



# Rugs of India

THE BEAUTY IS IN THE WEAVE



*I*nfinately wide range of hand-made rugs & carpets reflect exquisite crafts and cultural richness of Indian civilization over centuries. India consistently remain the world's largest exporter of hand-made carpets, with highest share in the global market.

Ever since the art of carpet weaving was introduced in Kashmir in the 15th century, India's carpet weaving skills have been widely acknowledged the world over. Today, hand weaving of carpets in India is a thriving cottage industry, employing over 2 million people. Passed on from generation to generation in traditional carpet weaving families, the occupation is today firmly rooted in Varanasi, Bhadohi, Mirzapur, Gopiganj & Sitapur. Other leading carpet weaving centres are Agra in UP; Srinagar in Kashmir, Jaipur and Bikaner in Rajasthan; Panipat in Haryana and Gwalior in Madhya Pradesh.

Hand-made rugs from India are woven in different varieties, which are inspired by cultures, lifestyles and creative skills of various countries, eras and civilizations. They enjoy an increasing demand amongst discerning buyer across the globe.

Carpet Export Promotion Council (CEPC), plays a key role in connecting international buyers with Indian carpet exporters by creating varied sourcing opportunities in India and other countries. Rugs of India is a brand promoted by CEPC, which today stands synonym with Indian handmade carpets.

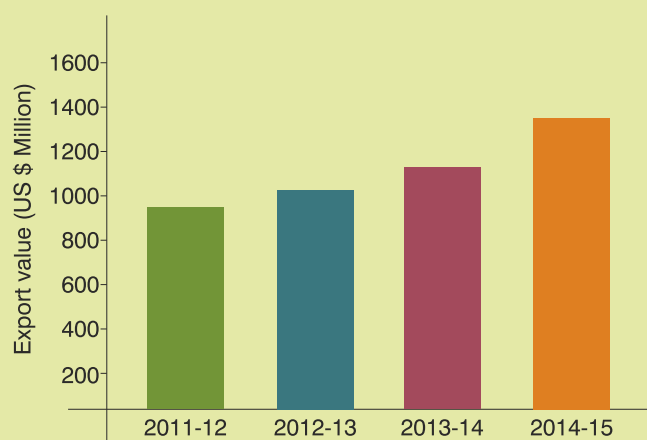
This feature sponsored by CEPC brings an overview of Indian carpet export scenario, key production centres and the latest innovations introduced by India in handmade carpets.

# India: A Global Leader in Handmade Carpet

India is today a clear leader in the international handmade carpet market. Even after a commanding share in global exports, the country managed to increase its exports consequently for

the fifth year in a row. In FY 2014-15 they grew by 17% over the last year. This clearly indicates the growing popularity of the country's handmade carpets worldwide.

## India's handmade carpets & floor coverings exports



## Key markets and potential

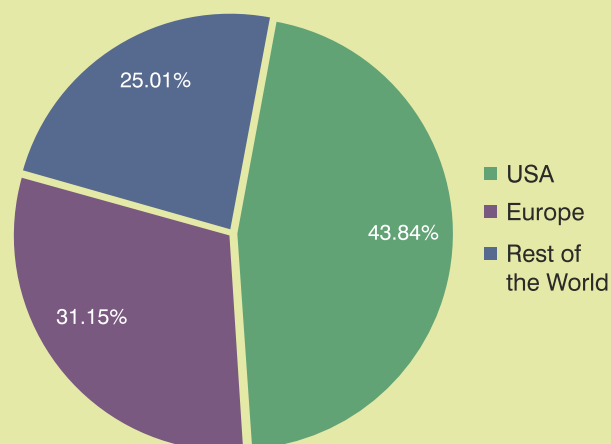
India exports rugs & carpets to over 70 countries, including USA, Germany, Canada, U.K., Australia, South Africa, France, Italy, Brazil...and of late China.

USA with 43.84% share followed by Europe with 31.15% share (Germany, UK, France being leading importers) are traditionally the biggest and established markets for Indian carpets. Europe however, seems to be stagnant today, with no sign of revival in demand, forcing exporters to find new markets. Scandinavian Countries have an unexplored potential to be tapped. CEPC has also identified some thrust countries for this purpose.

Despite holding the biggest share in Indian carpet exports, USA still promises some growth. It is a

dynamic market where economy is doing well. American consumers simply love handmade Indian rugs. Latin American countries like Brazil,

## Major markets for India's carpet exports



Chile, Argentina and Colombia have a large unexplored potential. Brazil in particular has large population and good demand, but the import



duties need to become more rational.

