



SARASWATI RUGS

It's All

Started In
1978



Driven by empathy and excellence, Mahesh Kumar Choudhary has shaped Saraswati Global into a brand where artisans thrive. His vision transforms tradition into opportunity, crafting rugs that speak of culture, care, and conscious design. Legacy rooted in Indian craftsmanship, cultural preservation, and community upliftment.

MR. MAHESH KUMAR CHOUDHARY, CHAIRPERSON



In 2011, Raj Choudhary stepped forward with a vision to take his father's legacy beyond borders. He transformed Saraswati Rugs into a global design brand, blending tradition with modern aesthetics. With passion, clarity, and the right team, he turned ambition into a powerful and inspiring success story. Emphasis on design innovation, infrastructure development, and long term sustainability.

MR. RAJ CHOUDHARY, DIRECTOR

Saraswati Rugs, based in Jaipur, brings together the richness of Indian craftsmanship and a refined architectural perspective. Each rug is thoughtfully designed to add balance, depth, and lasting beauty to contemporary interiors.

With a focus on purposeful design, every piece is created to complement its space, enhancing proportions, textures, and overall harmony with quiet elegance.



Design & Customize Your Rugs

You Ideas. Our Craftsmanship. Endless Possibilities.

Send Us Your Design

Choose from our range of 5000+ designs or share your favourite sketch, image, painting, inspiration or story and create it with us.

Design Freeze

From concept to completion, our designers guide you with detailed drawings and realistic renderings to ensure your vision is perfectly realized. Painting, inspiration or story and create it with us.

Carding & Spinning

Katwari artisans transform raw wool into fine yarn, hand-spun on a charkha, preserving timeless Indian craftsmanship.

Updates From The Weavers

Watch your rug come alive, thread by thread. We share every steps from artisan craftsmanship to its cultural roots, so you feel the story within it.



saraswatiglobal.com

Saraswati Global Foundation

Established in 2012, the Saraswati Global Foundation empowers rural communities through education, healthcare, skills, and women's initiatives for a sustainable future.

Education

The foundation empowers rural students with schools and scholarships, enabling access to quality education and brighter futures.

Empowering Artisans & Women

The foundation boosts artisans skills and livelihoods through training programs. Over 50% of artisans are women, highlighting its commitment to empowering rural communities.

Healthcare & Well-Being

We organize healthcare camps and awareness programs to provide preventive care and promote healthy living for communities near our manufacturing areas.



PRISM

The **Prism Collection** blends modern geometric designs with subtle texture and sheen, adding depth to interiors. Its low-profile, durable construction makes it ideal for living rooms, bedrooms, and high-traffic indoor spaces.

- **Collection:** Prism
- **Design:** Contemporary / Transitional
- **Material:** Wool & Viscose
- **Construction:** Handknotted
- **Pile Height:** 13 MM



Design: PRI-81



Design: PRI-1



Design: PRI-11



Design: PRI-83



MILANO

The **Milano collection** blends modern luxury with soft ivories, lilac, and magenta accents, featuring elegant medallions, distressed linework, and a refined vintage feel perfect for bright, minimalist, and sophisticated interiors.

- **Collection:** Milano
- **Design:** Classic / Transitional / Modern options
- **Material:** Fine wool
- **Construction:** Hand-knotted
- **Pile Height:** 8 MM



Design: MIL-31



Design: MIL-3



Design: MIL-5

ENSEMBLE

The **Ensemble Collection** blends textures, tones, and patterns into a cohesive modern aesthetic. Featuring marble-inspired designs, architectural lines, and a refined palette, it creates balanced, sophisticated interiors where rugs and furniture harmonize effortlessly for a polished yet natural look.

- **Collection:** Ensemble
- **Design:** Contemporary / Modern
- **Material:** Wool, Viscose
- **Construction:** Hand Knotted
- **Pile Height:** 8MM



