

# **Introduction to SAFINA CARPETS**

## **A Legacy Woven Through Generations**

It all began in **1970** when **Sayeed Beg**, a man with a deep passion for carpets, started a small wholesale business in India. With dedication and craftsmanship at its core, **SAFINA CARPETS** was born. Over the years, this humble venture grew, and under the visionary leadership of **Shahid Beg**, it expanded beyond borders, becoming an **international manufacturer and wholesaler** of handcrafted carpets.

Today, as the next generation, **Rizwan Beg** carries forward this legacy with a **modern vision**—making the **luxury of Mughal-era carpets accessible to all** while preserving the artistry and traditions that make them special.

## **The Meaning Behind SAFINA CARPETS**

Our name, *SAFINA*, is more than just a brand—it's a tribute. Chosen by **Shahid Beg in honor of his mother**, it represents **warmth, elegance, and a legacy of excellence**. Just like a home is built with love and care, every carpet we create carries that same essence—**woven with history, passion, and craftsmanship**.

**Tagline :- “Make Your House Happy”**

## **A Heritage of Timeless Craftsmanship**

Carpets have long been more than just decor; they are symbols of luxury, status, and culture. Inspired by the **grandeur of the Mughal era**, our designs reflect:

- ✓ **Persian & Mughal artistry** – intricate floral, geometric, and traditional motifs
- ✓ **Hand-knotting techniques** – perfected over centuries and passed down through generations
- ✓ **Luxury materials** – premium silk, wool, and natural dyes ensuring durability and timeless beauty

Every SAFINA carpet is **handcrafted by skilled artisans**, ensuring that each piece is not just a rug but a **masterpiece with a story to tell**.

## Our Mission: Tradition Meets Modern Living

At SAFINA CARPETS, we believe that everyone deserves a touch of luxury. While our heritage is steeped in tradition, our **mission for the future** is clear:

- **Preserve & Innovate** – Keeping ancient weaving traditions alive while embracing modern designs.
- **Global Expansion, Local Roots** – Expanding our presence worldwide while honoring our Indian craftsmanship.
- **Making Luxury Accessible** – As **Rizwan Beg**, the son of **Shahid Beg**, steps forward, his vision is to **make premium carpets easily available for all**, so more people can experience the elegance of **Mughal textures and luxurious living**.
- **Expanding Accessibility & Affordability** - At SAFINA CARPETS, we don't just create carpets; we create experiences. My vision is not only to preserve our rich heritage but also to **make SAFINA CARPETS a direct-to-customer brand**. By eliminating middlemen, we ensure that customers can purchase our handcrafted carpets **at much lower prices** than other companies—without compromising on quality. This way, more people can experience the elegance of **Mughal craftsmanship at an affordable cost**.

## Product & Service Offerings


At **SAFINA CARPETS**, we offer a diverse range of premium carpets, ensuring a perfect fit for every space and aesthetic preference. Whether you seek a **traditional Persian masterpiece, a modern statement piece, or a fully customized design**, we provide options tailored to your needs.

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### Standard Carpet Sizes & Pricing (Wool Handmade Carpets)

Our collection includes standard-sized **handmade wool carpets** crafted with intricate artistry:

Size (ft)	Price (USD)
1x1	\$17
2x3	\$105
2.5x5	\$220
2.5x10	\$450
3x5	\$268
4x6	\$432
5x7	\$634
6x9	\$985
8x10	\$1474
9x12	\$2009
10x14	\$2637
12x18	\$4144

 *Note: These prices apply to our handmade wool carpets. Other materials and custom designs may have different pricing.*

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### Custom-Made Carpets: Tailored to Your Vision

For those seeking something unique, **SAFINA CARPETS** offers fully **customizable carpets** in various sizes, colors, and intricate designs.

