

## WELCOME ABOARD!

### TANEIRA

Launched in 2017, Taneira is the youngest brand from the house of TATA and Titan Company. It began with two stores in Bangalore and now has five stores across Delhi, Hyderabad, and Bangalore.

The retail stores offer over 3000 sarees that are made from pure and natural fabrics procured from various regions in India. Celebrating the diverse textiles and the rich craftsmanship of the sub-continent, the product range features beautiful handcrafted techniques such as Ajrakh from Gujarat, Bagru Block prints and Tie & Dye Leheriyas from Rajasthan, and vibrant prints from the state of West Bengal.



### CRAFTMARK CERTIFICATION

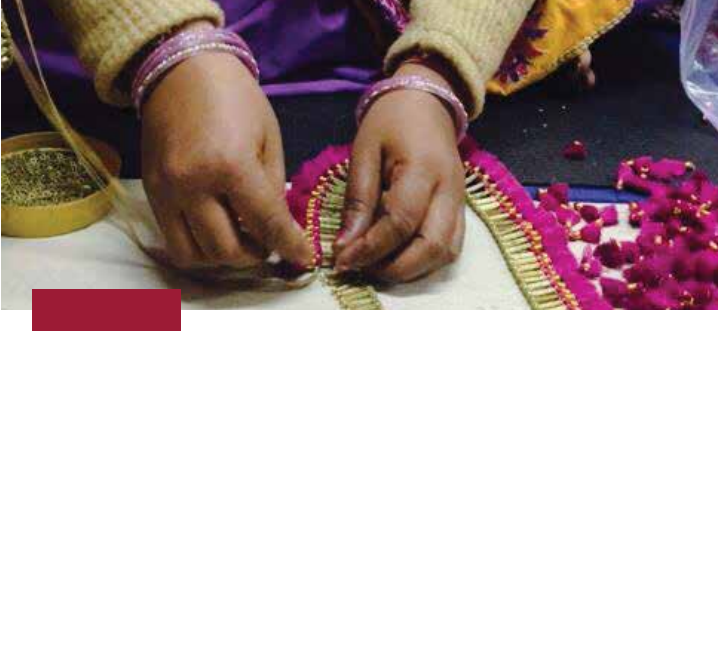
Hand Block Printing  
Bagru Block Printing | Leheriya



### WHAT WE MAKE

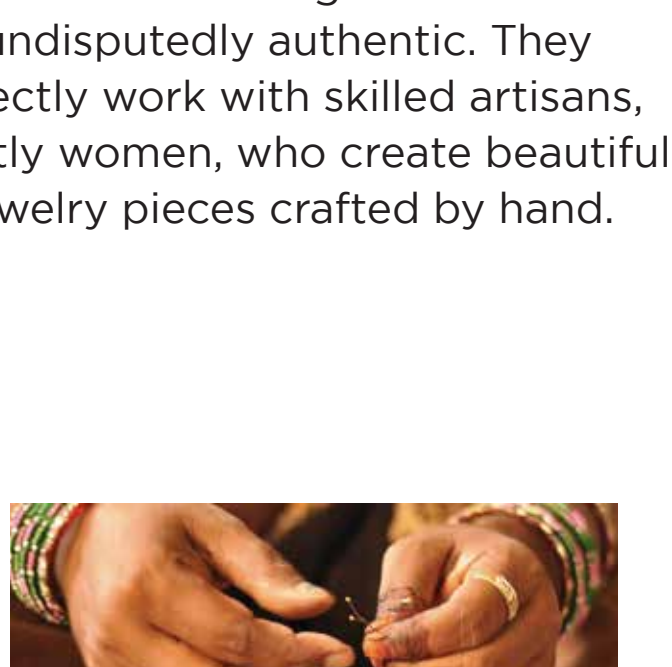
Sarees | Lehengas | Blouses  
Dupattas | Stoles | Yardages

