



Poornima HANDICRAFTS

A RECOGNISED STAR EXPORT HOUSE
JAIPUR (RAJASTHAN) INDIA



Factory Name : POORNIMA HANDICRAFTS PVT LTD

Factory Location : JAIPUR, (RAJASTHAN)

Audit Status : SEDEX CERTIFIED, BSCI, OCS 100, OCS BLEND, OEKOTEX (A/FOR)

Product Category : FABRICS, BED LINEN, TABLE LINEN, PILLOWS ETC.

Annual Turnover : USD 5.5 MILLION

Strength : ALL IN HOUSE PRODUCTION

FACTORY /PRODUCT IMAGES :-



BRAND ESSENCE

ESTD. 1974



Poornima Handicrafts Pvt. Ltd. stands at the confluence of tradition, legacy and modernity.

With over 45 years of legacy and traditional expertise in hand block printed home furnishings, Poornima Handicrafts is a profound name in the country.

Pachouli Jaipur is a domestic retail brand under the umbrella of Poornima Handicrafts, located in the heart of Pink City Jaipur.

Modern.
Timeless
Aesthetics.

About Us

Poornima Handicrafts was started in **1974** in **Jaipur**, (on the auspicious day of Sharad Poornima), catering to various product categories such as **Bed Linen, Table Linen, Apparel, Soft Furnishings** and more.

With **Annual Turnover** of **US\$ 5.5 Million**, Poornima's state of the art facilities include - extensive **hand block printing** units, **screen printing** and **digital printing**.

Skilled artisans have been a part of Poornima's family over the decades, passing on the knowledge of traditional textiles to the next generations.



