



NAME: Asha Chaudhary

TITLE: President

BUSINESS: Jaipur Rugs

STUDENT: Zahra Hossainy

As President of U.S. operations for Jaipur Rugs, India's largest hand-knotted rug manufacturer, Asha Chaudhary brings a unique perspective to the industry. Her in-depth knowledge of the artisanship of rug making is paired with a keen understanding of the American marketplace and a genuine passion for design. Growing up in the rug industry, she was mentored by her father and Jaipur Rugs founder NK Chaudhary. Beginning with two looms, Asha watched as he evolved the fledgling business into an international company that now employs over 40,000 talented weavers and artisans.

Arriving in the U.S. for her undergraduate work in 1997, she matriculated as a Dean's List scholar from Atlanta's Emory University in 2001 with a Bachelor of Business Administration with a concentration in Finance. Since 2005, she helmed the company's Atlanta-based U.S. headquarters, expanding on her father's original vision to broaden both the range of products and scope of Jaipur's customer base.

Since her beginnings as company president the range has grown from thirty-two rug designs into one of the industry's broadest ranges with over 300 designs and 1,600 SKUs in diverse materials, covering price points from \$80 to \$2,500 for a 5x8 size. These changes as well as a growing reputation for leadership in color and design, have also brought growth beyond the typical rug specialty stores to garner over 1,500 customers – including a broad mix of retailers, internet dealers and a large interior design following. Looking towards the future, Chaudhary hopes to continue expanding Jaipur into a global design leader and complete lifestyle brand, inspiring people to bring more beauty into their everyday lives.