

Jaypore Enters Chhattisgarh, Launches 1st Store in Raipur



A soulful retail experience at ZORA The Mall that brings India's timeless crafts to the heart of Chhattisgarh

Raipur, 15 July 2025: Jaypore, India's beloved artisanal brand from the house of Aditya Birla Fashion and Retail Limited, enters Chhattisgarh with the launch of its first store in Raipur—an evocative celebration of India's rich craft heritage. Known for its deep-rooted traditions and expressive artistry, Raipur offers a natural setting for Jaypore's ongoing journey of bringing Indian craftsmanship to life across the country. The launch is part of the brand's continued expansion, strengthening its presence through thoughtfully curated spaces that honour karigars and invite customers into a world of culture, design, and storytelling.

Tucked away in the vibrant city of Raipur, Jaypore's first store in Chhattisgarh, spread across 1663+ sq. ft., is a haven where craft and design come alive in quiet conversation. Its terracotta-hued façade, patterned with a glowing geometric lattice, offers a gentle invitation inward. Inside, light spills through arched thresholds onto textured walls and artisan-crafted displays, creating a space that feels both timeless and personal. From the burnished golden pieces of art, like Dokra, to the bold stitches of hand embroidery, each piece tells its own story—carefully curated to reflect the depth of Indian artistry.

Talking about the launch, **Manu Gupta, Vice President and Brand Head, Jaypore**, said, *"Raipur marks a meaningful milestone in Jaypore's journey—our first store in Chhattisgarh, and a deepening of our commitment to India's craft legacy. This city, with its vibrant cultural spirit and appreciation for the handmade, felt like a natural home for Jaypore. With every store, we aim to create more than just a retail space—we strive to build sanctuaries of tradition and design, where the beauty of Indian craftsmanship can be experienced in its purest form."*

Inside, the store unfolds like a thoughtfully composed narrative—each detail designed to stir the senses. Sunlight pours in, casting a gentle glow on lime-washed walls, while handcrafted textures bring to life the artistry and spirit of the makers. The space offers intimate glimpses into their world, where every corner celebrates material, memory, and meaning. As the seasons shift, so does the store—gently evolving to reflect new expressions of India's enduring craft legacy.

In this immersive setting, tribal silver, gold-plated heirlooms, and stone-studded treasures shimmer with handcrafted charm. Each piece embodies the timeless elegance at the heart of Jaypore—a space where ornament becomes story, and beauty carries the weight of legacy.

With its Raipur debut, Jaypore invites visitors to explore a thoughtfully curated selection of handcrafted apparel for men and women, expressive jewellery, and soulful home accents. From intricately carved wooden décor and woven textiles to floral block prints and nature-inspired layers, each creation reflects the poetry of Indian craftsmanship—and the enduring joy of the handmade.



As Jaypore continues its journey across India, each new store becomes more than a destination—it becomes a tribute. A tribute to the karigars, the traditions, and the quiet luxury of things made with care. Raipur is the latest chapter in this growing story: rooted in culture, shaped by design, and waiting to be discovered.

Store Address: Upper Ground Floor, ZORA The Mall, Jora, Raipur, Chhattisgarh

About Jaypore

Jaypore is one of India's leading destination brands for all things Craft and Artisanal across exquisite apparel, jewellery, and home products. India has a rich heritage of handmade crafts and traditional products. Jaypore as a brand is committed to designing, sourcing, and retailing authentic Indian products suited for a modern lifestyle. The brand hosts more than 30 crafts and curates them on its beautiful website www.jaypore.com along with 36 stores pan India.

In a very short time, Jaypore has become a well-respected brand in the artisan community for not only hosting authentic crafts but also taking them to a larger audience.

Apart from its own brand, Jaypore aggregates other artisan-based brands on its portal. Jaypore ships worldwide and has a global audience. At the heart of everything Jaypore does is the commitment to offering authentic products that elevate everyday life.

Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India's leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of December 31, 2024, the Company has presence across 1,187 stores spanning 7.2 Mn sq. ft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **Style Up**, a growing value retail format. The Company also operates **The Collective**, who commands a dominant position as one of the country's most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren**, **Hackett London**, **Ted Baker** and **Fred Perry**. **ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore**, **Tasva** and **TCNS brands** and it has forged strategic partnerships with India's top designers such as **Sabyasachi**, **Tarun Tahiliani**, **Shantnu & Nikhil**, and **House of Masaba**. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women's brands **W**, **Aurelia**, **Wishful**, **Elleven** and **Folksong**.

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