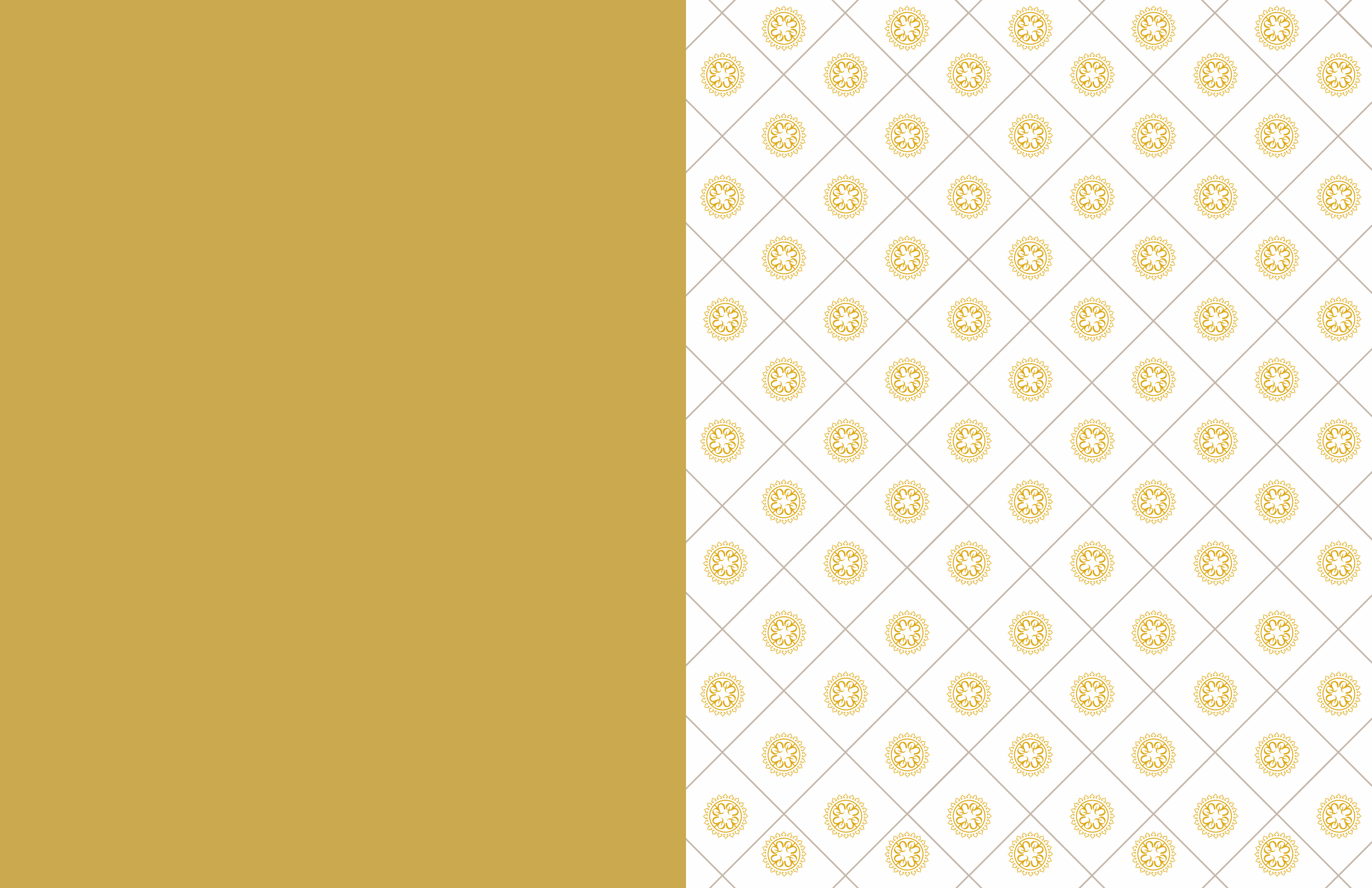




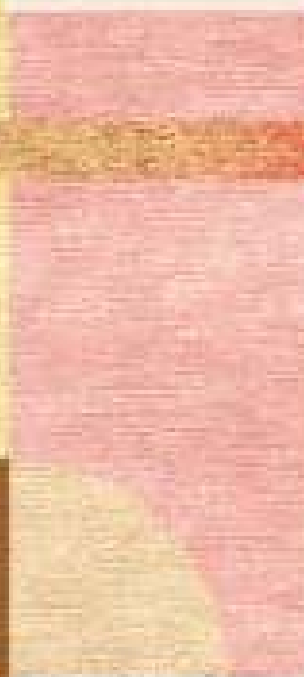
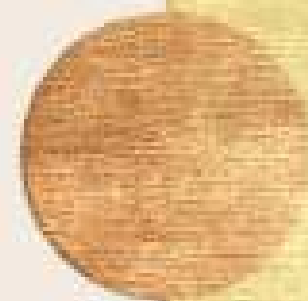
**QAALEEN**  
The Art of Expressions

**COMPANY PROFILE**





The Jaiswal Vintage Group is proud to have 500+ Looms affiliated to it and with 2000+ master craftsmen who have been weaving carpets for generations.







## About us

Exquisitely crafted pieces of art on an entirely different canvas, Qaaleen's exquisite rugs are just the thing to embellish your space with in expressly opulence. Whether it is a creation that is reminiscent of a royal heritage, or an artistically designed silk rug, Qaaleen offers a remarkable, diverse and one-of a kind variety to discerning customers.

Exquisitely crafted pieces of art on an entirely different canvas, Qaaleen's exquisite rugs are just the thing to embellish your space with in expressly opulence. Whether it is a creation that is reminiscent of a royal heritage, or an artistically designed silk rug, Qaaleen offers a remarkable, diverse and one-of a kind variety to discerning customers.

