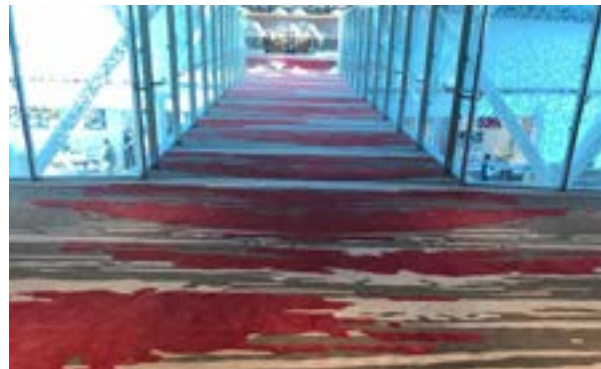
Persian Hand Knotted Carpets



1991

2009

Hotels & Hospitality Carpets



2012



Artwork of Senaka Senanayake

2016

Types of Carpet



Hand Knotted



Hand Tufted

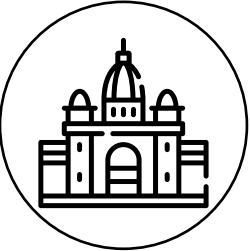


Handwoven/Flatweaves

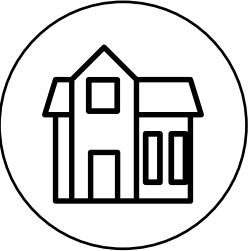
Our Expertise



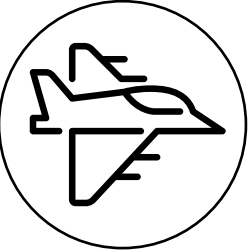
Hotels



Palaces



Villas/Homes



Private Jet/Yacht



Outdoor/Patios



**Corporate
Headquarter**

02.

Core Products

1. Hospitality & Contract Carpet



2. Carpets for High End Residences



3. Outdoor, Reversible & Hand Carved rugs



Core Product

1. Hospitality and Contract Carpets

We recommend using either Hand Tufted or Hand Knotted carpets and rugs for hospitality and contract use.

Lead time

Hand Tufted - 8 weeks Ex-factory
Hand Knotted - 12 weeks Ex-factory

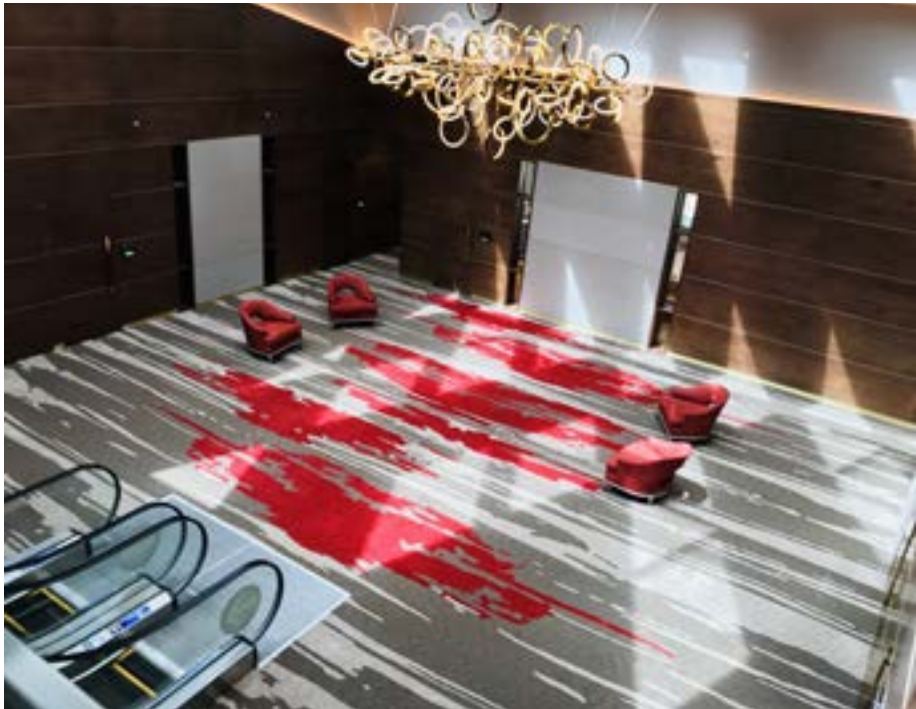
Types

- Wall to Wall
- Loose Rugs
- Inset/Shape



Benefits

- Durable and functional
- Less wastage
- Plush and luxurious
- Customized design/shape/color and size
- Easy to maintain



Why us?