Popularity of handmade carpets is also becoming stronger in South-East and Far-East Asia. Countries like Malaysia, Singapore, Indonesia and Korea have potential that needs to be explored.

Malaysia itself is becoming a trading hub for South-East Asian Countries. China, Taiwan, and Hong Kong have already emerged as attractive markets, where more aggressive marketing will certainly yield results.

# Key varieties

## Indo Persian



Originating from Iran, Persian rugs and carpets are woven in India since 16th Century. These carpets are usually hand knotted and use a number of motifs in their design structure. Their design source is primarily flowers, plants, culture, folklore and royal lifestyles. Weaving Persian carpets is a complex laborious process. A single carpet can take from a few weeks up to a year to complete, depending on the design, fineness of knots, quality and size. Major production centres for Persian rugs in India are carpet districts around Varanasi including Bhadohi-Mirzapur-Gopiganj. Other centres include Shahjahanpur, Jaipur and Agra.

Indian silk carpets are highly valued among the world's most discerning carpet buyers and weavers alike. Also very often referred to as Kashmiri carpets, these pure silk rugs have their original style with respect to color, quality, design and durability. These exquisite creations are hand-knotted on warp threads, one at a time, in accordance to a strict code of colors; in the order of their appearance in the pattern.

Silk carpets are very rich, traditional, aristocratic, and yet highly refined in terms of designs.

More the number of knots per square inch, greater is their value and durability. Known to last for generations, they hold their value or even appreciate over time.

They are uniquely produced all over Kashmir in India.

## Silk





## Wool & Silk

In these exotic rugs a combination of silk and wool is used to create magnificent designs. They are popular amongst discerning buyers as they are richer than wool and more cost efficient than pure silk rugs. In Silk Flower carpets, silk is used to accentuate the floral designs in the pile while the base is woven with woollen yarn. Silk Flower carpets are also considered to be modern versions of Persian carpets and promise a combination of affordability and aesthetic appeal. Regions where these carpets are made in India are Jaipur and Agra.

## Hand tufted



Hand tufting is the most common method of manufacturing rugs & carpets today for reasons of design, speed and cost. Created with use of hand-held tufting tools, hand tufted carpets have reputation for being sturdy and wearing well over period of time. Several popular styles of these rugs make use of comfortable pile created by tufting process. Base material use to produce tufted rugs is a pre-woven cloth, usually canvas that provides a strong base and makes them much more economical than hand-knotted carpets. Major centres for tufted carpet production in India are Panipat and Bhadohi.

# Ziegler



Ziegler is a unique variety of carpet with historic North West Frontier influence. These unique hand-knotted rugs and carpets are woven from hand spun gazani wool yarn, most often in traditional floral designs. Low pile nearing zero and uneven surface are unique design characteristics of these carpets. They blend well with contemporary decors. Ziegler rugs are most often woven in traditional colours like beige, red, rust and brown, but of late more subdued western are also used to meet the taste of modern urban consumers. In India these rugs are exclusively produced in Agra, the city of Taj Mahal.

With their increasing concern for environment and conserving natural resources, consumers all over the world are showing increasing preference for products made through recycling of raw materials, waste, used and discarded products. From fabric, yarn and fiber waste of textiles to used garments, worn out tyres and tubes... a number of such materials are used in India in a highly creative manner to produce rugs, carpets, durries, poofs and floor cushions. "Chindi" rugs from India in this category have been world famous for decades.



# Recycled

# Contemporary



Indian carpet weavers have been constantly evolving their design and weaving skills to suit the taste and lifestyle of contemporary consumers.

Today they weave a variety of abstract designs, graffiti, geometric designs, portraits to designs inspired from information technology, contemporary fashion statements like washed denim, worn out look and muted pastels and florals in wool, viscose, cotton, silk, jute, coir, polypropylene and their blends.



The origin of Kilim rugs has been traced as far back as the fourth millennium BC. Kilims are produced by tightly interweaving the warp and weft strands of the weave to create a flat surface with no pile. Most kilim weaves are "weft-facing", i.e., the horizontal weft strands are pulled tightly downward so that they hide the vertical warp strands. Made from wool or cotton, Kilims have become increasingly collectible in recent years, with quality pieces commanding high prices. These rugs are mostly used for home decor or as prayer rugs. In India they are prominently produced in Mirzapur, Rajasthan and Panipat.