## HANDCRAFTED FOR YOU!



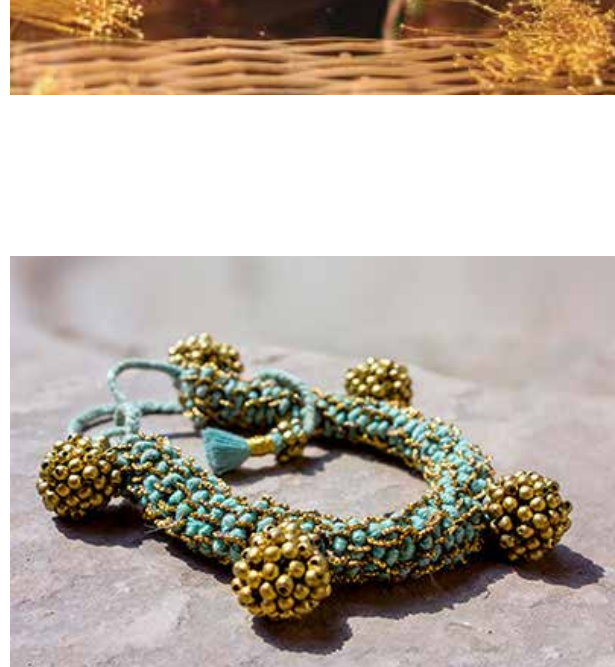
### CRAFTMARK CERTIFICATION

Hand Beaded Jewelry



### WHAT WE MAKE

Brooches | Bracelets | Earrings  
Anklets | Rings | Necklaces | Belts



### AWDRESH KUMAR

Mr. Awdesh Kumar Pandey, founded A.K. Textiles in 1971 and expanded into exports in 1994. He revived the ancestral craft of hand block printing and revitalized it with his innovative and contemporary approach.

Nestled in the heart of Sangner, Rajasthan, A.K. Textiles has been producing unique and beautiful handcrafted textiles, and currently works with 10 full time artisans on a fair trade basis. The enterprise uses 8 block printing tables with more than 5000 blocks to produce these works of art.



### CRAFTMARK CERTIFICATION

Hand Block Printing



### WHAT WE MAKE

Dupattas | Stoles | Sarees  
Bedcovers | Quilts | Garments  
Handmade Notebooks | Bags

## ROUND TABLE CONSULTATION

Discussion On Development of Craftmark Green With Industry Experts



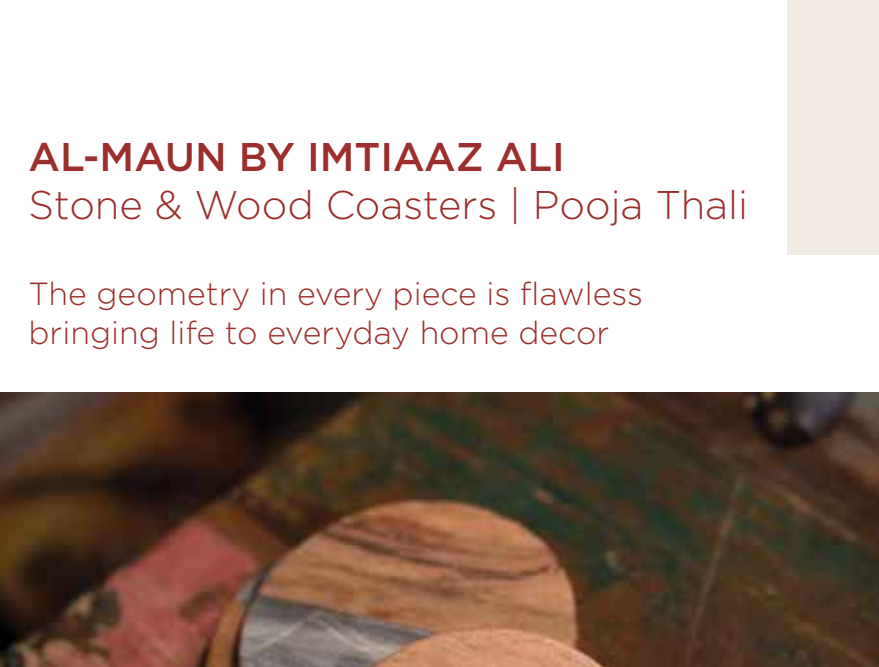
The Round Table Consultation, conducted by AIACA on 28th August '19 at IIM Ahmedabad, included deliberations on the Craftmark Green approach with Advisory Board members from National Institute of Design, IIM Ahmedabad, and other craft stalwarts. Plans for a broader alliance building at the national level were also discussed during the session.