- Quick turnaround for artworks & strike offs
- In-house production
- Design recommendation
- Strict quality control
- Adherence to deadlines

Core Product

2. Carpets for High end Residential use

Our range of carpets & rugs for high end residences includes Handknotted carpets in mulberry silk & bamboo silk along with handwoven rugs in monotone colors & fully hand carved patterns. Just like a home every rug is also a reflection of the owners personality. We welcome your demands for customising even a single piece for your home.

Lead time

Hand Tufted- 8 weeks Ex-factory
Hand Knotted- 12 weeks Ex-factory



Benefits

- Heirloom
- Plush and luxurious feel
- Wide variety of design and colors
- Customized shapes



Why us?

- We blend various luxurious yarns to give interesting textures and feel.
- Design consultations with our inhouse designers.
- We custom make every single piece to suit your requirements.

Core Product

3. Outdoor, Reversible & Hand Carved rugs

We are constantly working and coming up with new products, textures and yarns.

- Converge - Monotone hand carved
- Alfresco - Flatweave rugs for indoor and outdoor use
- Orphic - Handwoven in Jute and Recycled Cotton

Lead time

- Converge - 8 weeks Ex-factory
- Alfresco - 8 weeks Ex-factory
- Orphic - 8 weeks Ex-factory



Why us ?

- Innovative products & designs
- In-house production
- Competitive price due to strict control over procurement and production