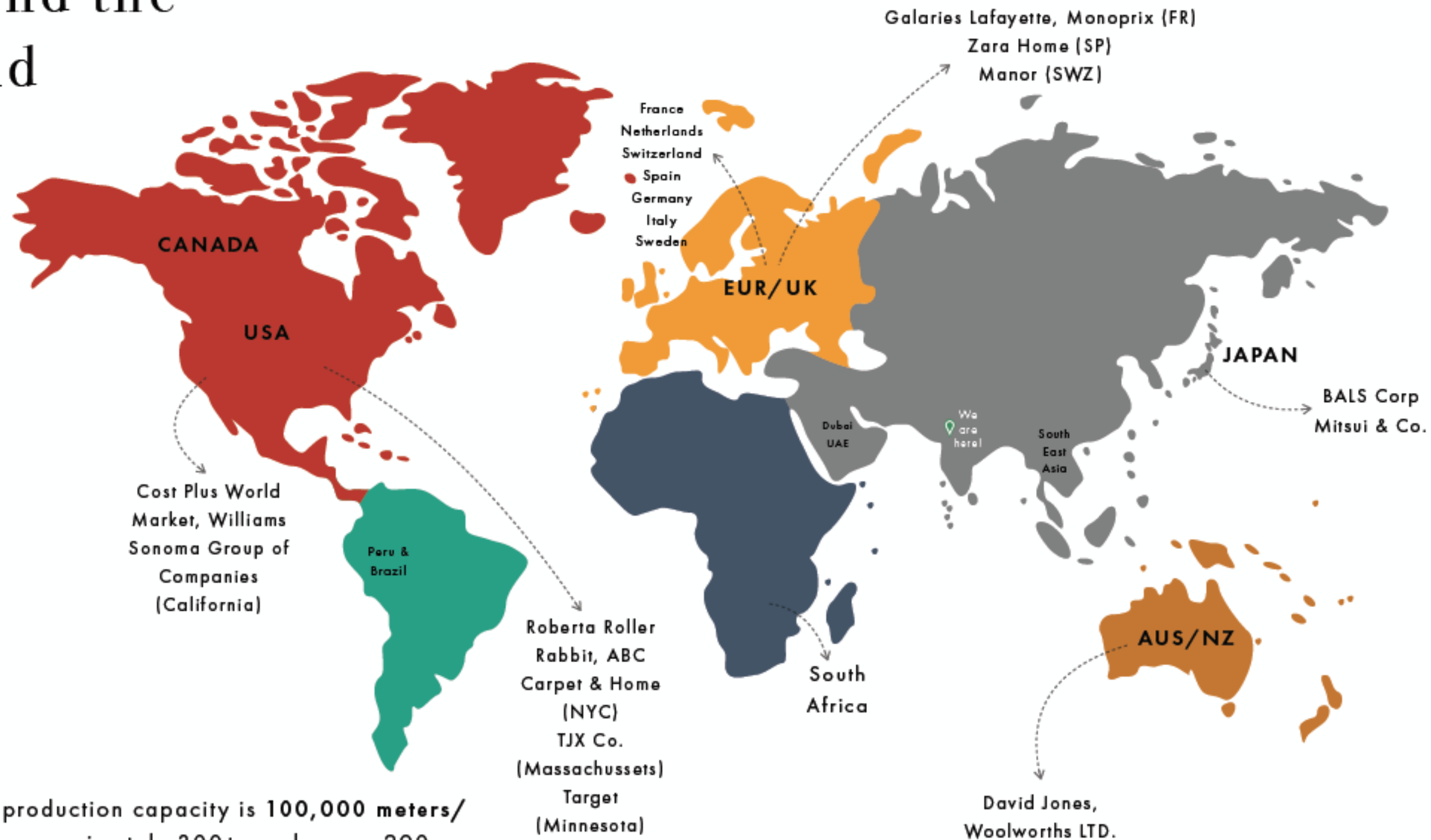
Brand Offerings



Poornima Handicrafts have, over the years, showcased the ability to design, manufacture and deliver a vast category of merchandise, with their expertise in bed linen, table linen, apparel for men, women and children, and other soft furnishing items such as cushions and decorative accessories. Hand-quilted Razai is a traditional specialty of Jaipur; Poornima Handicrafts specialises in printed and white-on-white quilts along with other bedding items.

Home
Apparel
& More

Clients Around the World



Poornima's production capacity is 100,000 meters/week. With approximately 300+ employees, 200 machines and state-of-the-art equipment, we are able to cater to our overseas buyers, effectively exceeding their expectations & meeting consignment deadlines with utmost quality assurance.

The Upholders of Our Legacy

the smiling faces of Poornima



At Poornima Handicrafts, we take utmost pride in our employees and skilled workforce. We have seen them grow with us as a company, passing onto the knowledge from one generation to the next. Some have been with us for over 20 years. They are truly the upholders of our legacy.



Our Facilities

Our state-of-the-art facilities have significantly expanded over the past 5 decades.

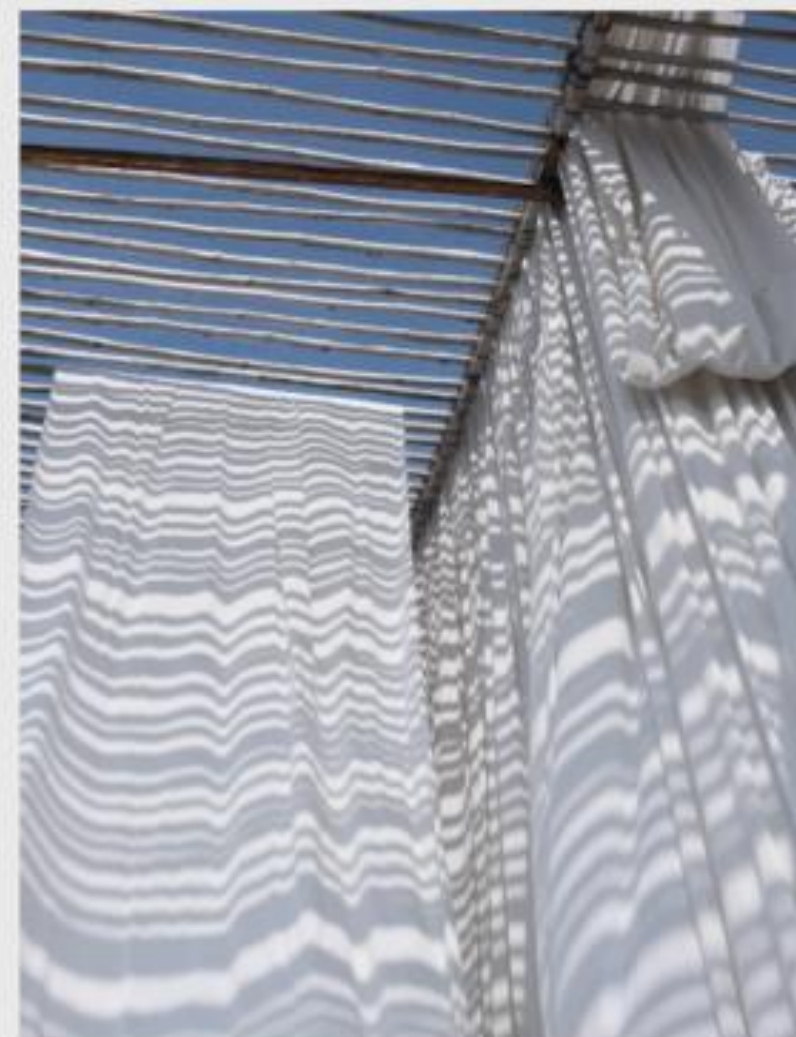
Poornima started with a 500 sq.ft. space in 1974, at a small storefront in Tripolia Bazaar, a private entrance to the Jaipur City Palace.