Qaaleen is grounded in an uncompromising vision: of bringing together timeless craft and modern design to pieces of exceptional quality—that sit well with customers' contemporary tastes, as well as preserve ancient traditions and techniques. Qaaleen was inceptioned with a clear objective to provide bespoke solutions to Architects & Interior Designers & Connoisseurs in the Hand woven Carpet segment. At the brand's flagship store, you have a variety of choice across all categories: from contemporary modernist styles to traditional Persian weaves.

The handcrafted rugs in 100 per cent pure silk are especially popular. Every design is a meditation on the artistic journey of the artisan: reflecting the creator's thought, and the richness of the history he brings to the loom. For the last six decades, the brand has stayed true to one overarching principle—that a pattern should be the foundation of design, cutting across age, time and style.



## Our Legacy

Mr. Prakash Chandra Jaiswal, an avid humanitarian worker and a former Governor of the Lions Club started the Handmade Carpet business in the name of Velvet Carpet Company in the Year 1954 at Bhadohi, Uttar Pradesh, India.

Mr. P C Jaiswal along with his son, Mr. Pradeep Kumar Jaiswal and now his grandson Mr. Prateek Jaiswal and Mrs Disha Jaiswal have been successfully running the business under the following names:

1. **Vintages International**
2. **Brand Qaaleen**

They have been the pioneers in rug making and developing designs for the American and European markets. Having taken the Company to the global map in the last six and a half decades they have garnered in a lot of good-will in both the International and Domestic markets.



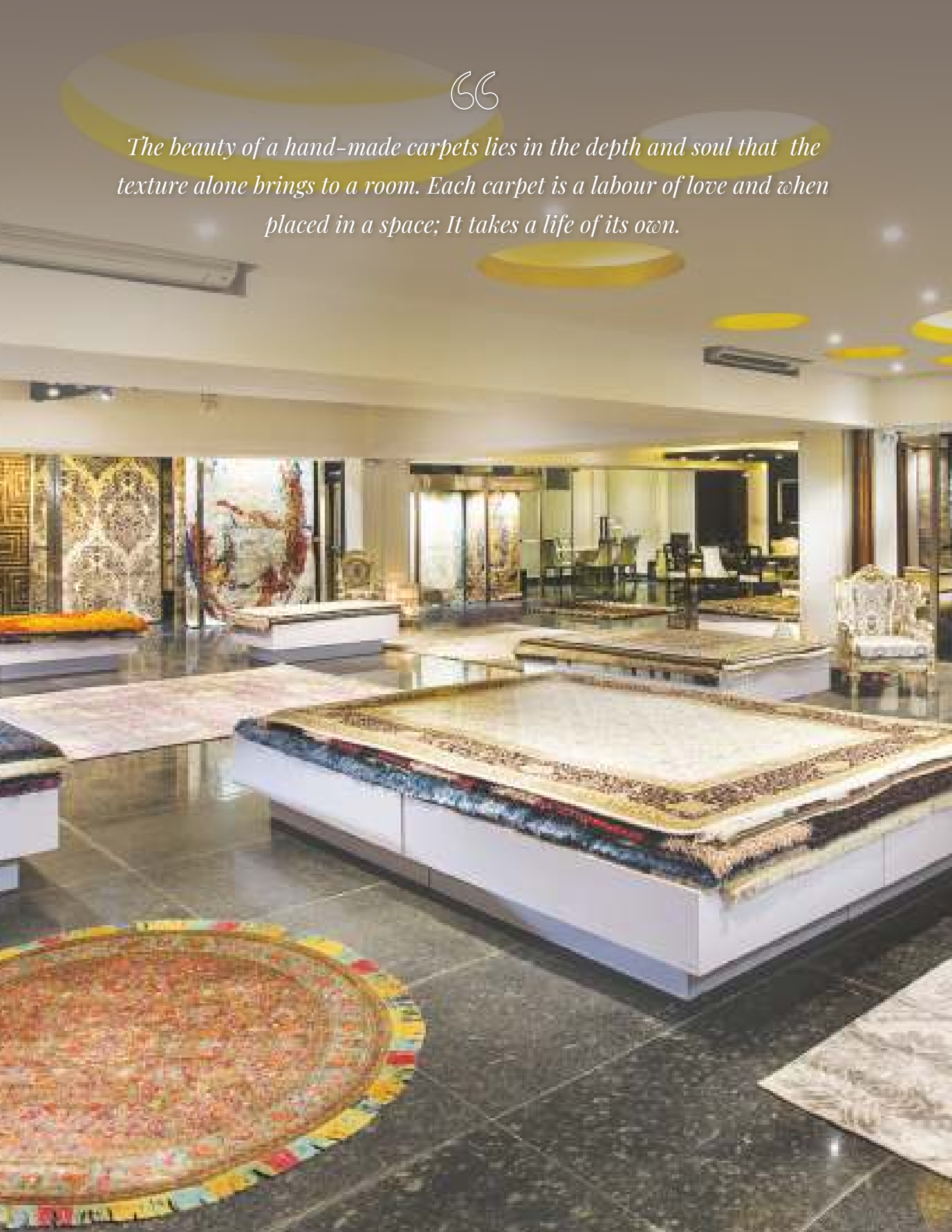
## Design Philosophy

There's so much more to design than what meets the eye. Each curve, each colour, each technique is a reflection of the rich history and tradition behind it.

In Pradeep Jaiswal's words, "The beauty of a handwoven rug lies in the depth and soul that the texture alone brings to a room. Each carpet is a labour of love and when placed in a space; It takes a life of its own."

On the basis of this, Vintages International's design philosophy lies in; To combine traditional craftsmanship fused with contemporary needs and painstaking details to create an aspiration, a desire that will meet the wants of those of value quality and art.