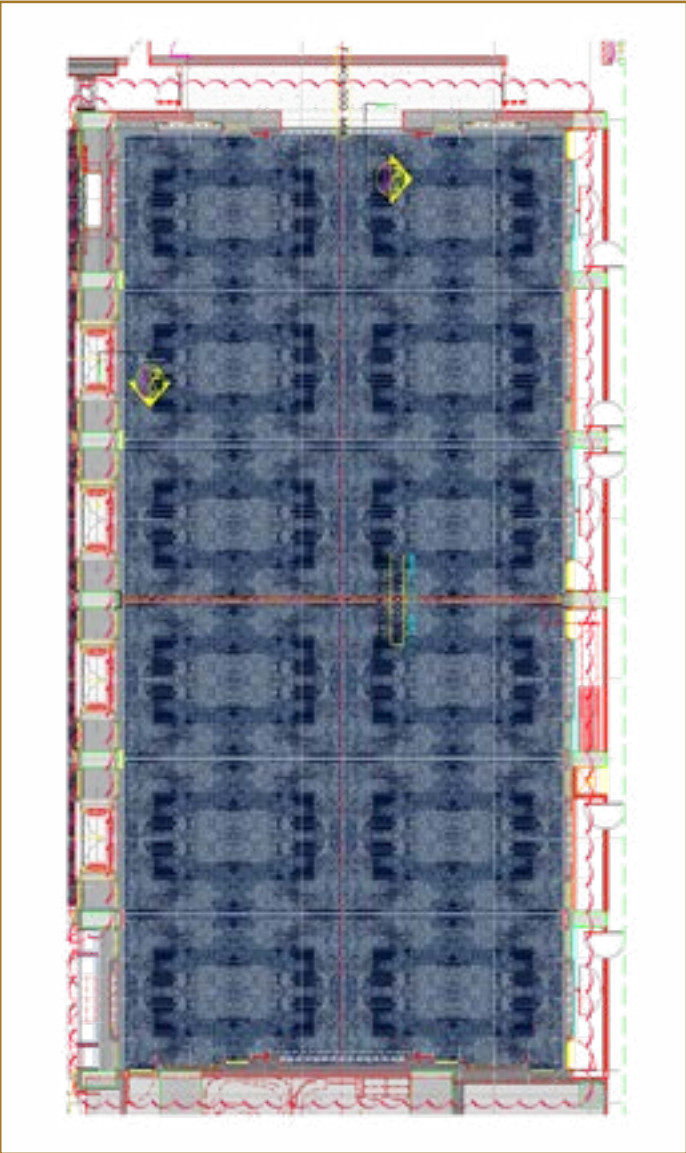
Process

1. Artworks & Visualization

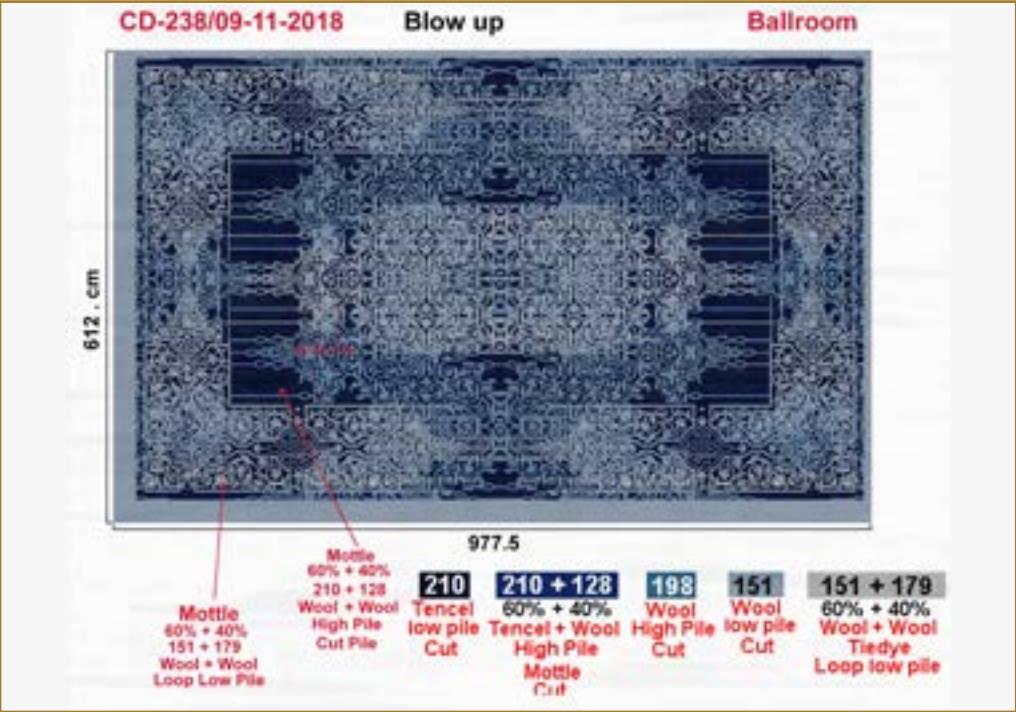
Our team of talented designers can show you exactly how your carpet/rug will look even before it goes into weaving. We even share flood-in plans which give you a fair idea of your carpet with furniture.

Lead time - 4/5 days

Software use - Texcelle, Galiancha, Autocad



- Detail drawing showing design, scale and size
- High definition visualization can show texture and pile height
- Flood-in plan can show placement of carpet as per furniture & interiors



