



Sustainable Cool Fragrant Home Furnishings

FOR IMMEDIATE RELEASE

Rayush Natural Fibres introducing Kush weaves at High Point Market

“Have you ever wondered how mankind survived from the top of the Himalayas to the deep Jungles of Africa, from the deserts of Sahara to the rainforests of South America? Well, We Did !! and that’s when we invented the Kush Weaves “say Namrata Soni (Ahmedabad, India) and Prerna Purohit (Morrisville, NC), the founders of Rayush Naturals.

Rayush Natural Fibers is bringing Kush weaves at High Point Market, North Carolina. Kush weaves is an innovative textile product that is developed upon the foundational qualities of aromatic and medicinal crops such as Vetiver, lemongrass and citronella. Namrata, CEO has patented the formula and claims that the unique combination of the perfect ingredients used in the making of this fabric has been proven to be effective as mosquitos and tick’s repellent.

The Chief Strategy Officer, Siddharth Purohit from Morrisville, North Carolina told us that Rayush Naturals has successfully launched Kush weaves as the sustainable, cool, fragrant carpets, rugs, mats, blinds, curtains and wall arts in a variety of colours and designs in the Asia-Pacific market. Siddharth adds that after the wildfire in Washington, USA, we saw a huge demand for Kush Weaves products in North America, since the curtains made of Kush Weaves help to keep the smoke out even when the windows are open.

Ravikant Soni, Founding Partner and Chief Operating Officer of Rayush Natural explained to us how these natural crops are treated with the company's patented formula and hand processed at Rayush’s manufacturing facility in India. Ravi says that their facility in India has generated employment for many hand wavers.

Prerna Purohit founder & CFO, says that, in addition to its natural beauty and stress relieving fragrance Kush weaves are very stylish and elegant. Kush weaves are also very effective for outdoor living spaces. Prerna also shared that the company plans to launch many more product categories of Kush weaves in the future.

Stall No- 203

Top Floor, Global Sourcing Pavilion

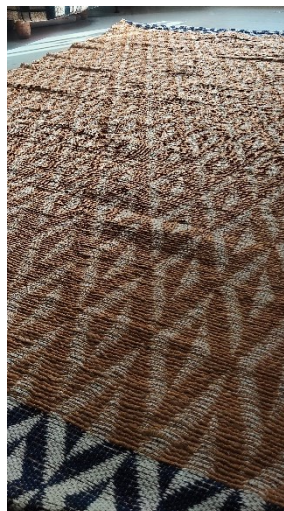
SAMS- Suits at Market Square

High Point Market

North Carolina, USA

Rayush Natural Fibers Pvt. Ltd.

PLOT NO.9, UMIYA INDUSTRIAL PARK, PANSAR ROAD,
NEAR MAXIM TUBE, CHHATRAL GANDHINAGAR, GUJARAT-382729
GST-24AAKCR5554P1ZP



Rugs



Carpets



Wall Art



Blinds



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Curtains



Blinds with Smart Automation

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