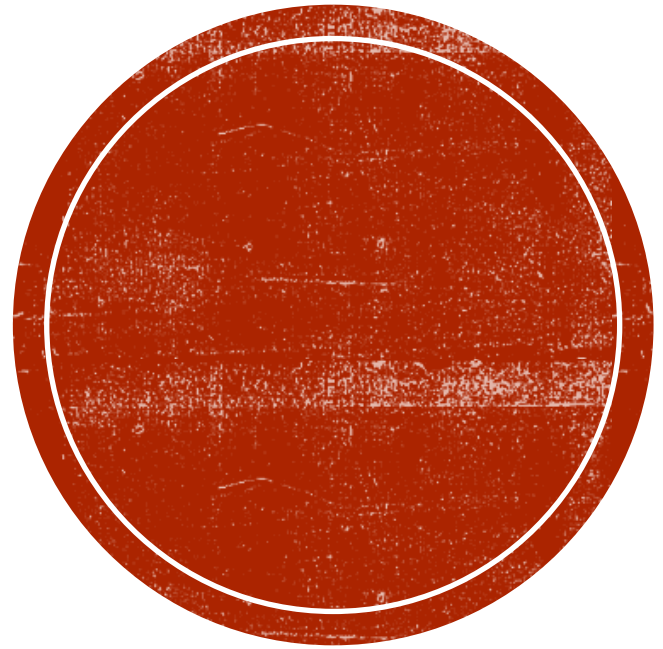




**A strategy
guideline for
Indian
Handicraft
Exporters**

**A BRAND IS MORE THAN A LOGO—IT'S
THE EMOTION PEOPLE FEEL WHEN THEY
SEE, USE, OR TALK ABOUT YOUR PRODUCT.
IT'S BUILT THROUGH CONSISTENT
STORYTELLING, THOUGHTFUL DESIGN, AND
MEANINGFUL EXPERIENCES.**

**AT ITS CORE, A BRAND IS THE PROMISE
YOU MAKE AND THE TRUST YOU EARN.**



BRANDING: WHY IT MATTERS

- Global shift toward authenticity, ethical sourcing, and transparency
- Rise in D2C (Direct to Consumer) exports — 45% growth in handmade category in global marketplaces (Statista 2023)
- Indian handicrafts exports have reached over USD 4 billion — branding can help grow margins within this pie



EXAMPLES FROM CHINA

Brand	Original OEM Category	Current Branded Focus	Highlights
ZENS	Glassware, ceramics for European brands	Contemporary tea sets, vases, dinnerware	Minimalist homeware brand with stores in China and Europe; collabs with Nendo
LOFTer	Decorative lighting OEM	Table/floor lamps, home tech accents	Strong Amazon & Alibaba brand; stylish mid-range lighting & décor
YANG DESIGN	Industrial design + OEM for ceramics & giftware	Art-forward home accessories & concept stores	Own retail presence; consults for Haier, Midea, and IKEA
HUAYI Lighting	Lighting manufacturer for global retailers	Full-brand lighting collections (chandeliers, lamps)	Major presence in domestic China and Middle East markets
SHINEHOME	Wall décor and mirror manufacturer	Branded mirror décor, wall art on Amazon	Started as factory for foreign labels; now D2C with modern aesthetic
FANGLIN	Furniture and woodcraft OEM	Home décor under in-house label "LOYO"	Grew from Alibaba OEM base to a home lifestyle brand selling across Asia
DECOPRO	Resin, polyresin and metal crafts	Statues, figurines, wall panels, clocks	Branded exports; strong Amazon and Wayfair presence
SIMPLOVE	OEM for ceramics, candle holders	Branded ceramic sets, trays, planters	Amazon-focused brand with Scandinavian styling



In just the last year, new technology has made it much easier and cheaper to launch a product successfully.

Today, tools like AI can help you design product ideas, write ads, create packaging visuals, and even suggest names—all within minutes. You don't need expensive photoshoots or big marketing teams anymore.

Platforms like Instagram and Facebook now use smart targeting to show your product to the right people, and real-time dashboards let you see what's working and what's not, right away.

A year ago, this kind of speed and control was only possible for big companies. Now, even small businesses can launch products faster, with less money, and still get great results.