Process

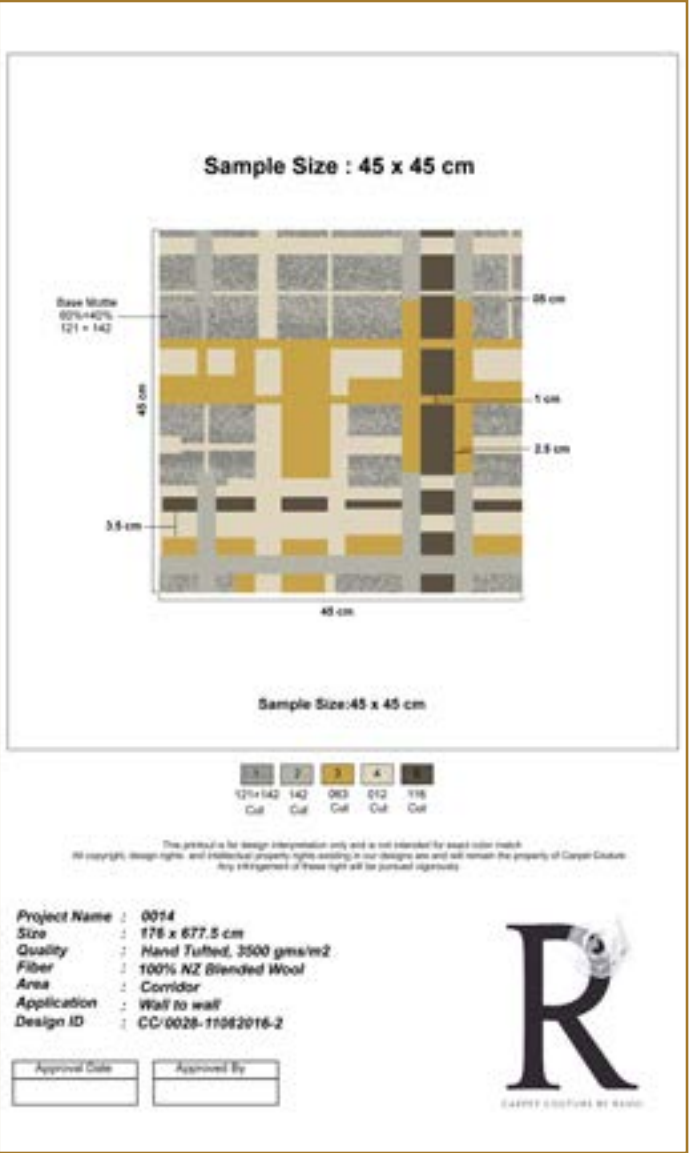
2. Strike-off

After artwork approval we proceed to make strike-offs/samples as per project specifications. The purpose of this is to get a final sign off from the client on the following:

- Color combination
- Quality
- Design intricacy
- Material/Yarns used

Lead time

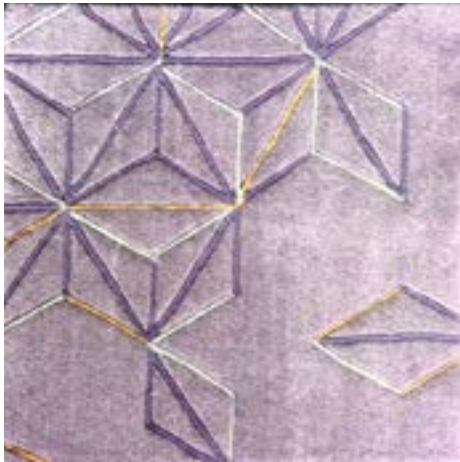
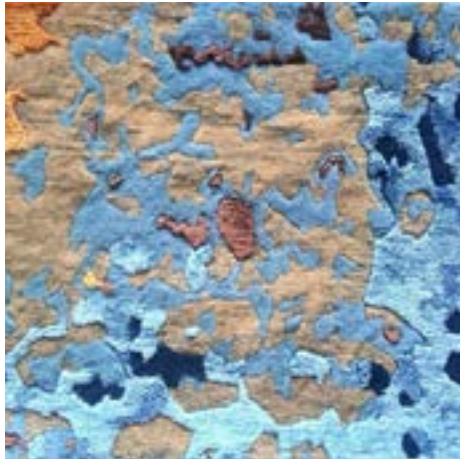
Hand Tufted - 2 weeks Ex-factory
Hand Knotted - 4 weeks Ex-factory
Handloom - 3 weeks Ex-factory



- 18" x 18" sample to show you Colors/Texture/Design/ Quality
- Dedicated team of designers working on sample production files
- Dedicated department of sample production



Strike-offs/Samples



04.

Pom Box

Color forms a very important part of a carpet. A pom box is like a shade card for yarns that can be used to select colors for a particular carpet.

- Customised pom box with 400 color options in wool & 200 color option in silk
- Maintains accuracy of colors during production
- Ease in processing & selections of colors





05.

Quality Control

We are constantly trying to upgrade the quality of our products. We have a dedicated Quality Control team & also a customised software to track the carpets at every stage of production. We can share detailed data of every rug (pile height, weight & size variations) with the help of this software.



LAB NO: 1

DATE OUT:

PAGE:

95717256-0636

18/09/2017

1 of 3

SUPPLIER

CLIENT NAME

PO NO.

STYLE/SKU NO.