## BEST SELLING PRODUCTS 2018-19

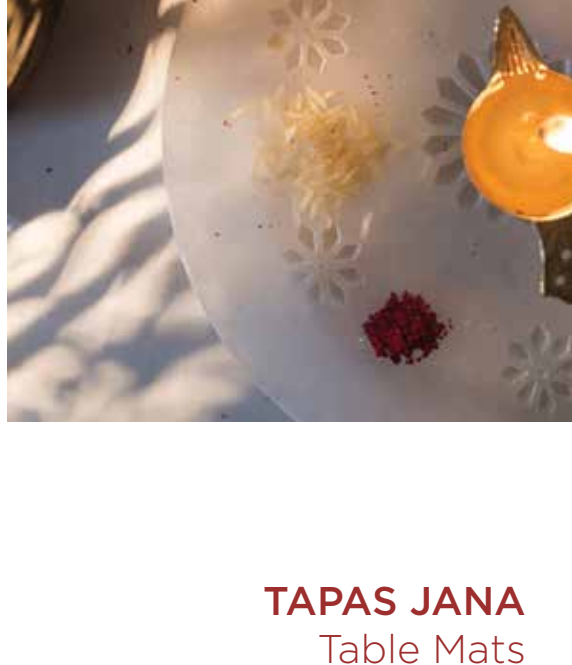
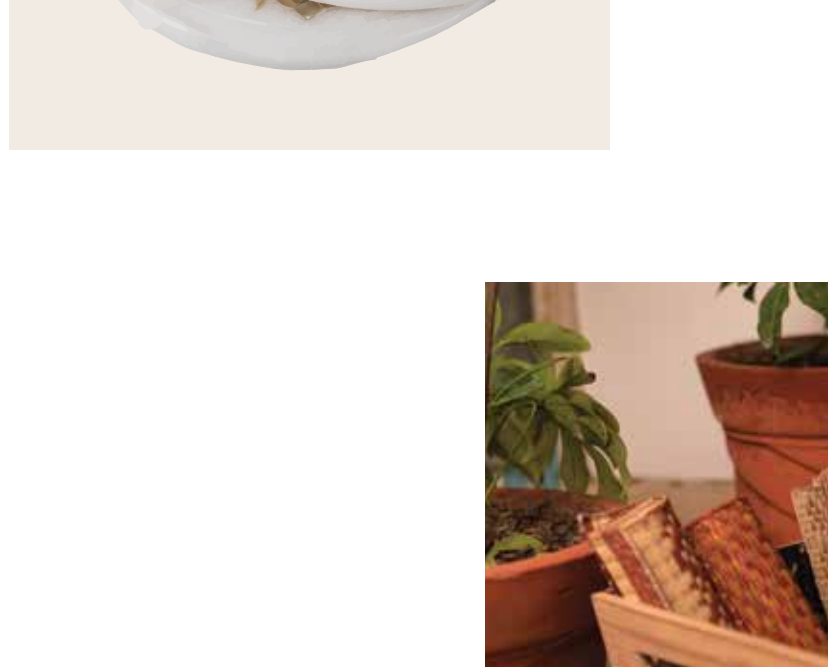
### KADAM HAAT Laundry Baskets

The natural fibres are intertwined carefully to create decor and utilitarian items



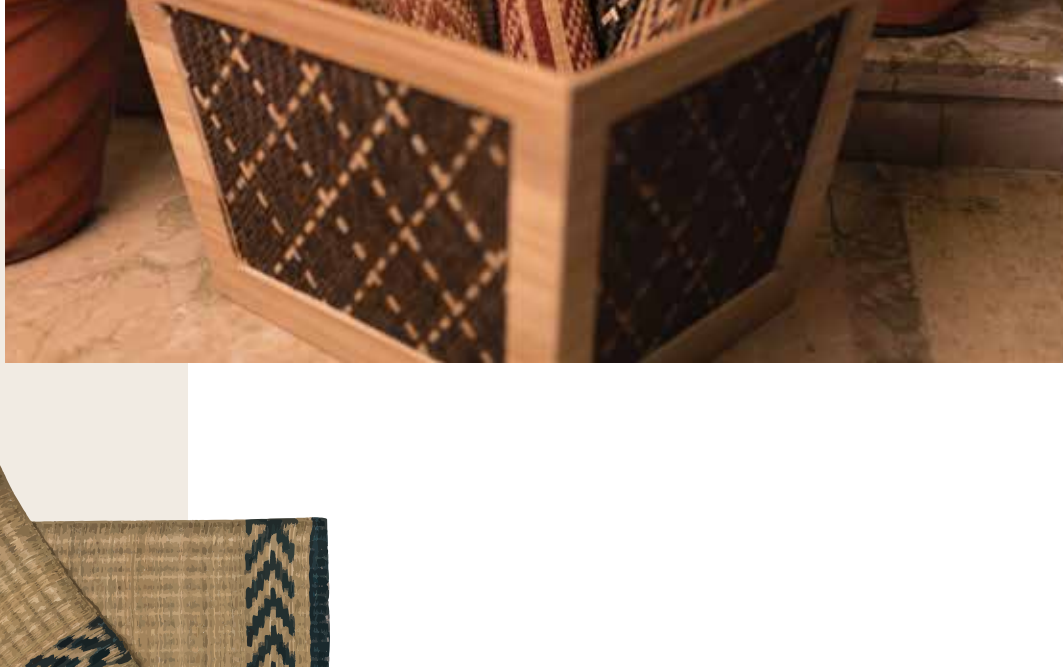
### AL-MAUN BY IMTIAAZ ALI Stone & Wood Coasters | Pooja Thali

The geometry in every piece is flawless bringing life to everyday home decor



### TAPAS JANA Table Mats

The intricate designs of the table mats showcase the natural look of the grass



### KOTA WOMEN WEAVERS Fabric | Saree | Dupatta

A meticulously handcrafted heirloom