Kilim

# Major Centres

**Bhadohi:** This belt produces the maximum number of carpets in India. Its carpets, in various knots and counts, are famous for their varied range and designs. This belt specialises in Woollen hand knotted Persian design, Indo Nepal, Shaggy, tufted, loom knotted, Tibetan carpets, durries and other types of natural floor coverings. The carpet producing areas are spread over 1000 sq. kilometres and comprise of many villages and districts in and around Bhadohi.



**Agra:** Agra is one of the earliest carpet producing centres in India. The weavers here produce Persian, Turkman and Aubussan varieties of carpets.



**Panipat:** Panipat is famed for the production of Durries, Tufted Carpets and a wide range of floor coverings including Shaggy Rugs.



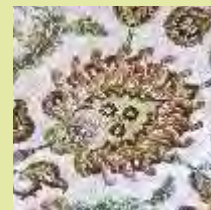
**Mirzapur:** Besides producing regular Hand-knotted and Hand-tufted Carpets in wool, this belt specialises in manufacturing Woollen Durries, Kilims and Loom Carpets.



**Other Major Centres:** Some other important centres that produce their own unique range are: Gwalior is known for Viscose-based Rugs, Kerala produces a wide variety of floor coverings with Coir, Coir Jute and their blends with Rubber and Cotton. West Bengal has the largest production of jute in the world offers unique Floor coverings, Durries and Kilims made in Jute and Jute/Cotton blends.



**Kashmir:** The carpets made here are known for their typically imbued character and skilled craftsmanship. Pure Silk Carpets made in this region are highly regarded as collectors' item and are matchless in design and craftsmanship. These carpets are woven with 324-900 knots per square inch and even more and are generally inspired by Persian designs.



**Jaipur:** The carpet industry in this belt is well known. Soft back and Hard back Carpets are high sellers and Jaipur is also known for Wool/Silk flower carpets and handspun knotted carpets.



## Major Carpet Producing Centres in India

Uttar Pradesh	Bhadohi, Mirzapur, Varanasi, Agra, Sonbhadra, Saharanpur, Sahajanpur, Jaunpur Aurai, Gopiganj, Ghosla, Khamaria, etc;
Jammu & Kashmir	Baramullah, Pandipura, Leh, Anantnag, Badgam, Pulwama, Kupwara, Srinagar & Jammu;
Rajasthan	Jaipur, Tonk, Bikaner etc;
Haryana	Panipat, Sonapat;
Himachal Pradesh	Dharamshala;
Gujarat	Baruch;
Andhra Pradesh	Eluru, Warrangal;
Orissa	Puri, Khurda, Nayagarh, Cuttack, Jagatsinghpur, Dhenkanal;
Punjab	Amritsar;
Madhya Pradesh	Gwalior;
Bihar	Danapur, Madhubani, Obra;
Karnataka	Bangalore;
Pondicherry	Pondicherry;



# Skill Development Programme

Training people to develop specialized skills is an important initiative by Government of India, under its new Skill Development Programme. Under this programme, CEPC, on behalf of the Indian carpet industry, has undertaken a highly focussed carpet skill development and training programme.

CEPC trains women artisans in Jayapur village and its surrounding areas for carpet weaving. Apart from providing a free trainer, necessary training infrastructure and required raw material, every trainee also gets a monthly stipend from CEPC. Trained weavers are then linked with major carpet export houses, who provide them weaving



assignments on job work basis. These women take yarn home and weave at home in their spare time, thus adding to their incomes. This initiative is helping the industry make-up, at least partially, for the shortage of skilled weavers, which has been its major worry in recent years.

CEPC as on 31st Dec, 2015 opened 121 Carpet Weaving Training Centres in towns like Jayapur, Bhadohi & Mirzapur, where 1452 artisans, especially women, are being imparted training. This will be an ongoing process, which will create more employment opportunities and also economically empower the women of these areas.

Mr. Virender Singh, Member of Parliament from Bhadohi area while on a recent visit to assess the progress of these Training Centres expressed

pleasure over the immense progress. He hoped that these efforts will help in increasing availability of skilled carpet weavers to the industry.

Under the “Sab Ka Saath Sab ka Vikas” initiative of Ministry of Textiles, Government of India,



CEPC also provides carpet weaving looms and work sheds to these trained artisans of first three batches of Jayapur Village, to make them self-sufficient entrepreneurs.

