

Fact sheet

FOUNDED	2021	FOUNDERS	Deep Gupta and Ruchika Gupta
LOCATION	Bhadohi, Uttar Pradesh, India	CLUSTER	Bhadohi hand-knotted carpets hold a Geographical Indication
CONSTRUCTIONS	Hand-knotted, hand-woven (durry & handloom), hand-tufted, Indo-Tibetan, flatweave	ALSO PRODUCED	Bathmats, cushions, FF&E hospitality rugs
FIBRES	Wool, silk, cotton, jute, viscose, recycled post-consumer polyester	KNOT DENSITY	20-180 KPSI, specified per design
DYEING	Contracted to an OEKO-TEX and RWS certified plant	IN-HOUSE	Washing and mechanical shearing, PiHue's own workers
MINIMUM ORDER	1 piece; 10 sqm per design per colour for repeats	SIZE TOLERANCE	±3%
LOOM WIDTH	Up to 20 ft woven width	TUFTING FRAMES	Up to 30 × 150 ft
EXPORT MARKETS	Scandinavia, Western Europe, UK, North America, Australia	TESTING PARTNERS	Hohenstein, Eurofins

Boilerplate

SHORT — 60 WORDS

PiHue Creations is a handmade rug manufacturer and exporter based in Bhadohi, Uttar Pradesh — India's GI-tagged carpet cluster. Founded in 2021, PiHue produces hand-knotted, hand-tufted and flatweave rugs for design brands and interior studios across Europe, North America and Australia. The company holds GoodWeave, ISO 9001:2015, OEKO-TEX Standard 100, GRS, RWS and SMETA 4-Pillar certifications.

LONG — 230 WORDS

PiHue Creations is a handmade rug manufacturer and exporter based in Bhadohi, Uttar Pradesh, the GI-tagged centre of Indian carpet weaving. The company was founded in 2021 by Deep Gupta and Ruchika Gupta and works with a network of weaving families across the Bhadohi belt.

PiHue produces hand-knotted, hand-tufted, hand-loomed and flatweave rugs in wool, silk, cotton, jute, viscose and recycled fibres. Hand-knotted construction is specified per design across a range of 20 to 180 knots per square inch. Dyeing is carried out at a contracted OEKO-TEX and RWS certified plant; washing and mechanical shearing are performed in-house by PiHue's own workers. Minimum order is one piece, with 10 square metres per design per colour for repeat production.

The company holds six certifications — GoodWeave, ISO 9001:2015, OEKO-TEX Standard 100, GRS, RWS and SMETA 4-Pillar — with third-party testing through Hohenstein and Eurofins. GoodWeave licensing carries unannounced inspection of the weaving supply chain against child, forced and bonded labour.

PiHue exports to design brands, retailers and interior studios in Scandinavia, Western Europe, North America, the United Kingdom and Australia.

CREDIT LINE

Rugs: PiHue Creations, Bhadohi (pihuerugs.com)

Certifications

Six, and only six. Certificate numbers and current audit dates supplied on request for verification.

GoodWeave Licence GW-0122-406 Valid to 30 Jan 2027 Child, forced & bonded labour goodweave.org	ISO 9001:2015 Certificate 25MEQTI61 Valid to 6 May 2028 Quality management system Magnitude Management Services, EGAC accredited	OEKO-TEX Standard 100 Certificate 25.HIN.21062 Valid to 31 Jan 2027 Product Class II, direct skin contact Issued by Hohenstein oeko-tex.com/label-check
Global Recycled Standard Scope certificate IDF-26-977642 GRS v4.0 · Valid to 8 Apr 2027 TE-ID TE-00334550 textileexchange.org/certificates	Responsible Wool Standard Scope certificate IDF-26-977642 RWS v2.2 · Valid to 8 Apr 2027 TE-ID TE-00334550 textileexchange.org/certificates	SMETA 4-Pillar Audit ZAA600186420 Audited 25-26 Feb 2026 Sedex site ZS424407034 Labour, health & safety, environment, ethics