Be it comfort, functionality or a revival of the old styles, each new generation takes from the old and adds a bit of new. A reinterpretation keeping in line with tradition yet adapted to the ever changing world of design standard and style.



*The beauty of a hand-made carpets lies in the depth and soul that the texture alone brings to a room. Each carpet is a labour of love and when placed in a space; It takes a life of its own.*



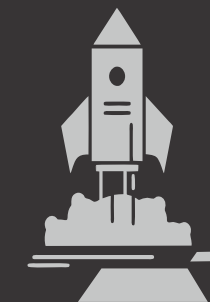
## VISION

To bring together timeless craftsmanship, artistic patterns and modern designs to create exceptional pieces of furnishing, which add to the glamour and lifestyle quotient of the discerning customer's habitat.



## MISSION

To be a sought after destination for those who crave for uniqueness and quintessential charm and as a creative brand be able to continuously create value by crafting objet d' art for those that want to have differentiation with a touch of artistic class as their style statement.



## OUR COMPANY CULTURE

*"To be the leading provider of innovative and sustainable carpet solutions, enhancing the comfort, beauty, and functionality of every space we touch. We aim to inspire and delight our customers through exceptional quality, cutting-edge design, and a commitment to environmental stewardship."*

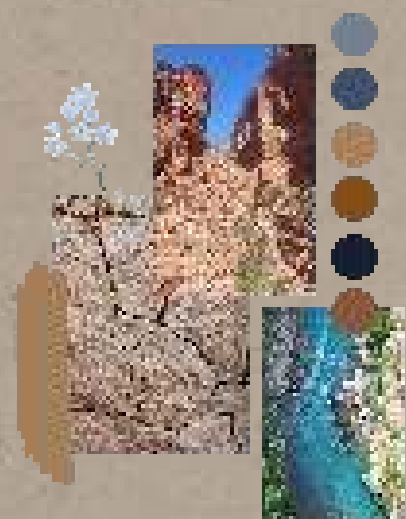


## COREVALUES

Every creation has to be inspiring and artistic in expression to tell a story to those who aspire to own them. Every design should make one visualize the extent of the artisan's thought journey and the depth of its richness.



# THE QAALEEN STORY



Carpet Designing



Color Selection



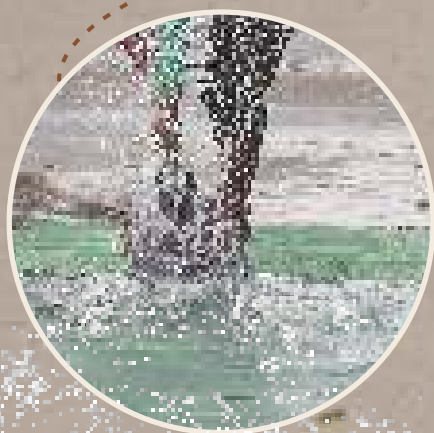
Material & Texture Selection



Yarn Dyeing



Carpet Weaving



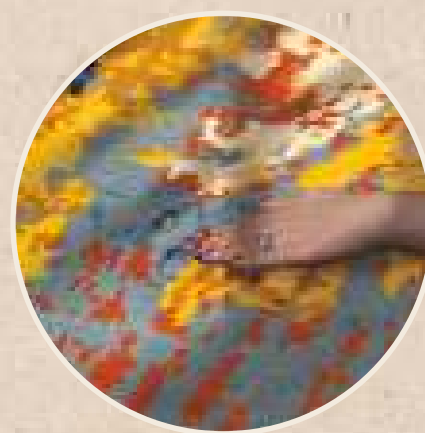
Washing



Finishing (Clipping)