## CEPC Activities

From organizing India Carpet Expo (ICE) in Delhi and Varanasi every year to organizing group participation in Indian and international trade shows; organizing seminars; undertaking market studies; creating new opportunities in Indian domestic Market and facilitating sourcing by wholesalers/retailers/international Buying Houses in India and Imparting carpet weaving training in Bhadohi - Mirzapur Mega Clusters, undertaking CSR projects like education, health, social welfare for carpet weavers and their families; CEPC plays pivotal role in industry and market development for Indian handmade carpet sector.

## Handmade Carpets India retains global leadership

India has an unchallenged global leadership in handmade carpets with an impressive 38% share in world exports. Unique designs and skilful hand-knotting, hand tufting and hand weaving leave international consumers simply in an awe. No wonder India has managed to increase its exports for the fifth year in a row, despite sluggish market conditions. In FY 2014-15 India's handmade carpet exports went up by a healthy 17% over the last year.

Carpet Export Promotion Council (CEPC) has played a key role in establishing this lead over the last two decades through consistent efforts towards skill development, market promotions and fulfilling Corporate Social Responsibility. It regularly runs several projects towards education, health, social welfare and social infrastructure in clusters like Bhadohi, Mirzapur, Varanasi. CEPC also acts as a catalyst among international buyers, Indian exporters, Government and the carpet weavers.

Last year, handmade Carpets earned India foreign exchange worth USD 1.38 billion. Over 2 million rural artisans, including women, are employed by this sector.

Despite stiff competition from machine made carpets and other floor coverings like wooden flooring, vinyl, marbles, ceramic tiles and synthetic alternatives, Indian handmade rugs & carpets are preferred by discerning consumers for their cosy, warm feeling, unique textures, colours, designs and materials. Handmade carpets support sustainable, environment-friendly economic movement too.

India offers unique carpets and rugs in blends like cotton-jute, jute-wool silk-blends and other

combinations with wool and silk. Indian weavers are quick to respond to diverse design & product needs. That is why, despite severe competition, Indian handmade carpets continue to enjoy increasing demand worldwide.

In an exclusive interview with Mr. Kuldeep Raj Wattal, Chairman, Carpet Export Promotion Council reveals the latest international market scenario for Indian handmade carpets to Home Fashion Editor, Arun Roongta.



*Kuldeep Raj Wattal, Chairman, Carpet Export Promotion Council*

**HF:** *What is the current position of India's carpet exports?*

**KW:** In spite of many ups and down in international markets, 2015 was a steady year for us. Problems like migrants from Syria etc. have disturbed economic sentiments in Europe. Other regional economic and political problems too have adversely impacted our carpet exports. But demand in USA has picked up, increasing its share in our exports up to 43.84% from 35%. This set off the decline in European share, enabling us to maintain our export growth at 10-12%, which

considering the market conditions, must be considered healthy. During FY 2015-16, we shall meet the target of Rs. 10,000 crore, which is much higher than Rs. 8,441.95 crore in FY 2014-15.

Though demand for some of our regular items like shaggy, Indian carpet exports has slackened, we are doing better than our competitors. India has a highly diversified product range priced from USD 10 to USD 1,000 per square meter, which can all market segments- low, middle and high. With such varied price and product options, it is easier to sustain our export growth as some products are always in demand. This year, low-priced (USD 25-40 per square meter) products like hand-tufted carpets have done well.

**HF:** *How is Chinese market emerging?*

**KW:** Chinese are very fond of hand-knotted or handloom carpets, as they give real handmade feel. Wool and cotton handloom carpets have boosted our exports to China. The Chinese particularly admire Laurie Baft and geometrical designs. But they do not like carpets with backing which give a machine-made look.

With more aggressive marketing in China, demand for Indian carpets can grow bigger and faster. Despite big potential, very high import duty of 35% is hampering business in China. Indian Government needs to resolve this with its Chinese counterpart.

**HF:** *And what about Middle-East Asia?*

**KW:** Middle-East as a market has been stable. Demand is primarily for classic oriental and silk carpets. With Iran's production going down, India is becoming more popular here. It has both quantity and price advantage over Iran, leading to increased demand for fine Indian silk rugs. In value terms, this market has been stable, which under current conditions is a good achievement.