WHY BRAND BUILDING MATTERS



Higher Margins: Branded products can command 2x–4x pricing compared to white-label supply

Control & Creativity: Own packaging, pricing, and positioning

Customer Loyalty: Repeat purchases, brand advocacy, and community

Sustainable Business: Less price pressure from bulk buyers

Greater Visibility: Easier to get press, collaborations, and marketplace features



BRANDED VS. WHITE LABEL PRODUCTION

Aspect	Own Brand	White Label
Margins	60–70%	10–20%
Recognition	Builds brand equity	No end-customer recognition
Dependency	Low	High (on B2B buyers)
Creative Control	Full	None
Lead Time	Flexible	Set by buyer
Value Addition	High (branding, storytelling, packaging)	Low (pure production)

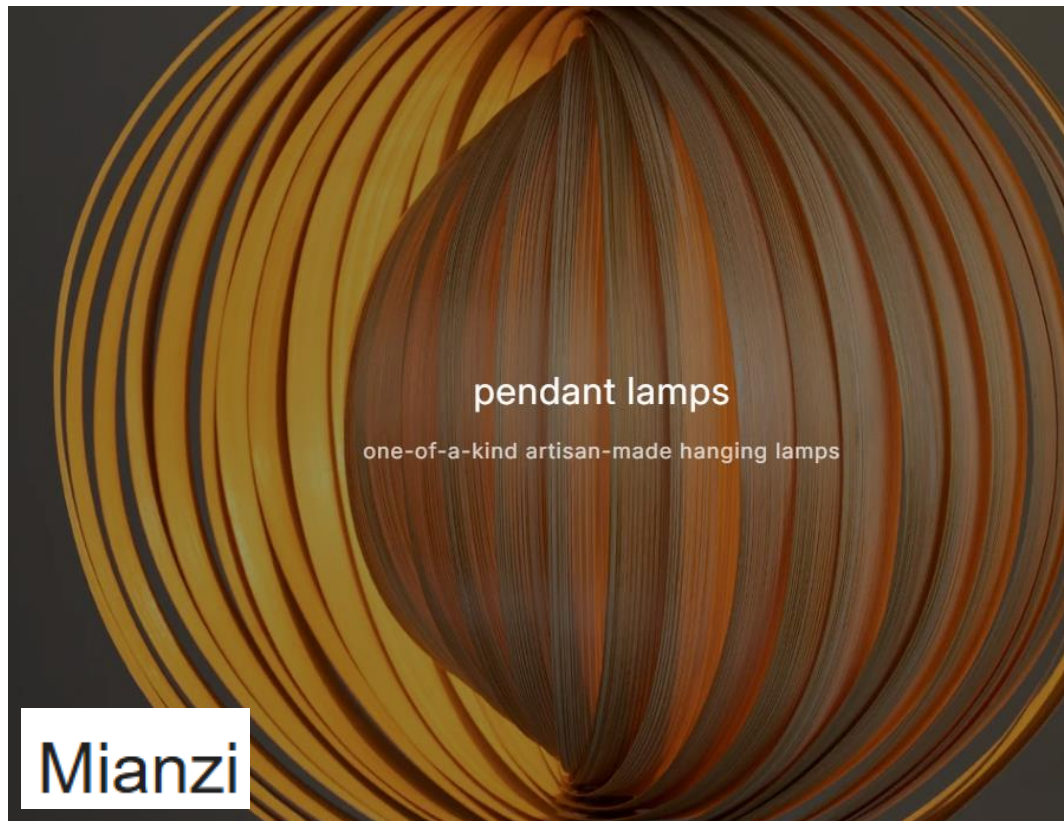
Data Source: KPMG India Handicraft Industry Report 2022

BASICS OF BRAND BUILDING

- **Define Your Purpose:** Example – “Empowering women artisans in Rajasthan through sustainable crafts.”
- **Identify Target Market:** Age, geography, income, style (e.g., ethically conscious millennials in Europe)
- **Establish Core Values:** Sustainability, handmade, heritage, inclusivity
- **Develop Brand Identity:**
 - Color palette, logo, brand tone
 - Packaging design (60% of shoppers say packaging influences perception – Shopify Survey 2022)
- **Craft Your Story:**
 - Highlight region, technique, artisans, history (brand stories increase engagement by 22%)