- ✓ **Made-to-order** with specific dimensions and color preferences
  - ✓ **Minimum production time:** 2 months (*varies based on size and complexity*)
  - ✓ **Designed to match** your home, office, or luxury interior
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## Types of Carpets We Offer

We specialize in **both handmade and machine-made carpets**, available in various materials:

- **Handmade Wool Carpets** (*our signature collection*)
  - **Staple Carpets** (*a blend of durability and affordability*)
  - **Silk Carpets** (*luxurious and intricate, perfect for fine interiors*)
  - **Machine-Made Carpets** (*modern designs with high precision*)
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## Designs & Styles

Our collection features a wide array of **traditional and contemporary designs**, inspired by heritage and artistry:

- **Persian** – Classic Persian motifs with floral & intricate detailing
- **Hamadan** – Persian-origin symmetrical designs with rich colors
- **Afghani** – Bold geometric & tribal patterns
- **Parda** – Elegant, curtain-inspired motifs for refined aesthetics
- **Overall** – Balanced, full-coverage patterns for modern interiors
- **Round Carpets** – Perfect for unique spaces and central decor

With **SAFINA CARPETS**, you don't just buy a carpet—you invest in **timeless beauty, durability, and artistry**.

## Business Process & Operations

At **SAFINA CARPETS**, we follow a structured and meticulous process to ensure **high-quality craftsmanship, seamless customer experience, and efficient global operations**. Our business model is designed to **preserve traditional artistry while embracing modern efficiency**.

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## 1. Sourcing the Finest Materials

We carefully **source premium-quality wool, silk, and staple fibers** from trusted suppliers to maintain our high standards. Our materials are chosen for **durability, softness, and vibrant color retention**.

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## 2. Hand-Weaving & Manufacturing

Our carpets are crafted using two primary methods:

- ✓ **Handmade Carpets** – Expert artisans meticulously weave each carpet using **centuries-old Mughal techniques**, ensuring uniqueness and cultural authenticity.
- ✓ **Machine-Made Carpets** – Modern technology allows for precision weaving and large-scale production while maintaining high quality.

Each handmade carpet takes **weeks to months** to complete, depending on size and complexity.

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## 3. Quality Control & Inspection

Every carpet undergoes a **strict quality-checking process** to ensure:

- ✓ **Flawless craftsmanship** – No loose threads, uniform knots, and perfect symmetry.
  - ✓ **Color accuracy** – Rich, lasting hues that match traditional Mughal and Persian aesthetics.
  - ✓ **Durability testing** – Resistance to wear and environmental conditions.
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## 4. Custom Order Processing

For custom carpets, our process includes:

- 1 Consultation** – Customers share their **size, color, and design preferences**.
- 2 Design Approval** – Our experts create a digital preview for confirmation.
- 3 Handcrafting** – Skilled artisans weave the carpet with precision.
- 4 Final Inspection & Delivery** – The carpet is checked, packed, and shipped.

✂ *Custom carpets take a minimum of 2 months to complete, with additional time required for larger sizes.*

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## 5. Global Wholesale & Retail Distribution

We operate through **both wholesale and retail channels**, allowing customers to buy directly from us at the best possible prices.

◆ **Retail (Direct-to-Customer)** – Customers can buy from our website without middlemen, ensuring lower costs.

◆ **Wholesale (Bulk Orders & Export)** – We supply carpets worldwide to **hotels, designers, and businesses**.

◆ **International Shipping** – We ensure **safe packaging and efficient delivery** to global destinations.

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## 6. Customer Support & After-Sales Service

We provide:

✓ **Expert Guidance** – Assisting customers in choosing the perfect carpet.

✓ **Order Tracking** – Real-time updates on carpet production and delivery.

✓ **After-Sales Support** – Care instructions, maintenance tips, and damage repair solutions.

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**Why SAFINA CARPETS?**

- ◆ **Heritage & Craftsmanship** – Decades of expertise in traditional carpet-making.
- ◆ **Customization & Quality** – Handmade perfection with bespoke designs.
- ◆ **Global Accessibility** – Direct sales model, ensuring **affordable luxury** for all.

## **Business Policies**

At **SAFINA CARPETS**, we believe in providing a **seamless and transparent shopping experience** for our customers worldwide. Below are our key business policies:

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## **Shipping Policy**

- ✓ **Free Shipping Worldwide** – We offer free shipping on all standard-sized carpets.
- ✓ **Secure Packaging** – Each carpet is carefully packed to prevent damage during transit.
- ✓ **Delivery Time** –

- **Standard Carpets:** 7-14 days (depending on location).
- **Custom Orders:** Minimum **2 months** for production + shipping time.

✂ *Expedited shipping options are available upon request.*

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✓ **15-Day Return Policy** – Customers can return carpets within **15 days** of delivery if they are unused and in original condition.

✓ **Return Shipping** – Customers will be provided with a return shipping label.

