



## Overview

Sethi Handicrafts Pvt. Ltd. is a leading exporter of Christmas Ornaments, Accessories and Home Furnishings based in India. Established in late 1970s by Mr. Vijay Sethi, today Sethi Handicrafts is a well established name in the sector of handicrafts export from India. Mr. Sethi started producing handicrafts in late 1970s. The Indian Handicraft market had lots of potential to grow at that time. Mr. Vijay Sethi felt that if carefully nurtured this section of the Indian economy can grow phenomenally and hence Sethi Handicrafts was born.

The mission of Sethi Handicrafts is to provide its customers with maximum possible satisfaction. Our business practices are based on six pillars which are utmost customer satisfaction, wide variety of products for customers to choose from, best quality, least prices, on-time delivery and employee growth & satisfaction. The basic idea is to provide maximum possible benefits to our customers at the best possible cost.

In 2016, Sethi Handicrafts was given its current form of Sethi Handicrafts Pvt. Ltd.. Over the past few decades we have been supplying high quality handicraft goods to a large number of importers and retailers around the world. We have a huge list of highly satisfied customers in all of the 6 continents of the world, United States of America, United Kingdom & Germany to name a few. A production network spread throughout the country, today the firm directly and indirectly provides a livelihood to thousands of families in India.

With a speciality in handcrafted goods, Sethi Handicrafts Pvt. Ltd. has a large variety of products to offer to its customers. These can be divided into three major categories; Home Furnishing, Christmas Decorations and Accessories. The

wide portfolio of goods offered to the customers makes our firm a one-point solution for all the handicraft needs.

The ethos of our firm gives a special place to our employees. These internal stakeholders are a major pillar on which our firm stands. We believe that they should have a say in the decisions that are related to them and their opinion is sought for every time such a decision is taken. Constant feedback is obtained from them. We give special attention to their health, social life, monetary stability & growth. We make efforts to provide them with safe working conditions, ensure that they work for a specified number of hours and are given fair salaries and remunerations.

The force that drives us at Sethi Handicrafts is the values that our founders & directors have instilled in each and every person associated with the firm. We believe that each and every stake holder of our organisation, be it our employees or our clients, should reap the maximum possible benefits from our operations. We try to maintain as much transparency in our operations as possible to ensure that all our stake-holders, both internal and external, get easy and real time access to accurate information that might be crucial to them. All the operations of our organization are carried out locally to ensure that the society as whole benefits from our operations. **Infrastructure**

Sethi Handicrafts Pvt. Ltd. has its head office located in the heart of the national capital, Delhi. Our factory is situated in the highly developed industrial area, Greater Noida. Well connected by expressways and National Highways (NH24) our unit houses adequate manpower to cater to bulk requirements of the market. The proximity to Inland Container Depots makes our factory location an ideal place to set up unit.



## **Audits and Practices**

Our current facility is socially compliant and has been audited for BSCI Amfori. Our unit is equipped with necessary fire & health safety equipment and provides good and healthy working conditions to our employees and worker. We provide

our workers with time to time trainings to ensure that highest awareness levels



amongst our employees and workers. **ISO Certifications**

Our facility is certified with ISO 9001:2015 for quality management systems and ISO 14001:2015 for environmental management systems, underscoring our commitment to quality standards and environmental responsibility.

## **Products**

Divided into three major categories; Home Furnishing, Christmas Decorations and Accessories; the wide portfolio of goods offered to the customers makes our firm a one-point solution for all the handicraft needs. The idea was to offer maximum possible product lines and maximum possible designs under one roof of a name they trust.

Over and over the year's product lines have been added to our portfolio because we believe that growth is a continuous process and this shall continue to happen in the future.

Products exported by the firm can be subdivided in to the following categories:-

### **Home Furnishings & Tableware**

1. Placemats (Chargers)
2. Centerpieces (Runners)
3. Napkin Rings
4. Coasters
5. Table Runners
6. Table Cover
7. Napkins
8. Cushion Covers
9. Curtains
10. Decorative Fabrics

### **Festive Decorations**

1. Embroidered Christmas Ornaments.

2. Beaded Ornaments
3. Felt Ornaments
4. Wooden Ornaments
5. Decorative T-Lights & Snowflakes
6. Seasonal/festive ornaments for Easter, Valentine's Day, St. Patrick's Day, Halloween, etc.
7. Decorations for weddings
8. Decorations for shop & window display items
9. Angel Hair
10. Ribbons
11. Tassels
12. Tiebacks
13. Potpourri
14. Pouches

## Charitable Associations

Our company has worked in close coordination with many international Charitable organisations with the view to give the society our share of support. Under a Special Society Program our Director took the call to provide high quality goods to several Charitable Organisations on breakeven, and the margins of our company and these Charitable organisations together were donated to charity.

1. Prince's Trust (Prince of Wales)
2. Oxfam (Oxford Committee for Famine Relief)

## Company Details

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