



Crafting tradition on the web

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KraftIndya is a melting Point of Indian Handicrafts and Culture

PR9.NET July 11, 2006 - New Delhi, India -- The first week of July saw the launch of KraftIndya.com – a unique ecommerce website - showcasing a wide range of ethnic Indian handicrafts. KraftIndya.com make available to people all across the world the cultural richness and diversity of India that is epitomized in the intricately handcrafted items.

What sets KraftIndya.com apart from all other websites displaying Indian handicrafts is the benevolent approach and cultural sensitivity it brings to the business of handicrafts. KraftIndya.com forays into the online handicrafts domain with the aim of globally promoting the rich Indian art and providing a better and more convenient online shopping experience.

The website lists products across all categories including artifacts, handbags & accessories, home accessories, jewelry, organic clothing, paintings, and stationery. A product category that sets KraftIndya.com apart is organic clothing, which is especially manufactured to promote environmental responsibility. All the products on the website are complemented with visuals, detailed description and specifications about make and material. The easy-to-navigate structure makes it easier for the customer to purchase just at the click of the mouse. KraftIndya.com offers transactions in various currencies to the delight of various nationals.

As a commitment to provide more value to the customers, KraftIndya.com offers free shipping and a complimentary gift to all the customers in the first phase of its launch. Each product when delivered will be accompanied by a Certificate of Assurance, outlining the commitment to quality and assurance to its customers. Another distinctive factor of KraftIndya.com is the quick delivery of products within 5-7 days of order anywhere in the world.

As a move toward responsible business practice, KraftIndya.com is set to share the benefits with the hard-working craftsmen who produce these cultural items that so beautifully decorate our surroundings. Inspired by this thought, the founders have formed Awaaz (meaning Voice), an NGO which will be receiving 5 % of all revenues generated by KraftIndya.com. Awaaz is specifically formed for the upliftment of skilled Indian craftsmen, who work from the interiors of India.

KraftIndya.com is a company driven by ethics and principles. The organization directly sources our products from master craftsmen from all parts of India – a country where culture changes after every 100 miles. With every part of India singing a different story, KraftIndya.com is set to make accessible to you every aspect of exquisite Indian art and cultural products.

KraftIndya.com plans to keep broadening the products portfolio by bringing in products that reflects India's cultural diversity and also offer cultural choices to the customers. We don't mind more choice, do we?

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a seo comapny

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