✓ **Refund Process** – Once the carpet is received and inspected, refunds are processed within **5-7 business days**.

✂ *Custom carpets are non-refundable unless there is a manufacturing defect.*

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## **Payment Policy**

- ✓ **Secure Payments** – We accept **credit cards, debit cards, PayPal, and bank transfers**.
  - ✓ **Flexible Payment Options** – Installments available for bulk orders.
  - ✓ **Currency Support** – We accept payments in **multiple currencies** for international customers.
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✂ **Warranty & Care Policy**

- ✓ **Durability Guarantee** – Our handmade carpets are designed to last **for decades**.
  - ✓ **Repair Services** – We offer **repair and restoration services** for minor damages.
  - ✓ **Care Instructions** – Customers receive **detailed carpet maintenance guidelines** to ensure longevity.
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- ✓ **Special Pricing** – Discounts available for **bulk and B2B buyers**.
- ✓ **Custom Branding** – We offer **private labeling options** for businesses.
- ✓ **Dedicated Support** – Bulk buyers get a **personalized customer service manager** for assistance.

## **Frequently Asked Questions (FAQs)**

Here are **50 essential FAQs** about **SAFINA CARPETS**, covering everything from product details to shipping, customization, and care instructions.

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## **1. About SAFINA CARPETS**

### **1. What is SAFINA CARPETS?**

SAFINA CARPETS is a premium carpet brand that specializes in **handmade wool, silk, and machine-made carpets** with traditional Mughal, Persian, and Afghani designs.

### **2. When was SAFINA CARPETS established?**

The business was founded in **1970** by **Sayeed Beg** as a local wholesaler. Later, his son **Shahid Beg** expanded it internationally as a manufacturer and wholesaler.

### **3. Where is SAFINA CARPETS based?**

We are based in **India**, with a global customer base spanning **the USA, Europe, the Middle East, and beyond**.

### **4. What makes SAFINA CARPETS unique?**

Our carpets preserve **centuries-old Mughal craftsmanship**, using premium materials and traditional techniques. We also provide **direct-to-customer sales, cutting out middlemen** for affordable pricing.

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## **2. Products & Customization**

### **5. What types of carpets do you offer?**

We offer:

- ✓ **Handmade wool carpets**
- ✓ **Silk carpets**
- ✓ **Steple fiber carpets**
- ✓ **Machine-made carpets**

### **6. What are your standard carpet sizes?**

We offer **various standard sizes**:

- 1x1 ft
- 2x3 ft
- 2.5x5 ft
- 2.5x10 ft
- 3x5 ft
- 4x6 ft
- 5x7 ft
- 6x9 ft
- 8x10 ft
- 9x12 ft
- 10x14 ft
- 12x18 ft

**7. Can I order a custom-sized carpet?**

Yes! We create **custom carpets in any size, color, and design**. Custom carpets take a **minimum of 2 months** for production.

**8. What designs are available?**

We offer **Persian, Mughal, Afghani, Hamadan, Parda, Overall, and Round-shaped carpets**, inspired by **traditional motifs and patterns**.

**9. Can I request a custom design based on my interior theme?**

Yes! Our designers can create a **bespoke carpet design** based on your preferences.

**10. Do you use natural dyes in your carpets?**

No!

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### **3. Ordering & Payments**

**11. How do I place an order?**

You can order directly from our **website** or contact our **customer service** for bulk/custom orders.

**12. What payment methods do you accept?**

We accept **credit cards, debit cards, PayPal, bank transfers, and international payments**.

**13. Q: What is stitch rate in carpet construction?**

A: Stitch rate refers to the number of stitches per inch along the length of the carpet. Higher stitch rate generally indicates a denser, more durable carpet.

**14. Can I track my order?**

Yes! Once your order is shipped, you will receive a **tracking link via email**.

**15. Is there a minimum order quantity for wholesale buyers?**

Yes, wholesale buyers must order a **minimum of 5 carpets** for discounted pricing.

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## 4. Shipping & Delivery

### 16. Do you offer free shipping?

Yes! We provide **free worldwide shipping** for all standard-sized carpets.

