



**The Rugs Cafe X Qwerty**





# TARGET

# AUDIENCE

- Global Tourists
- Individuals who associate with culture and treasure art
- Indians living abroad
- Sybarites and Elites
- People who appreciate/adores /aspire to possess hand crafted perfection
- The Indians living in India, But not Living in India.
- The ones who believe in keeping uniqueness

# WHAT WE KNOW

- No defined price for souvenir.
- International travellers who collect different culture.
- High Nationality feeling when living abroad.
- Boast royalty, high living standard.
- Aspiration for Uniqueness







# HOW WE MARKET

Since we are based out of Agra, heart of India, preserving a wonder of the world, the city with high level of culture, tourism, search and popularity.

Then why not capitalise it !!

Taj Mahal represents India globally and hence The Rugs Cafe can represent **India's handicraft Legacy.**



A close-up photograph of a traditional, intricately patterned rug. The rug features a rich red background with various geometric and floral motifs in shades of blue, yellow, and white. A prominent white fringe with large, light-colored tassels runs across the bottom of the frame. The text is overlaid on a semi-transparent white rectangular area in the center.

WAY FORWARD FOR  
THE RUGS CAFE.





Keep a Piece  
of India with you



THE RUGS CAFE  
WE BREW RUGS

Keep a Piece  
of India with you







THE RUGS CAFE  
WE BREW RUGS

Keep  
**12 Months**  
Of Woven  
Perfection



THE RUGS CAFE  
WE BREW RUGS

Keep a Piece  
of 750 smiles



THE RUGS CAFE  
WE BREW RUGS

Keep a Beauty  
which Remains intact  
for 20+ years













LET'S DISCUSS