



Handmade Rugs & Carpets



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"Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives"

-William A Foster

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OUR **JOURNEY** SO **FAR**

The journey of Saraswati Global began with the distinct and creative vision of Mr Mahesh Kumar Choudhary in 1986. Though he faced several challenges, he accomplished his dream with undying faith and pertinacity. Starting with 10 looms and a few weavers, Mr M.K. Choudhary began his mission. Soon, Saraswati Global began spreading its wings as a premium Rug export house. Today we are known worldwide for our hand knotted and hand tufted rugs. We have our production houses in 4 different Indian states: Uttar Pradesh, Gujarat, Orissa and Rajasthan and we are planning to expand further.



ABOUT US



RECOGNITION

Saraswati Global established itself in the International Rug Market in 1995 and was recognized as a trading house by the Indian Ministry of Commerce in 1999. Ever since, Saraswati Global has received numerous national and international accolades for its classic and exquisite rugs like America Magnificent Carpets Award in 2016 and from 2011-2013, Carpet Design Award for three consecutive years 2012-2014, Indian Carpet Expo 2009. We now operate in over nine factory locations and employ over 15 000 people.



OUR WORK MANTRA

Saraswati Global's mission is not only to produce world class hand knotted and hand tufted rugs of supreme quality for both domestic and export sales, but also to uplift rural men and women by providing them a dignified way of living. Customer satisfaction is our foremost priority and to achieve this, we closely monitor each and every step involved in creating these beautiful handmade rugs.

Creating a masterpiece knot by knot, appraising every inch for perfection, yields a rug that grabs accolades and ensures customer satisfaction.



OUR DRIVING FORCE

The smile on our artisans' faces is our biggest reward. The fact that along with establishing ourselves globally as the top most handmade rug manufacturers and exporters, we have also been able to provide an independent identity and dignity to these rural women. The growth of our artisans is our biggest driving force.



WHY US

Our uniqueness is our identity. From procuring raw wool until the finishing of the rug, everything is an in-house process. There is no involvement of any outside agency in the entire procedure which thereby gives us the full control over the quality we deliver to our customers.

AWARDS & CERTIFICATES

1. 2016 America's Magnificent Carpet Award for our growing Indoor/Outdoor category
2. Carpet Design Award 2014
3. America's Magnificent Carpet Award 2013 for our Better tufted collection
4. America's Magnificent Award 2012 for our Kohinoor Collection
5. America's Mart Magnificent Award 2011 for our Kohinoor Collection
6. Carpet Design Award 2013
7. Carpet Design Award 2012
8. Indian Carpet Expo 2009
9. State Award for Export Excellence 2008
10. Third Highest Export Performance 2007-08
11. Certificate of Merit 2007-08
12. Highest Export Performance 2003-04
13. Federation of Indian Export Organization Excellence 1998-99
14. Certificate for Export Performance Gold 1996-97
15. Certificate for Export Performance 1995-98
16. Certificate for Export Performance 1994-95
17. Hand Knotted Woollen Carpet Highest export 1993-94
18. Gold trophy Certificate for Export Performance 1993-94



OUR FOUNDER



The foundation of **Sarswati Global** was laid with the humble efforts of **Mr. Mahesh Choudhary** in **1986** with a handful of weavers and a strong vision in mind to expand the business roots in the international markets. With a vast experience of 40+ years, Mr. Choudhary has become a pioneering leader in rug industry who works on a traditional approach to keep our heritage and culture alive. His compassion, empathy, and undying intent to uplift the society results in initiating projects in areas of **healthcare, education, livelihood creation, and women empowerment**. The philosophy he believes in is, "The secret to living is giving". We extend a heartfelt thanks to all our Amer family who is the driving force behind every new project of **Amer** and **Saraswati Foundation**. Your continuous support motivates us to put our best foot forward every time and create a tomorrow that is empowered, dignified, and filled with opportunities!

"The smile on our artisan's faces and the joy in their eyes are our greatest rewards. After all, our good deeds are the only legacy that we leave behind."

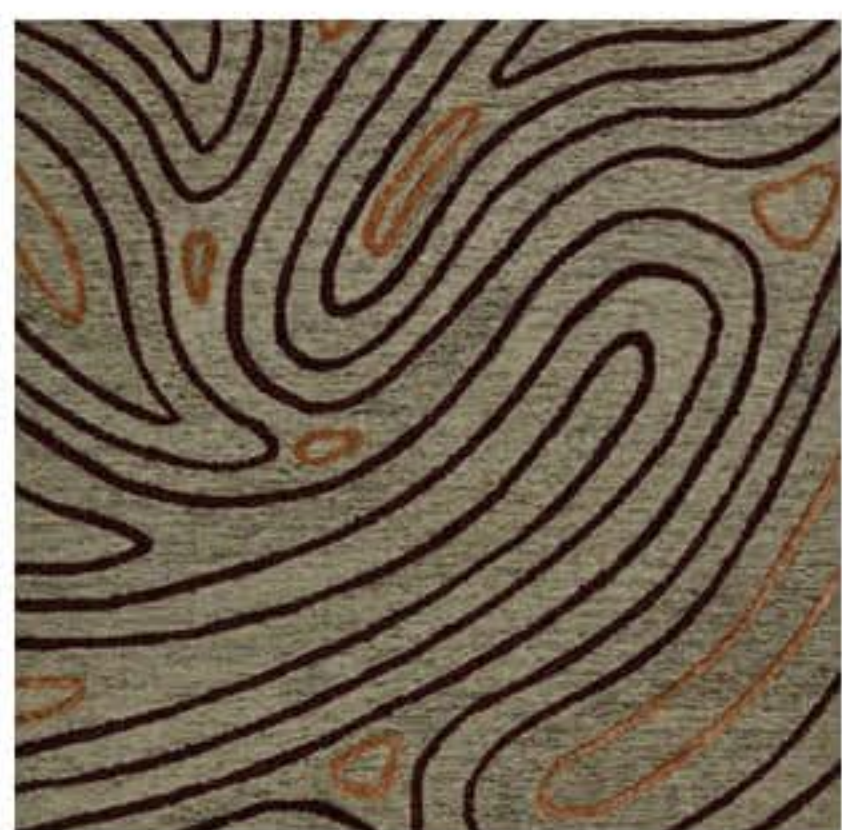
-M.K. Choudhary, CEO and founder Saraswati Global



DESIGN YOUR OWN RUG

Customizing your Rug with
Saraswati is as easy as A B C!

Though we offer an extensive range of designs in different sizes & materials, still we give our customers the privilege of customizing their rug as per their unique tastes. You can choose the colours, materials, design, shape & size as per your preference, you can get in touch with our team & share your ideas & we will make sure to turn your imagination into a spectacular reality.

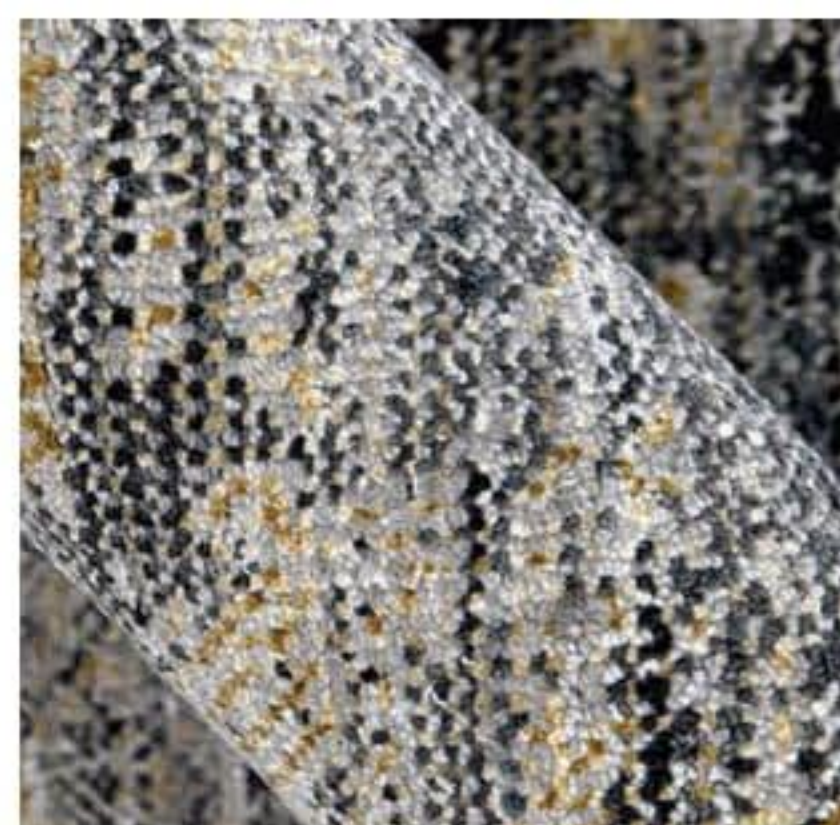


DESIGN

You can either select a design from our collection, or you can suggest a combination of two different designs, emphasizing on a specific motif or pattern. We will work diligently to create your perfect rug.

QUALITY

Our rugs are created in varied types - Hand knotted. Hand tufted, flat weave. Handloom etc. you can choose the kind that fulfils your desire. In case you choose Hand knotted rug, you can also specify the required KPSI (Knots per Square Inch) thereby determining the product quality.



RAW MATERIAL

You can choose to either have a single fibre or a combination of fibres from Wool, Silk, Art silk, Natural fibres, Polyester, Polypropylene etc. You can customize the look by choosing the type of knot (Cut or loop) or by getting carving of selected sections to highlight a motif or design.

COLOUR

We offer you a wide range of colours to choose from, ranging from Natural soft tones to bright & bold shades. You can also use well known ARS colour porn box for colour reference, every POM has colour code which can be used for colour reference.



SHAPE & SIZE

Once you have finalized all other details, you can decide the shape & size based on where you intend place the rug.

POINTS TO BE CONSIDERED

Average lead time Hand Tufted-90-120 Days.

Average lead time for Hand Knotted-depends on size and knot count- ask your Sales or Customer Service Associate for a lead time quote.

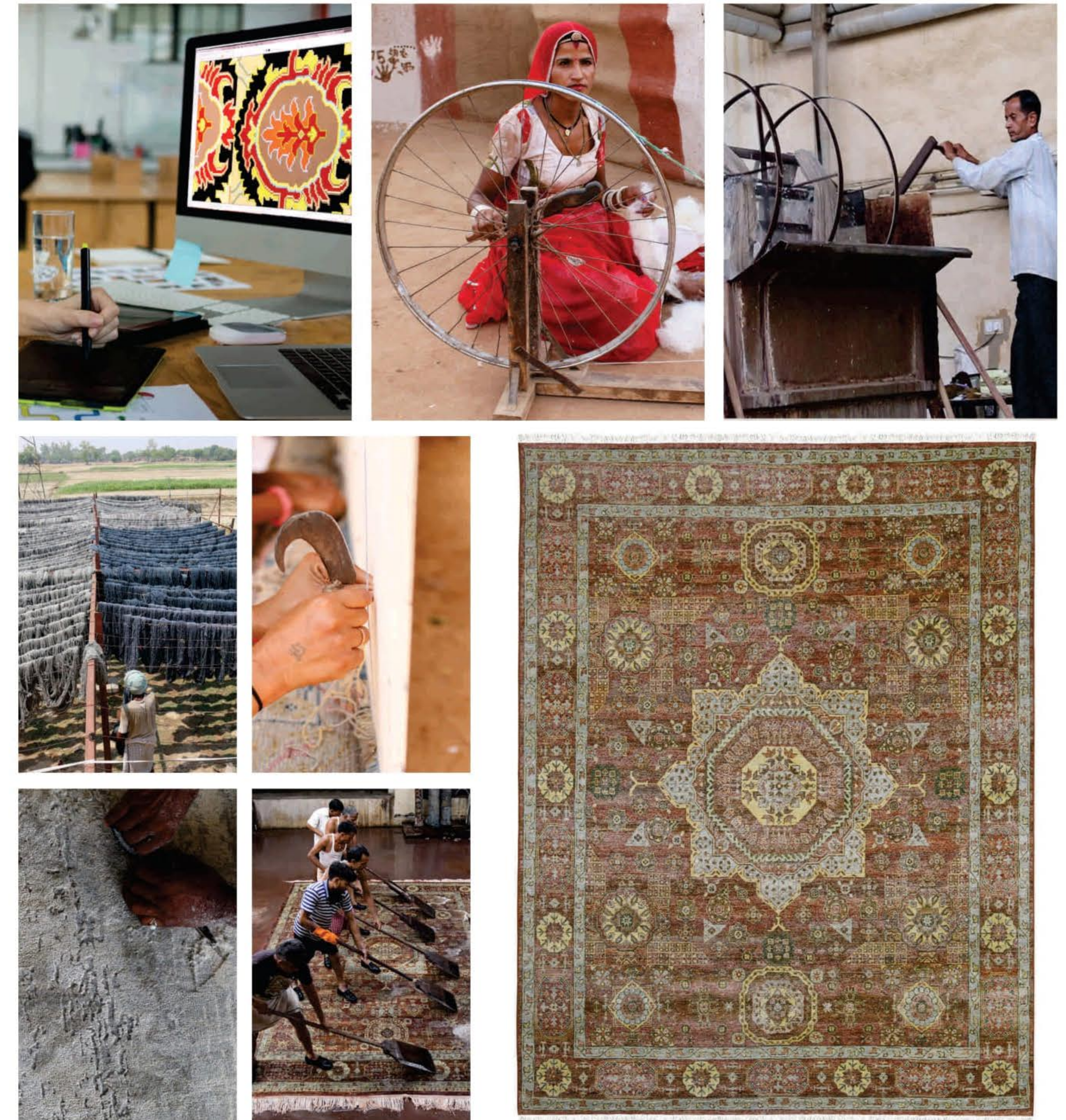
All customized orders require a 50% deposit to be paid at the time of order. Due to the special nature of custom items the deposit must be submitted and received by Saraswati before the order is processed. Due to the intense craftsmanship of all handmade rugs there may be minimal tolerance in size, and slight variations in colour, average lead time is approximated. All custom items are non-cancellable and the deposit is non-refundable.

OUR PROJECTS

HOTELS

1. Sawai Man Mahal, (Unit of Rambagh Palace Hotel), Jaipur
2. The Indian Hotels Company Limited, New Delhi
3. Hotel Radisson Blu, Jaipur
4. Ray Banquet and Hotel Pvt.Ltd., Ahmedabad
5. Golden Tulip, Jaipur
6. Hotel Paradise, Jaipur
7. Hotel Golden Tulip, Jaipur
8. Hotel Nirbana, Jaipur
9. Hotel Jaies, Jaipur
10. Hotel Hyphen, Jaipur
11. PVR Cinemas, Mumbai
12. PVR Cinemas, Bangalore
13. Hotel Amer Green, Bhopal
14. Hotel Olive Tree, Vijaywada
15. Hotel Inderlok, Bhiwadi
16. Suyog Group, Pune
17. Nataraj Sai Hotels LLP, Jhansi
18. Newtech Buildhome Pvt Ltd., Hyderabad
19. Park Plaza, Jodhpur
20. Marudhar Hotels Pvt. Ltd., (Unit: Umaid Bhawan Place), Jodhpur

OUR RUG MAKING PROCESS





HAND **KNOTTED**



We are most known for our hand-knotted rugs since these are the rugs first brought to market nearly 40 years ago. Our hand-knotted rugs won back-to-back America's Magnificent Carpet Awards™ in 2011 and 2012, truly a testament to our commitment to the knotted art. But, what is a hand-knotted rug, anyway?

Hand-knotted rugs are, essentially, the premier floor covering for any room. Created by literally tying thousands upon thousands of individual knots on strands of cotton strings, a rug takes form. There are many different knot types, but all require the skilled hands of mature artisans. Depending on the size of a rug, up to 6 weavers work in concert to complete a single piece. And, depending on knot density (how many knots per square inch go into a rug,) weavers can spend as long as a year to weave a single rug!

No two rugs look exactly alike, and dye lots vary between rugs, which is all part of owning a unique masterpiece. Due to the craftsmanship in hand-knotted rugs, they wear better and last longer than any other kind of area rug. As a result, hand-knotted rugs also tend to be more expensive than other rug types. Hand-knotted rugs are investments that can be passed on to successive generations.

Hand-knotted rugs are made with a variety of fibres, both natural and synthetic. Wool and silk are the most common natural fibres, with other biomass fibres such as jute, hemp, sisal, and sea grass making up the balance. Viscose is the most common synthetic hand-knotted fibre.



Dazzle Collection

The magnificence of this collection has a captivating charm that leaves you awestruck. Created with the elegant blend of fine raw hand spun New Zealand wool and lustrous raw silk, these rugs are a class apart. The striking variation of colours to enhance the pattern creates a spell that enamours you. The collection comprises of bold, suave and stylish rugs, the alluring combination of urban decay and artistic scrawls has an enticing effect.

When you browse through this collection, be prepared to be dazzled.



Construction	: Hand-Knotted
Material	: Hand Spun New Zealand Wool & Hand Spun Silk
Pile Height	: 0.40"
Made In	: India
Sizes	: 2X3,6X9,8X10,9X12,10X14,12X15
Attributes	: Exceptional Quality/Exquisitely Made Lustrous Finish
Custom	: Yes



DAZ-83 GENTLE RAIN



DAZ-226 LEAF GREEN



DAZ-231 PLATINUM



DAZ-211 BLUE SAPPHIRE



Zenith Collection

Hand-Knotted From New Zealand Wool And Organic Handspun Silk, The Zenith Collection Features A Hand-Carved, Dynamic Abstract Design. Its Upscale, High-Density Knot Count And Plush Pile Are Perfect For A Variety Of Living Spaces, And You Will Love How Soft This Handwoven Rug Feels Underfoot.