ARTICLE NO

DESCRIPTION OF SUBMITTED SAMPLE

COLOR

DATE OF SUBMISSION

TEST PERIOD

PRIORITY

END USE

WASH CARE INSTRUCTIONS

DE-PSM-FA-6AS-WO-479-2017

CA-2015 A

/

HANDMADE CARPET SAMPLE CLAIMED TO BE 60% VISCOSE & 40% WOOL (SAMPLE RECEIVED IN GOOD CONDITION) (COUNTRY OF DESTINATION: SAUDI ARABIA)

MULTI COLORED

18/09/2017

18/09/2017 TO 18/09/2017

Normal

RUG

/

SUMMARY OF TEST

RESULTS

TEST REQUIRED	PASS	FAIL	REMARKS
FLAMMABILITY OF CARPET AND RUG	X		

Note:

1. Only requested test has been performed as per vendor's request.

2. Since there is no requirement provided by vendor therefore only results have been given.

BUREAU VERITAS CONSUMER PRODUCTS SERVICES INDIA PVT. LTD.

AUTHORIZED SIGNATURES



SANDEEP K SINGH

AS/PROGRAM LEADER (SOFTWARE)



MKAS GUPTA

DEPUTY PROGRAM MANAGER (SOFTWARE)

PLEASE CONTACT:

FOR ANY TECHNICAL ISSUES: VMKASHISHORE PAUL

E-MAIL: india.products@bureauveritas.com, PHONE NO: 0126 - 4368123

FOR ANY INVOICING MATTER: MR. AMIT ROY

E-MAIL: amr.roy@bureauveritas.com, PHONE NO: 0126 - 2424678/ 2424679 (X368113)

1 * 8 0 1 1 6 7

See enclosed worksheet for test result.

Company Name: Bureau Veritas

Lab No: 95717256-0636

Lab Name: 18/09/2017

Lab Address: 18/09/2017

Lab No: 95717256-0636

Lab Name: 18/09/2017

Lab Address: 18/09/2017

C/N: 95717256-0636 SL



INSPECTION REPORT

Final Version

THIS DOCUMENT IS NON-NEGOTIABLE

Client Name:

Inspection No.:

Report Date:

Nov. 30, 2017

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D. QUANTITY

P.O. No.	Product Style No.	Order Quantity Units	Shipment Quantity		Presented Quantity for Inspection	Units Packed in Cartons		Units Finished Not Packed		Units Not Finished	
			Units	Certificates		QTY	%	QTY	%	QTY	%
DEPSHARA/SGC/2017 / DE-PSM-FA-6AS-WO-479-2017	TF CA-201	112	112	112	112	-	-	86	87.5	18	12.5
	TF CA-202	66	66	66	66	-	-	39	59.1	27	40.9
	TF CA-203	105	105	105	105	-	-	75	71.4	30	28.6
	TF CA-204	115	115	115	115	-	-	40	40.0	69	60.0
	TF CA-205	114	114	114	114	-	-	49	60.5	45	39.5
	CA-201a	183	183	183	183	-	-	157	86.7	26	13.3
	CA-202a	1	1	1	1	-	-	1	100.0	0	0.0
	CA-203	31	31	31	31	-	-	23	74.2	8	25.8
	CA-204	33	33	33	33	-	-	33	100.0	0	0.0
	Total	758	758	758	758	-	-	541	71.4	217	28.6

List of Export Carton Numbers Opened

Carton No.: N/A

Total: N/A, Cartons were opened for sampling.

E. WORKMANSHIP (Basic Function & Appearance)

Inspection Standard	INSO-ASQ 21.6 (Formerly known as ISO-ICTS 1050)		
Inspection Level - Workmanship / Visual	Q = 8 Acceptance Quality Limit(AQL) - Critical Defectives Not Allowed		
Sampling Plan - Workmanship / Visual	Single / Normal	AOQ - Major Defectives 2.5	
		AOQ - Minor Defectives 4.0	
Sample Size - Workmanship / Visual	Critical 80 Major 80 Minor 80		
Defective Description			
1. Color spot at throat 2.5 cm	-	01	-
2. Contamination at side edge 2 cm	-	-	01
3. Unfinished thread at side 2.5 cm	-	-	01
Total Defectives Found: 06 01 03			
Defectives Accepted: 06 00 07			
Result: PASS			

Remarks - Other defects observed but not counted in the AOQ, Result: NO.

Carpet Couture | Page No. 28

Page No. 29 | Carpet Couture

06.