Serged Binding



Ready Carpet & Quality Inspection

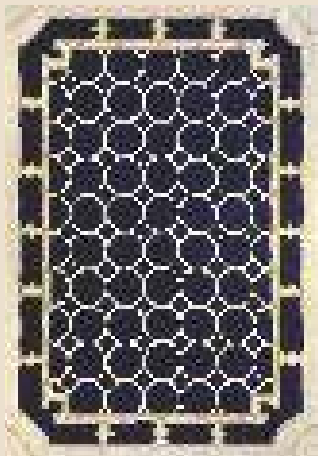


Carpet Dispatch

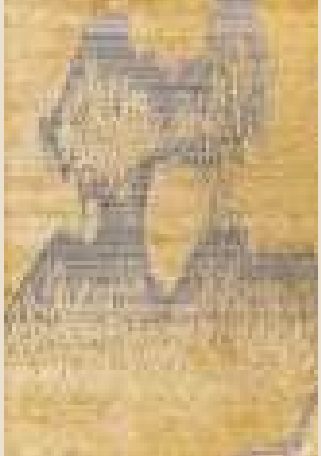


TYPE OF  
CARPETS

Fine Hand Tufted



Hand Loom



Braided/DP Wool



Flatweave Jute



Hand Knotted

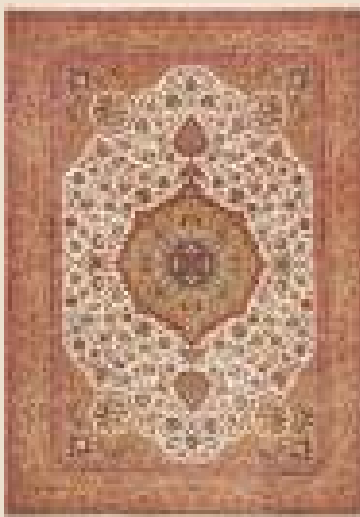
Iranian



Kashmiri



Traditional



Modern



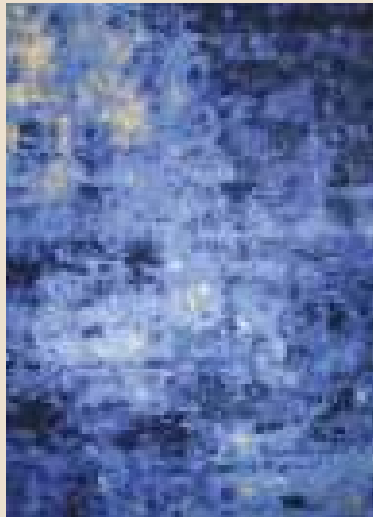
Dhurrie Wool



Power Loom



Printed Broadloom



Soumak weave







TYPE OF  
TEXTURES



Same Level  
Cut Pile

Same Level  
Loop Pile

Embossed  
(High-Low)  
Cut Pile

High Cut Pile  
Low Loop Pile

Hairline  
Carving

Deep Hairline  
Carving

Braided

Tip Shear

Flat Weave

Mixture of  
Carpet

# VERTICALS

RESIDENCE



HOSPITALITY



GOVERNMENT



BOUTIQUE STORES



CORPORATE



COMMERCIAL



CUSTOM LUXURY YACHT CARPET AND AEROPLANE  
area rugs, or wall-to-wall carpet



AIRPORT



# RESIDENCE COLLECTION

Discover the Residence Collection by Qaaleen— an exquisite range of carpets designed to transform your living spaces into havens of comfort and elegance. Featuring timeless designs, superior quality, and unmatched softness, our carpets transform your home into a sanctuary. Eco-friendly options and easy maintenance ensure beauty with minimal effort.



- Bed Room Rugs
- Dining Table Rugs
- Living Area Rugs
- Runners
- Wall to Wall Carpets for Home Theaters
- Wall Hanging Carpets
- Portrait Carpets