BRAND BUILDING STRATEGIES



- **Niche Focus:** Ex: Specialize in handwoven baskets or copper decor — niche brands grow 30% faster than generic ones
- **Authentic Storytelling:** Share artisan journeys, process videos
- **Quality Consistency:** Ensure repeat orders from global buyers
- **Strategic Collaborations:**
 - Designers (e.g., Raw Mango), NGOs (e.g., Dastkar), Export buyers
- **Branded D2C:** improves profit margin by 3–5x
- **Digital Presence:** Brands with their own websites see 50% higher engagement than those relying only on marketplaces (Google SME Report)



CREATING DIFFERENTIATION

- **Design Signature Styles:** Develop recognizable design elements, patterns, or colorways
- **Craft + Innovation:** Combine traditional techniques with modern functionality (e.g., handwoven laptop sleeves)
- **Packaging Storytelling:** Include QR codes linking to videos about your artisans
- **Transparent Supply Chains:** Build trust through traceability (e.g., "Made by Leela Devi, Rajasthan")
- **Limited Editions & Drops:** Create urgency and exclusivity



ILLUMINATING CORNERS

SHOP NOW



BRANDED PRODUCTS ARE PREFERRED ONLINE

- **Preferred by Marketplaces:** Platforms like Etsy, H&M Home, World Market, and Anthropologie prefer working with brands that offer clear identity, consistent collections, and traceable origin stories.
- **Trust and Conversion:** Branded Products have 35% higher conversion rates (Etsy Seller Handbook, 2023).
- **Eligibility for Collaborations:** Platforms like H&M, Urban Outfitters, and West Elm regularly collaborate with branded artisan companies for exclusive capsule collections.
- **Packaging Matters:** Well-branded packaging improves repeat purchases and customer reviews — a key factor in online algorithm ranking.
- **Example:** Jaipur-based brand 'The House of Ekam' launched on Etsy with consistent branding and saw 300% growth YoY due to feature placements and influencer visibility.

Amazon's Choice



BEHOMA Aluminium Pair of Swans for Good Luck and Love | Candle Holder for Home | Showpiece for Gifting...

4.5 ★★★★★ (235)

₹1,427⁶⁸ excl. GST

₹1,599 incl. GST (₹799.50/count)

M.R.P: ₹2,399 (33% off)

Save 34% on 2+ units





VISUAL STORYTELLING

- Display that reflects your identity = higher conversion (visual merchandising increases sales by 12–15% in stores)
- Grouping by collection/theme tells a story
- Use of natural props like wooden blocks, terracotta stands, khadi fabric
- Artisan bios create connection (emotional resonance = higher value perception)
- Consistent signage builds memory recall
- Create photo-worthy display: Instagrammable = sharable = free marketing





ELLEMENTRY VS. UNBRANDED EXPORTER

- **Ellementry (Branded):**

- A premium handcrafted home and kitchenware brand
- Blends traditional Indian materials (terracotta, wood, ceramics) with global aesthetics
- Operates D2C via own website and stores in India and international e-commerce platforms
- **Avg. product price:** ₹800–₹4,000 with 60–70% margin

- **White-Label Home Décor Exporter (Unbranded):**

- Produces similar handcrafted serveware and kitchenware for foreign retail chains
- Margins limited to 10–20%
- No customer recall or control over packaging, pricing, or presentation
- **Avg. export price:** ₹300–₹600

Takeaway: Ellementry positioned Indian craftsmanship for a premium, lifestyle-conscious buyer — leading to better margins, control, and long-term brand equity. The white-label exporter competes mainly on price and has no direct customer ownership.



Bestseller

terracotta sprouter with wooden lid

★★★★☆ 10 reviews

Rs. 2,050.00

DESIGN AND CRAFT

Pulses and dal sprout depending on how well you soak th
Terracotta serves the purpose as it leaves them with just t
amount of water to sprout, soaking in the excess.

This product is handmade and each piece is unique! Due
differences in displays of computers/laptops/phones, the
on your screen may vary marginally from the actual colour
product.

Read Less



Rustika Handmade Terracotta earthen Jug/Clay Pitcher for
your Home/Dinning and Table top - from Earthen collection
-800 ml with Wooden lid

★★★★☆

EARTHEN ROOTS

Rs. 2,250.00

Tax included.