### 17. How long does delivery take?

- **Standard carpets:** 7-14 days (depending on location)
- **Custom carpets:** 2+ months for production, plus shipping time

### 18. Do you ship internationally?

Yes, we ship to **the USA, Europe, the Middle East, Asia, and other global locations.**

### 19. Will I have to pay customs duties?

No,

### 20. What if my carpet arrives damaged?

If your carpet arrives **damaged**, contact us immediately for a **replacement or refund.**

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## 5. Returns & Refunds

### 21. What is your return policy?

We offer a **15-day return policy** on standard carpets. Custom carpets are **non-refundable**, except for manufacturing defects.

### 22. How do I initiate a return?

**Return Process:**

**Contact support** via email or chat.

We will **review your request** and provide a return shipping label.

**Refund or replacement** will be processed once we receive and inspect the carpet.

### 23. How long does a refund take?

Refunds are processed within **5-7 business days** after we receive the returned carpet.

### 24. Can I exchange a carpet for a different one?

Yes, you can exchange a standard carpet within **15 days.**

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## 6. Carpet Care & Maintenance

### 25. How do I clean my carpet?

✓ **Vacuum regularly** to remove dust.

- ✓ **Spot clean stains** with mild detergent and water.
- ✓ **Professional cleaning** is recommended every 3 years.

**26. Are your carpets pet-friendly?**

Yes! Our **wool and silk carpets** are durable and easy to clean.

**27. Can your carpets be used outdoors?**

Our carpets are designed for **indoor use**, but we offer special **outdoor rugs upon request**.

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## **7. Wholesale & Business Partnerships**

**28. Do you offer carpets for hotels and businesses?**

Yes! We supply carpets to **hotels, offices, interior designers, and luxury spaces**.

**29. Can I become a SAFINA CARPETS distributor?**

Yes! Contact us for **wholesale and distributor inquiries**.

**30. Do you offer private labeling for brands?**

Yes! We provide **custom branding and private labeling** for bulk buyers.

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## **8. Authenticity & Craftsmanship**

**31. How do I know my carpet is authentic?**

Each handmade carpet comes with a **certificate of authenticity**.

**32. Are your carpets handmade or machine-made?**

We offer **both handmade and machine-made carpets**, depending on your preference. But majorly we deal with handmade carpets.

**33. Where are your carpets made?**

Our handmade carpets are crafted by skilled artisans in **India**, following **centuries-old techniques**.

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## **9. Special Services & Offers**

**34. Do you offer discounts on bulk orders?**

Yes! We provide **special discounts** for bulk and wholesale orders.

**35. Do you collaborate with interior designers?**

Yes! We work with **interior designers and architects** for custom carpet solutions.

**36. Do you offer carpet restoration services?**

Yes! We provide **repair and restoration services** for handmade carpets.



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## 10. Contact & Support

### 38. How can I contact SAFINA CARPETS?

You can reach us via **email, phone, or WhatsApp** and also through our social media platforms.

### 39. Do you have a physical store?

We operate **online with worldwide shipping**, but we have **select showroom locations** in india.

### 40. Can I visit your workshop?

Yes! We welcome visitors by **appointment only**.

## Recommended Carpets Based on Room Size & Usage

Choosing the right carpet size enhances the aesthetics and functionality of your space. Below is a guide to help you select the perfect SAFINA CARPET based on room size and type.

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## **1. Small Rooms & Entryways (4x6 ft or Smaller)**

### **Recommended Sizes:**

- ✓ **1x1 ft** – Ideal for small corners, under decorative items, or as a welcome mat.
- ✓ **2x3 ft** – Perfect for doorways, small hallways, or bedside rugs.
- ✓ **3x5 ft / 4x6 ft** – Great for compact bedrooms, small offices, or reading nooks.

### **Best Carpet Types:**

- **Persian or Hamadan designs** for a classic touch.
  - **Round or Overall patterns** to add a modern appeal.
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## **2. Living Rooms & Large Sitting Areas (5x7 ft to 9x12 ft)**

### **Recommended Sizes:**

- ✓ **5x7 ft** – Works well in small living rooms or under a coffee table.
- ✓ **6x9 ft** – Ideal for medium-sized living rooms with a sofa set.
- ✓ **8x10 ft / 9x12 ft** – Best for spacious living rooms, placing furniture partially on the rug for an elegant look.

