



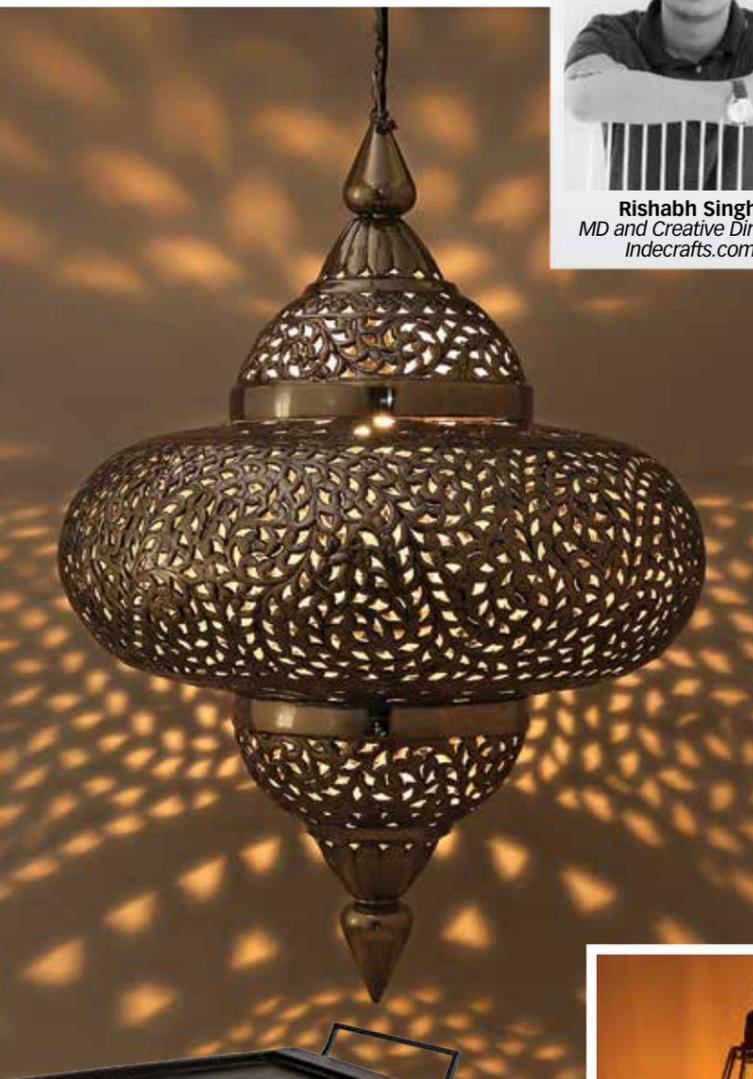
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KNOW YOUR BRAND

INDECRAFTS

Spreading the love of handicrafts in both Indian and international markets

FEATURE **SNOWLIKA PRIYADARSHI**



Handicrafts have always been of cultural and traditional importance to India and their detailed and astonishing designs have made them eminent in international markets.

The Genesis

The mother company of Indecrafts, RR International, has been dealing in home decor products with international markets for the past 25 years. Introduced in 2014, Indecrafts caters to the domestic market and has entered the fast-growing e-commerce segment. As exporting was an established set-up with a wide collection of products, it was decided to launch Indecrafts as a website and an e-commerce business, to sell in both Indian and international markets.

What's Special

Every product sold on the website (www.indecrafts.com) is manufactured in-house, which gives Indecrafts total control on the quality and finish. This also makes project customisation possible, according to customer requirements. Handicrafts have always been of cultural and traditional importance to India and their detailed and astonishing designs have made them eminent in international markets. Indecrafts reaches and provides these handicrafts to customers from far and near.



Handicrafts, being of great significance to Indian culture, carry with them the stories of centuries-old techniques, the places they come from and the evolution that occurred during the past years in the tools, materials and techniques used during that time.

Online Only?

The world is more inclined to social networking and virtual conversations. Everything we need is just a click away. The idea of Indecrafts sprang with this insight itself. What could be a better way than to go online to tell stories about the techniques and methods used in bringing these artefacts to life. Another important reason why Indecrafts is only online is that opening a retail store takes longer than launching a website. It also involves a large amount of investment and takes a lot of time to be implemented. A website makes it easier to operate from the factory and dispatch products directly to the customers. It also assures a wider reach as compared to a retail store. In today's day and age nothing could be better than going online and instantly finding the information and products you're looking for, this is what Indecrafts is all about.

The Products

Indecrafts introduces new trends, categories and designs every year. The in-house design team works on developing new products on a regular basis, so as to constantly provide newer products to the customers. New categories are being added to increase the range. This year, the focus will be on adding wall decor as a new category.

Arts & Crafts

Regularly introducing the craftsmen to new industry standards and encouraging them to adapt to new technology, ensures creating the best products. Learning new designs and different types of product styles updates them with time and market demands. Indecrafts strives to inform buyers about the origins of the products as they consider the artisans to be as important as the customers. This means that, whenever a customer purchases a product he/she knows where it has come from. 

