



Kerala

Braided Jute Round Rug

TheThe Kerala Beach Sand Braided Jute Round Rug is crafted from 100% natural golden jute, featuring a chunky braided construction that showcases the fibre’s rich texture and natural tonal variation. Handcrafted in India, each rug is braided, coiled, and stitched by skilled artisans to create a beautifully organic round rug that brings warmth, durability, and sustainable style to contemporary and coastal-inspired interiors.

Available colours



Beach Sand
AJR112-G



Gold
AJR110-G



Silver
AJR111-S



Available Sizes

120x120
150x150
200x200
For custom sizes, contact your consultant for more information.

Colour & Texture Variations
Please note that colours may vary slightly across screens and devices due to individual display settings, lighting conditions, and monitor calibration. As each rug is handcrafted using natural fibres, subtle variations in colour, texture, and finish may occur, enhancing the unique character of every piece.

Specifications

Fibre: Jute
Composition: 100% Natural Golden Jute
Technique: Braided
Height: Approx. 15mm
Origin: India

Suitability

Best placed in:

- Living Areas
- Dining Area
- Bedrooms
- Reading nooks
- Medium Traffic Spaces

Care and Maintenance

- Vacuum regularly using suction only.
- Blot spills immediately with a clean, dry cloth.
- Keep dry at all times and avoid excessive moisture.
- Rotate periodically for even wear.
- Use a rug pad for added protection and stability.
- Professional dry cleaning is recommended for deep cleaning.

Natural Fibre Characteristics
As a natural fibre, jute may experience some shedding, sprouting, and loose ends, especially when new. This is a normal characteristic of handcrafted jute rugs. Do not pull loose fibres, as this may damage the weave; simply trim them with sharp scissors or gently tuck them back into the rug.

A Proud Partner of GoodWeave

GOODWEAVE is a global nonprofit organization working to end illegal child labour and offer educational opportunities for children in India, Nepal and Afghanistan. As a proud partner of GOODWEAVE, East India Rug Company adheres to the highest ethical standards for rug production and vows to be 100% child labour free.



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