### **Best Carpet Types:**

- **Wool or Silk handmade carpets** for luxury and durability.
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## **3. Dining Room (6x9 ft to 10x14 ft)**

### **Recommended Sizes:**

- ✓ **6x9 ft** – Perfect for a 4-6 seater dining table.
- ✓ **8x10 ft** – Best for a 6-8 seater dining table.
- ✓ **9x12 ft / 10x14 ft** – Ideal for large dining areas with 8+ chairs.

### **Best Carpet Types:**

- **Silk or Wool carpets** for easy maintenance and elegance.
  - **Afghani or Hamadan designs** for a traditional look.
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## **4. Bedrooms (5x7 ft to 12x18 ft)**

**Recommended Sizes:**

- ✓ **5x7 ft** – Suitable for small bedrooms, placed under the bed.
- ✓ **6x9 ft** – Best for medium bedrooms, covering the foot area of the bed.
- ✓ **8x10 ft / 9x12 ft** – Perfect for large bedrooms, extending beyond the bed.
- ✓ **10x14 ft / 12x18 ft** – Luxury-sized rugs for spacious master bedrooms.

**Best Carpet Types:**

- **Wool for warmth and durability.**
  - **Silk for a soft, luxurious feel.**
  - **Round or Overall designs** for modern aesthetics.
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## **5. Hallways & Runners (2.5x10 ft or Custom Sizes)**

**Recommended Sizes:**

- ✓ **2.5x10 ft** – Ideal for long corridors or hallways.
- ✓ **Custom sizes** – Available for unique hallway dimensions.

**Best Carpet Types:**

- **Hamadan or Afghani runners** for traditional appeal.
  - **Parda or Overall designs** for modern interiors.
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## **6. Offices & Workspaces (4x6 ft to 8x10 ft)**

**Recommended Sizes:**

- ✓ **4x6 ft / 5x7 ft** – Ideal for a small office or under a desk.
- ✓ **6x9 ft / 8x10 ft** – Best for executive office spaces or meeting rooms.

**Best Carpet Types:**

- **Persian or Parda designs** for a professional and elegant look.
  - **Wool for durability in high-traffic areas.**
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## **7. Custom Sizes**

**Recommended Sizes:**

- ✓ **Custom-sized carpets** designed specifically for outdoor use.

 **Try Our Virtual Room Technology!**

Not sure which carpet will suit your space? **Upload an image of your room** and use our **Virtual Carpet Fit Technology** to see how our carpets will look in your home before making a purchase!

## Customer Support & Assistance

We believe in providing **seamless and hassle-free support** to ensure the best experience for our customers. If you have any queries, feel free to reach out to us through any of the following methods:

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### Email Support

- **Email:** [safinacarpets@yahoo.com](mailto:safinacarpets@yahoo.com)
- Response time: **Within 24 hours** on business days.

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### Live Chat Support

- **Available:** Monday - Friday, **9 AM - 5 PM (IST)**
- Get instant assistance from our team through our **website's live chat feature**.

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### Phone Support (*Coming Soon!*)

We are working on bringing **dedicated phone support** for a faster resolution of queries.

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### Instant Chat Assistance

- You can connect with our **AI-powered support chatbot** for **quick answers** and guidance.
- If your issue is not resolved, type **[Y/N]**, and our human support team will take over.

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### Visit Us (For Wholesale Inquiries & Showroom Visits)

- **Location:** [Your Store Address]
- **Timings:** Monday - Saturday, **10 AM - 7 PM**
- We are **always here to help** and ensure you have the best experience with **SAFINA CARPETS!** 😊

## SIZE CHART

Sizes in Feet	Sizes in CM	Sizes in Inches	Sizes in Meter
<b>1x1</b>	30x30	12x12	0.30x0.30
<b>2x3</b>	60x90	24x36	0.60x0.91
<b>2.5x5</b>	75x150	30x60	0.75x1.52
<b>2.5x10</b>	75x300	30x120	0.75x3.04
<b>3x5</b>	90x150	36x60	0.91x1.52
<b>4x6</b>	120x180	48x72	1.21x1.82
<b>5x7</b>	150x210	60x84	1.54x2.13
<b>6x9</b>	180x270	72x108	1.82x2.74
<b>8x10</b>	240x300	96x120	2.43x3.04
<b>9x12</b>	270x360	108x144	2.74x3.65
<b>10x14</b>	300x420	120x168	3.04x4.89
<b>12x18</b>	360x540	144x216	3.65x5.48