- RESIDENCE -



- Living Area Rugs



- Dining Table Rugs



- Wall to Wall Carpets for Home Theaters



- Bed Room Rugs



- Wall Hanging Carpets

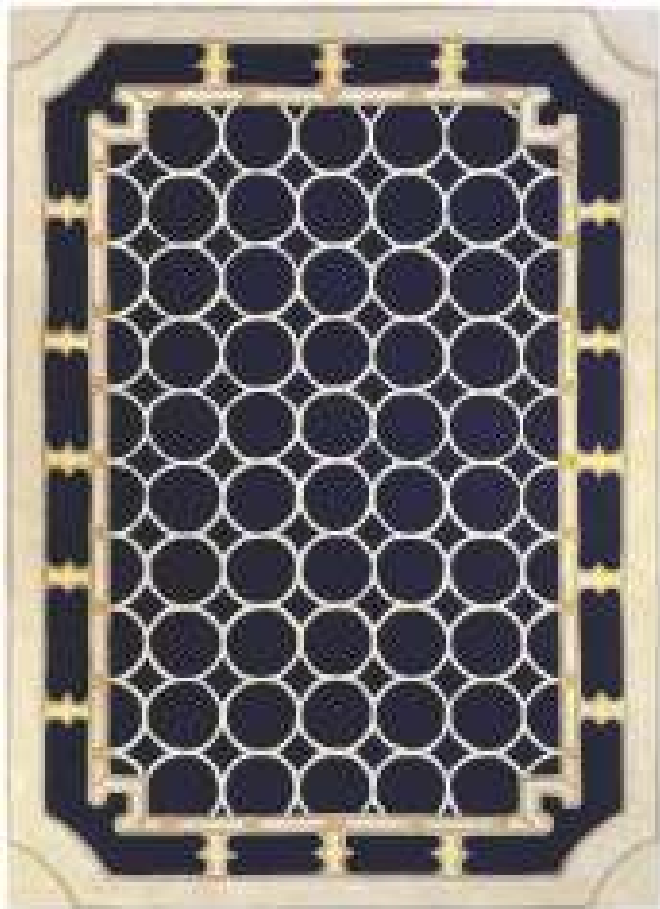


- Runners



- Portrait Carpets





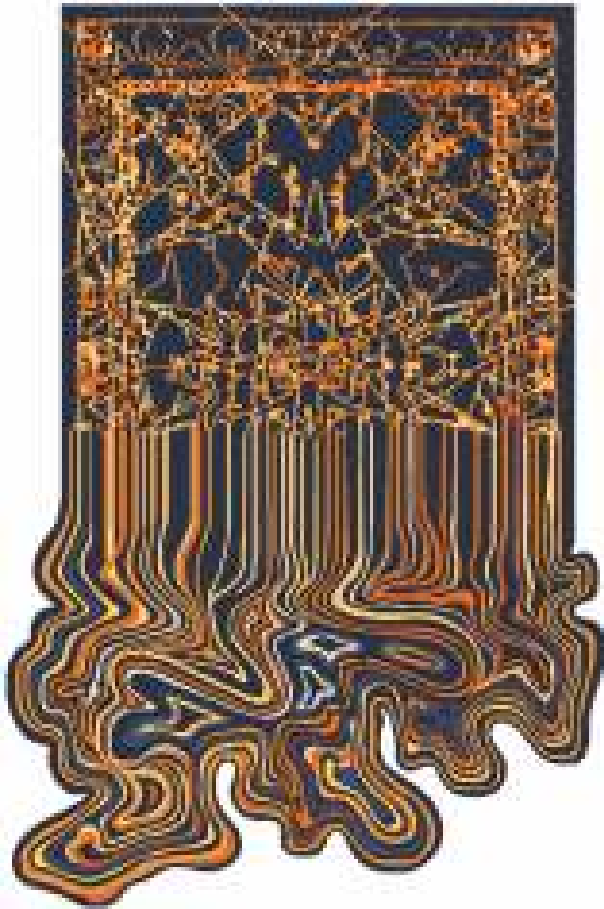
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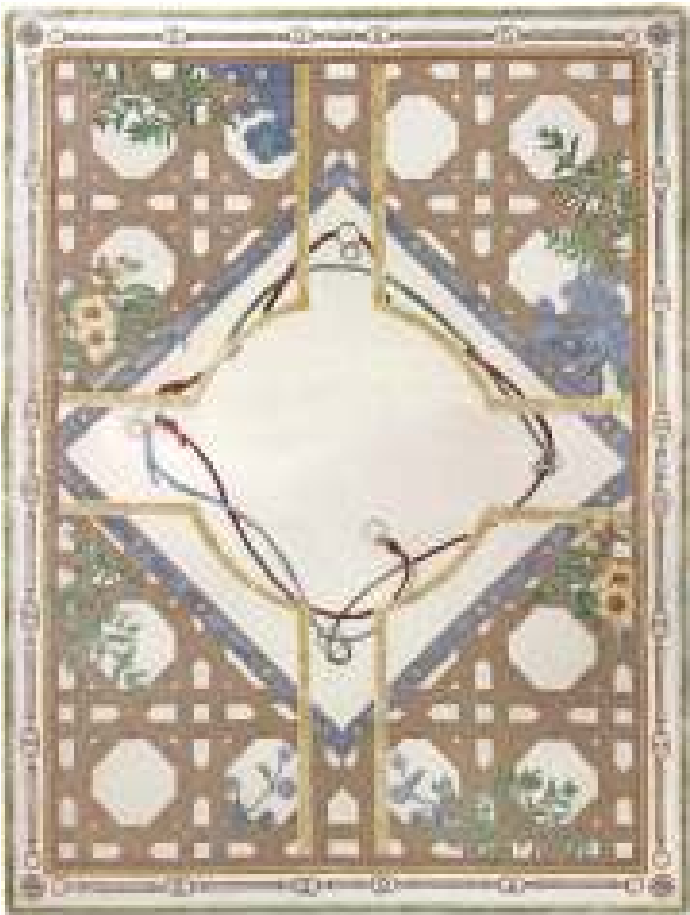
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DESIGN CODE: 1005897



DESIGN CODE: 1007516



DESIGN CODE: 1004098



DESIGN CODE: 1007455



DESIGN CODE: 1007641





DESIGN CODE: 1007763



DESIGN CODE: 1008002



DESIGN CODE: 1007753



DESIGN CODE: 1008006



DESIGN CODE: 1007996



DESIGN CODE: 1008046



DESIGN CODE: 1007998



DESIGN CODE: 1008004



# HOSPITALITY

Transform your hospitality spaces with Qaaleen's custom handmade carpets. Our bespoke designs enhance the ambiance of hotels, restaurants, and lounges, offering elegance and durability. Crafted from premium materials, our carpets provide unmatched comfort and improve acoustics, creating a welcoming atmosphere for guests. Eco-friendly and easy to maintain, our solutions are tailored to your unique style and needs. Get in touch with us to discover how we can elevate your hospitality spaces with unparalleled quality.



- Room Rugs
- Suite Room Rugs
- Presidential Room Rugs
- Twin Room Rugs
- Corridor Rugs
- Welcome/VIP Rugs
- Wall To Wall Carpet
- Conference Room Carpets
- Outdoor Rugs
- Reception Area Rugs