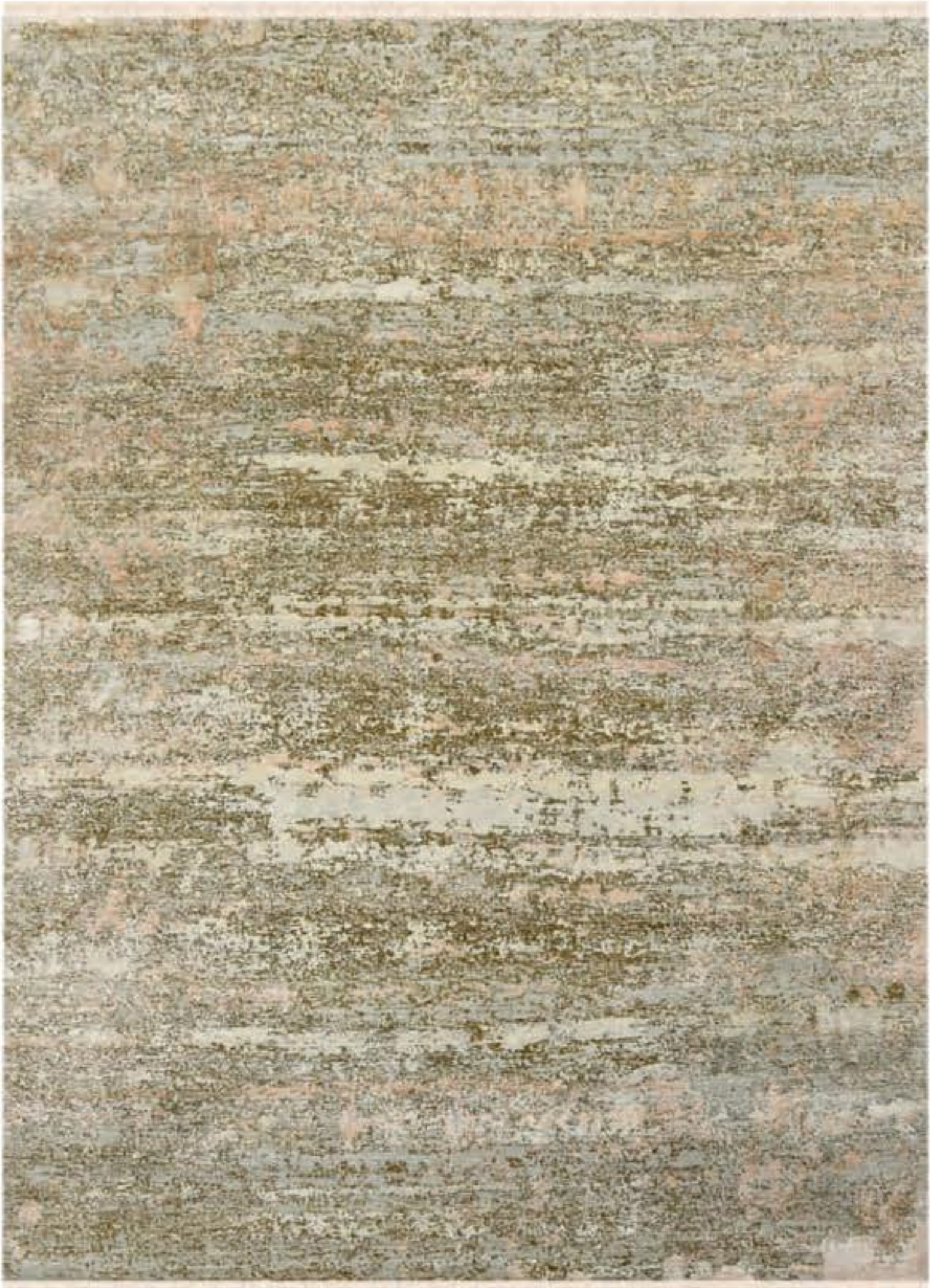
Construction	: Hand-Knotted
Material	: Raw Hand Spun NZ Wool & Raw Hand Spun Silk
Pile Height	: 0.45"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: All-Natural Wool And Organic Silk / High-Low / Fringed Accents
Custom	: Yes



ZEN-151 LAUREL



ZEN-22 MUSHROOM



ZEN-80 IVORY



ZEN-161 PLATINUM



Emerald Collection

An elegant piece of art work created with ace quality raw handspun New Zealand wool & ethereal handspun raw silk. Its classy, lavish, finely detailed hand knotted rug of exceptional quality. It's like an artist's canvas painted with bold colours. It's exquisitely made to create a modern and ageless look. It truly shines out like an emerald. Its rusty and contemporary look due to its oxidised finishing is sure to fetch you numerous compliments



Construction	: Hand-Knotted
Material	: Raw Hand Spun NZ Wool & Raw Hand Spun Silk
Pile Height	: 0.30"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Exceptional Quality/Exquisitely Made/ Oxidised Finish
Custom	: Yes



EME-4 IRON



EME-50 MUSHROOM



EME-3 DARK GRAY



EME-47 MUSHROOM



Glamour Collection

It is an exceptional collection of modern hand carved rugs. Sophisticatedly created western abstract designs with enchanting hues of bright shades and the distinguished mystique appeal makes it a class apart. The brilliantly hand knotted raw hand spun New Zealand wool & raw hand spun silk creates a high end urbane looking rug that enthrals & increases the glamour quotient of your abode. Though these rugs can add charm to any corner of your home but these blend more with the aesthetics of a living room.



Construction	: Hand-Knotted
Material	: Raw Hand Spun NZ Wool & Raw Hand Spun Silk
Pile Height	: 0.45"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Exceptional Quality / High Low
Custom	: Yes



GLA-81 AQUA



GLA-76 IRON



GLA-25 POLO BLUE

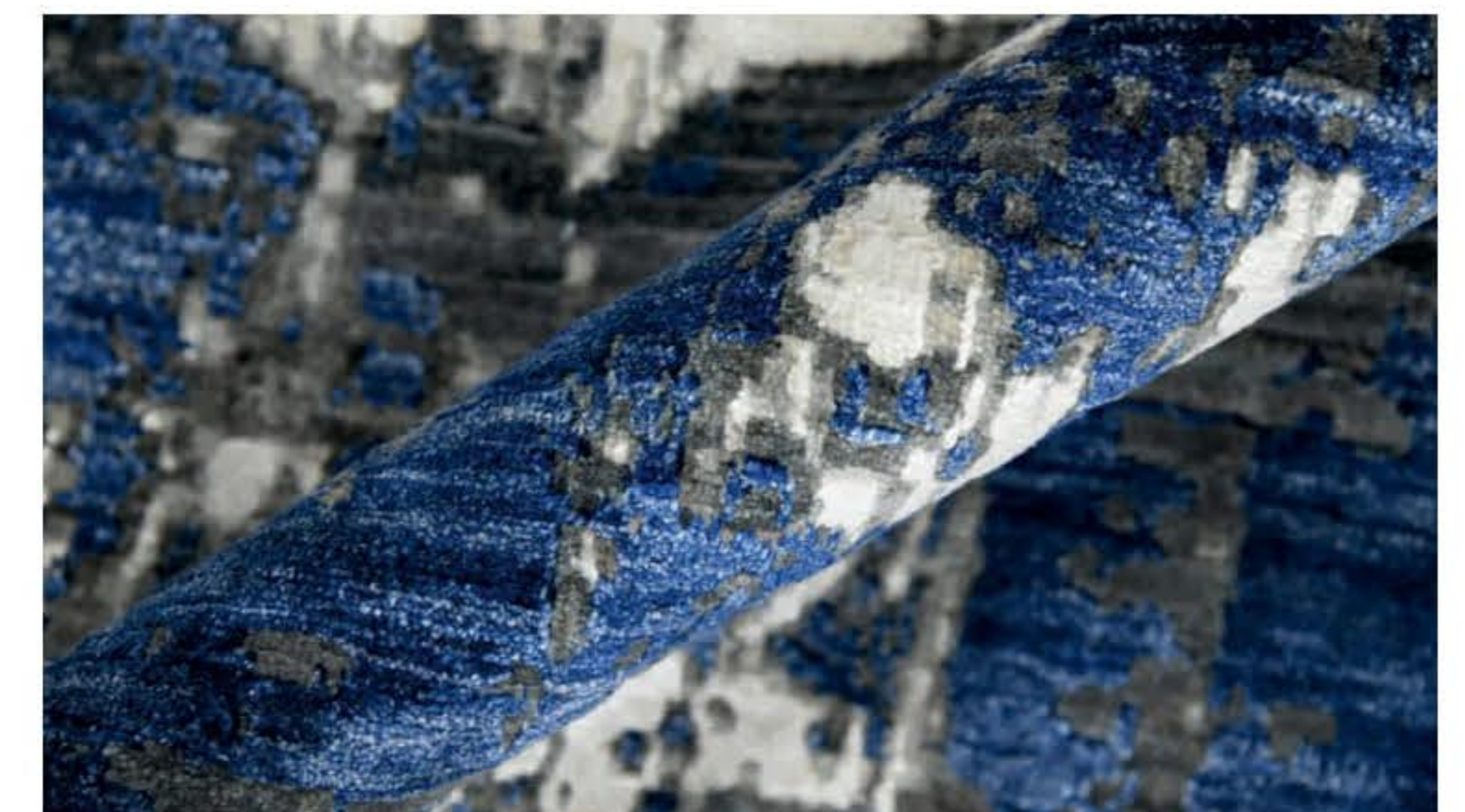
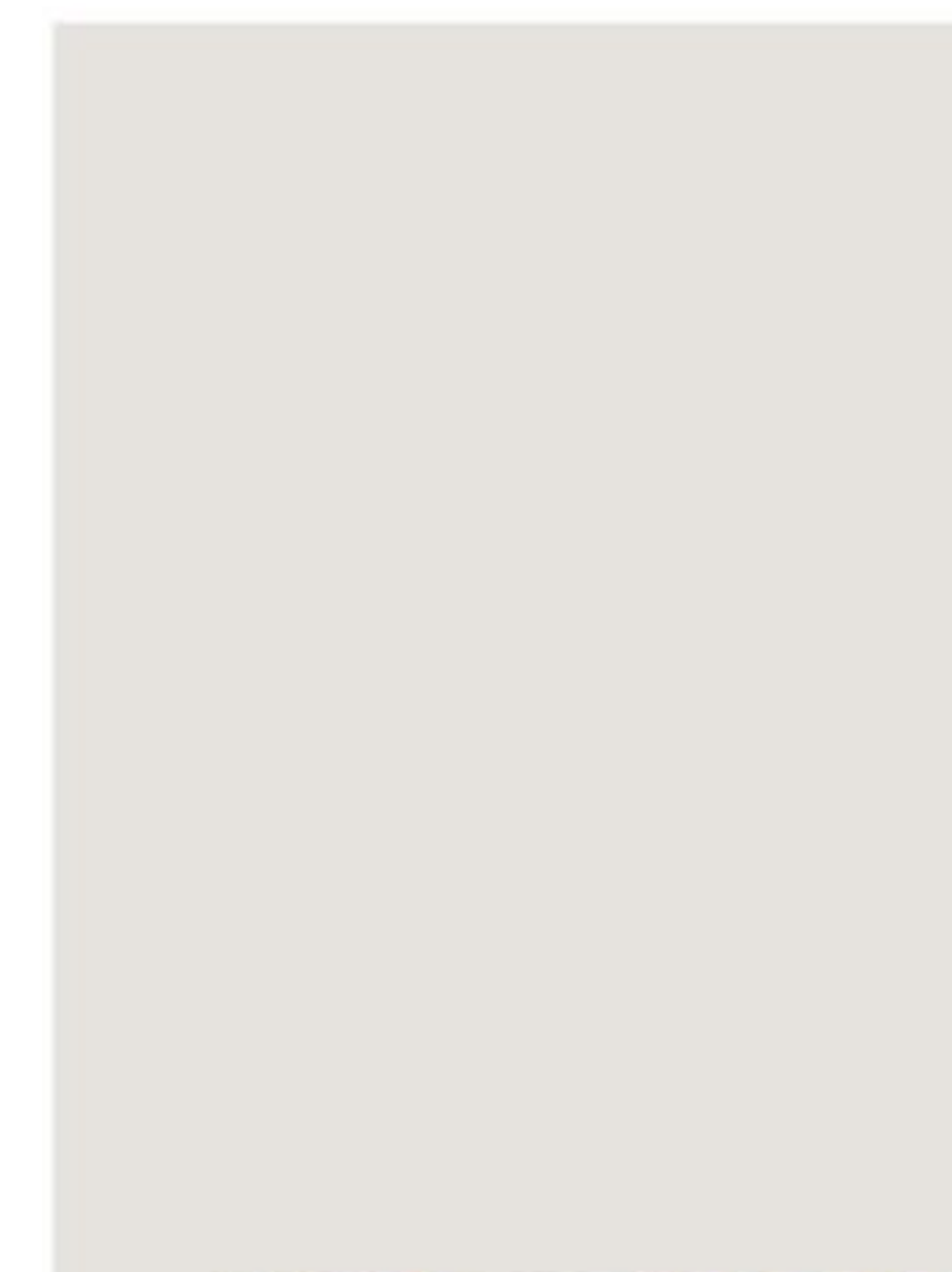


GLA-83 DARK AQUA BLUE



Liverpool Collection

Liverpool is a splendid collection of transitionally designed hand knotted rugs elegantly crafted by the artistic blend of raw hand spun wool & hand spun viscose (art silk). It is perfect combination of strength & design. The art silk renders a gleaming look to these rugs & the wool provides strength & warmth. These rugs are an eye catching piece of art.



Construction	: Hand-Knotted
Material	: NZ Wool & Raw Hand Spun Bamboo Silk
Pile Height	: 0.45"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Exceptional Quality/Exquisitely Made/High Low
Custom	: Yes



LIV-24 IVORY



LIV-31 GRAPHITE



LIV-38 RED



LIV-23_DEEP SILVER



Hermitage Collection

Intriguing Designs Combined With Luxurious New Zealand Wool and Ultra-Soft Art Silk Make Up The Hermitage Collection. The Contemporary Patterns and Colors Perfectly Complement One Another, Making Each Piece Rich In Character And Effortlessly Stylish. These Are The Creations of Saraswatii's Gifted Artisans In India, Whose Hand-Knotting Techniques Are Second To None.



Construction	: Hand-Knotted
Material	: NZ Wool & Bamboo Silk
Pile Height	: 0.45"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Soft Silky Feel / High-Low / Modern, Artistic Designs
Custom	: Yes



HRM-32 AQUA MIST



HRM-2 BLUE



HRM-11 SALON BLACK



HRM-10 RED ROBIN

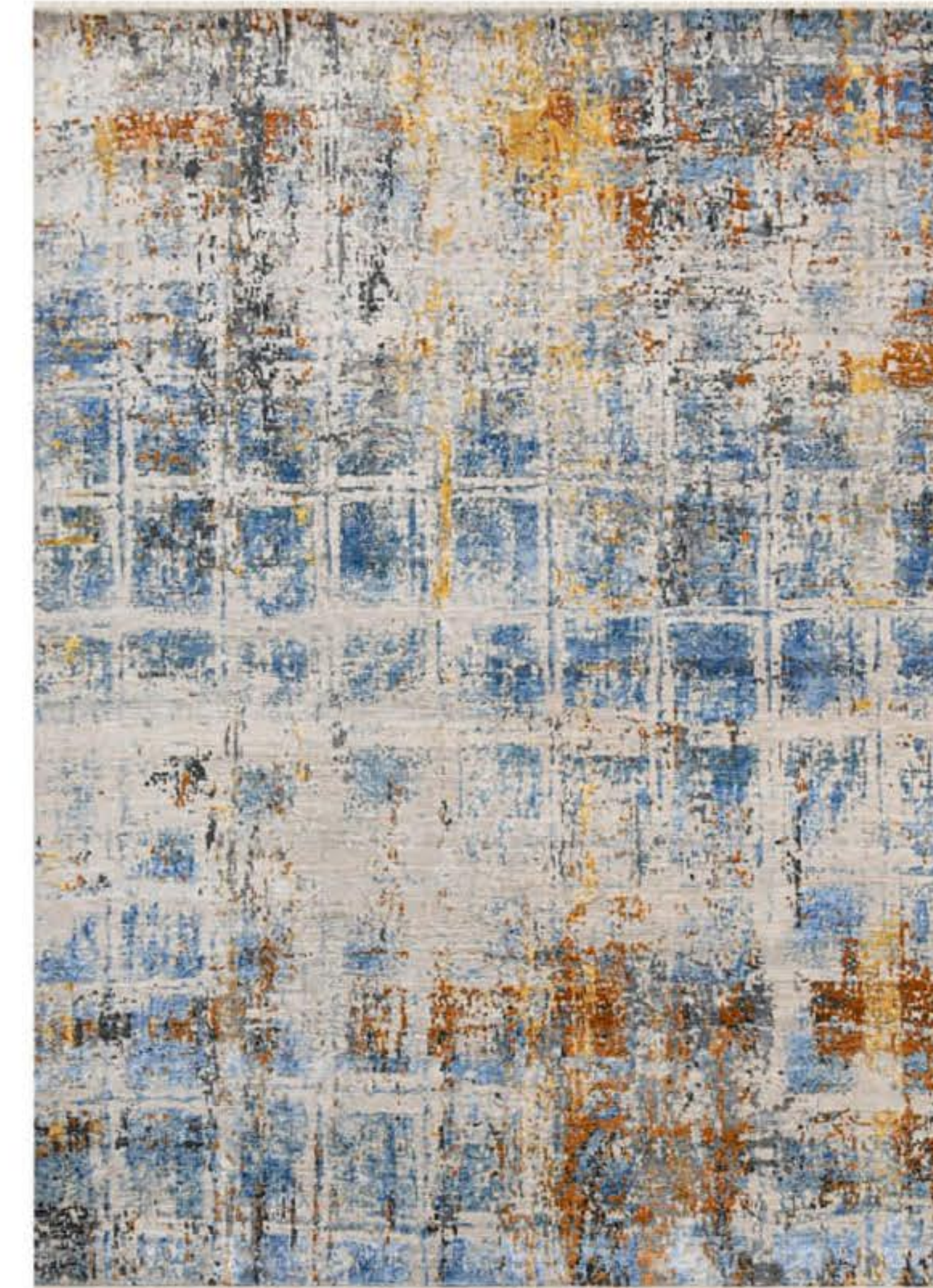


Mirage Collection

Mirage is a collection of subtle abstract designs. The phrase "elegance is always in style" defines Mirage. Hand Knotted in India is only the finest Blended New Zealand Wool and premium Art Silk (Viscose).