**HF:** *In 2015, which countries contributed to export growth?*

**KW:** Germany and USA continue to be the biggest markets for India. UK is important, but holds only 10th or 11th position.

I think China will acquire second or third position soon from its current 10th or 12th position. We have just started promoting Indian carpets in China.

Chinese people really like them. From just one trade fair participation, we are increasing to 6 or 7 trade shows in China. Response from the trade and consumers is tremendous, which is the first requirement to succeed in a large market like China. We need to create more awareness for which Government of India support is also required.

**HF:** *What kind of support?*

**KW:** Primarily in product promotion. For example, in organising exclusive Indian carpet shows in China, putting up promotional road shows to explain unique features of Indian carpets. These can be part of larger Indian cultural and country promotion activities in China. We need to showcase that Indian carpets are world-class products, with excellent price and value for money.

**HF:** *Where does India's share stand in world market?*

**KW:** It remains at 37-38%. We are optimistic to increase it further.

**HF:** *Do you see a major impact of the Middle-East crisis like Syria on India's carpet exports?*

**KW:** Crisis like wars and instability always cause a concern in any market and their impact definitely percolates down on the people. They start worrying about the basics and lose focus on luxury items like carpets. So, some impact would be there.

**HF:** *Are Far-Eastern countries like Korea, Taiwan, Thailand, Indonesia and Australia emerging as markets?*

**KW:** We have preferential trade agreements with most of them. For example we have CEPA with Korea and Japan. We are even allowed duty free export in some countries, yet their imports are not going up.

**HF:** *What about African and Latin American countries?*

**KW:** Latin America can be a big consumer of Indian carpets, but at 35-38%, import duties are very high, increasing the landed cost for buyers. If import duties become realistic, potential for export in these countries is good.

**HF:** *How much is the import duty in other countries?*

**KW:** It is much lower. 8% in Europe. About 6% to 8% in USA.

**HF:** *What about Turkey? It was emerging as a big*

# Domotex High Relevance for India

- Kuldeep Raj Wattal, Chairman, Carpet Export Promotion Council

Domotex in Hanover is the most important annual global trade show for rugs, carpets and floor covering industry, where designers, manufactures, importers, wholesalers and retailers from all over the world converge for their annual meeting and business discussions. From India's perspective, it is the largest exhibiting country at Domotex, which is well justified as it offers one of the most diverse range of handmade carpets in the world and commands the highest 38% share of the world market.

Domotex allows Indian carpet & floor covering manufacturers and exporters to not only interact and transact business with the buyers from all over the world, but also understand the latest market and product trends, upcoming fashion,



Rugs of India pavilion by CEPC at Domotex 2015

design and colour trends, new techniques, materials and technologies with current international perspective. In a way Domotex unfolds the next buying season for Indian exporters, while allowing our manufacturers to unveil their latest creations to the world simultaneously.

*market for the last few years?*

**KW:** Though Turkey was a big importer, its buying reduced suddenly as import duty on hand-knotted carpets was increased from 8% to an obnoxious 50%!

Today, import duty structure is a major hiccup in markets like Latin America, Turkey, China and Russia. This can be resolved only with Indian Government support

**HF:** Does India import carpets too?

**KW:** Only machine made carpets. But there is no competition between hand-made and machine made carpets as buyers are different for both.

**HF:** What is the share of handmade carpets in overall global carpet consumption?

**KW:** Only about 10-12%.

**HF:** Why such a low share?

**KW:** Because in the contract and projects markets mostly machine made carpets are popular. These segments are the major carpet buyers in the world. Handmade carpets are more the pieces of art and craft, which are asked by the discerning buyers. They are long lasting too!

**HF:** Are Indian manufacturers switching over to

*machine-made carpets as well?*

**KW:** Some of them are. But only to cater to the domestic demand. But for exports, there is no production of machine made carpets. As India doesn't have much production of machine made carpets, lot of cheap machine-made carpets are also being imported. But in the international market, India is clearly known for handmade carpets only. Those who desire hand-made ones, prefer to depend on Indian manufacturers, as Indian is amongst the best and cheapest in the world in this category. That is why we have such a large (38%) share of global handmade carpet market!

**HF:** But why can't we export machine made carpets too, in addition to the handmade ones, if the market for machine made ones is so large?

