

KARUPANNYA RANGPUR LTD.

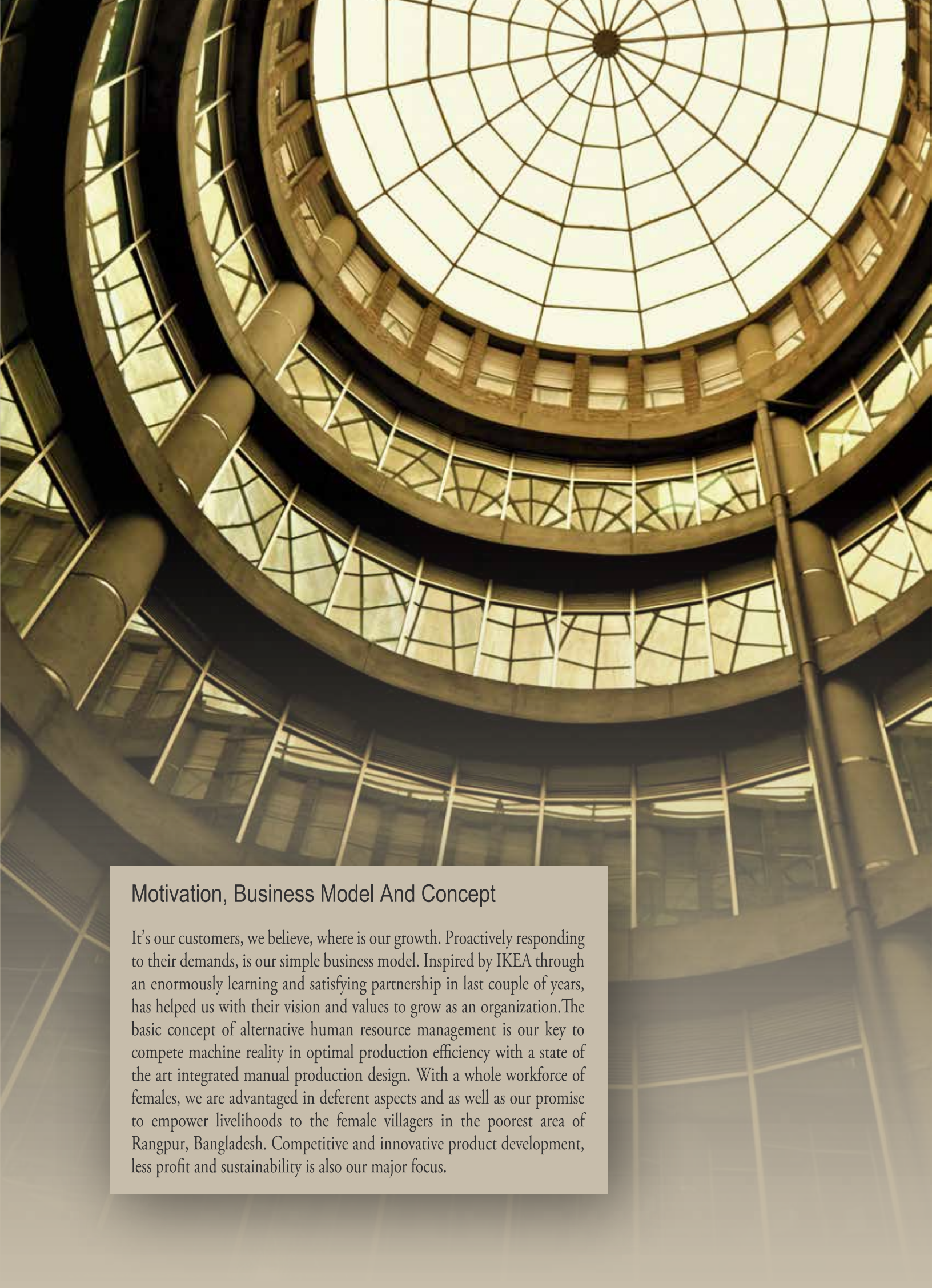


An integrated hand-woven rug manufacturing facility welcomes you to meet quality, cost saving and socio-environmental demands



**EXCELLENCE IN HUMANSHIP**





## Motivation, Business Model And Concept

It's our customers, we believe, where is our growth. Proactively responding to their demands, is our simple business model. Inspired by IKEA through an enormously learning and satisfying partnership in last couple of years, has helped us with their vision and values to grow as an organization. The basic concept of alternative human resource management is our key to compete machine reality in optimal production efficiency with a state of the art integrated manual production design. With a whole workforce of females, we are advantaged in deferent aspects and as well as our promise to empower livelihoods to the female villagers in the poorest area of Rangpur, Bangladesh. Competitive and innovative product development, less profit and sustainability is also our major focus.



## Competence

With the geographical advantage, as Rangpur has 200 years of heritage in producing traditional rugs named Satranji, we are the pioneer in hand woven rug business locally and currently the largest exporter from Bangladesh. We revived this sector after a long discontinuity in 1991. Availability of raw materials and unemployed manpower, especially women, is the basis of our competence. Our unique HRM prevails the manual production forces to be sound and sincere to meet all square target- quality, on time delivery, cost effectiveness, production process efficiency, and social responsibility. Besides, a scientific design of our working condition in terms of friendliness and distinctive functionality for handmade rug production with the help of natural advantages is our unique feature. Our Main initiative lies in transforming raw material with the help of R&D and related technology into a proper workable material for global rugs. With proper design, weave construction and S&E compliances making world standard rug in a planned composite environment is our key objectives and drivers where cost reducing with optimum quality is our key input parameters. Our focus on business investments and R&D has grown steadily with confidence as we are investing continuously into our business to enhance our capacity.







