

# Jaipur Rugs Diary



2020

# A Ray of Hope

With the past few months filled with a lot of ups and downs everyone is looking for a ray of hope, an exit from the 2020 rollercoaster ride.

One of my primary focuses this year has been on the grassroots and I'm glad to have started a weekly initiative of sharing experience from the ground called "Learning by Doing - to develop deeper understanding". I always believed that only through learning we gain new and better perspectives.

As a leader obsessed by the frontline, I believe my employees should have an owner's mindset which will help them to understand their purpose and align it with that of the organization's.

By implementing the founder's mentality in our daily work routine we can bring extraordinary solutions to the ground.

So when the roads diverge pick the one less travelled for there lies the treasures of the unknown.

Together lets unlearn our way to 2021!

-NK Chaudhary



# Insights from the management

We are happy to tell you that despite the severity of the situation this year we were able to generate a decent revenue. While this fell short of what we had originally set out to achieve, we are filled with hope and optimism for the upcoming year. Despite the pandemic and complete lockdown of two months we achieved approx 122 Cr sales in past 9 months, an increase of 9% revenue year to date.

In 2021 we are looking at new store launches, collections and designer collaborations, which will set golden-standards in the industry. We firmly believe that every hand matters and the contribution of each and every one of us is what makes us a unique and powerful organisation.





## Milestones from 2020

2020, despite the challenges, has been a great year at Jaipur Rugs especially for innovations we have adopted. We set our direction a few years ago to make technology a big part of the business and with COVID, it has proved that using technology will become our biggest strength on how we reach and service our customers worldwide more efficiently than ever before.

Some highlights of 2020, what we are currently working on and what's upcoming:

## 2021 insights

We are also in line to manage customer insights with Salesforce and Tableau, which will further enhance our CRM, and data analysis.

We are working on Robotic Process Automation which will help us adapt to the ever changing needs of our market.

## Tech & Innovation

As we continue to increase focus on B2C, Ecommerce and pixxel have worked on several website enhancements. We adopted Asana into our daily routine and ERP enhancements have paved the way for better speed management.



## Collections, Collaborations & Events

Five collections were launched this year, Kolam with Tania & Sandeep Khosla, Concoction with Shantanu Garg, Reminiscence with Hiren Patel and Domestic Jungle with Matteo Cibic.

While most of the events were digital this year, it helped us get our very own Prem Devi into the New York Fashion Week and the other events we participated in were India Design ID, D/code Design Biennale, Maison et Objet and a gallery event for Jugalbandi at T293 in Rome.

## Awards

The awards that we have won this year are a testament to all of the endeavors of the entire Jaipur Rugs family, showing us that we're on the right track. At Domotex we won three out of five of the Carpet Design Awards, Archiproduct, Elle Décor International Design Award, the Dezeen Award and a Freedom Manchaha got its first recognition, the IIID commendation!



# Story from the grassroots

2020 has been a tough year and looking back at our grassroots warriors has motivated us to move ahead optimistically.

## Mausam- The warp warrior

Mausam means weather, and her name defines her life accurately.

Mausam's early childhood was washed off by the heavy monsoon's with no uniform to wear to school which led her to discontinue studies.

Then came the summer, where by her hard work and grit made her an expert in carpet weaving. She earned, she served and she grew.



Through the chilling winter Mausam fought for her studies to do Bachelor's, as weaving built her confidence.

Now, she enjoys her springtime, by teaching-learning with new artisans in Tigaria. At the age of 19, she is a manager, a student and the mausam of inspiration to all of us.

Message from HRD

## Search For Divine Soul

Dear Jaipur Family,

This year has been an absolute challenge for all of us as a team as well as individually.

Yet we are proud to say that we came out of it effortlessly because of each of your sincere contributions. Also we found many of our divine souls during this uncertain time.

Jaipur Rugs as a company stays strong because of each and everyone of you and your passion.

We are sure 2021 will be the year of great unlearning, learning and relearning.

Happy New Year!