**KW:** At least for now it looks difficult for India for several reasons. First of all we have no cost or any other strategic advantage in this segment. For example, Turkey is one of the biggest exporter of machine-made carpets to Europe. It has duty free access in that market. Others' products will attract 8% import duty. Even countries like Iran buy big quantity from

Turkey. There again they enjoy favourable trade terms. We do not have raw material for machine made carpets, which we have to import from countries like Turkey. So on one hand we have to import raw material and on other hand face import duty on finished goods. Besides, distances to the markets are longer. How can we stand such a competitive scenario?



**HF:** *What about Belgium?*

**KW:** Belgium is today more or a producer for carpet making machinery rather than being a producer for machine-made carpets.

**HF:** *Where do you see the demand trend going for handmade carpets in the next one year, especially in terms of products and designs?*

**KW:** Abstract designs are a major trend. People have been buying oriental designs for quite some time and certainly seek a change now. In terms of materials wool and viscose blends and pure viscose will be preferred over pure wool. This is because the younger generation prefers the fashion elements like shine, resilience and strength of viscose. They do not want very long lasting, but bright, trendy and cheaper floor coverings, which they can change frequently. Popularity of polyester based, hand tufted shaggy carpets is being replaced in the last 2-3 years by wool-viscose items, which are popular in both hand-made and handloom categories.

In terms of pile and thickness, trend remain the same as before, but colours, designs and materials are in for a change.

**HF:** *What is the current situation with Kashmir, especially with its silk carpets?*

**KW:** Silk carpet production is quite stable. With neither a surplus nor a scarcity of goods, the

demand and supply situation for silk carpets in Kashmir is quite balanced. There is no disruption in regular production and hence the situation is healthy.


**HF:** *What is the status of the Training Programme for carpet weavers started by the Council recently?*

**KW:** CEPC took a very big initiative last year, beginning with Jayapura, which is from Prime Minister Narendra Modi's constituency. We started training local women of that village in carpet weaving in their own places. In due course, the training programme was further expanded to Bhadohi, Mirzapur and other areas under the Cluster Development Scheme of Ministry of Textiles, Government of India. By now we have successfully opened 121 Training Centres. Each batch trains 12 trainees, 70% of the trainees are women.

We are very happy that these trained workers are getting linked to the industry through CEPC immediately on completion of their training. The results so far are very encouraging. We have been able to create additional job opportunities for rural women on one hand and fill the gap of worker shortage for the industry to some extent.

Handmade carpets primarily work on either Oriental designs or abstract designs. Geometric designs are not so popular in handmade carpets. India has several large carpet weaving clusters with specialities of their own. This makes the country an excellent source for a diversified range of carpets.

Bhadohi-Mirzapur belt is the most important cluster, where the entire economy revolves around carpet weaving. Looking at the size and importance of carpet weaving in these centres, they have been given special status under Government of India's Cluster Development Scheme.

Panipat is another major producer of floor coverings today. It has grown from Rs. 300 crore to Rs. 3,000 crore, which is a significant jump in a few years. Panipat makes all kinds of carpets and floor coverings, but is especially very good with hand tufted carpets and bath mats. I would rank it as second most important carpet centre in India after Bhadohi-Mirzapur belt near Varanasi. Jaipur is the third important production centre, followed by Kashmir and Agra. 

## India Carpet Expo

# Positive Trends for Indian Handmade Carpets

India Carpet Expo 2015 (ICE), the 30th edition of this bi-annual trade show, and 11th in Varanasi since 2006: once again brought together several small, medium and large handmade carpet exporters from all over India. Carpet weavers from Bhadohi, Mirzapur were under high focus. From just 103 exhibitors in the beginning, their number



1. At India Carpet Expo, Chief Guest Dr. S. K. Panda, (4th from left), Mr. Alok Kumar, (on his left) Mr. J.K. Dadoo, AS&FA, (3rd from right) Mr. K. R. Wattal and COA members.

increased to 303 in this edition, making it the biggest participation ever. About 345 international buyers from around 50 countries cutting across all continents visited this edition of ICE. Besides, over 276 buyers' representatives and buying offices from India were also present for sourcing. Brisk business activities over 4 days proved high success of ICE as one of the most important handmade rugs & carpets trade shows in Asia, It also reconfirmed India's leadership status in international carpet market.

Organized by Carpet Export Promotion Council (CEPC) with support from Government of India, ICE resulted in a direct business worth about Rs. 350 Crore. A large future potential was also generated according to CEPC.

