

Special discount offer for the employees of JCCII member companies on our ethnic products

January 2024| India



Yarana Trading & Services Pvt. Ltd. wishes you a Happy and Prosperous New Year – 2024.

This New Year, we feel delighted to announce a special offer for the benefit of employees of the esteemed member companies of the JCCII.

The trading division of Yarana Trading & Services Pvt. Ltd. is engaged in the business of trading of Indian ethnic wear sarees and dress materials and traditional handcrafted items. Our brand name is **Indokuni**,

This New Year we are proposing this **offer to provide our Banarasi Sarees and Ladies suit/dress materials to your employees at a special discount of 30% during the below specified period.**

Key Points to be noted:

- This scheme would be valid for a **specified period, starting from February 20 – May 31, 2024.**
- For availing the eligible discounts on our retail sale products, **we would request your esteemed company to confirm to us** if you are interested in availing the benefit under this scheme for your employees, **over an email.** We shall request you to share specific details so that the scheme could be made applicable. We shall register your company details in order to be able to provide eligible discounts to your company employees.
- Employees would be required to present their **employee Id. card at the time of purchase at our counter.**
- The specified **discount would be applicable on Banarasi Sarees in all categories and Banarasi Ladies suit dress materials ONLY.**
- This scheme would operate majorly on **made-to-order scheme with a payment of 50% of the amount in advance to initiate development of the ordered item by the weaver.**

It becomes pertinent here to highlight that we are traditional dealers of **Banarasi Sarees and Ladies suit dress materials in Silk and Cotton fabrics since last 50 years** working closely with small and medium scale weavers in and around Varanasi who are skillfully hand crafting all the weaves since many generations. These weavers are associated with us since generations and jointly we had been working with them in catering to the requirements of our esteemed customers in our traditional style of operations.

We have a physical brick and mortar boutique showroom on M.G. Road, New Delhi near Arjan Garh Metro Station, named Kaseyaka – The Authentic Banarasi Store. This store is working as an extension of our home branch bringing in the same traditional way of operation and experience as the 'Satti' operates in Varanasi. This would be facilitated through video calls/web meeting facilities where the weavers would showcase their products through our Varanasi store. Online payment facilities would also be available for the ease of the customers.

We at Indokuni, strive to bring business to the door-steps of small weavers. Hence, if you adopt this scheme you would be supporting us not only in our business but most importantly these small weavers who had been a part of our business and have together seen the ups and downs in the market in the long journey made together in the last 50 years.

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