



The Rishabh Velveleen Ltd



Director : Mr. U.C. Jain (Chairman)
Mr. Rishabh Jain (MD)

Established : 1984

Product: Flocked Velvet, Suede Velvet, Knitted Suede, Raised Velvet, Dobby Woven Velvet, Artificial Leather, PVC Leather, PU Leather, Rexine

History: The Company was incorporated in 1984 and in 1988 started production of Flocked Velvet with German Collaboration. It was the first company in India to start manufacturing such velvet and was recognized as a pioneer company by the Government. During the course of time and manifold expansion both in capacities and product portfolio the company now has multiple product ranges catering to many



markets like Furnishing, Auto Upholstery, Shoes, Bags, Purses, Garments, Jacketing, Various accessories like jewellery box covers, album covers etc.

Achievements: We are the largest producers of Flocked velvet in Asia. We have achieved and have qualified in all national and international quality standards. Our brand 'Velveleen' is reckoned as a Quality Brand nationwide. We are an ISO 9001:2008 company and have earned various awards in the field of manufacturing and social activities.



Market: The end-use of our products is vast like Home Furnishing, Auto Upholstery, Shoes, Belts, Garments, Jackets, Purses, Bags, Jewellery boxes, photo albums etc. Our biggest market is the domestic market where we sell most of our products.

We also export a lot of material to Middle East, Northern Africa, Russia and Europe.

Recent Developments: We are very closely working on getting approvals and developing products for RDSO and state transport. We are also developing products suitable for various OEMs like Maruti, Honda, Hyundai etc.

We have recently developed Synthetic leather which looks and feels exactly like real leather maintaining all the goodness of artificial leather like durability, life, non-polluting nature and no cruelty to animals.

Promotion: We promote our products by the means of advertising in various industrial product magazines and by participating in various exhibitions worldwide.

Expansion plans: We are planning expansion in the field of Velvets by adding latest technology of woven velvets, manufacturing velvets of various fibers. We are also planning to add facility of manufacturing jacquard fabrics for the use in automobile industry.

Facilities for staff members: We have facility of pantry and



dining in the company. We celebrate various festivals like Diwali, Independence Day and Republic Day etc with lots of enthusiasm, Pooja, distribution of sweets and gifts etc.

Secrets of a successful entrepreneur: Dedication towards work, deep and thorough knowledge of your business, a very good and dedicated team and prioritising your work and company on the top most ladders.

Brand Value: Our brand value plays a big role for our success; we have generated this value with a continuous focus on quality and consistency. We maintain our value by providing our customer the support and confidence with quality product and giving their ideas, advice and problem solution a proper thought.

Corporate Social Responsibility: We believe in being a very socially responsible company. From the very start we have given pollution control the most important status. We have installed international level ETP plant to treat our waste water and reuse the same for our internal consumption, we have installed various equipments to remove dust from the air of our boilers and heater, we have installed high Chimneys to prevent air pollution, we have installed noise proof cabin to prevent noise pollutions from our machineries. Apart from the above we are continually doing our part in the form of donations to various NGO's involved in various medical facilities like Cancer etc.