Inaugurating the trade show, Dr. Sanjay Kumar Panda, Secretary, Ministry of Textiles, Government of India, said, "India Carpet Expo has evolved into a large, comprehensive and trend setting event for International carpet buyers. Innovations launched here will become benchmark for carpet trends globally." Mr. Virender Singh, MP, Bhadohi area found ICE impressive. He hoped that the industry will further contribute to India's overall exports and generate employment in rural India.

"ICE at Varanasi enables India's small and medium carpet exporters, especially from Varanasi, Bhadohi, Mirzapur belt, to showcase their latest range to overseas buyers," said Kuldeep Wattal, Chairman CEPC.



Overview of Indian Carpet Expo 2015, Varanasi

"New designs and products are developed by the Indian carpet industry with high frequency. Hence, ICE has acquired major sourcing significance for major carpet dealers worldwide," emphasized Mr. Kuldeep Wattal and added further, "Buyers are very satisfied with ICE in terms of product quality and designs. CEPC provides comfortable

infrastructure to the exhibitors and visitors at very nominal cost. We want them to focus on their business, with minimum spending”.



*Mr. Virendra Singh, MP, Bhadohi at the event*

## Buyers satisfied

Fred Najmi, a North American wholesaler operating in USA and Canada, fourth time visitor at ICE, said, “We could get some new, fresh looks. ICE always offers good products and wide range. Systems here are getting better and better. Indian carpets are very popular in USA. 60-70% of our market is dominated by Indian goods in all segments- high,



*Enthusiastic buyers at Indian Carpet Expo 2015.*

medium and economy. Another buyer with him Ms. Vitoria commented, “We see good designs, many innovations and new techniques this time. We are mostly looking for tufted range.”

Paolo Zani, Art Director, Warli, an Italian design company, who regularly visits Varanasi edition of ICE, said, “We come here because 90% of our carpets are made in India from different places. We don't buy readymade carpets from the suppliers. We come here, look around for new products and innovations in design, weaving techniques, new

concepts, etc. We focus only on high-end modern designs, not traditional and ethnic ones. I can see a lot of developments from vendors' side this year.”

Led by Mr. Wang Bi Rong, Director General Bureau of Commerce, an 8-member delegation from Yiwu city, China invited by CEPC explored the possibility of importing and marketing Indian carpets there. It found the quality of Indian handmade carpets very high and felt confident that they will get very good market response in China. Mr. Kuldeep Wattal hoped that through such collaborations, China will become a major destination for Indian carpets.



*Interested buyers at the event*

Raj Kumar Lama, Lama Carpet & Handicrafts, Nepal, imports carpets since 1980. A third time visitor to ICE, Mr. Lama found new designs and different concepts. “Products and designs are much better than the last two shows. We found new suppliers who will expand their business in Nepal through us.



*Showcasing the new designs at Indian Carpet Expo 2015*

Hospitality is warm and we will keep visiting ICE regularly,” he commented.

## India Carpet Expo March 2016 in Delhi

“Upcoming next edition of India Carpet Expo in March 2016 will host about 330-350 exhibitors, who will showcase their latest innovations to buyers from across the globe. The show is being promoted in a highly focussed manner worldwide and we are working on getting more number of international buyers than the previous show,” informed CEPC Chairman.

### Product Trends

High-knot Indo Nepal and hand tufted carpets in abstract designs, lighter colours, viscose and viscose blended range, poofs, flat woven carpets, kilims, cotton and woolen durries, woolen carpets with bamboo and silk, patchwork, recycled, worn out look, shaggy and silk

carpets were in demand at ICE.

Traditional oriental designs and conventional carpets were not much in demand. Contemporary, young designs and styles were preferred. Buyers specifically asked for “shining products with lower prices”. For example, Saif Carpets Pvt. Ltd., Bhadohi launched braided rugs and desco rugs at this ICE. Arif Ansari, Managing Director, explained, “Unique feature of these carpets is that they are ecofriendly, water resistant, can be cleaned simply by wiping with a cloth. ICE displayed bold colours and unconventional designs. “The time when floors played a subordinate role to other interior furnishings is over. Today, the diversity of materials, colours and designs is unlimited, making floors an interior design object. This trend was clearly visible throughout Indian Carpet Expo”, stated Mr. Kuldeep Wattal. Buyers from US, U.K., Brazil South Africa, & other European Countries were impressed with the innovations.



Contemporary designs: The main highlights