Within the next decade or so, our space increased to 4000 sq.ft.

Today, Poornima's total facilities are over 1.5 lakh sq. ft. since 2014 at the Sitapura location.



Rotary dyeing allows yards of grey fabric to be dyed uniformly in desired colours before they proceed for printing. This process is sustainably articulated for the water and dye to be circulated through the fabric and squeezed out by centrifugal force.



The above tall structure made of bamboo allows yards of washed and/or dyed fabric to be hung in broad daylight for drying before being rolled into a "thaan" for further printing processes.



Our expert designers work a few seasons in advance, undergoing thorough research and intense brainstorming to suit individual client's needs and product specifications. All latest softwares and technologies are used.



Our printing blocks are designed by our in-house designers and expertly carved by our artisans. Block carving takes 7 to 8 days. Some of these patterns have been in the company for generations.



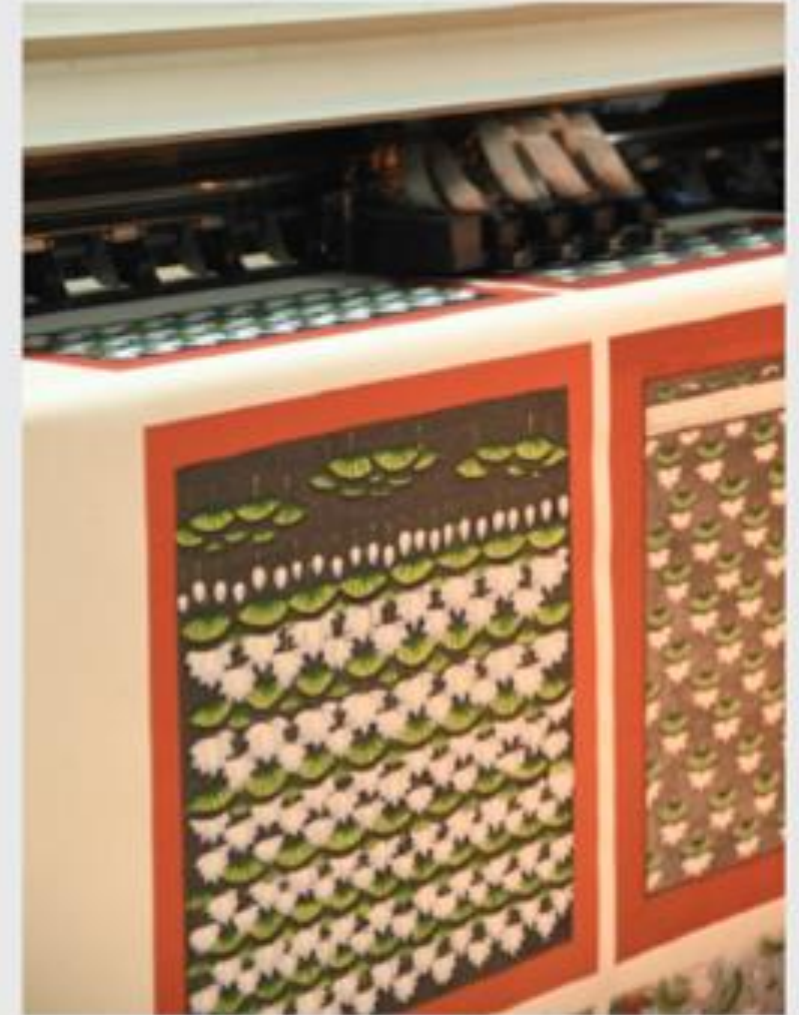
Hand block printing is over 2000 years old. Artisans work layer by layer, slowly building the design. Over time, the artisans have learned to speed up the process, making it viable while at the same time preserving the traditional aspect of it.