Design: ENS-10



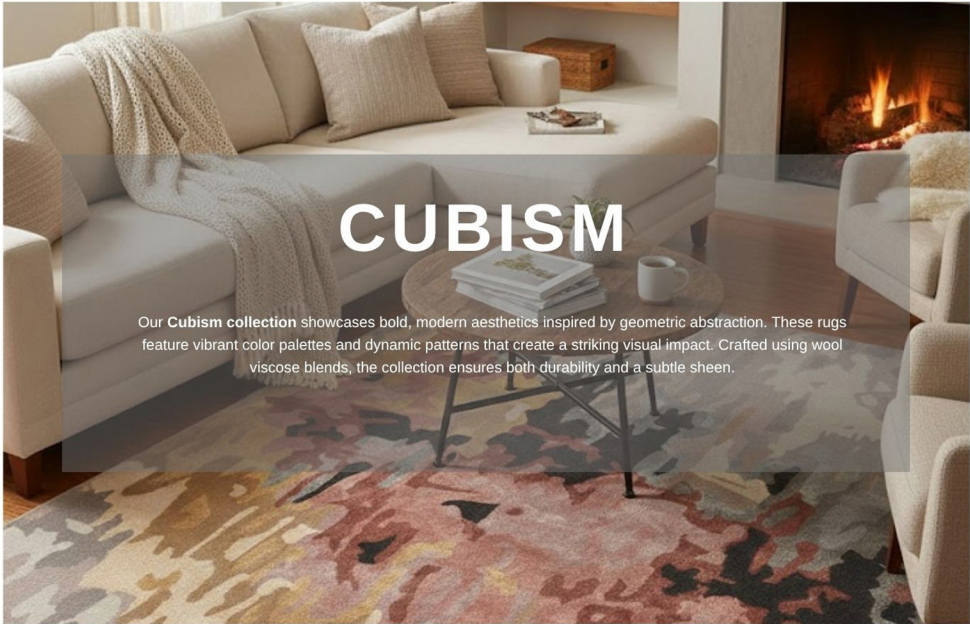
ENS-45



Design: ENS-30



Design: ENS-27



CUBISM

Our **Cubism** collection showcases bold, modern aesthetics inspired by geometric abstraction. These rugs feature vibrant color palettes and dynamic patterns that create a striking visual impact. Crafted using wool viscose blends, the collection ensures both durability and a subtle sheen.



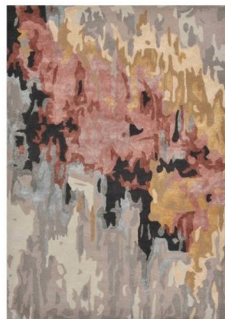
Design: CUB-2



Design: CUB-3



Design: CUB-6



Design: CUB-8

BOHO

A vibrant expression of free-spirited design, the **Boho Collection** blends bold colors with plush comfort, crafted to elevate modern and eclectic interiors.

- **Collection:** Boho
- **Design:** bohemian or transitional
- **Material:** 100% New Zealand Wool
- **Construction:** Hand-Tufted
- **Pile Height:** 10 MM



Design: BOH-5



Design: BOH-3





HOSPITALITY

Brilliantly moved by exquisite **Hospitality** patterns this exceptional collection seeks to represent the rousing well-loved and simple but homey modern designs. Hospitality will offer a tailored elegance to your home or office. Crafted with pride in India by Saraswati's artisans of 100% wool.

Collection: Hospitality

Design: Modern

Material: Wool / Viscose

Construction: Hand-Tufted

Pile Height: 10-12MM



Design: HOS(V)-321



Design: HOS-386



Design: HOS(V)-357



Ar. Rajkumar

At **Saraswati Rugs**, we **collaborate** with architects and designers to create rugs that seamlessly extend interior spaces, blending design vision with craftsmanship to complete each story.

A collaboration focused on custom rugs, tailored in scale, color, and pattern to match each project's architectural vision and interior requirements.

A hospitality-focused partnership creating rugs with subtle patterns and refined palettes that add warmth, texture, and character while seamlessly blending with contemporary spaces.