Select

Rustika Jug & Cup

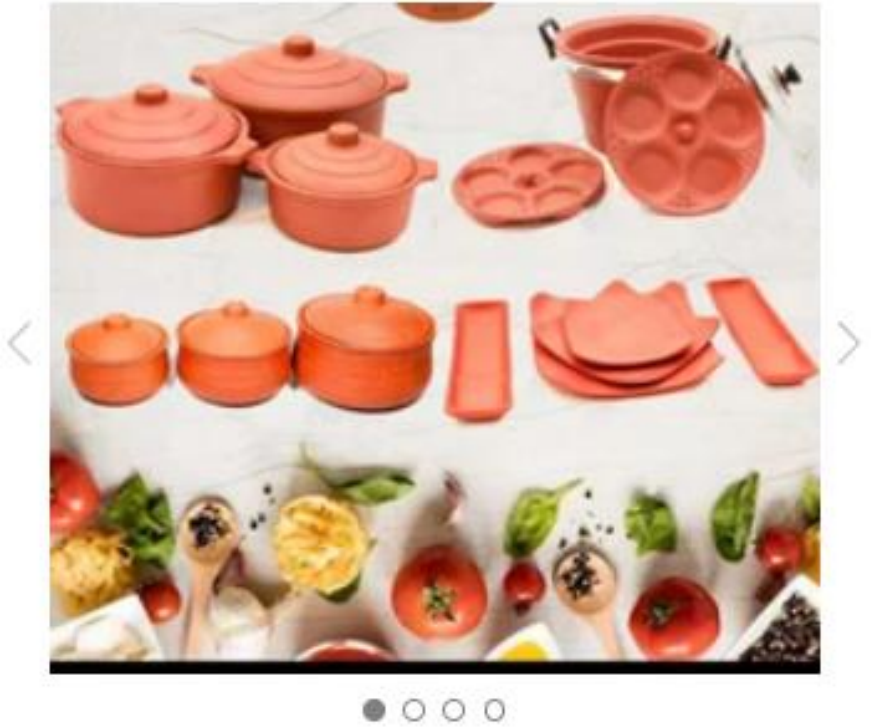
Quantity

1

1972 Available.

ADD TO CART

BUY IT NOW



Brown **Terracotta** Pots, For Hotel

₹ 200/Piece

Contact Supplier

Sharma Ceramics

📍 **Khurja** - Deals in Delhi



Assorted Sabai Handwoven Grass Baskets- Combo H

BESTSELLER

● In stock

No. of pieces

Set of 3

Set of 5

Set of 7

Set of 10

Set of 12

Set of 14

Choose Item Number (Refer image #2)

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12

☐ 14

Price

₹ 12,500.00

Quantity

- 1 +

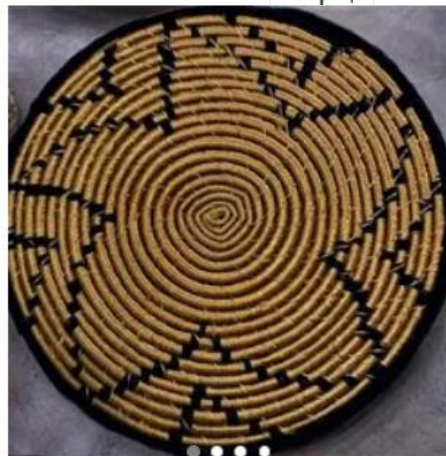
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Brown(Base) **Sabai Grass Wall Baskets**

₹ 320/Piece

Contact Supplier



Ecoloop Yellow, Black **Sabai Grass Wall Decoration Basket**, Size: 8 X 8 Inch

₹ 180/piece

Contact Supplier



Cast Iron Flower Pot Accent Table



MRP ₹ 7,560.00 ~~₹ 12,600.00~~ inclusive of all taxes

SOLD OUT

MATERIAL : Cast Iron

PACK CONTENT : 1 Unit

DIMENSIONS : 28 cm x 28 cm x 66 cm (LxWxH)

SOLD OUT



OFFERS

Extra 5% Off on Prepaid Orders!

No code Required

PRODUCT DETAILS



SHIPPING



RETURN POLICY



Watch Video

Plant Stand, Flowerpot Stand for Balcony, Living Room, Outdoor, Home Decor Item (2...