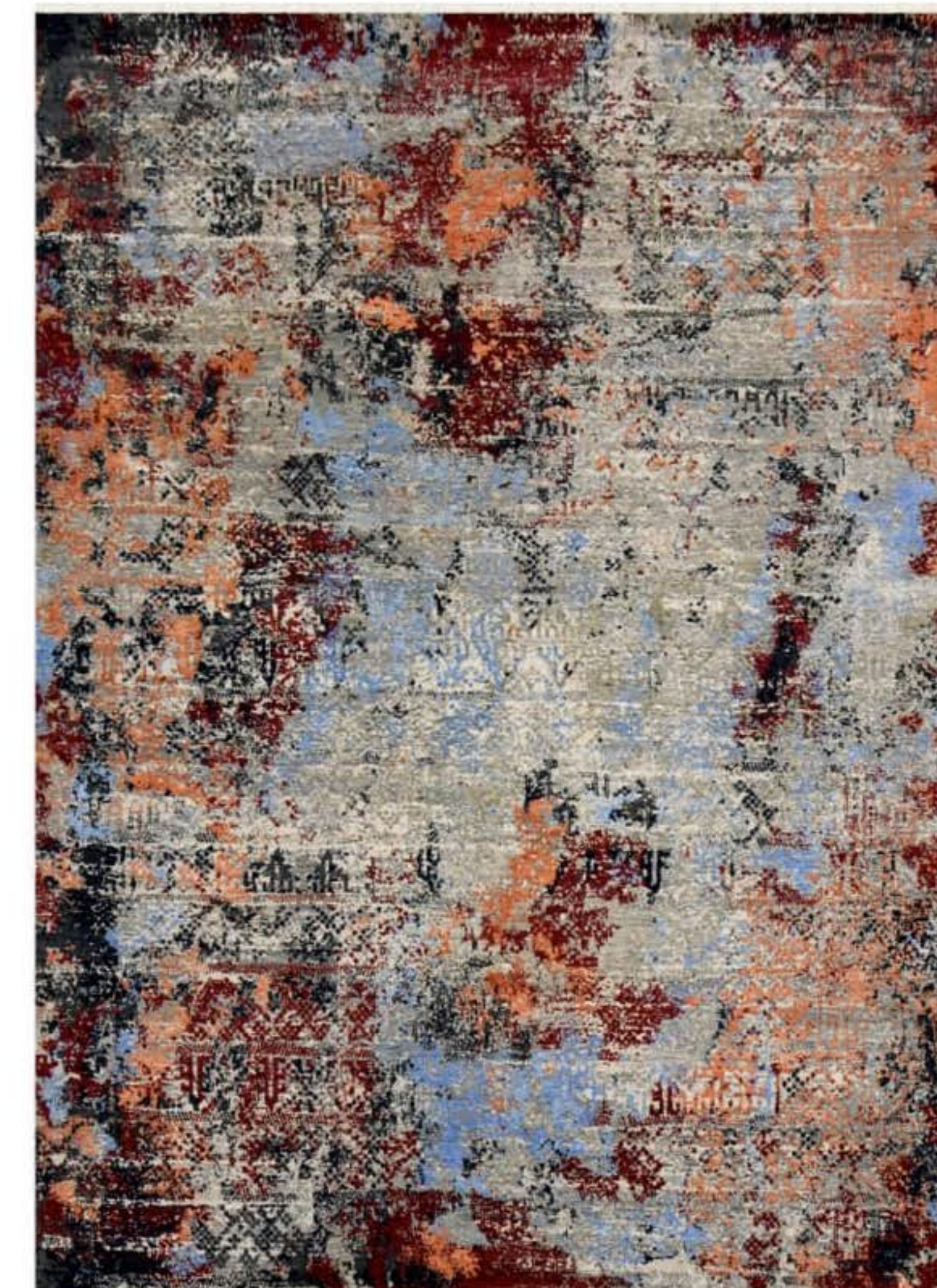
Construction	: Hand-Knotted
Material	: NZ Wool & Raw Hand Spun Bamboo Silk
Pile Height	: 0.50"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Exceptional Quality/High Low/Exquisitely Made Durable
Custom	: Yes



MRG-74 LIGHT GRAY



MRG-40 DARK GRAY



MRG-82 CRIMSON



MRG-78 MOSS GRAY



Majestic Collection

Hand-Knotted From New Zealand Wool And Organic Handspun Silk, The Majestic Collection Features A Textured, Dynamic Abstract Design. Its Hand-Carved, Colorful Designs Are Perfect For A Variety Of Living Spaces, And You Will Love How Soft This Handwoven Rug Feels Every Day In Your Home.



Construction	: Hand-Knotted
Material	: NZ Wool & Hand Spun Silk
Pile Height	: 0.45"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Contemporary Designs / High Low / Fringed Accents
Custom	: Yes



MAJ-38 TORY BLUE



MAJ-61 SAND



MAJ-63 IRON



MAJ-62 SAND



Mahal Collection

Embark on an exciting journey to far off lands of India with our traditional Mahal collection. This exotic and enthralling assortment of elegant and compelling floor coverings features glorious designs, inspired patterns and gives a magnetic dimension to your home. All the rugs are of exceptional qualities featuring soft colors and natural abrash. The rugs are carefully hand knotted with raw hand spun wool for a texture and tone that entice from every angle.



Construction	: Hand-Knotted
Material	: Afghani Wool
Pile Height	: 0.20"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Traditional & Transitional Designs/Oxidized/Zero Pile/Vintage Look/Fringed Accents
Custom	: Yes



MAH-15 C BLUE



MAH-18 IVORY



MAH-7 OFF WHITE



MAH-2 DARK BLUE



Milano Collection

The Milano Collection is exceptionally traditional group of designs. Milano instantly attracts attention in any setting. Made in India of fine wool.



Construction	: Hand-Knotted
Material	: Afghani Wool
Pile Height	: 0.20"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Traditional & Transitional Designs/Oxidized/Zero Pile/Vintage Look/Fringed Accents
Custom	: Yes



MIL-11 BLUE



MIL-21 GRAY



MIL-19 ICE BLUE



MIL-20 THUNDER GRAY



Heritage Collection

A modern heirloom, the Heritage collection is among Saraswati's premier rug collections. Raw New Zealand wool is completely processed by hand to create the yarn that contributes to the Heritage collection's natural abrash appearance, being both antique and new simultaneously. Artisans intentionally weave unmatched quality into each design, bursting with timeless colours and designs. The Heritage collection will endure as long as the designs that grace the many faces of this fine array of floor coverings.



Construction	: Hand-Knotted
Material	: Wool
Pile Height	: 0.40"
Made In	: India
Sizes	: 2x3, 6x9, 8x10, 9x12, 10x14, 12x15
Attributes	: Exceptional Quality/Exquisitely Made Natural Abrash
Custom	: Yes



HRT-31 NAVY BLUE



HRT-15 FOGGY GRAY-BLEACH WHITE



HRT-34 GRAY



HRT-56C GREIGE



Bristol Collection

It is an exceptional collection of modern hand carved rugs. Sophisticatedly created western abstract designs with enchanting hues of bright shades and the distinguished mystique appeal makes it a class apart. The brilliantly hand knotted raw hand spun New Zealand wool & raw hand spun silk creates a high end urbane looking rug that enthrals & increases the glamour quotient of your abode. Though these rugs can add charm to any corner of your home but these blend more with the aesthetics of a living room.



- Construction : Hand-Knotted
- Material : Hand Spun Wool
- Pile Height : 0.40"
- Made In : India
- Sizes : 2x3,6x9,8x10,9x12,10x14,12x15
- Attributes : Natural Colors / Eco-Friendly / Fringed Accents
- Custom : Yes



BRS-47 SAND



BRS-20 WHITE WATER



BRS-14 BLUE SAPPHIRE



BRS-12 NEW WHEAT

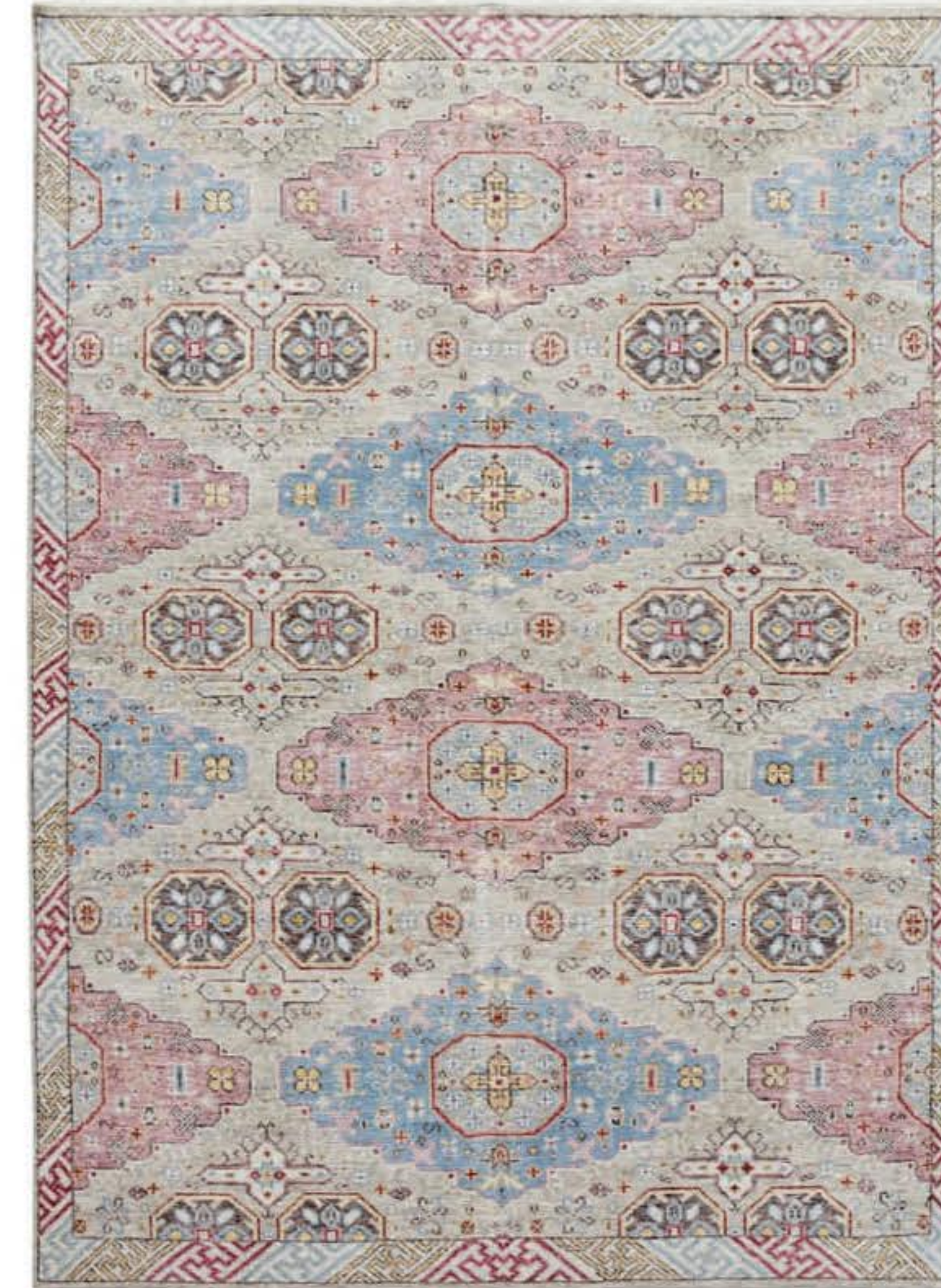


Jaigarh Collection

Jaigarh collection as name implies pay homage to traditional Persian rugs but with fresh colour palette and design nuisance to reflect today's interiors. Each design is also accentuated by a luxurious sheen which adds a little modern appeal to the classical collection.



Construction	: Hand-Knotted
Material	: Wool
Pile Height	: 0.30"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Cut Pile
Custom	: Yes



JAI-2 SAND



JAI-12 BLUE



JAI-1 DENIM



JAI-3 NAVY BLUE



Legacy Collection

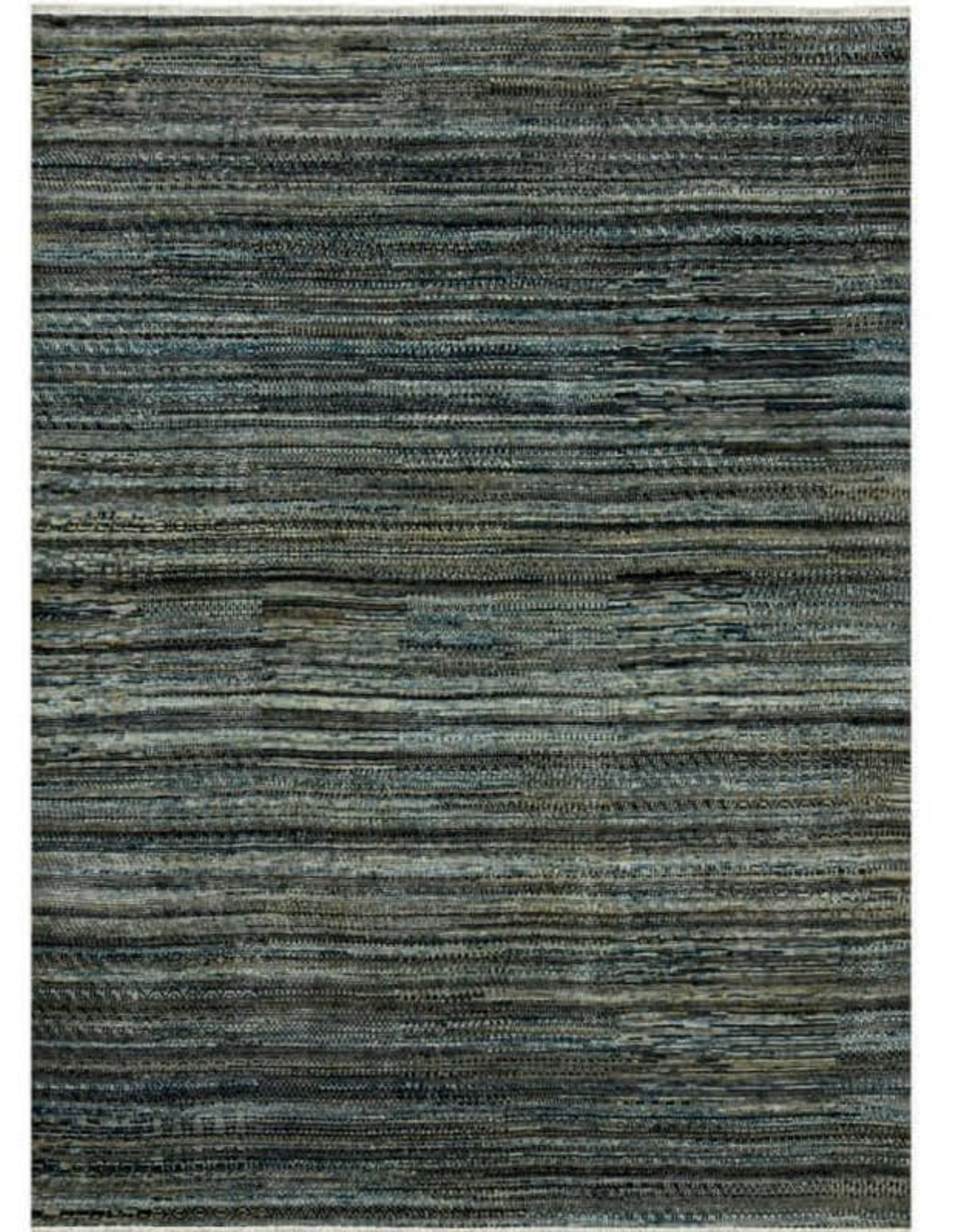
Narrating the tale of age-old artistry comprising hand knotting to carve out beautiful design tales on rugs, Legacy comes wrapped in many untold stories which in still a feel of excitement, ecstasy, mystery and magnanimity. The Legacy collection is packed with qualities to wool art connoisseurs with its rustic charm. The collection is made of Blended New Zealand Wool.