## Business Strategy

We a team with 6000 pair of hands work hard with a vision of eliminating poverty and unemployment. We want to establish trade relations with the global companies whose vision is to work with quality products at the same time insuring better tomorrow for the weavers.







## Social & Environmental issues

One of our most important concern is about environment and social development. Our factories are designed such that ultimate efficiency can be harvested by the use of least electricity and fuel. As we collect the raw materials from the nearby areas we don't need to burn much fuel. We have burnt down carbon emission in our factories forever.

Our region, Rangpur is the most unprivileged area in the 3rd world country Bangladesh. Our main concern is to empower the women of this region, while ensuring this we have made sure soul pleasing working environment. And have arranged day care center for their kids for tensionless and happy working of our weavers

**Our unique HRM  
initiated  
developing a  
working relation  
as team and as a  
team we practice  
professional  
management  
system and  
attitude to  
respond towards  
emerging  
challenges of  
future global  
market with the  
touch of human  
pleasure**





Sisal Taidye Rug



Denim Rug



Jute Taidye Rug







Jute Boucle Rug



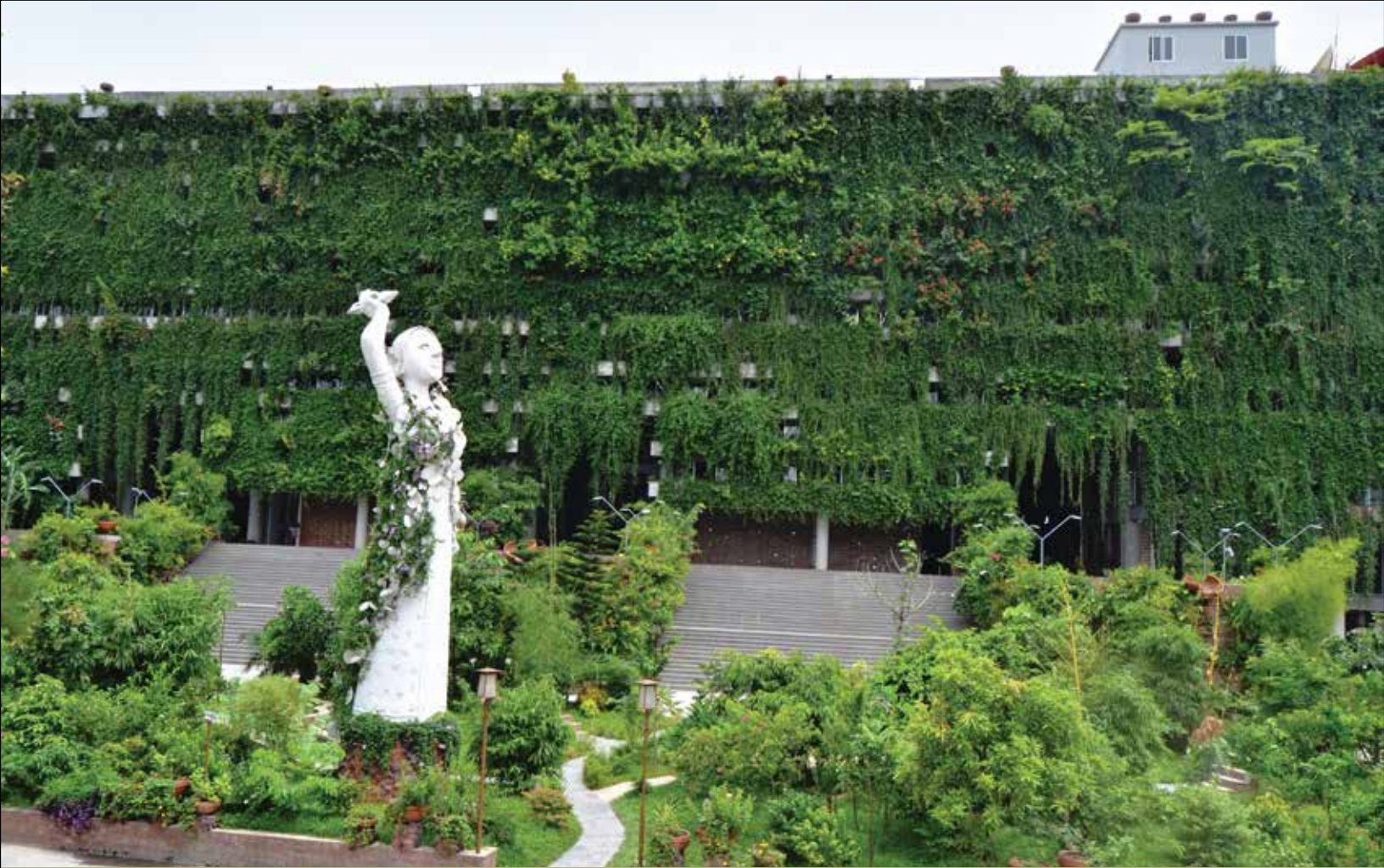
Sea Grass (Hogla) Rug



Grass Rug







Company Name-	Karupannya Rangpur Ltd.
Company Ownership-	Private Limited Company
Contact Person-	Siddhartha Lahiri, Sayed Anwar Habib
Establish Year-	1991
Number of Factories-	5 Factory
Number of Employes-	6000
Raw Matrial-	Jute, Textile Waste Fabric, Waste Cotton, Coir, Sisal, Grass
Production Prosses-	Hand Spinning, Dyeing, Weaving, Backcoating
Main Market-	Europe, Asia, North America
Certification-	BS OHSAS 18001:2007   
Achivement-	National Export Trophy Gold from Government of Bangladesh for best export performance since 2009 to till now



## KARUPANNYA RANGPUR LTD.

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