- HOSPITALITY -



- Corridor Rugs



- Room Rugs

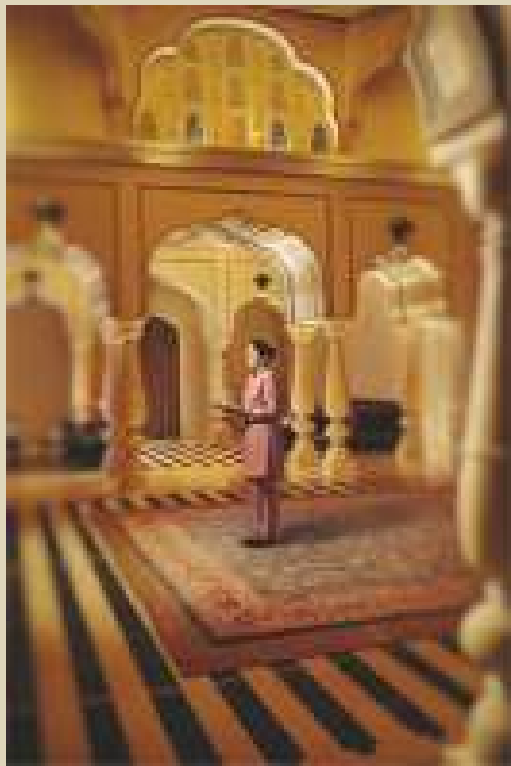


- Twin Room Rugs



- Conference Room Carpets

- Reception Area Rugs



- Welcome/VIP Rugs



- Reception Area Rugs



- Presidential Room Rugs



- Wall To Wall Carpet



- Suite Room Rugs

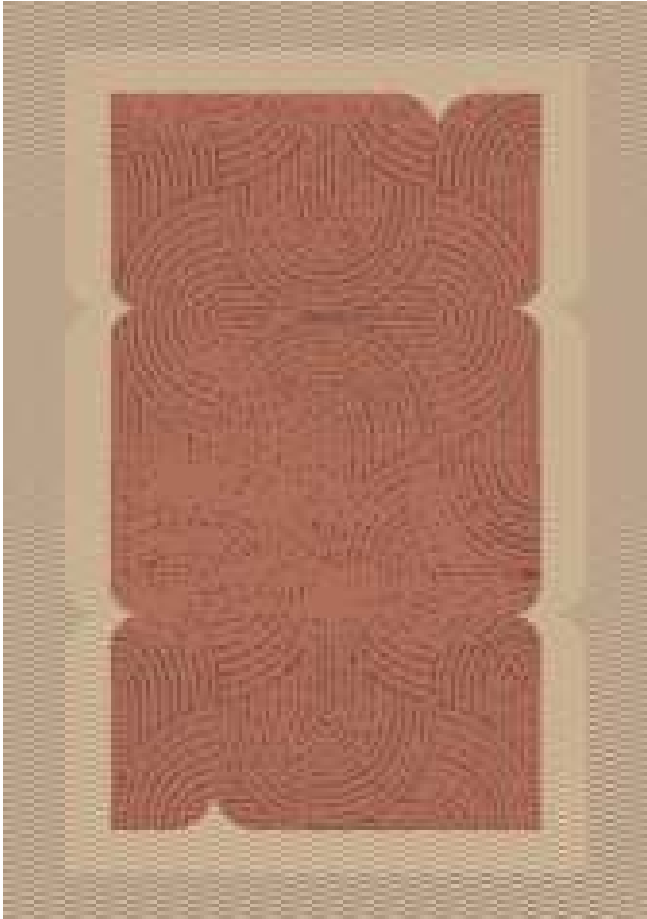


- Out Door Rugs





DESIGN CODE: 9047



DESIGN CODE: 9236



DESIGN CODE: 9355



DESIGN CODE: 9317



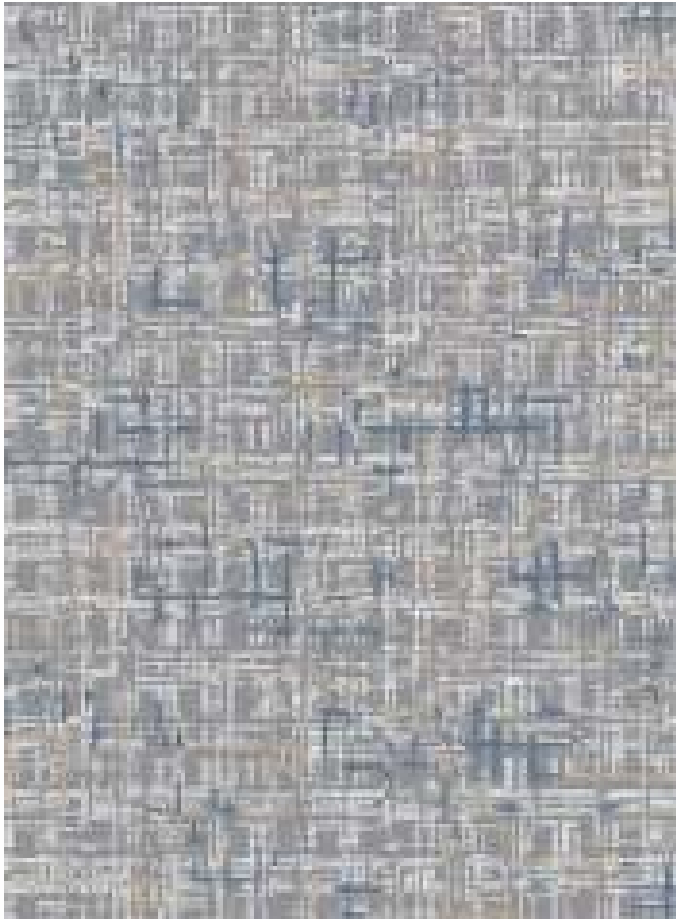
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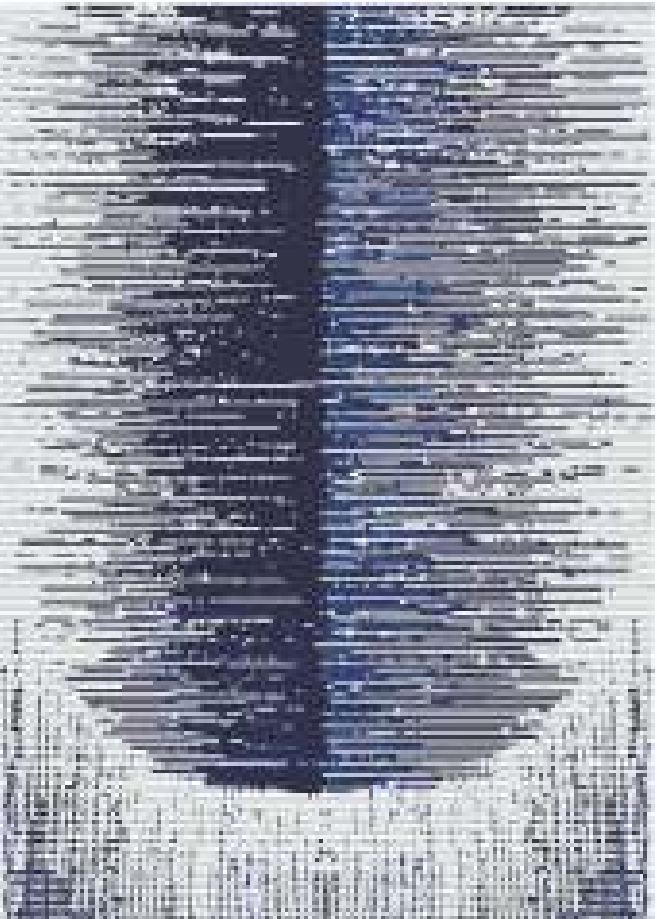
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## CORPORATE

Enhance your corporate space with Qaaleen's custom handmade carpets. Our bespoke designs reflect your brand identity, combining elegance with durability. Crafted from premium materials, our carpets improve comfort and acoustics, creating a professional yet welcoming environment. Eco-friendly and easy to maintain, our solutions are tailored to your unique needs. Transform your workspace today.