₹ 2,000/Piece

Contact Supplier



Blue Shabina Cotton Bed Sheet With 2 Pillow Covers

SKU : 20224335

M.R.P. ₹3,999

(Incl. of all taxes)

COLOR



SELECT SIZE

Single

Double

King

QUANTITY

-	1	+
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Add To Cart



DELIVERY OPTIONS

Get it by 22 Jul - [110020](#)

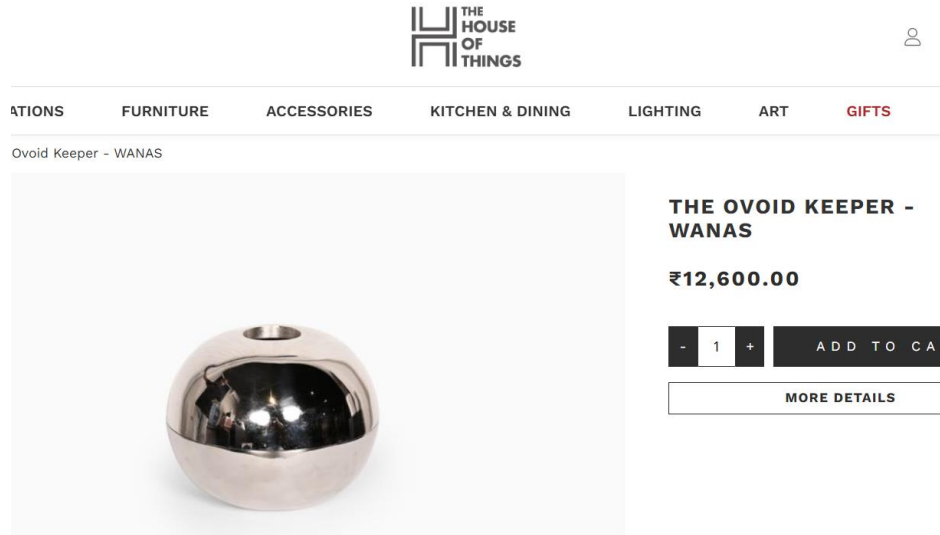
Cash On Delivery is available



Blue, grey & white Double Manufacturer of hand block **printed** cotton bedsheet, Size:...

₹ 1,250/Piece

Contact Supplier



BEHOMA Metal Ball Round
Home Decor|Table Decora
Bedroom Living Room Off
Gift for Birthday Anniversa
Small

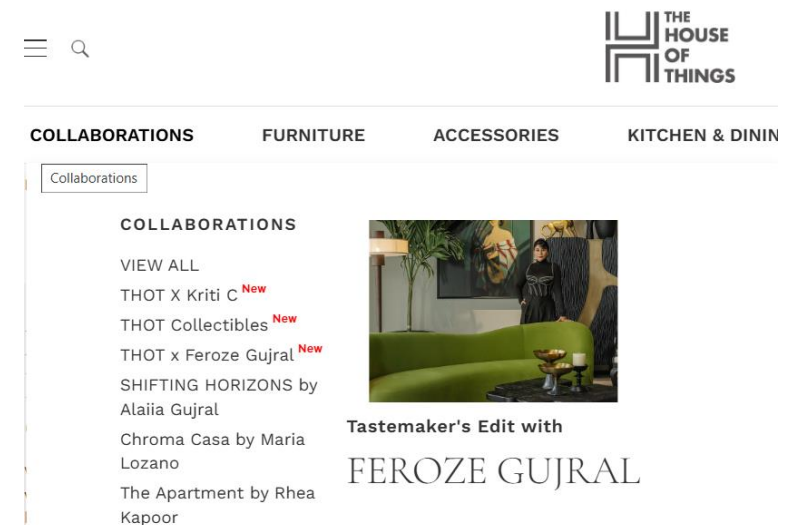
[Visit the BEHOMA Store](#)
4.4 (76)
100+ bought in past month

M.R.P.: ₹1,299
Price: **₹677.12 excl. GST**
₹799.00 incl. GST
 prime **Overnight**

You Save: **₹500 (38%)**
Inclusive of all taxes

Buy more, 20 units
save more: **₹647.58** **LOWEST PRICE**
(₹764.15 incl. GST)
Save 41%

