

## COMPANY PROFILE



Knitting Huts works with rural women of the Indian Himalayan Region of Himachal Pradesh to develop world class products for humans and their homes.

# About us

Knitting Huts wants to deliver the warmth of handmade knitwear to families around the globe. Our products come from the villages in the foothills of the Himalayas, made by women (also men) who have been knitting for generations and have love and respect for the craft.



# 01

## What we do

We identify best knitters of the region to further train interested individuals in the art of hand-knitting and crocheting. Upon successful training, the product development is handed over to the newly trained knitters.

Our skilled knitters knit each pattern with care and attention, which reflects in the beauty and durability of the end product. By taking these knits to the world, we aim to positively impact the household of our knitters.

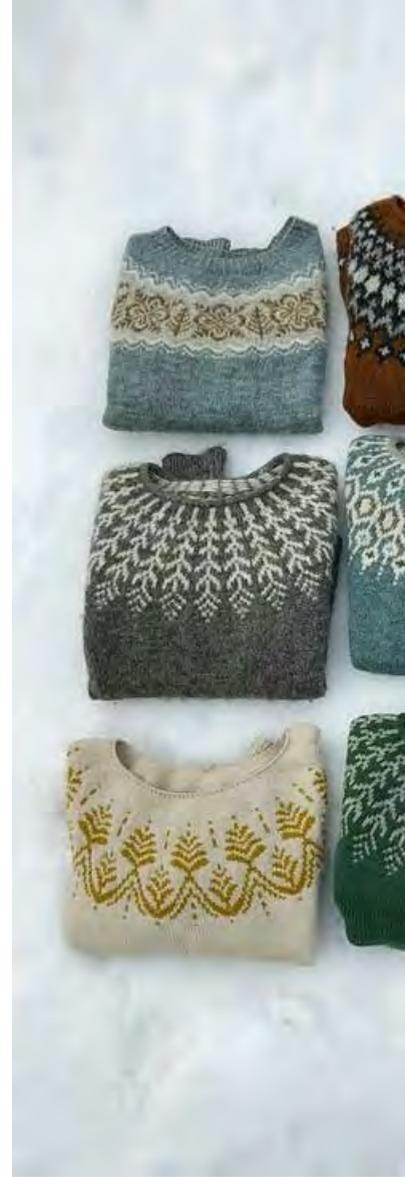
# 02

## Product Range

We produce products like Baby Sets, Mufflers, Caps, Flap Hats, Gloves, Wrist Warmers, Socks, Half Jumpers, Full Jumpers, Cardigans, Pillow Covers, Baby Blankets, Adult Blankets, Table Cloths and Woolen Toys



Founders Sidharth & Kaaya



## 03 Quality & Brand

Quality is paramount to us. We use the finest quality wools like Merino, Angora, Sheep & Yak to develop most of the products under our label. We use Vardhaman & Oswal blended wools as well as per client's requirement.

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We mainly focus on clientele living in the Northern Hemisphere of the world. Countries with longer winters are our major selling markets. We work with independent designers as well to develop products under their private label.

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A luxury collection of finely selected products is developed for a very few private clients. We use Pashmina, Pure Silk, Organic Cotton yarns and import Llama & Alpaca knitting yarns for the same.

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The underlying magic of Knitting Huts is the possibility of building a network of high quality knitters all over the Himalayan Region and make them a part of a socially and culturally connected community by financially empowering them.

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# 500 Knitters by the end of 2023.



There is no Indian brand dealing purely in handknitted woolen segment. We take pride in taking steps towards this and inspiring future entrepreneurs to explore this domain.



Our strength lies in our core team which enjoys family history deeply rooted in Himachal Pradesh. This helps us in achieving more significant and deeper connections with the local populations of the mountains.



We are committed towards improving lifestyle of the knitters associated with us. In due course of time, we intend to be the major catalyst of rural development of the region through our CSR values.

## 04

### Value to the end user

We are working towards building ecological and socially responsible products under our label. The end user of the product will take pride in using a product that is:

- Eco-Friendly
- Made by hand, using eco-friendly raw materials and tools.
- Philanthropic in nature as the brand will have a strong CSR value attached to it at all times.
- Supporting the knitter who made it, not a factory.

# You imagine it, we knit it.

Knitting has been a way of life in Himalayas since time long. The feeling of a connected community vibrates through households across villages. Women get together, discuss their works in progress, share new designs and patterns with each other.

We, at Knitting Huts, are working towards adding more value to their work. The women of the villages usually knit for personal use. We provide them with high quality yarn and mostly allow them to let their imagination loose with it.

We offer complete customizations to our clients. If there is a pattern on your mind, we can assist you in developing it, knit it and flaunt it to your friends!



**Knitting Huts**  
PURE KNITTED LOVE

## Contact us

Village Jogiwara, Dharamshala  
Himachal Pradesh, India  
+91 901545 1118  
hq@knittinghuts.com  
www.knittinghuts.com