- Reception Area Rugs
- Wall to Wall Carpet
- Meeting Area Rugs
- Conference Hall Carpets
- Visitors Lounge Rugs
- Co-working Space Rugs
- Ceiling Rugs



- Meeting Area Rugs



- Waiting Area Rugs



- Ceiling Carpet



- Reception Area Rugs



- Visitors Lounge Rugs



- Co-working Spaces Rugs



- Wall to Wall Carpet







DESIGN CODE: 1004977



DESIGN CODE: 1004916



DESIGN CODE: 1007215



DESIGN CODE: 100100



DESIGN CODE: 1007750



DESIGN CODE: 1007512



DESIGN CODE: 1007760



DESIGN CODE: 1006319



# COMMERCIAL

Qaaleen's Commercial carpet segment refers to carpeting specifically designed for use in commercial settings such as offices, hotels, retail spaces, and other high-traffic areas. Qaaleen's commercial carpets come in a wide range of colors, patterns, and textures to suit various interior aesthetics and design preferences. Additionally, they may have features like low pile height or loop pile construction to enhance durability and make cleaning easier.



- Sample Flat Rugs
- Clubhouse Carpets
- Lobby Area Rugs
- Home Theatre Carpets
- Visitors Lounge Rugs
- Public Area / Meeting Rooms Rugs



- Sample Flat Rugs



- Meeting Rooms Rugs



- Public Area Rugs

- Clubhouse Carpets



- Visitors Lounge Rugs



- Home Theatre Carpets



- Hall Area Rugs







DESIGN CODE: 1007486



DESIGN CODE: 1007506



DESIGN CODE: 1007386



DESIGN CODE: 1007499



DESIGN CODE: 1006380



DESIGN CODE: 1006900



DESIGN CODE: 1006358



DESIGN CODE: 1007779



## GOVERNMENT

Elevate government spaces with Qaaleen's custom handmade carpets. Our bespoke designs add sophistication and durability to government offices, conference rooms, and public areas. Crafted from premium materials, our carpets provide unmatched comfort and enhance acoustics, creating conducive environments for officials and visitors alike. Eco-friendly and easy to maintain, our solutions are tailored to governmental needs.



- G20 Convention Meeting Hall

- Global Leader at G20 Convention Hall



- Premier Waiting Room Rugs



- Vestibule Room Rugs



- Premier Bilateral Meeting Room Rugs



- Premier Meeting Room Rugs



- Premier Guest Lounge Rugs



- Premier Bilateral lounge Rugs



GOVERNMENT COLLECTION DESIGN



DESIGN CODE: G2585



DESIGN CODE: G2590



DESIGN CODE: G2596



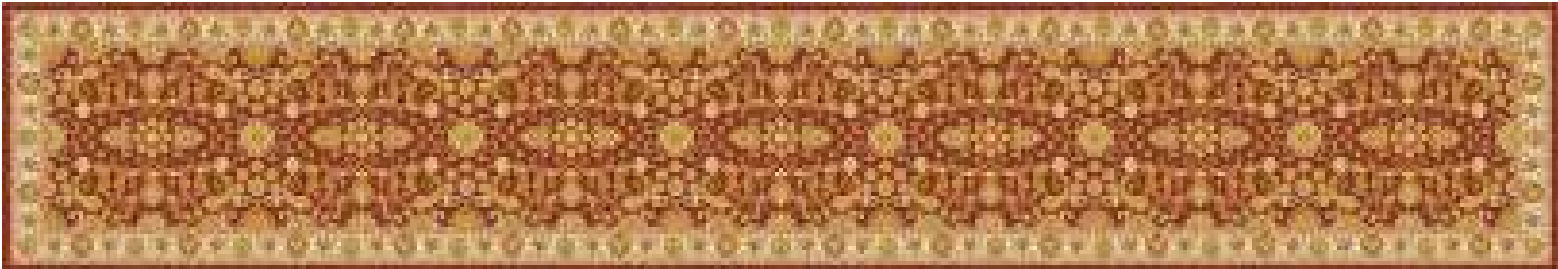
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DESIGN CODE: G2552



DESIGN CODE: G2560



DESIGN CODE: G2562





## GLOBAL REACH

- G20 Convention Center
- Parliament of India
- Ace Group Resort, Faridabad.
- Space Matrix Corporate Office, Gurgaon.
- Perfect Arts India Corporate Office, Faridabad.
- True Blue India LLP Corporate Office, Gurgaon.
- Kuehne Nagel Corporate Office, Gurgaon.
- Perfetti Van Mella India Pvt Ltd, Gurgaon.
- Gartner, Gurgaon.
- Uzbekistan Embassy.
- Japan Embassy.
- Thailand Embassy.
- Hotel Lemon Tree, Manesar.
- Hotel Sarovar Portico, Bhavnagar.
- Hotel Ramada Central, Gurgaon.
- Hotel Sarovar Portico, Amritsar.
- Hotel Lemon Tree, Coimbatore
- Hotel Hawthron Suites, Gujarat.
- Hotel Taj Vivanta, Udaipur.
- Hotel Ramada, Darjeeling.
- Hotel Marriott, Kochi.
- Crown Plaza, Okhla.
- Crown Plaza, Jaipur.
- Taj Mahal Palace, Mumbai.
- Refinery Hotel, New York.
- Leisure Inn Grand Chankaya Hotel, Jaipur.
- Samhi Hotel, Ahemdabad.
- Marriott Weligama, Sri Lanka.
- Hotel Hilton Garden Inn, Gurugram.
- Grand Sai Hotel, Moradabad
- Hyatt Palace, Rameshwaram.
- Hyatt Regency, Dehradun.
- Paras Quatier, Gurgaon.
- Neo Developers, Gurgaon.
- The Travel Goddess, Florida, USA.
- SKS Ispat & Power Limited, India.
- SMC Securities Pvt Ltd, New Delhi.
- Bajaj Auto Corporate Office, Gurgaon.
- Milliman Corporate Office, Gurgaon
- Paras Irene Club House, Gurgaon.
- M3M Latitude Club, Gurgaon.
- Supertech Hill Town Show Flat, Gurgaon.
- Mahagun India Show Flats & Residences , Noida.
- Sunrise Polymers, Vadhora.
- Aditya Birla Group - Retail Outlets.
- Dell Corporate Office, Bangalore
- Samsung Corporate Office, Bangalore
- Alstom Corporate Office, Hyderabad
- Amazon Corporate Office, Bangalore & Hyderabad
- Barclays Bank, Chennai.
- Microsoft Corporate Office, Bangalore & Hyderabad
- Axis Bank Corporate Office, Bangalore
- Google India Office, Gurgaon
- Microsoft Corporate Office, Hyderabad.
- Shardul Amarchand Mangaldas & Co.
- M/s Intuit Office, Bangalore
- Steelcase India Pacific, Gurgaon, India
- Cauvery Buildtech, Bangalore Gurgaon
- Mercantile Ventures Pvt. Ltd, Chennai, India
- Shree Pashupatinath Biscuits Industries, Nepal