Infrastructure

- Owned factory spread over approximately 1,26,000 Sq feet
- Annual production capacity 100,000 sqm.
- In-house skilled craftsmen & weavers
- Designated department for each process
- Time tested & verified processes



- Latest machinery for weaving & finishing
- Direct yarn procurement from genuine yarn supplier & importers
- Use of ISO 9000 certified dyeing house



- Power embossing with electronic scissors
- Best quality rubberized latexing
- Well trained & skilled designers and graphic developers



Infrastructure



Tools

Our weavers not only make their own carpets they make their own tools as well. Weavers customise their tools for a better grip which in turn enhances weaving style, finish and speed.



“We shape our tools there after our tools shape us”
Marshall McLuhan



Some of our Masterpieces...

Beautiful artworks of famous artists were recreated by us in the medium of handmade carpets.



Moon Rug by CARPET COUTURE
Handknotted rug in 600 man-hours | Wool and Pure Mulberry Silk

An award winning team

Our workforce is our strength. These experienced workers have been working with us since we began our journey. Some of them are second generations weavers who are helping us take this craft forward.

Our New Delhi office is the hub for design, innovations and all the marketing activities.

Our core members at the factory have an experience of over 35 years in production. The second generation has now joined them to take the legacy forward.



09.

Projects Executed





Projects Executed



Bhadohi

Bhadohi is synonymous with 'Carpets'. Almost everyone who lives here is related to the carpet industry in some manner or the other. A quaint little town tucked away in eastern Uttar Pradesh thrives mostly on carpets & rugs factories or ancillary industries. The people of Bhadohi are very passionate about this craft of carpet making. Anyone who is interested about handcrafted products must visit this town at least once. It is amazing to see how very basic tools combined with very complex craft & skills create beautiful intricate carpets.



Global Footprint



Year	Location	Project Name
2019	Ahmedabad	ADCH - Adani Corporate House
2018	Pune	Ritz Carlton
2018	Riyadh	Fendi Tower
2018	Dubai	Damac Towers by Paramount
2018	Doha	Waterfront Bay
2018	Maldives	Thiladoo Resorts
2018	Singapore	Courtayrd by Marriott
2018	Singapore	Park Royal
2017	Singapore	Interlace
2017	Jordan	Hyatt Regency
2017	Tunisia	The Four Seasons Hotel
2017	Barmouth(UK)	Hotel Crystal Palace
2017	Muscat, Oman	Intercontinental Hotel
2017	New York	Hotel 50 Bowery NYC
2017	New York	Majorelle at The Lowell, New York
2017	Riyadh	Fendi Tower , Riyadh
2017	Banglore	The Conrad Hotel
2017	Singapore	Courtyard By Marriot
2016	Singapore	Park Royal
2016	Jaisalmer	J W Marriott
2016	Gurgaon	The Westin Hotel
	Across India	Private Residences (Yes Bank,Godfrey Phil-lip,Oswals,Ranbir Kapoor,Jaipurias)
2016	Noida	DS Group Headquarters
2016	Abu Dhabi	Emirates Pearl

Year	Location	Project Name
2016	Riyadh	Move N Pick Towers,Riyadh
2016	USA	Camp David
2016	Dubai	Hotel Hatta Fort,Dubai
2016	Dubai	Oceana AHK,Dubai
2016	Dubai	ALOFT Villa,Dubai
2016	Salalah,Oman	Al Baleed resort
2016	Ahmedabad	Belevdere Club
2015	Saudi Arabia	Tabouk Hotel
2015	Amritsar	Taj by Vivanta,Amritsar
2015	Jeddah	Galleria Suites
2015	Abu Dhabi	AD Accountability HQ Abu Dhabi
2015	Abu Dhabi	Barmouth
2015	Riyadh	Frazer Suites,Riyadh
2014	Doha, Qatar	Marsa Malaz,Kempinski
2014	Dubai	Langham,Jumeirah
2014	Singapore	Interlace,Singapore
2014	Muscat,Oman	Shaza Hotel,Muscat
2014	Saudi Arabia	Millenium Hotel
2014	Dubai	Chelsea Hotel
2014	Dubai	Novotel
2014	Doha,Qatar	Bio Bank
2014	Doha,Qatar	VIP Golf Villa
2013	Dubai	DAMAC-Burjside Boulevard Signature
2013	Dubai	Address Hotel,Downtown
2013	Dubai	DAMAC-Suburbia