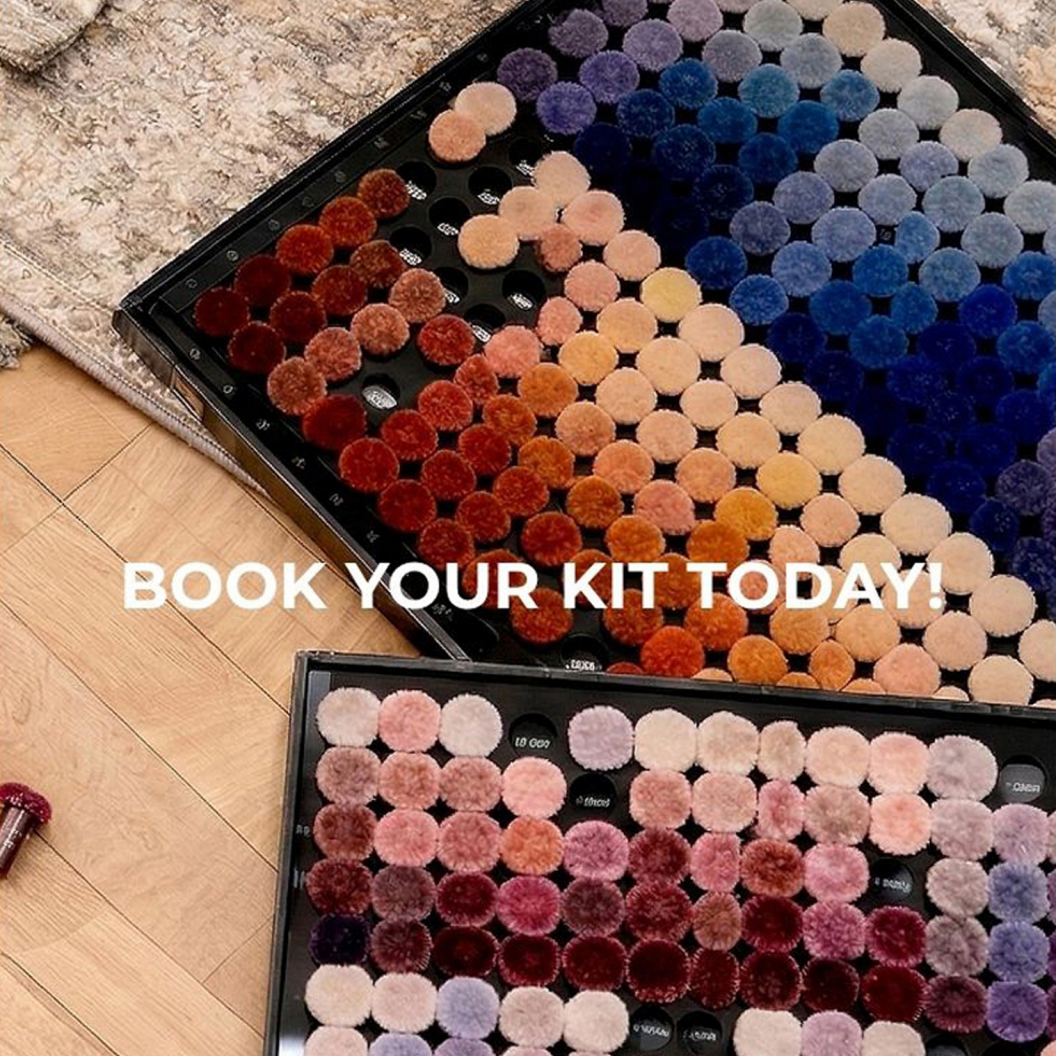


Ar. Amit Gehlot

Hospitality Projects

Our custom carpet solutions bring together design freedom and comfort, helping hospitality spaces leave a lasting impression on every guest.



The image shows two black trays filled with numerous small, round, fuzzy pom-pom samples. The top tray features a large gradient of colors, transitioning from deep reds and oranges on the left to bright yellows and oranges in the center, and finally to various shades of blue and purple on the right. The bottom tray displays a more focused color palette, primarily consisting of pinks, blush, and light purples, with some darker reds and purples interspersed. The trays are resting on a light-colored wooden floor. In the upper left corner, a portion of a light-colored, textured rug is visible. A small, dark red pom-pom is lying on the floor to the left of the bottom tray. The text "BOOK YOUR KIT TODAY!" is superimposed in white, bold, sans-serif capital letters across the middle of the image.

BOOK YOUR KIT TODAY!

TRADE PROGRAM

Elevate Your Projects with Saraswati Rugs

Saraswati Rugs works with architects, interior designers, hospitality brands, and global retail partners who value longevity and thoughtful design.

The brand speaks to professionals who appreciate that good design is deliberate, composed, and deeply considered. Saraswati Rugs assumes intelligence and invites dialogue rather than persuasion.

Unlock Premium Trade Access

- Get Sample & Swatch Access
- No minimum order limit
- 1:1 dedicate expert support
- Extensive product library
- Custom color, pattern, and size options



For Rug Cleaning & Restoration Service Provided by Us

Email : showroom@saraswatiglobal.com

Mob No. : +91 9799097956

Revive, Refresh, and Restore Your Premium Rugs and Carpets with us

Hand-knotted carpet cleaning and restoration is a specialized, delicate process because these carpets are handmade using natural fibers like wool, silk, and cotton. Improper cleaning can permanently damage fibers, dyes, and knots-so the approach is very different from normal carpets. Clean process we follow:

✓ Dusting & Dry Soil Removal

- Deep dust removal from knots using advanced air dusting and vibration tools- Vacuum extraction.

✓ Pre-Inspection

- Detailed check of fiber type, dye stability, and any damage areas.

✓ Pre-Treatment (Stain Removal)

- Gentle treatment of stains using mild, pH-neutral solutions (no harsh chemicals).

✓ Hand Washing / Immersion Cleaning

- Deep cleaning with clean water to remove dirt and residue without damaging fibers.

✓ Water Extraction

- Careful removal of excess water using roller wringers and vacuum extraction.

SARASWATI RUGS

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saraswatiglobal.com

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