Construction	: Hand-Knotted
Material	: Wool
Pile Height	: 0.30"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Exceptional Quality/Exquisitely Made/Natural Abrash/Multi Color Space Dying
Custom	: Yes



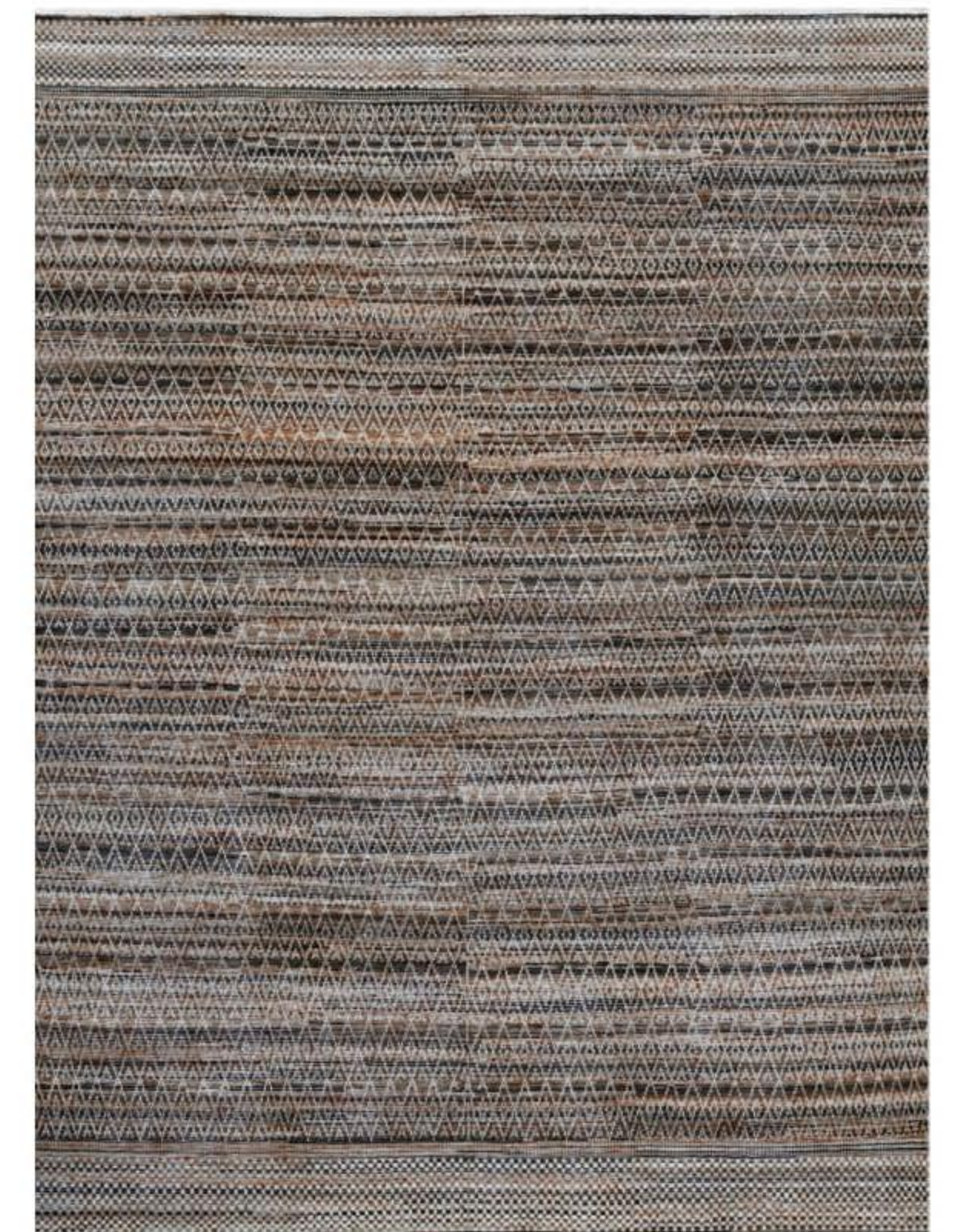
LEG-15C BRICK RED



LEG-31 CAMEL



LEG-1 CAMEL

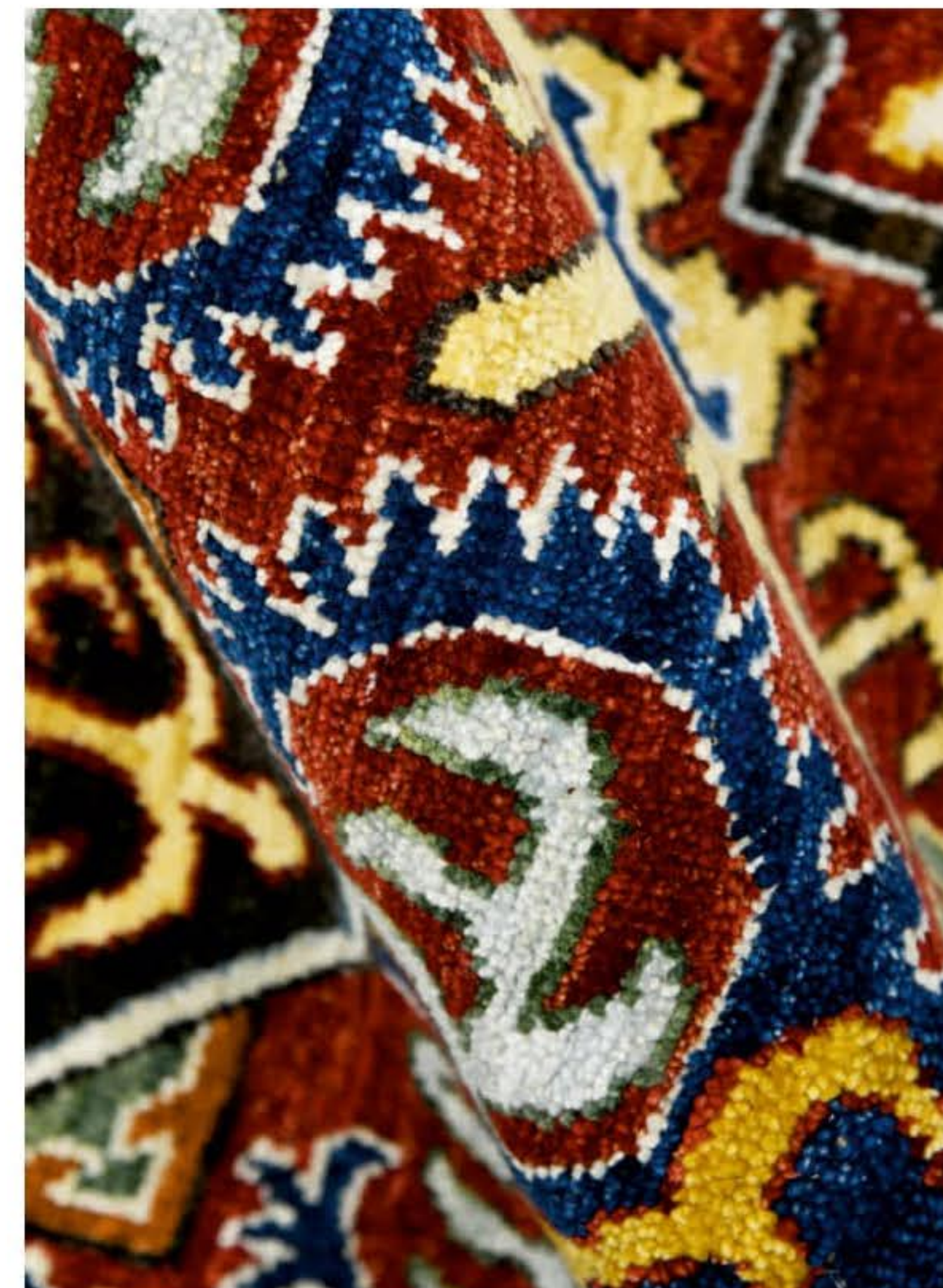


LEG-7 COOPER GRAY



Nuit Arab Collection

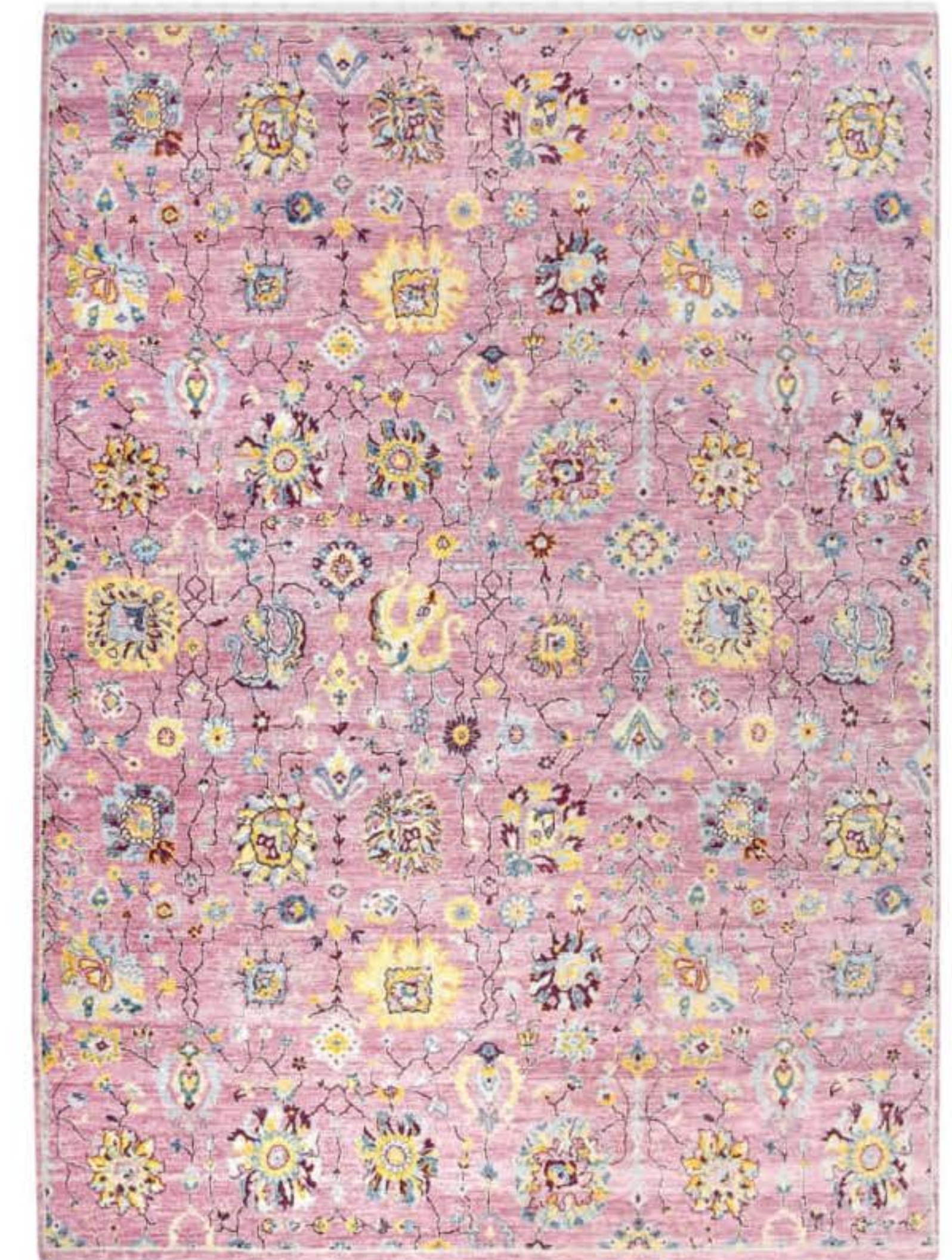
Synonymous with its literary counterpart, the Nuit Arabe collection harkens back to the Islamic Golden Age as Saraswati proudly unveils its first Indo-Peshawar collection. A unique blend of Indian yarn is carefully hand spun to create a rotund thickness, and is then hand knotted to imitate the majestic feel of Mahal life centuries ago. Motifs and colours are all modern, however, with vague symmetries and pale colours. For added effect, the yarn used in this collection is purposely faded, giving each piece a warm appearance while being incredibly fresh and new. The Nuit Arabe collection will certainly be the master centrepiece of any room's story.



Construction	: Hand-Knotted
Material	: Hand Spun Wool
Pile Height	: 0.40"
Made In	: India
Sizes	: 2x3,6x9,8x10,9x12,10x14,12x15
Attributes	: Exceptional Quality/Soft Colours Natural Abrash
Custom	: Yes



NUI-62 PEACH



NUI-65 LIGHTSALMON



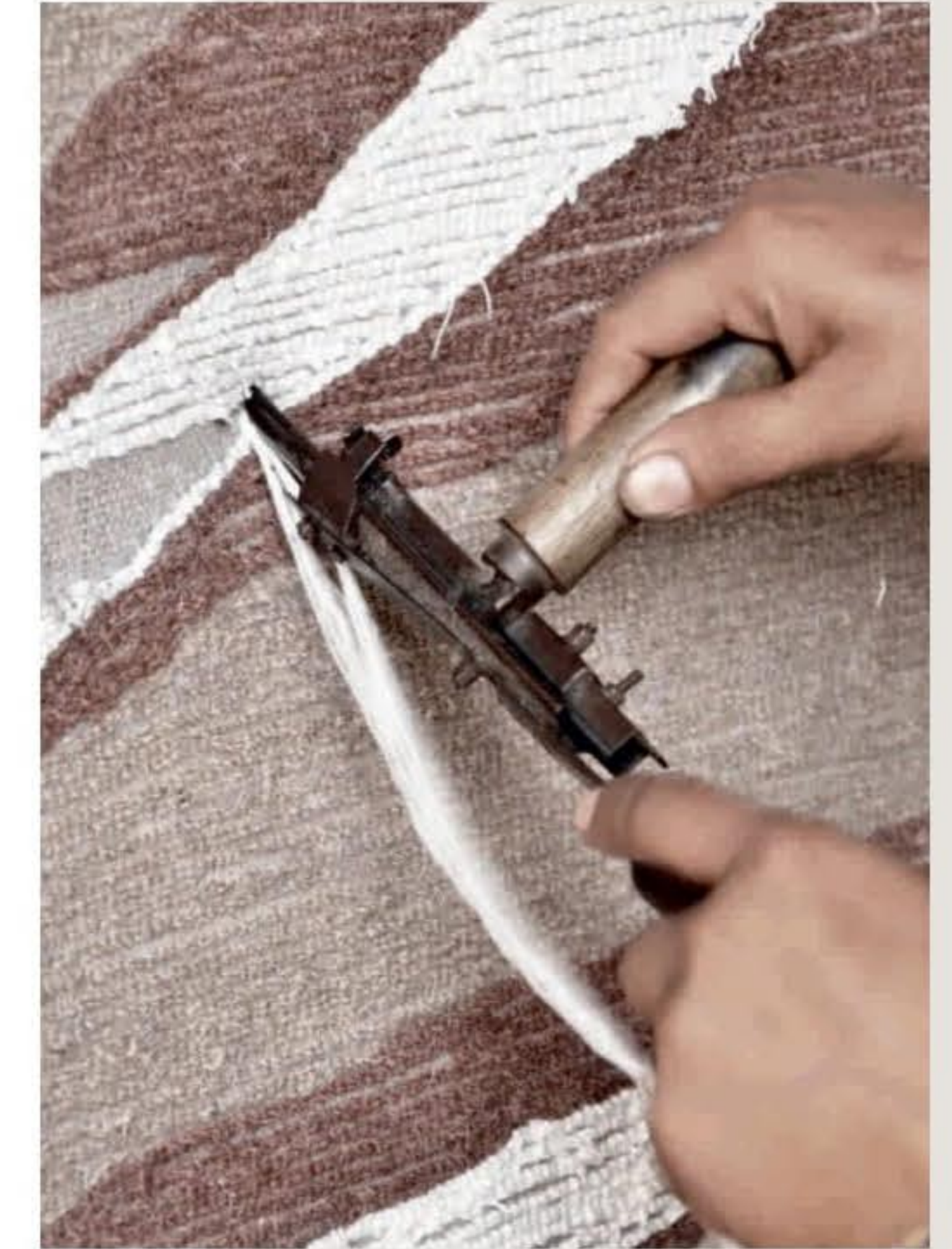
NUI-59 STONE MIST



NUI-61 EGGSHELL BLUE



HAND **TUFTED**



Our hand-tufted rug collections are proof that luxury doesn't have to be costly. With a variety of different yarn systems, we have the right rug to fit both colour and design inspiration, as well as budget constraints. Because we are the manufacturer, the same meticulous attention to detail and desire for excellence is apparent in each rug that is tufted. Creating a tufted rug takes less time than its hand-knotted counterpart, and fewer artisans to create a single piece; ergo, tufted rugs tend to be less expensive. However, it requires great skill and a keen eye to handle a tufting gun, and a commitment to using the same high-grade wools and viscose as is found in our hand-knotted collections.

Our point of difference in hand-tufted rugs is not so much visual as it is tactile. Feel the warmth and softness of our hand-tufted rugs, and then you'll know at once why ours is the rug of choice among designers who value colour, design, and quality construction.



Inspiration
FROM ARCHITECTH

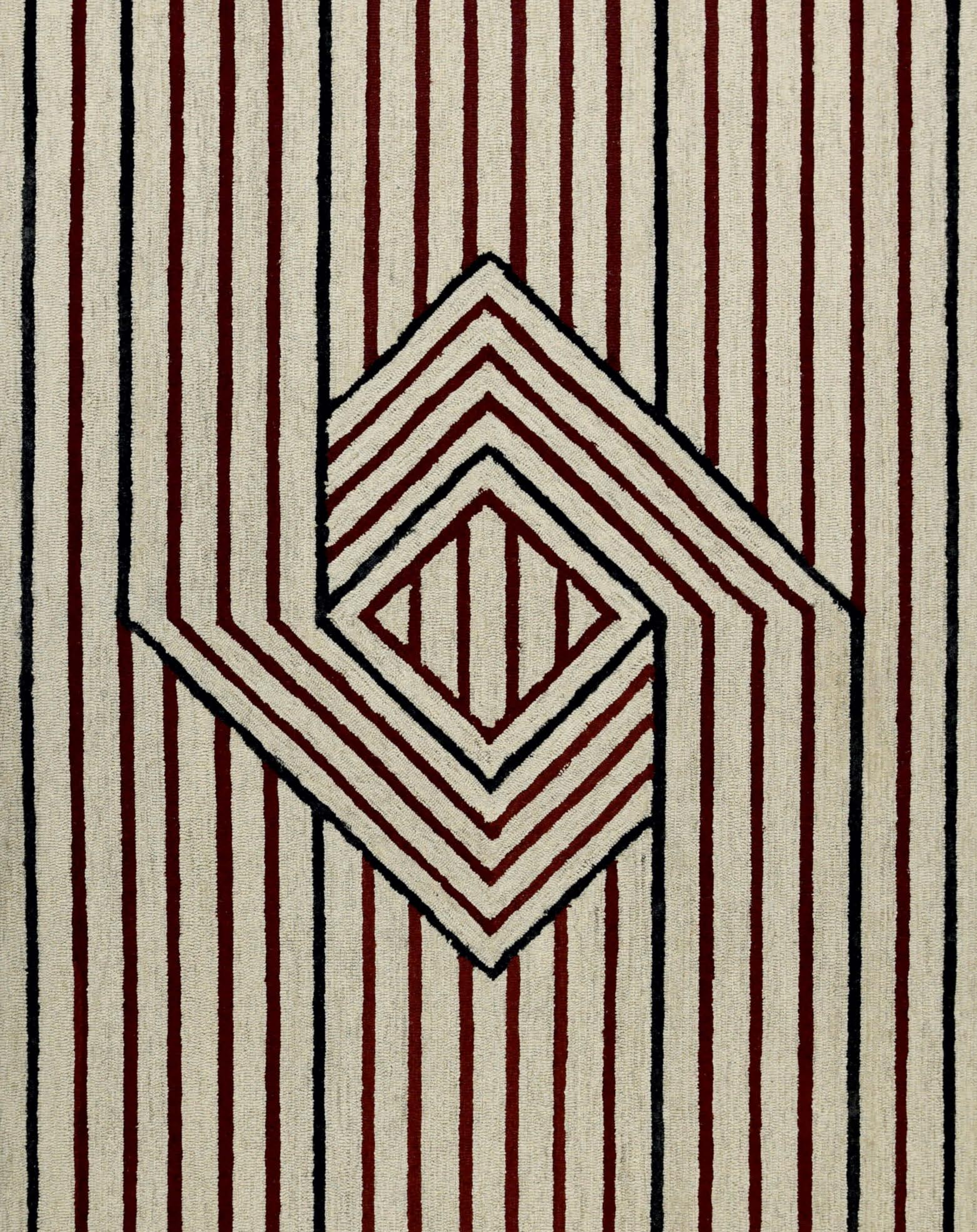
Canyan Collection

A soft feel, neutral tones, and high-low texture in a trendy masterpiece is a beautiful Graphical depiction of a dream in the true sense. Canyan collection is a brilliant blend of wool and soft & smooth art silk which is all set to grab attention with the emerging colours. Being carefully crafted with wool, it holds the exceptional stories of beautiful artists. Ideas, Myths, and inspirations about the lines are all transferred into fine creations paired with Excellent craftsmanship. Canyan's collection is of great designs that turn the thoughts into visual art through every single line of the luxurious hand-tufted rug. Extremely versatile, the Canyan collection gives an affluent and elegant gaze to the room and it's beautiful texture serves you high-quality Comfort. From simple, minimal classic patterns to colour-blocking and geometric patterns, artisans have designed this collection in varieties to pair with every home's style.