Year	Location	Project Name
2016	Ahmedabad	Adani Club
2015	Saudi Arabia	Tabouk Hotel
2015	Dubai	Address Hotel, Downtown
2015	Amritsar	Taj by Vivanta, Amritsar
2015	Jeddah	Galleria Suites
2015	Abu Dhabi	AD Accountability HQ Abu Dhabi
2015	Abu Dhabi	Yas Viceroy Abu Dhabi
2015	Riyadh	Frazer Suites, Riyadh
2015	Hail	Millenium Hotel, Hail
2014	Doha , Qatar	Marsa Malaz , Kempinski
2014	Dubai	Langham , Jumeirah
2014	Singapore	Interlace, Singapore
2014	Muscat , Oman	Shaza Hotel , Muscat
2013	U.A.E	DAMAC -Majan
2013	Qatar	W Hotel
2013	Dubai	MOVENPICK -Laguna Towers
2013	Kazakistan	Kazakistan Govt Project
2013	Bangalore	JW Mariott
2013	Gurgaon	32nd Milestaone
2013	New Delhi	The Tivoli Hotel
2013	Dubai	Sheikh's Palace
2013	Nainital	Manu Maharani
2013	Mumbai , India	Sahara Office / Aamby Valley
2013	Mumbai , India	Sahara Office / Chairman's floors
2013	New Delhi , India	Private Luxury Gymnasium
2013	New Delhi , India	Gurudwara

Year	Location	Project Name
2013	Mumbai , India	Prabhadevi Conference Rooms
2013	Bangalore , India	The Mariott Hotel , Lobby
2013	Bangalore , India	The Mariott Hotel , Presedential Suite
2013	Mumbai , India	Grand Hyatt , Coffee Shop
2013	Mumbai , India	Wankhede Cricket Stadium
2012	Dubai	DAMAC-BSB
2012	Lucknow , India	Sarovar Resort Banquet Hall
2011	Ahemdbad , India	Children's speciality Hospital
2011	Chandigarh , India	Lemon Tree Hotels
2010	Mumbai , India	Mafatlal Bungalow
2009	Kolkata , India	The New Kenilworth Hotel
2009	Kolkata , India	The Hotel Hindustan International
2009	Varanasi , India	The Hotel Hindustan International





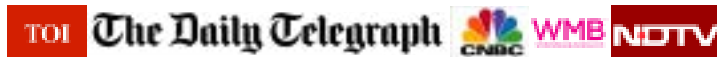
Global Footprint

12.

Recognition



Carpet Couture founded in 2009 by Rashi Bajaj is an Indian brand with a global vision. Rugs by Carpet Couture are meticulously designed and executed.



Simply floored!

Rashi Bajaj was told that customised carpets with embellishments would not work. But she proved everybody wrong, and how! By **Purabi Shridhar**



When Rashi Bajaj discussed the idea of launching an Indian couture label for handmade carpets, the reaction from friends and relatives was always negative. When she ventured further and suggested embellishments like crystals, the reactions were even worse. But Rashi was convinced. "I was sure there's a business idea. There was a definite void, and I was sure we would get quality takers. I was aware that it could take time, but there certainly was a market waiting to be tapped," she says.

And so it was. Carpet Couture, Rashi's two-year-old venture, is a testimony that an entrepreneurial idea needs the right attitude and effort to launch it. Rashi is not only reviving the dying art of hand-woven carpets but also providing full-time employment to skilled workers, many of them women. "Women workers are involved at every stage, however most of them are involved in the embellishing stage where the carpets are adorned with Swarovski etc. our specialisation," she says. For any mid-size project, Rashi has an average of 50 women weavers working in-house and an almost equal number of people serving the requirement on freelance basis.

THE HURDLER

Before launching her label, Rashi worked in an export firm for three years to better equip herself to face the challenge. The start was shaky, which included episodes of workers' reluctance in taking orders from a female boss. But the commerce graduate from Lady Shri Ram College, Delhi, who has a Masters degree in business from Symbiosis Pune, took it all in her stride. She says, "Most workers in Bhadohi (the weaving belt in Uttar Pradesh) were used to working on bulk orders from male buyers."

"There were depressing times, and despite my encouraging husband, it was definitely not easy." But with her never-give-up spirit, Rashi got cracking. She started distributing leaflets, and the

Carpet Couture, Rashi's two-year-old venture is a living testimony that an entrepreneurial idea needs the right attitude and effort to launch it.

customer-flow into her store began. Today her label is known for its customised carpets. Despite the lengthy process of turning out the handmade carpets, Rashi will not have it any other way. Apart from her retail store, Rashi has an exclusive tie-up with a French furniture brand across the country. And her export wing began last January. "Naturally, our focus is to cater to the whole world. My future plan is to take customised carpets by an Indian to every possible individual across the globe!" she says.