Additional shipping fees may apply for items



KASHMIR BOX



to products



e Cushion

Floral Bouquet Handmade Cushion Cover (Set of 2)

★★★★★ 1 review

Rs. 3,450.00



Green Diamond Flowery Cushion Cover (Set of 2)
Rs. 3,450.00



Ethnic Arts Mirror Work Hand **Embroidered**
Cushion Covers, Size: 40 X 40 Cm

₹ 150/Piece

[Contact Supplier](#)

Amrapali

IONS

TRIBE HOME

NEW ARRIVALS

COLLABORATIONS

GIFT CARD

SALE



Contemporary
PINK EMBROIDERED FABRIC
CLUTCH | PINK FLORAL
CLUTCH

₹4366.00 ₹3492.80
(₹2960 + 18.00% GST)

QTY 1

Add To Cart

Save ♥

Pincode

Check COD



+ 2 photos

Canvas **Embroidered Clutch Bag**

200/Piece

Contact Supplier

20% OFF



SALE

Vienna - The Small Sling Bag

SKU: B-13425

₹ 7,998 ₹ 6,398

(Inclusive of all taxes)

Color



Red



Lemon



Dark Brown

Color: Lemon



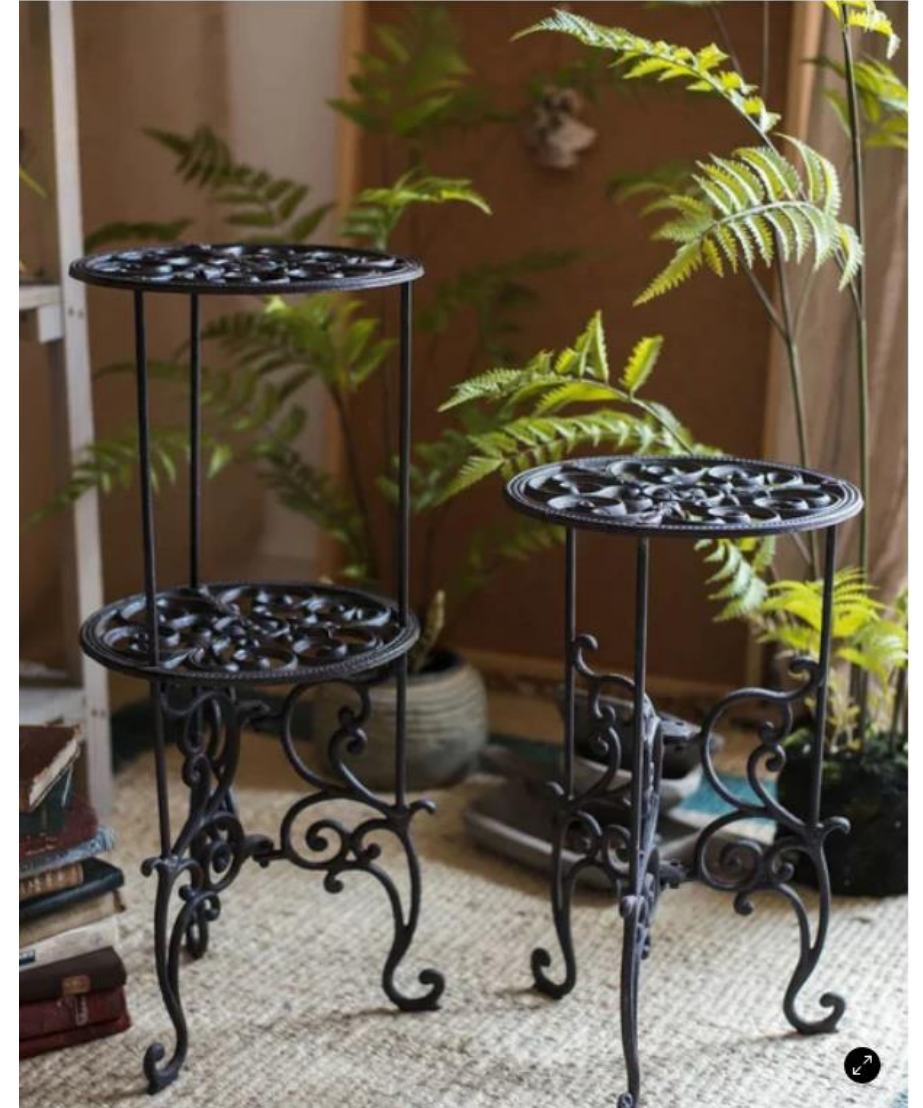
Shoulder Handbag **Leather Ladies** Brown Handbags

₹ 1,750/Piece

Contact Supplier



WHAT DO THESE BRANDS HAVE IN COMMON?