Modern colours and happy hues celebrate the spirit of self-motivation and disruptive flexibility to make it stand out as an eye-catching accent piece. Designed in a manner, the whole collection is meant to spark a sense of adventure that echoes a sense of liberated confidence. Incorporating the warm and comfort let the Rug interact and attract with your place!

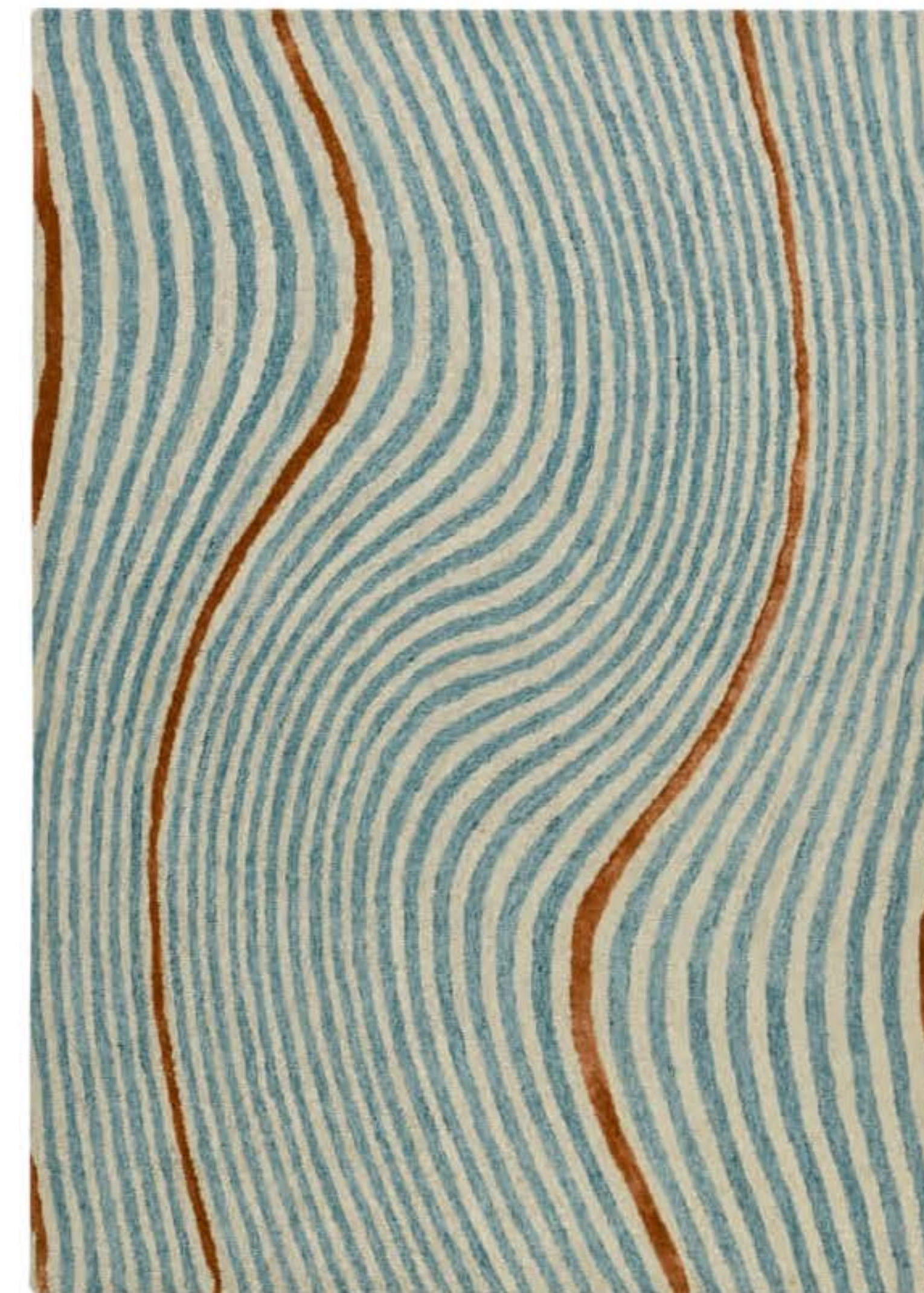
- Construction : Hand-Tufted
- Material : Wool & Bamboo Silk
- Backing : Yes
- Pile Height : 0.40"
- Made In : India
- Sizes : 2x3,4x6,5x8,6x9,8x10,9x12,10x14
- Attributes : Soft Feel, Neutral Tones
- Custom : Yes



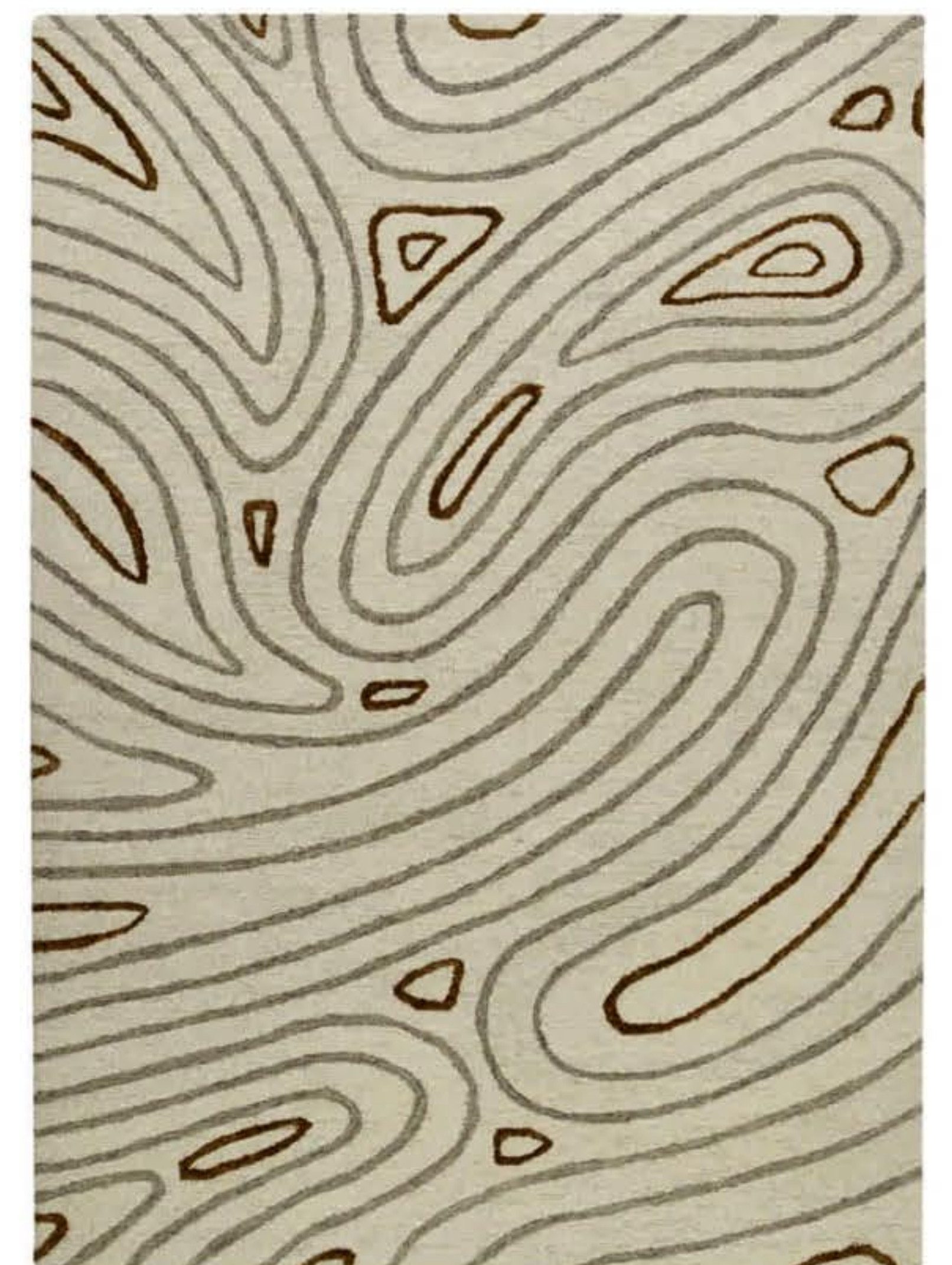
CAN-12 RED BERRY



CAN-5 RED ROBIN



CAN-9 IVORY

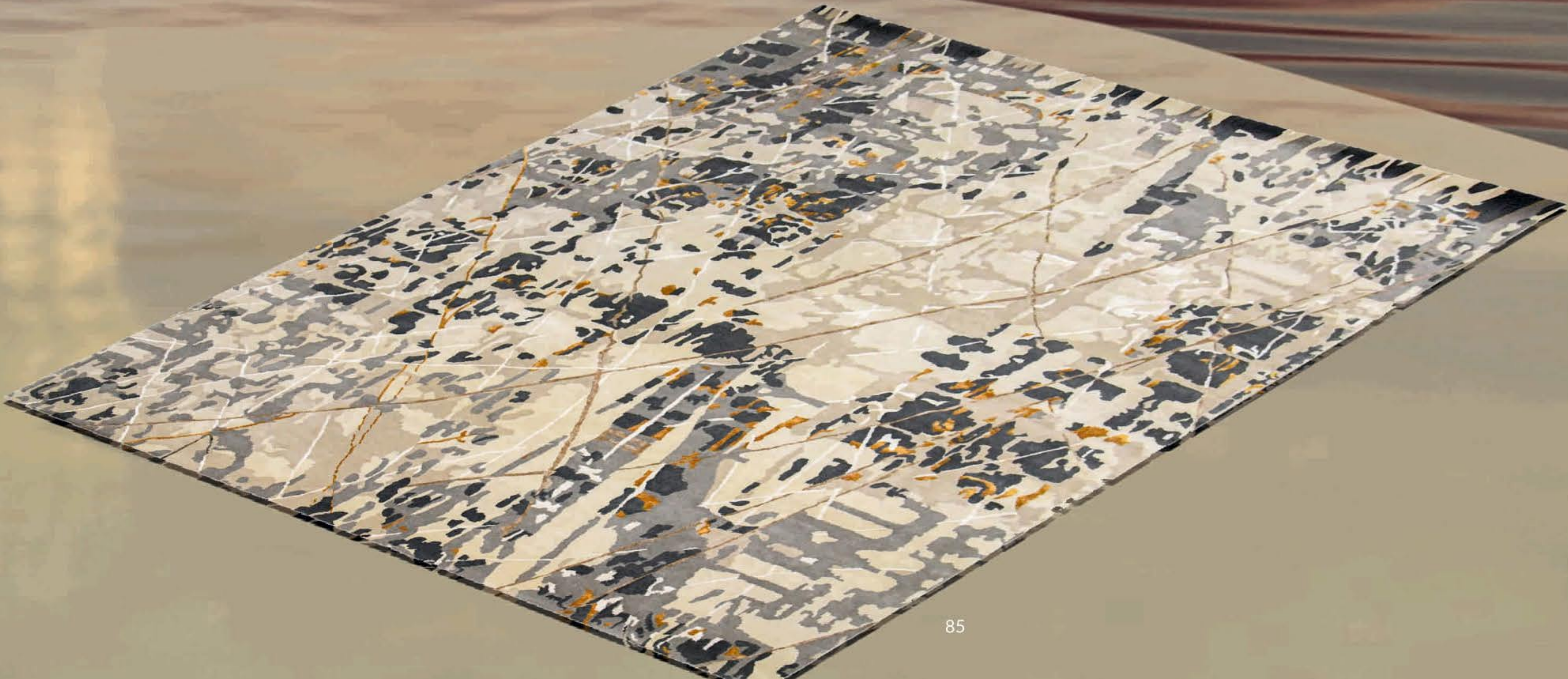


CAN-7 IVORY

Dream Collection

It's a beautiful graphical depiction of dream in true sense, it's vague, hazy yet invincible. It's truly an owner's delight to possess this masterpiece. It's a brilliant blend of fine wool and soft & smooth art silk. It's a modern abstract hand tufted rug all set to grab attention with the merging colours of wool & Art Silk creating a spectacular vision

Construction	: Hand-Tufted
Material	: NZ Wool & Raw Handspun Bamboo Silk
Backing	: Yes
Pile Height	: 0.60"
Made In	: India
Sizes	: 2x3,4x6,5x8,8x10,9x12,10x14
Attributes	: Exceptional Quality / Plush Pile/Easy Care
Custom	: Yes





IMC-127 STORM



IMC-128 SANTAS GRAY



IMC-126 SAND



IMC-130 WATER BLUE



Kapa Collection

Vestige is a soft, natural area rug collection comprising all the comfort and beauty you need in a handmade piece of floor art. Hand-tufted in India with blended New Zealand wool and viscose, this sophisticated rug has a luxurious feel, and its neutral color blends well with any room decor. This alluring area rug will add value and become the perfect aesthetic for your space in an instant.



Construction	: Hand-Tufted
Material	: Wool & Bamboo Silk
Backing	: Yes
Pile Height	: 0.45"
Made In	: India
Sizes	: 2x3,3.6x5.6, 5x7.6,8x10,9x13
Attributes	: Classic Patterns / Cut And Looped Construction / Soft And Lustrous
Custom	: Yes