## GOVERNMENT



## HOSPITALITY



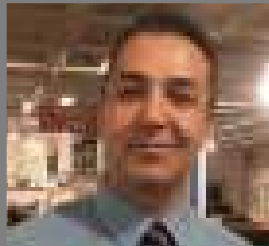
## CORPORATE



## COMMERCIAL

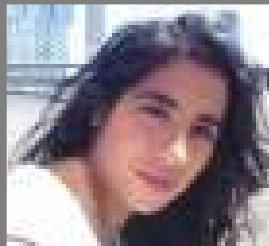


# “ Client Testimonials



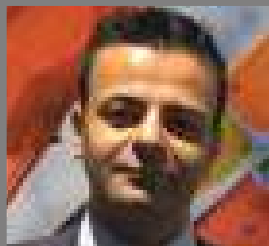
**Robert Hakimi**  
VFX Head, USA

“ The huge range and the out of the box designs are an absolute delight to the senses. Months ago, I purchased a 'Nebula' design carpet from them and have become a regular buyer now. Moreover, I have even recommended some of my friends to buy from them. The warmth with which the customers are attended entices me to go there again and again. For all occasions and purposes I'll just recommend Qaaleen.



**Tina Botteger**  
Interior Designer, Germany

“ I have been using Qaaleen carpets for my different clients and Qaaleen has always delivered par excellence in terms of design, quality and service. Whether I go for made to order or choose from their wide range at their store, Qaaleen has always surpassed my expectations and is instrumental in my business's success. And, I hope they will continue to do so in the future as well.



**Arun Gawadi**  
General Manager, Germany

“ During Oktoberfest, the thought of redecorating the house and keeping it party- ready gives me jitter. I saw Qaaleen's ad in a magazine and decided to install a carpet in my house. I bought a spectacular carpet from their modern collection and it took the centre stage in my house parties. And, every time I pay a visit to the Qaaleen store, they always have something new to offer, managing to leave me speechless. I would recommend Qaaleen to all acquaintances of mine. Keep up the amazing work guys!



**Ray Thompson**  
Scientist, USA

“ My work takes me to different places and I like to collect exceptional pieces of art everywhere I go. On my visit to India, I happened to visit New Delhi and saw the Qaaleen store which was located near to my hotel. The moment I saw their intricate designs and their collection of carpets on display, I became their fan and instantly, I purchased one of the carpets from the 'Picasso Collection'. Their patterns and the detailing to the finish is incredible. They have mastered the complexity in each of their designs and their work truly speaks of their impeccable quality.



**Melina Tills**  
Dentist, Italy

“ Only two words to say about their collection- "Luxury redefined". Their unique blend of modern and traditional designs is what makes them stand out from others. Not only that, their after sales service is impressive too. I bought a traditional carpet from them but got really tensed when due to my own carelessness, it had to get refurbished. But soon, all my doubts were resolved when I called them to enquire about professional cleaners in the city and thankfully they said that they would get it done for me. Way to go Qaaleen!



**Henry Gupta**  
Senior Consultant, India

“ I had seen their store in Ghitorni several times on my way to office. Its plush exteriors and the finest pieces of carpet on the front display intrigued me to enter and visit the store. And, my visit was indeed memorable. Being a fond lover of interior decorations, I actually regretted missed out on such an exemplary brand of royal carpets. Their amazing designs took me by surprise. I bought a 'Colosseum' design carpet as its rustic and edgy feel was unique. And, I must say - it's worth every penny.



**QAALEEN**  
The Art of Expressions

**FLAGSHIP STORE & CORPORATE OFFICE**

Qaaleen | Plot # 4 | Opp. Metro Pillar # 117 | Ghitorni | MG Road | New Delhi - 110030 | INDIA  
T : +91 95 409 88 999 | E : [store@qaaleen.co.in](mailto:store@qaaleen.co.in) | W : [www.qaaleencarpets.com](http://www.qaaleencarpets.com)

**FACTORY**

Vintages International | Velvet Carpet Company Compound | Main Road Maryad Patti | Bhadohi - 221401 | INDIA  
M: +91-98 999 46777, +91 98 101 27012 | E: [vintages@vintagesint.com](mailto:vintages@vintagesint.com)

**INTERNATIONAL OFFICE**

Hinterm Liesch | 57250 Netphen | GERMANY | E: [aotieg@aotieg.com](mailto:aotieg@aotieg.com)