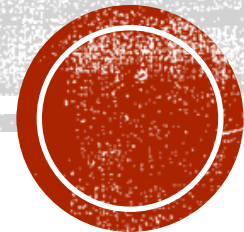




CLEAR POSITIONING

**DISTINCT PRODUCTS —
DESIGN & QUALITY**

**INVESTMENT IN
PRESENTATION AND
COMMUNICATION**





EXAMPLE STRATEGY

For a traditional Indian exporter of metal handicrafts to transition from OEM/export dependency to a **design-forward, high-margin D2C brand** with domestic and international retail presence.

A photograph of a red box with gold floral patterns and two gold-colored, ribbed metal cups on a white surface. The box has the text 'fubHOME' and 'LANTANA TRADITIONS' on it. The cups are made of a metallic material with vertical ridges.

PRODUCT & DESIGN STRATEGY

Core Range : home décor - Candle stands, trays, wall plates, mirror frames, votives, incense holders, festive décor

Functional collectibles: Barware, vanity accents, table organizers, photo frames

Festive and gift collections: Diwali, Rakhi, Christmas kits



DESIGN DIRECTION

Craft-forward minimalism (like Orange Tree, Ellementry)

- Use brass, copper, iron with matte/satin/smoky finishes
- Modern silhouettes + traditional etching/textures

Tone:

- Sophisticated, rooted, functional
- Values: slow-made, heirloom quality, everyday luxury

Brand Story Angle:

“From the historic lanes of Moradabad, our artisans have shaped metals for royalty and ritual for centuries. Today, we reinterpret that legacy for modern homes — blending heritage with harmony.”



DIFFERENTIATION

- **“Made in Moradabad with purpose”** – leverage legacy
- Food-safe finishes (if using trays/bowls)
- Recycled or upcycled brass and iron → appeal to eco-aware shoppers
- Launch limited edition “Artisan Signature Series”


GO TO MARKET STRATEGY

- **Phase 1: Digital-first D2C (0–12 months)**
- Launch brand site
- Sell via:
 - **Nykaa Fashion, Jaypore, Itokri, Amazon Karigar, Pepperfry**
 - **Etsy / Amazon.com** for overseas reach
- Pricing uplift: 3–5× of FOB rate
- Build trust: quality packaging, brand story, artisan photos


Projected Investment: 25-40lakhs
Breakeven: 1.5 - 2 years

JAYPORE Search India's most t

WOMEN MEN HOME GIFTING JEWELRY BLOG CRAFTS OCC



IMLI STREET
Antique Gold Table Top Brass Buddha Idols
₹4,990



IMLI STREET
Antique Gold Wall Hanging Brass Wall Accents
₹1,590



GO TO MARKET STRATEGY

- **Phase 2: Boutique Retail & B2B (12–24 months)**
- Pop-ups at **Nature's Basket, Ogaan, Bungalow 8, Good Earth Café**
- Partner with architects/interior designers for projects
- Target luxury hotels & gifting buyers (corporates, wedding planners)

THINGS TO WATCH OUT FOR

- **Offline retail** is cost-intensive — avoid until strong D2C proof
- Maintain **export commitments** as base revenue while brand grows
- Avoid over-diversification – start with a clear, tight product line
- Focus on **differentiation, quality, photography, packaging** – perception is value

NEXT STEPS CHECKLIST

- Define brand name + register domain
- Curate 30–40 hero SKUs (5–6 categories)
- Design packaging & get product photography
- Build Shopify storefront + start content marketing
- List on Etsy, Amazon Karigar, Jaypore
- Soft launch: social media, influencer seeding
- Launch flagship campaign + PR in 6–8 months



partner@tcg.net.in

BRAND STRATEGY

PRODUCT STRATEGY & DESIGN

WEBSITE AND MARKETING