VES-21 GREY



VES-6 DENIM GRAY



VES-12 NAVY BLUE

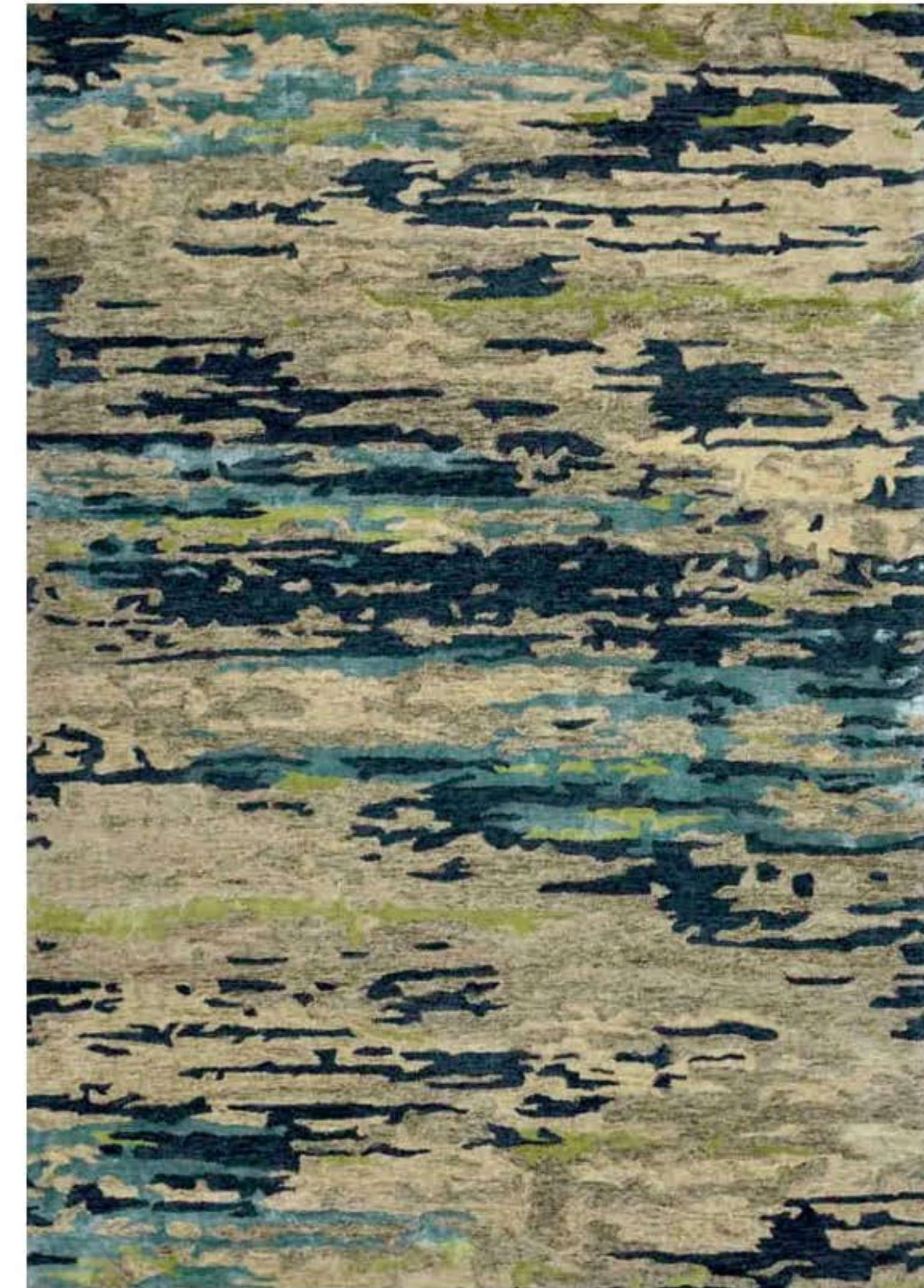


VES-11 CAMEL

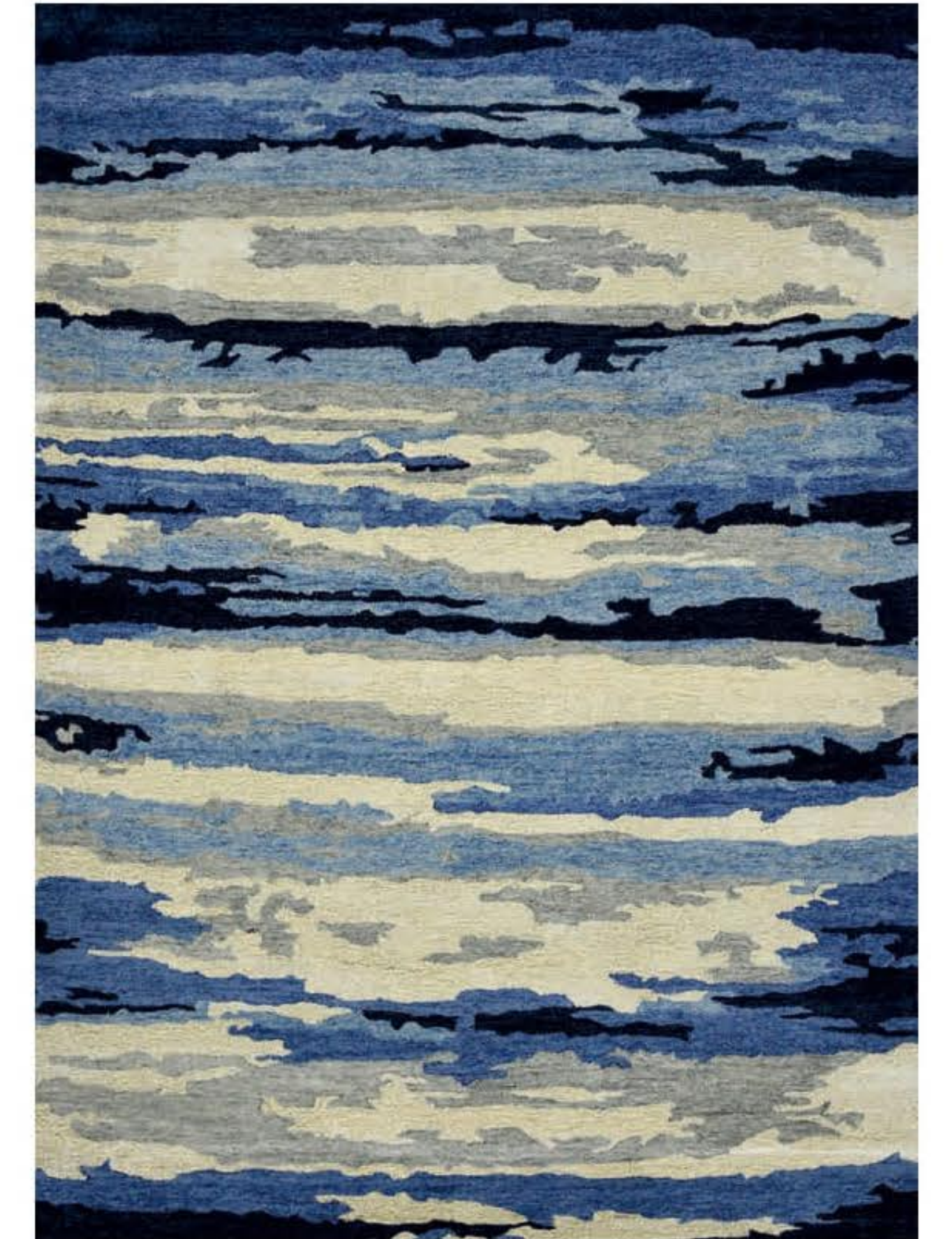
Azhan Collection

To give your decor a real style impact and bring it back on-trend, we present an exclusive range of stunning hand tufted rugs in our Azhan Collection. Incorporating all the warm and cool colours, this collection is made in India and can easily attract interest. Carefully crafted with Blended New Zealand Wool & Art Silk (Viscose), the Azhan Collection holds exceptional quality that brings class to any area of your house.

Construction	: Hand-Tufted
Material	: Wool & Bamboo Silk
Backing	: Yes
Pile Height	: 0.50"
Made In	: India
Sizes	: 2X3,4X6,5X8,8X10,9X12,10X14
Attributes	: Exceptional Quality / Plush Pile/Easy Care
Custom	: Yes



ABS-2 SAND



ABS-7 NAVY



ABS-4 BLUE



ABS-3 ORANGE

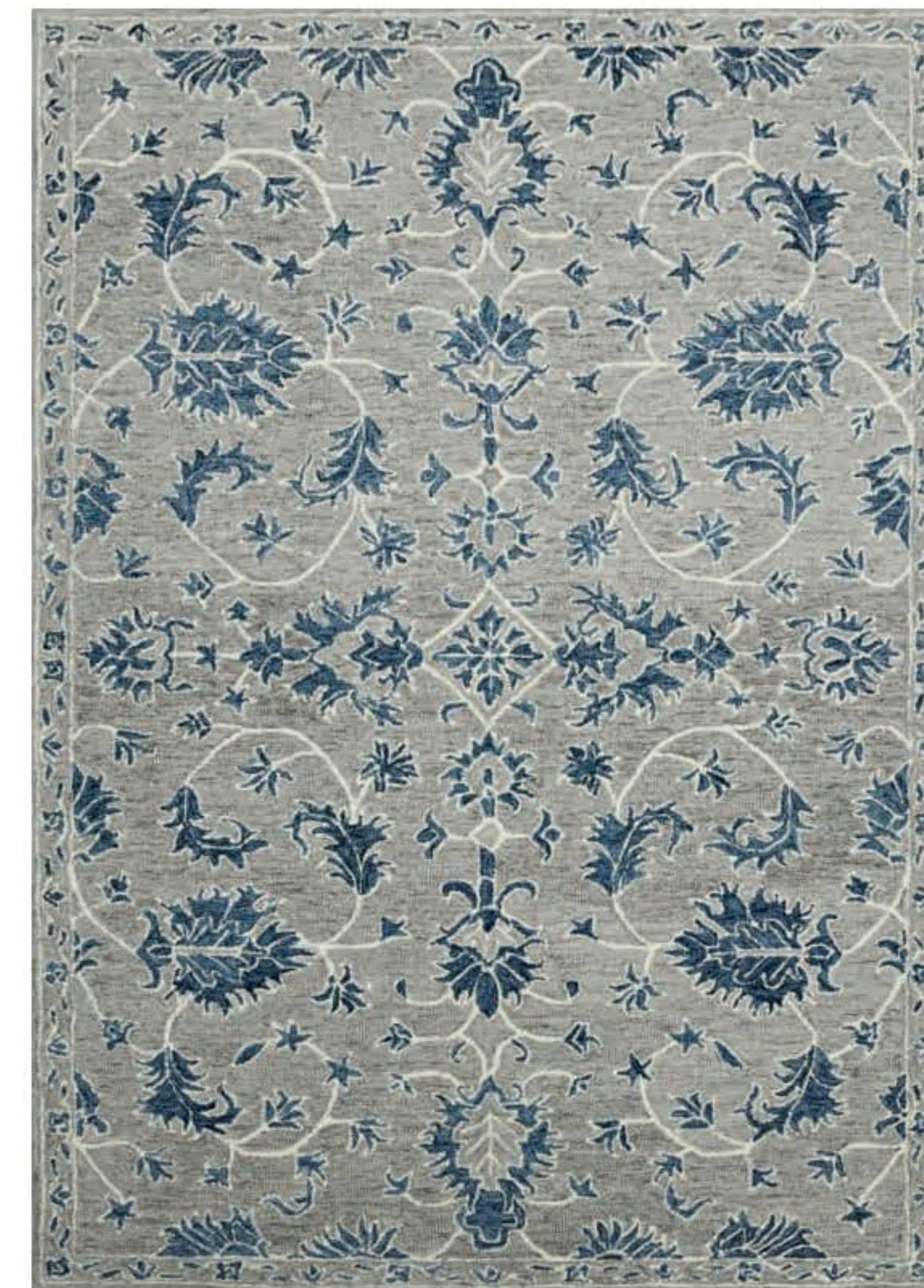


Hunter Collection

Hand-tufted in India of 100% wool, the Hunter collection offers a welcome retreat from the ordinary rug. Each piece is adorned with a gorgeous transitional pattern, beautiful two-toned colour combinations, and soft wool texture.



Construction	: Hand-Tufted
Material	: Wool
Backing	: Yes
Pile Height	: 0.40"
Made In	: India
Sizes	: 2X3,4X6,5X8,8X10,9X12,10X14
Attributes	: Natural Abrash/Loop/Durable
Custom	: Yes



ROM-1 GRAY



ROM-3 GOLD



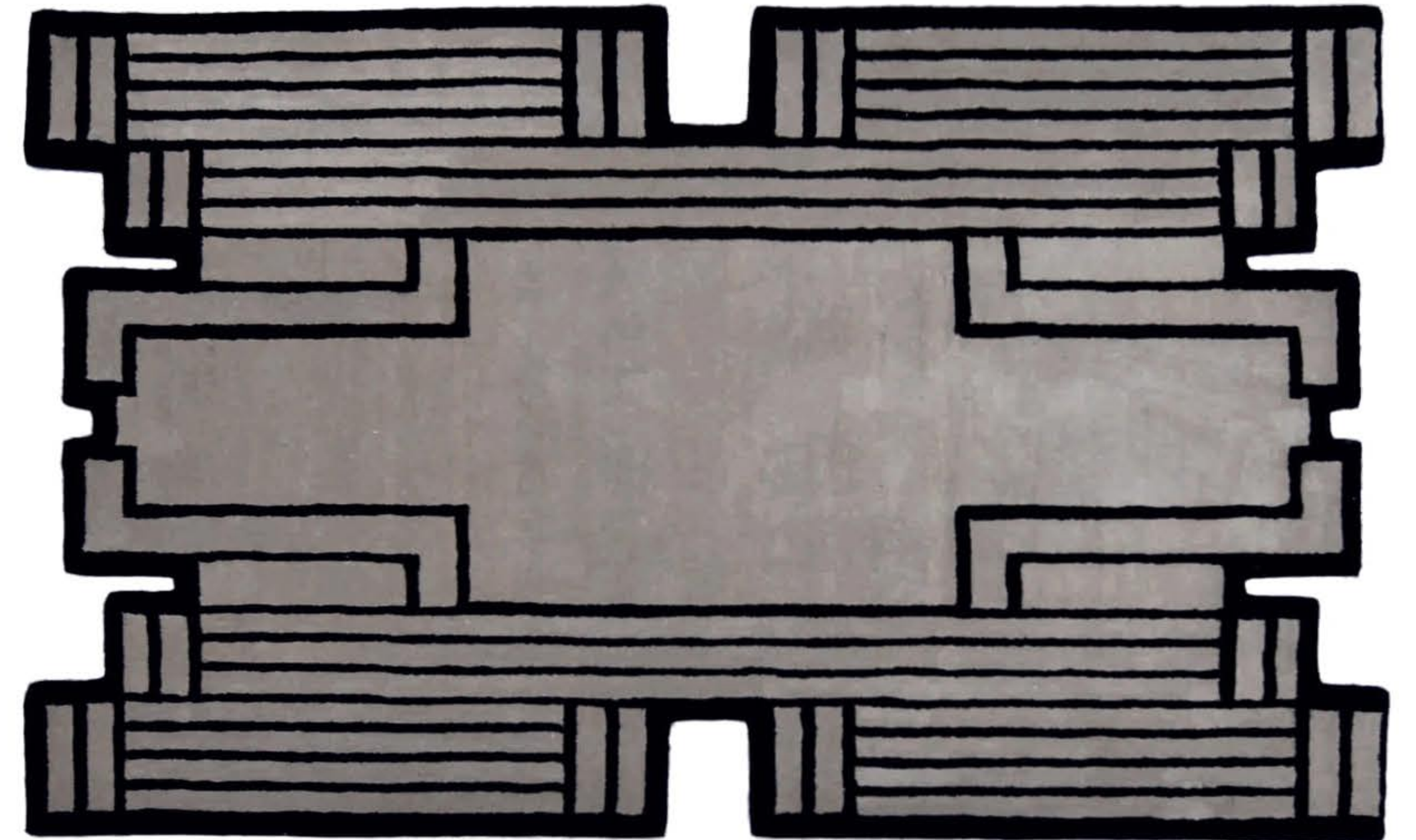
VIS-2 KHAKI



ROM-8 ROYAL BLUE

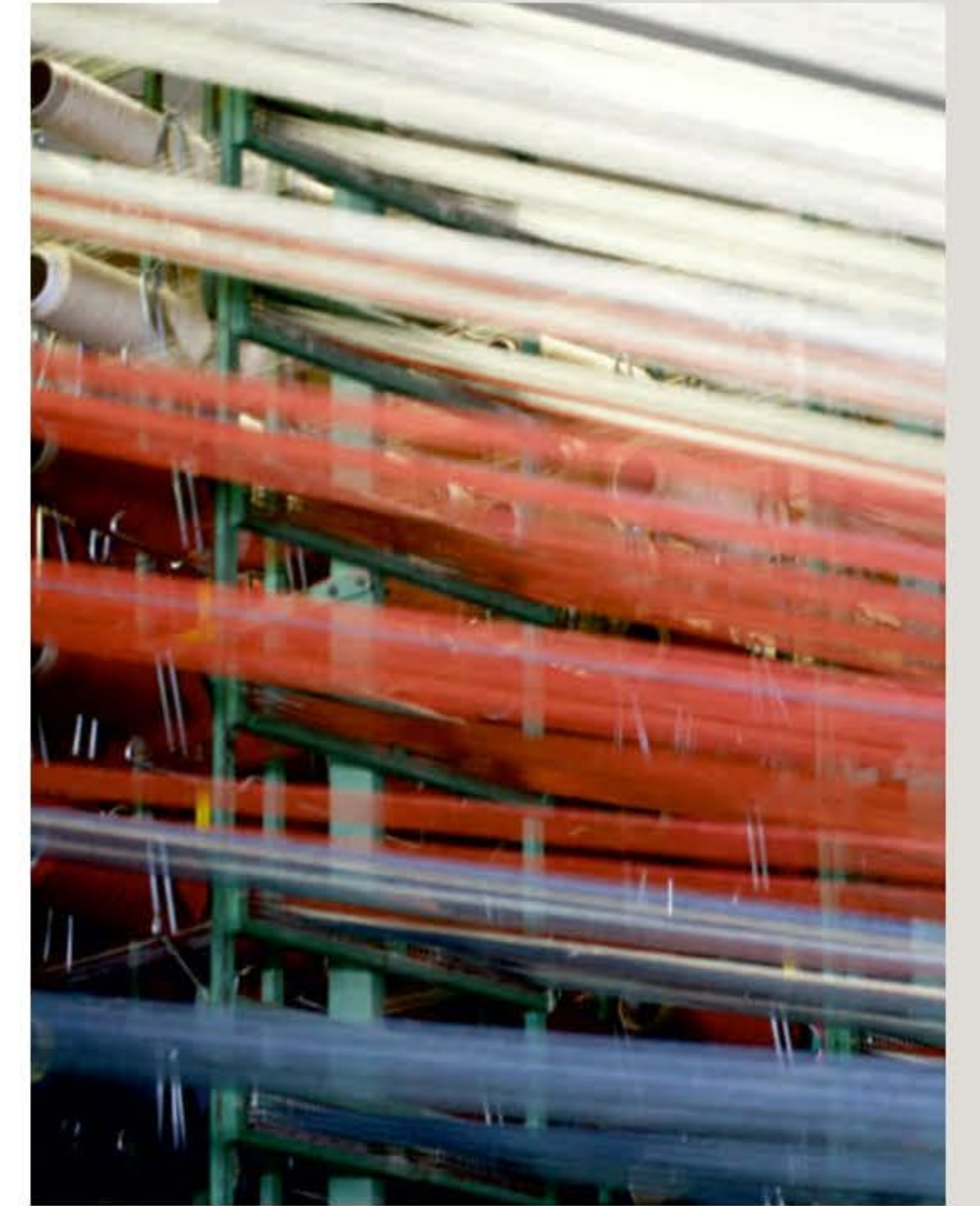


Designer Shape Rugs





HAND WOVEN



If a hand-made rug isn't knotted or tufted, then it is certainly woven. The broadest category of our line-up encompasses a wide variety of looks and styles, from simple stripes, coastal looks, solids, soumaks, tribal looks etc. Whatever your taste, we have textures and colours that will bring any room to life!

These rugs come with a work of art and hence stand similar to hand knotted rugs. They are manufactured on hand loom using a unique weaving technique with the best quality yarn like New Zealand wool, and art silk. The front and the back of these rugs look the same, making them reversible. Unlike hand knotted, they have no pile or actual knots but a lot of skills and experience is still needed to create this type of rugs. The contemporary patterns and minimal textures juxtaposed with modern colour ways create a unique look which is simply stunning! These versatile rugs can be considered traditional and trendy, therefore suitable for all type of interiors and can immediately lift up the colour tones of any room setting.



Blend Collection

The Blend collection is a beautiful selection of hand loomed Gabbeh inspired designs using earthy colours so popular today. Made with pride in India of only the finest New Zealand Wool and premium Art Silk (Viscose).