Photograph: © Sandhya Chatterjee

HOME STYLE

STEP ON IT!

The Rashi Collection from Carpet Couture features

What: The new collection is a series of customised carpets, rugs, and runners. The collection is inspired by the traditional Indian art of weaving and is designed to be a living testament to the art.

What we think: The collection is a beautiful blend of traditional and modern design. The use of geometric patterns and bold colors is a refreshing take on the traditional Indian rug.

What we like: The collection is a beautiful blend of traditional and modern design. The use of geometric patterns and bold colors is a refreshing take on the traditional Indian rug.

Walk over these designs

Carpet Couture's new collection is a beautiful blend of traditional and modern design. The use of geometric patterns and bold colors is a refreshing take on the traditional Indian rug.

The collection is a beautiful blend of traditional and modern design. The use of geometric patterns and bold colors is a refreshing take on the traditional Indian rug.

hindustan times

htlive

An early taste

These entrepreneurs changed their tack after a sound education and have not regretted their decision so far

What we think: The collection is a beautiful blend of traditional and modern design. The use of geometric patterns and bold colors is a refreshing take on the traditional Indian rug.

What we like: The collection is a beautiful blend of traditional and modern design. The use of geometric patterns and bold colors is a refreshing take on the traditional Indian rug.

Floored by the Mughals

Carpet Couture's new collection is a beautiful blend of traditional and modern design. The use of geometric patterns and bold colors is a refreshing take on the traditional Indian rug.

The collection is a beautiful blend of traditional and modern design. The use of geometric patterns and bold colors is a refreshing take on the traditional Indian rug.

Twinkle toes

Sink your feet into lush carpets that dazzle with a hint of Swarovski crystals and zardosi pieces. Handmade rugs and carpets from Carpet Couture by Rashi are hot buys for the winter season. (Lado Sarai, New Delhi)

Carpet Couture's festive collection pays tribute to the sensual and sumptuous lines of a lounge collection. The various pieces are designed for different spaces in various colours, fabrics, embellishments and much more. The rugs are handmade and carpets are created out of fabrics that are opulent, with New Zealand wool, kela silk, malai dori, damru dori, viscose and chenille. The colour palette is wide and ranges from rich hues to pastel shades. For details call 011 41677730 or visit www.carpetcouture.com

13.

Carpet Care and Maintenance

We recommend that you follow this maintenance guideline section to protect your carpet.

- **REGULAR VACUUMING** : Ideally, vacuum all the floor coverings a minimum of once a week, and the high-traffic areas more often, based on the usage. Alternatively you can use a colorless cotton cloth to clean the carpet as well.



- **DEEP CLEANING** : Weekly vacuuming is the most important cleaning activity, but restorative cleaning must be performed to remove stubborn or embedded soil.
- **LOOSE THREADS** : Do not pull out any loose threads. Use scissors to cut them.
- **STORAGE** : Roll the carpet for storage, do not fold.

- **STAINS & SPILLS** : Use liquid detergent with water to clean the stains. Dip a white clean cotton cloth and wipe off the stains. Attend to stains immediately and avoid leaving them overnight.
- **SHREDDING** : Since this is a handmade carpet made out of natural fiber, light shredding is natural. If there is excessive shredding use vacuum cleaner over the entire area of the carpet.



Warranty

We warranty that our carpets will be free from any material & manufacturing defect. Our warranty is to promptly correct defects apparent within warranty period including damage to adjacent surface damaged by correction.

WARRANTY LIMITATION

- Moisture
- Improper installation
- Shading or pile pressure
- Use of topical treatments
- Abnormal Wear or Accidents
- Subsequent changes in carpet color



The following, in our opinion would constitute ‘defects apparent within warranty period’:

- Edge unravel
- Abrasive wear
- Extensive Color fading
- Delimitation of any degree, whether in backing or surface
- Shrinkage and opening of seams
- Buckling and rippling

This warranty shall apply only to carpet maintained & installed in accordance with industry guidelines only.



CONTACT DETAILS

Design Studio & Marketing Office
CARPET COUTURE
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110030, India

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