Screen Printing using screens is a prevalent method for mass production, especially in home furnishings. It has significantly reduced production lead times and the final products are identical in colour, print & design.



The advantage of screen printing is that they are easily washable and can be reused once they dry. Even the most intricate of designs can be achieved through screen printing.



Digital printing was introduced at Poornima in 2008. Since then, digital printing has been on a rising curve, especially in the APAC region, allowing extensively detailed prints to be achieved on a variety of fabrics.



Poornima's workforce comprises of skilled women with an eye for detail and precision. The factory is equipped with industry standard equipments and the workers work in a well-lit, well-ventilated area.



Manual Q & A by experienced and skilled women who have been trained to look out for print, colour, design, stitching details and errors, thereby making ensuring quality checks remain completely hands-on.



Packing consignments are also thoroughly supervised, double checked for frayed threads and tagged according to individual buyers before packing them in carton boxes.

----- Hand Block Printed Luxuries




Our main facility in Sitapura Industrial Area has a complete showroom that features our merchandise bandwidth along with our design aesthetics that can be moulded and catered to all categories of buyers in the home segment.



By Poornima Handicrafts
Exporters since 1974

where heritage meets the modern world

Pachouli is the domestic sub-brand of **Poornima Handicrafts**, founded in 2016. The flagship store is located in the heart of Walled City of Jaipur and stands for earthy, royal luxury, its aesthetics synonymous with the scented shrub it is named after.

A photograph showing two men on a rooftop in India, washing large white fabrics. The man on the left is wearing a striped sweater and dark pants, while the man on the right is wearing a plaid shirt and jeans. They are both pulling on the edges of a large white sheet that is draped over the roof. The background shows a clear blue sky and some wooden scaffolding. The text "From the ocean, comes the salt" is overlaid on the image.

“From the ocean,
comes the salt”

How Pachouli Came to Being:

Bringing together the passion for home furnishings and apparel with traditional printing expertise from its parent company, Pachouli aims to deliver the same promise in the domestic market.

Brand Offerings



By Peernima Handicrafts
Exporters since 1974



Pachouli has a wide range of products, in the finest of fabrics such as pure linen and organic cotton, for the locals as well as the tourists, both national and international.

The store offers home textiles, apparel for women, men and children, table linen, etc. designed with utmost care and passion along with accessories like stoles, scarves, pocket squares, tote bags, vanity kits, brass-silver jewellery and scents.

Home Textiles Apparel & Accessories



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JAIPUR (RAJASTHAN) INDIA



By Poornima Handicrafts
Exporters since 1974

Corporate Office/Flagship Store:

91-92, M G D Market, Tripolia Bazaar, Jaipur - 302004 (Rajasthan)

Phone: +91-141-2311966, 2315379

Mobile: +91-70230 01882

Email: info@poornimahandicrafts.com

pachouli@pachouli.co.in

Production HQ/Factory Works:

F-118-120, EPIP, Garment Zone, Sitapura Industrial Area, Jaipur -
302022 (Rajasthan)

Phone: +91-141-2770154

Mobile: +91-87400 63000

Email: mohit@poornimahandicrafts.com

Delhi NCR Office:

S-382, Second Floor, Panchsheel Park South, New Delhi - 110017

Phone: +91-141-6017366