- Construction : Hand Woven
- Material : Wool & Viscose
- Backing : No
- Pile Height : 0.50"
- Made In : India
- Sizes : 2x3,5x8,8x10,9x12,10x14,12x15
- Attributes : Natural Abrash / Soft Hand / Lustrous
- Custom : Yes



BLN-15 CHARCOAL



BLN-23 SAND



BLN-5 CHARCOAL



BLN-2 IVORY

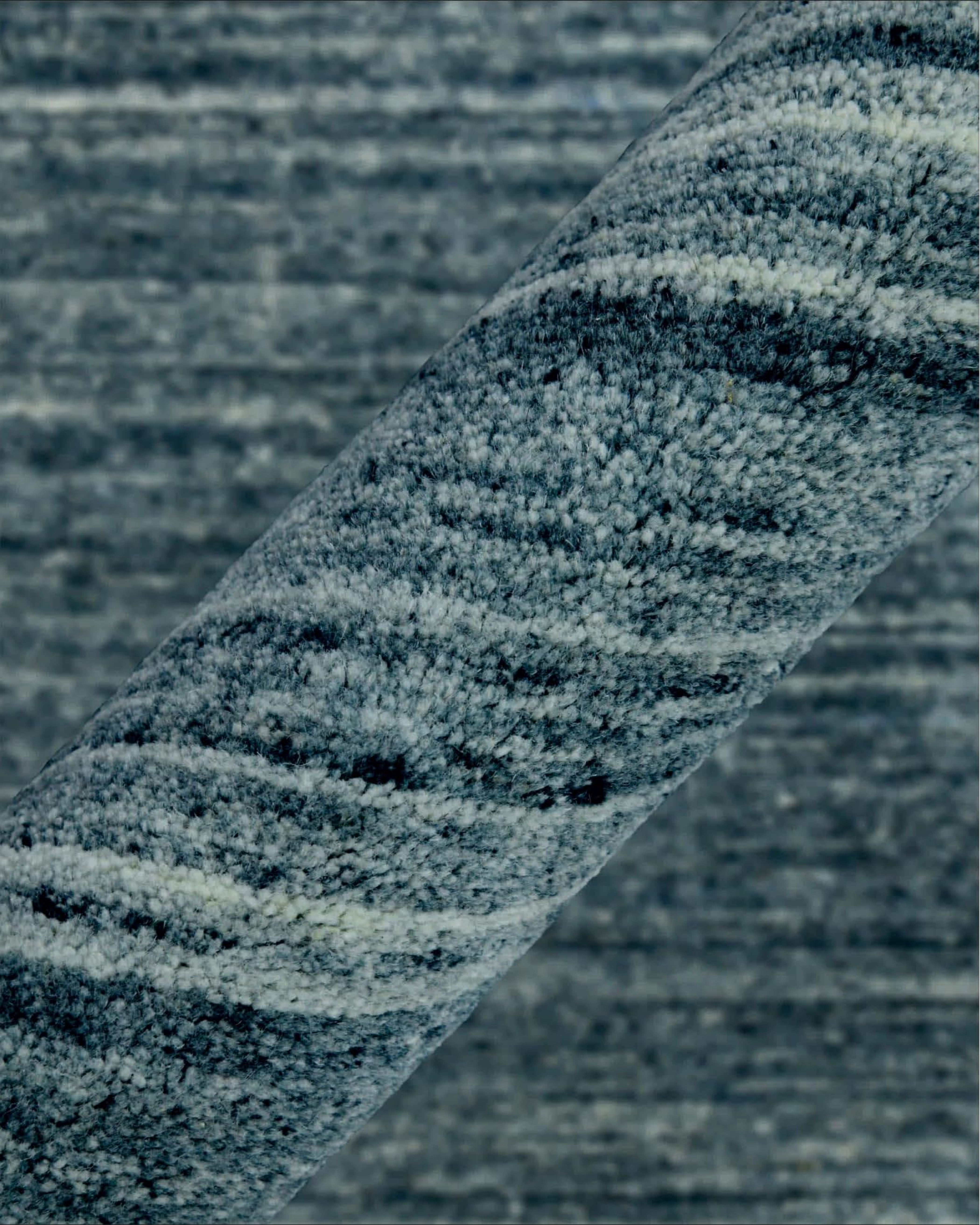


Heaven Collection

Tonal Look With Unlimited Application, This Heaven Rug Collection Features Richly Speckled Striations Of Wool Across Its Plush Surface. Hand-Woven In India By Master Artisans, It Sets A Restrained And Elegant Foundation Upon Which To Build A Room.



- Construction : Hand Woven
- Material : Wool
- Backing : No
- Pile Height : 0.50"
- Made In : India
- Sizes : 2x3,5x8,8x10,9x12,10x14,12x15
- Attributes : All-Natural Wool / Medium Pile / Neutral Color Hues
- Custom : Yes



HEA-12 AQUA



HEA-1 SILVER



HEA-6 DARK GRAY



HEA-11 BLUE



Affinity Collection

Surround Your Home With Beauty And Style With This Classic Hand-Woven Affinity Area Rug Collection. Hand-Crafted In India At An Award-Winning Facility, This Rug Is Made From Premium New Zealand Wool And A Hint Of Art Silk For Added Softness And Sheen. Featuring A Subtle Design In A Variety Of Colors, This Rug Works Well In Any Setting In Your Home.



Construction	: Hand Woven
Material	: Pure Bamboo Silk
Backing	: No
Pile Height	: 0.40"
Made In	: India
Sizes	: 2x3,5x8,8x10,9x12,10x14,12x15
Attributes	: Subtle Designs / Low Pile / Soft And Lustrous
Custom	: Yes



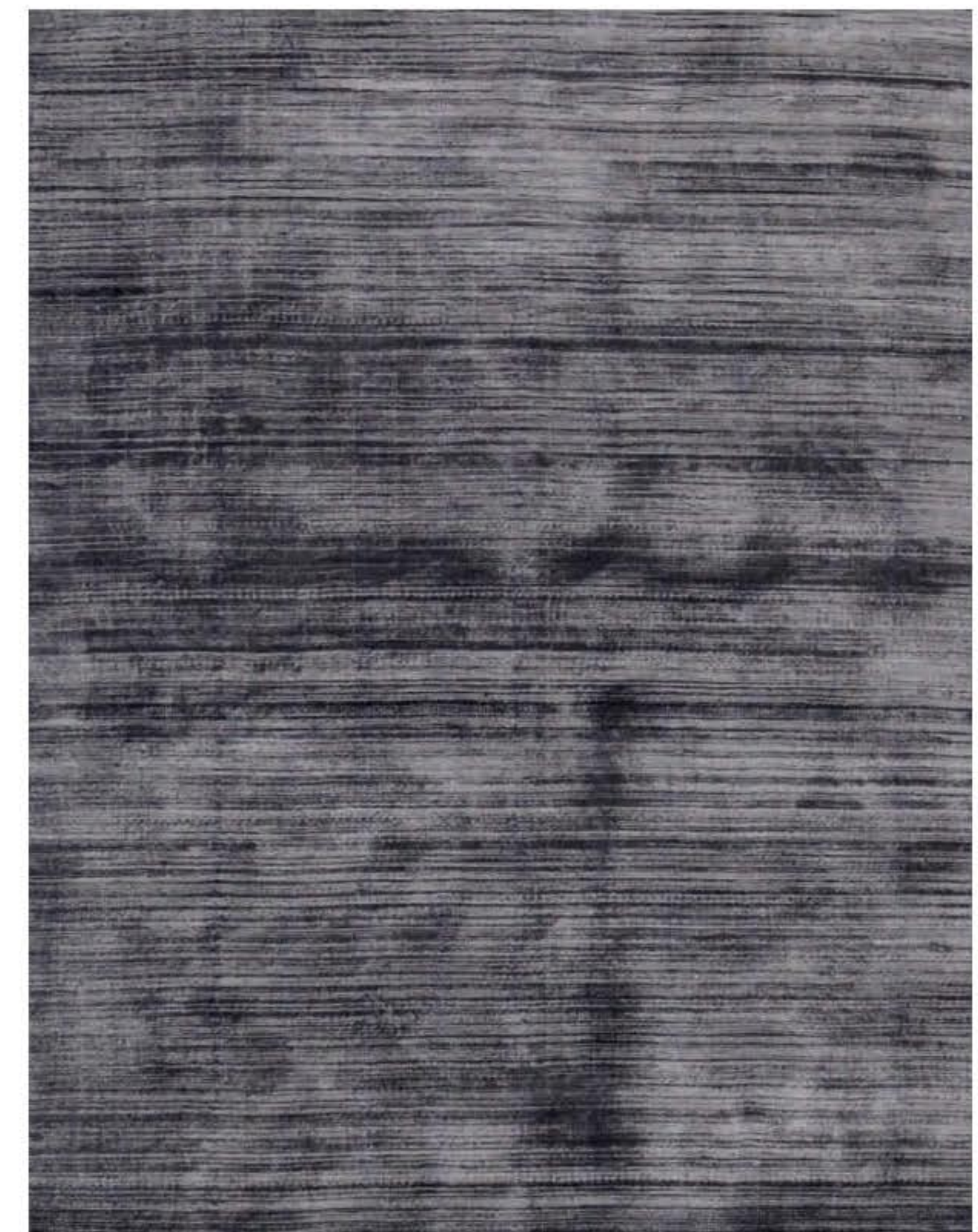
AFN-6 BLUE



AFN-4 SAND



AFN-1 SILVER



AFN-2 GRAY



FLAT WEAVE

Flat weaves which are also termed as durries and are now a prominent construction in our collection assortment. The broadest category of our line up encompasses a wide variety of looks and styles, from simple stripes, coastal looks, solids, tribal looks to natural textured Jute. We are committed to deliver a high quality flat-weave that can last for generations.

We have been rapidly growing our assortment in flat weaves as they offer so much more value while the price points are still affordable to the masses. Whatever your taste, we have textures and colours that will bring any room to life!

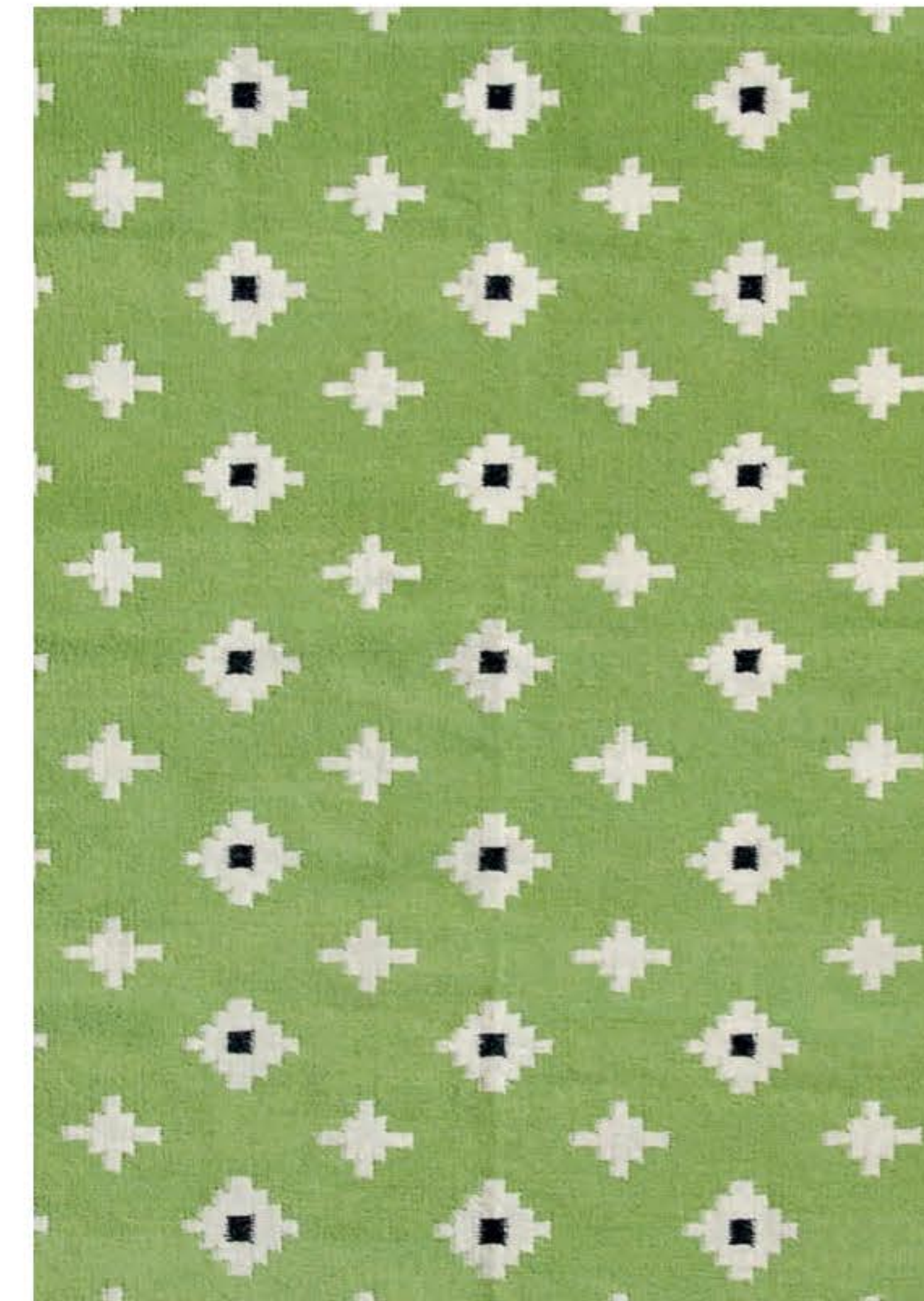


Zara Collection

The flat-woven kilim has been a staple of the rug world for centuries, and has regained some of its former glory in recent years. Saraswati's Zara collection is a nod to the current trend in the home décor market, but with fun colours and updated patterns that make Saraswati's Zara collection unique. Too, the Zara collection is thicker than a typical kilim, making it more stable and durable over time, and thus, a better overall rug. Lovable from the outset, the Zara collection will win hearts without breaking the bank. Zara: discreet comfort.



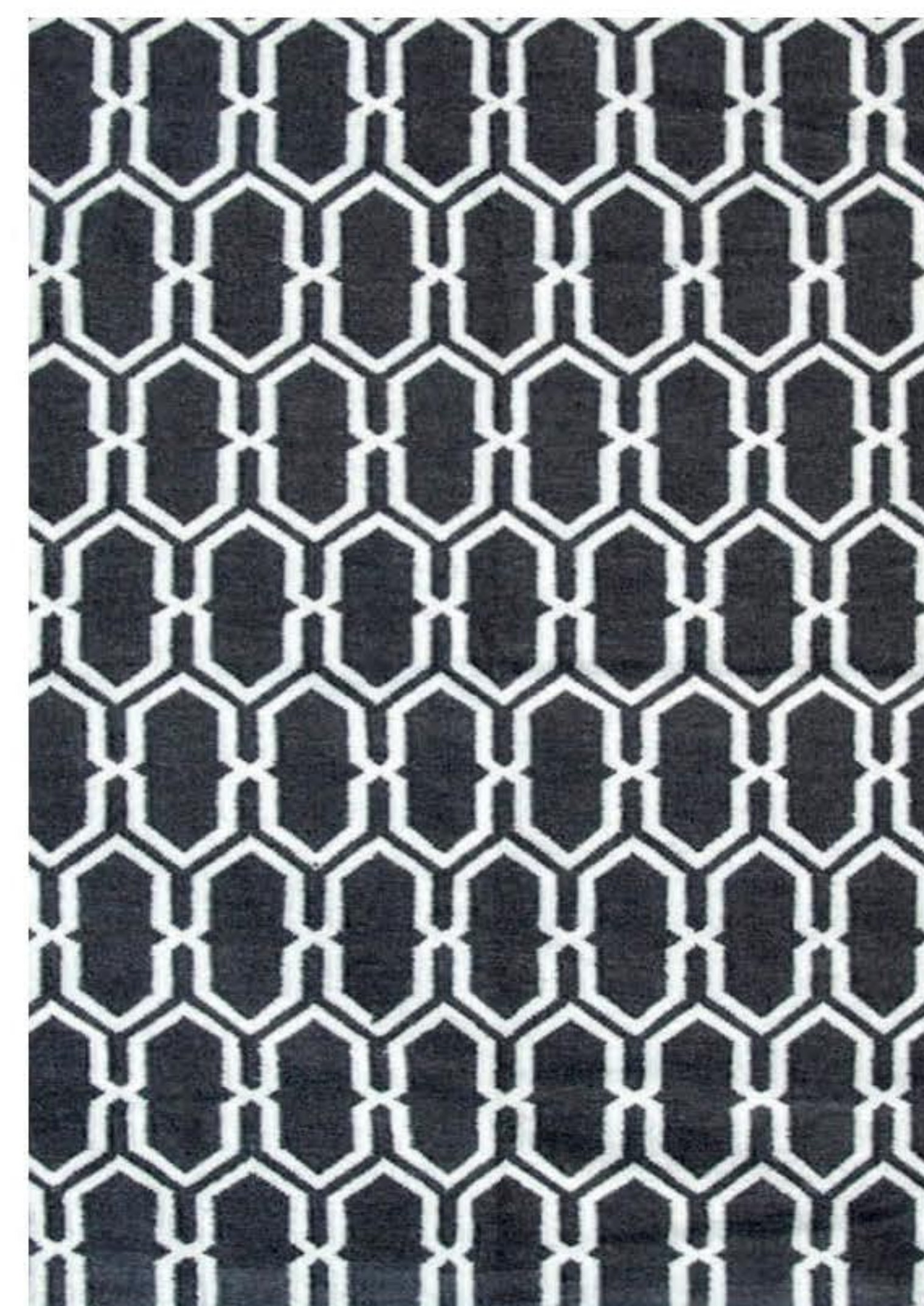
Construction	: Flat Weave
Material	: Wool
Backing	: No
Pile Height	: 0.20"
Made In	: India
Sizes	: 2x3,5x8,8x10,9x12,10x14,12x15
Attributes	: Natural/Reversible/Durable
Custom	: Yes



ZAR-16 GREEN



ZAR-17 BLUE



ZAR-7 GREY



ZAR-22 PINK



Naturals Collection

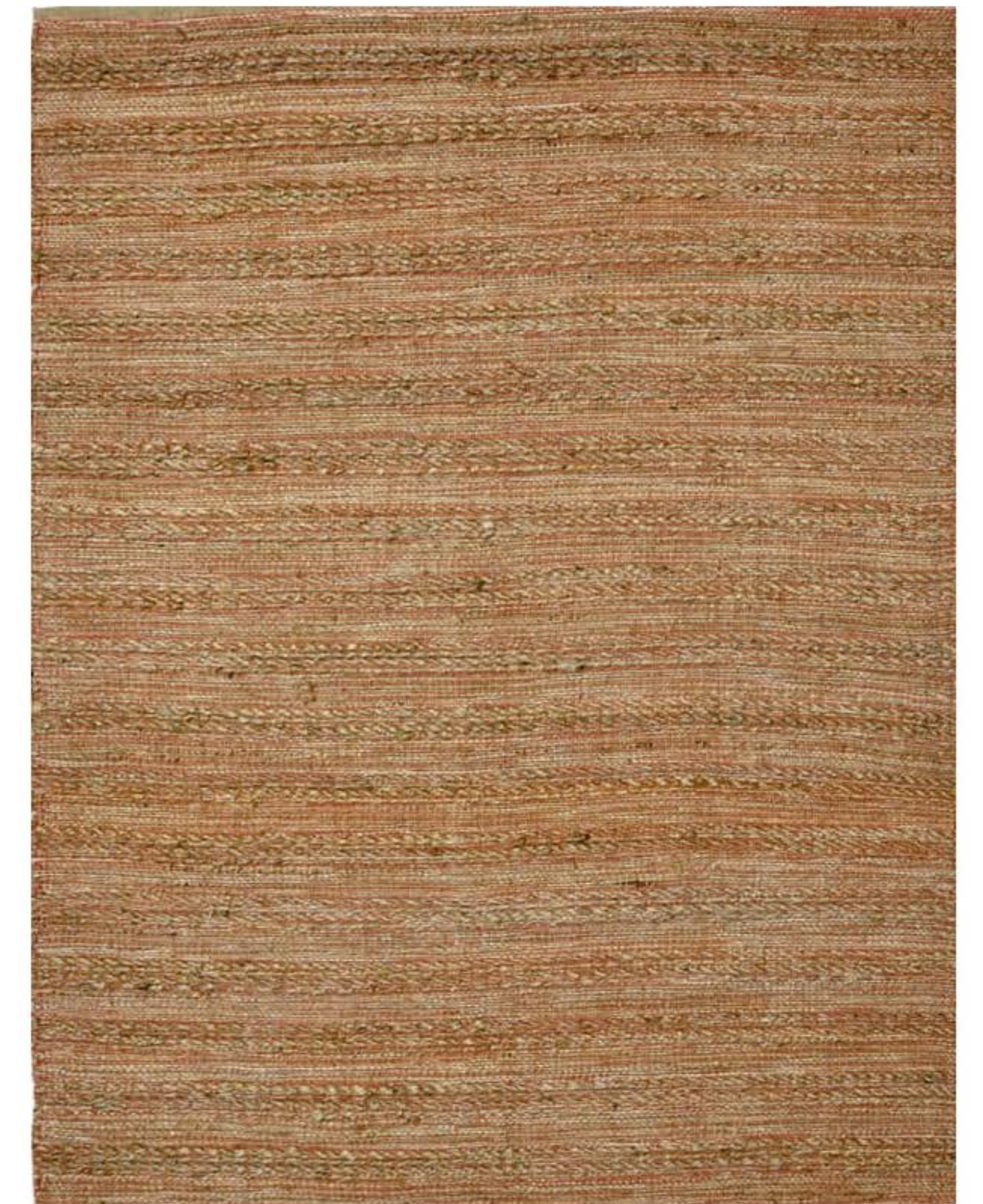
This all-natural, farmhouse style rug collection is a beautiful blend of casual and elegant. is expertly hand-woven in India of durable jute and fine cotton, making it an environmentally friendly addition to your home. Whether at the beach or on the farm, this gorgeous flat weave area rug will adapt to any style of decor in your home, and last for years to come.



Construction	: Hand Woven
Material	: Jute/Cotton
Backing	: No
Pile Height	: 0.35"
Made In	: India
Sizes	: 2x3,5x8,8x10,9x12,10x14,12x15
Attributes	: Reversible / High-Low Pile / Eco-Friendly
Custom	: NO



NAT-6 DARK GRAY



NAT-3 ORANGE



NAT-1 BLUE



NAT-2 BROWN



Zola Collection

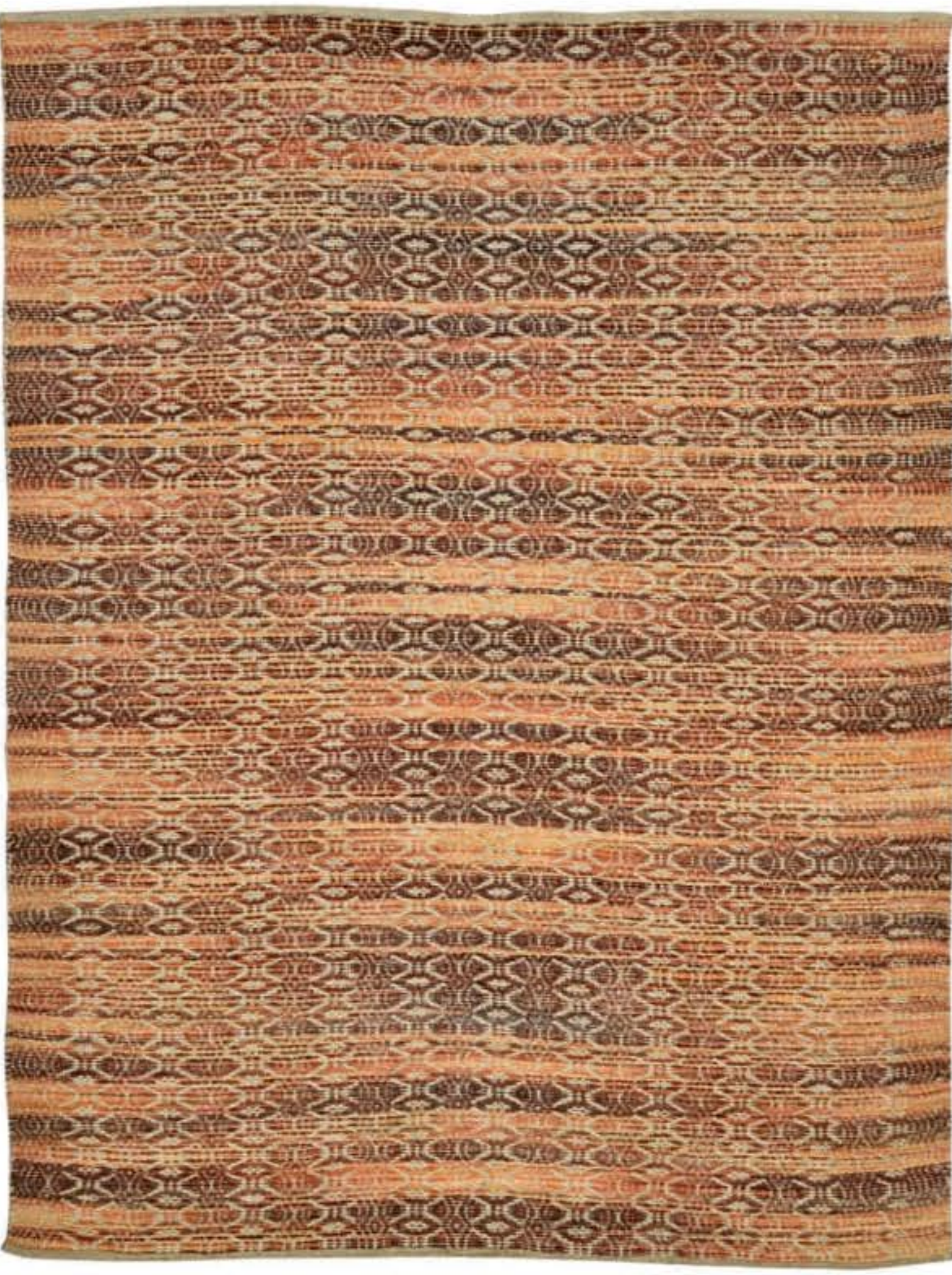
The all-natural collection is durable and long-lasting, and is designed to give added dimension and color to your entire space. This casual flat weave is hand-woven in India from natural jute with a gorgeous pop of eco-friendly rayon. It will fit into a variety of designs such as farmhouse, coastal, and transitional, but you can make it your own and enjoy it for years to come.



Construction	: Flat Weave
Material	: Jute & Art Silk
Backing	: No
Pile Height	: 0.20"
Made In	: India
Sizes	: 2x3,5x8,8x10,9x12,10x14,12x15
Attributes	: Reversible / Ultra Low Pile / Environmentally Friendly
Custom	: NO



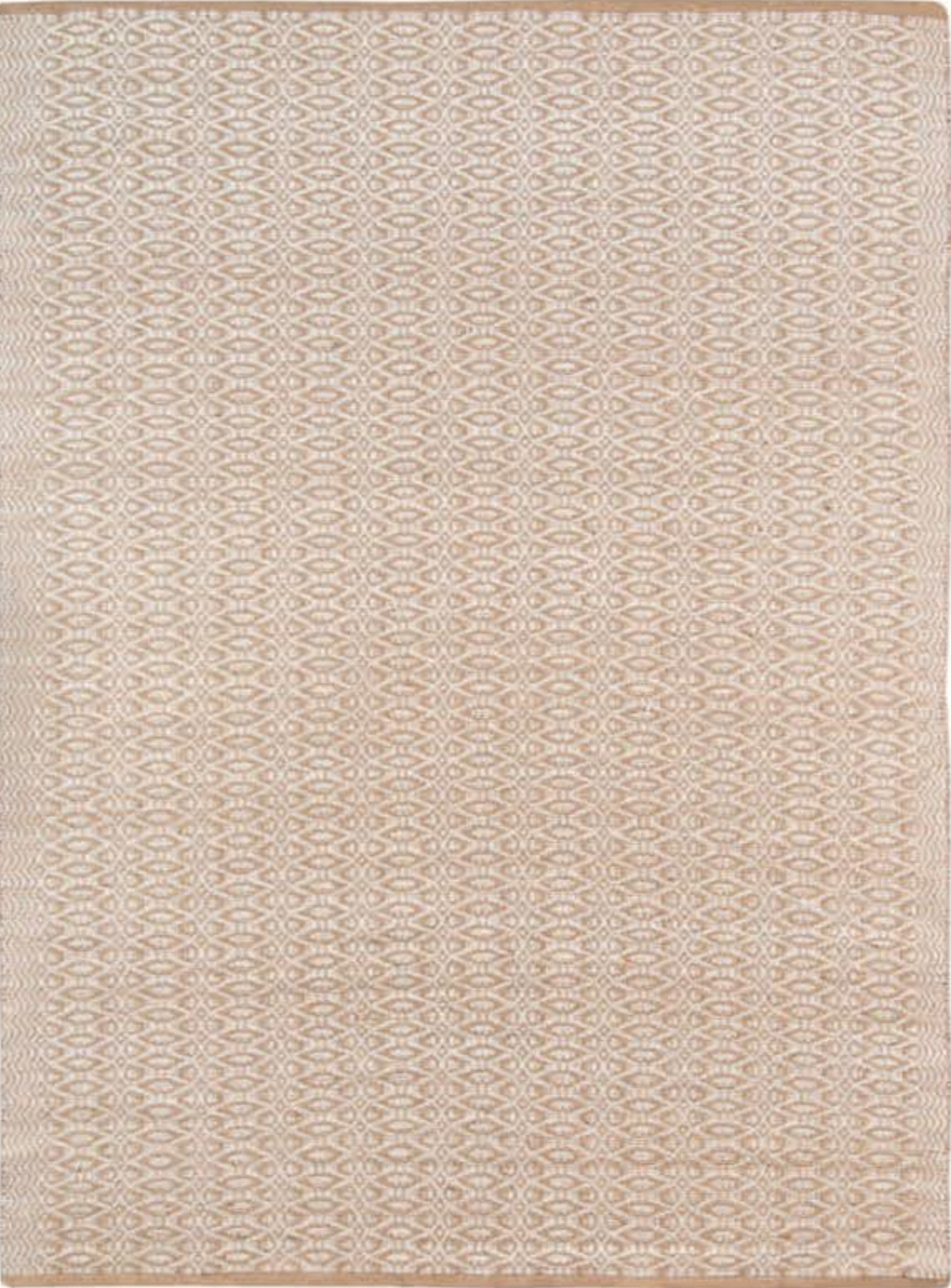
ZOL-6 CHARCOAL



ZOL-4 RUST



ZOL-2 GRAY



ZOL-7 WHITE



Artifacts Collection

Bring the timeless tribal beauty into your home with this alluring collection. Showcasing a combination of eclectic and southwestern designs with hand-knotted fringe, this will fit into a variety of home decor styles. Beautifully hand-woven by skilled artisans in India using 100% all-natural wool, this rug will endure the test of time.



Construction	: Flat Weave
Material	: Wool
Backing	: No
Pile Height	: 0.20"
Made In	: India
Sizes	: 2x3,5x8,8x10,9x12,10x14,12x15
Attributes	: Reversible / Eco-Friendly / Fringed Accents
Custom	: NO



ARI-2 DOVE GRAY



ARI-14 SKY BLUE



ARI-6 RED

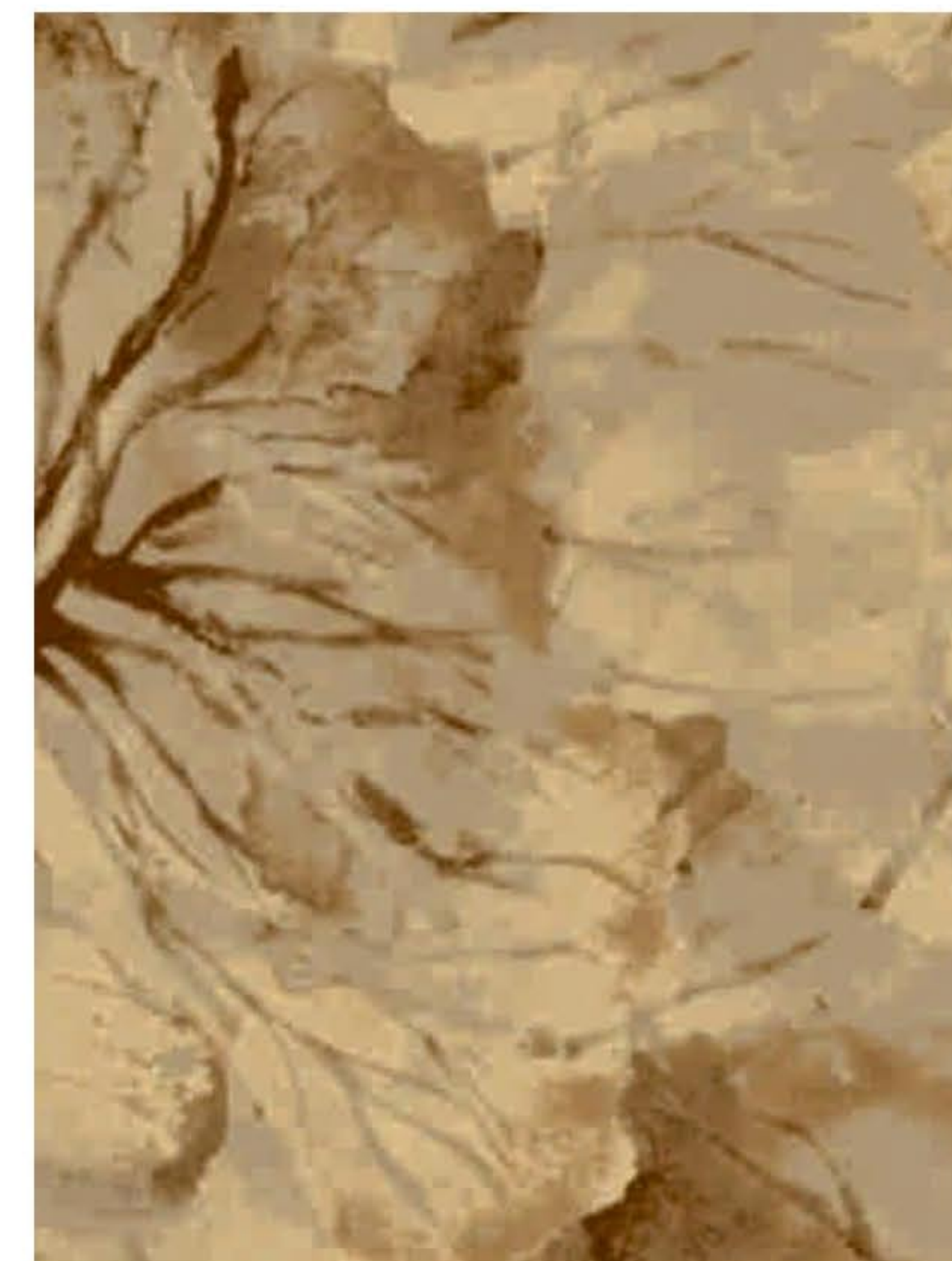


ARI-4 IVORY



Machine Made Carpets

Machine tufted carpets are made on machines where the yarn is stitched through a pre-constructed backing to form a loop or a tuft thereafter any kind of custom design can be easily printed onto that. The back side of the carpet is coated with latex to hold the loops in place.



Construction	: Machine Tufted Polyamide Printed Carpets
Material	: 100% Nylon
Machine Gauge	: 1/8
Pile Height	: 5-13mm
Quality	: 300-1500GSM
Primary Backing	: Prime Packing
Secondary Backing	: Action backing/Felt Backing
Made in	: India



VISION BEHIND THE FOUNDATION

Our foundation was created with a vision to create dignified livelihood opportunities for the deprived rural section of our country. As our founder believes, "the pillars of a successful business are the people who work at the grass root level and the only way to succeed is by treating them well and by giving them the right environment to grow."

EMPOWERING ARTISANS

We are dedicatedly involved in providing basic education to our artisans and their families. We enable them to be social-economically independent. Making our community women independent is one of our key goals and we are progressively moving towards achieving it. Various training and education programs have been organized by us especially to train women in different art forms. The foundation has changed lives of nearly 15,000 women and Counting. We dedicatedly work towards creating a better and brighter future for our artisans.

KEEPING OUR COMMUNITY HEALTHY

Good health is a primary need of every individual yet majority of the rural people are deprived of basic healthcare amenities. Our foundation diligently works to provide basic healthcare facilities to the village people by organizing regular health camps. In the present year we have organized free eye care camps in Rajasthan and Gujarat. In total more than 800 people availed free check-ups and consultations and 204 got totally sponsored cataract surgeries. The foundation organizes health awareness rallies and camps periodically. In the present year a cancer awareness program was conducted wherein more than 500 people were be netted. Our mission is to create a healthy community and we are wholeheartedly working to accomplish it.



SHAPING THE FUTURE

Our foundation zealously works to provide education and livelihood opportunities to the family of Artisans. In present year the foundation has provided scholarships to dozen children for their higher studies. The foundation has made good rapport with many local NGOs, media and government authorities. Foundation has plans to spread its wings towards better environment, youth education and community Health Programs in the state of Rajasthan, Uttar Pradesh and Gujarat.

