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Just when you think this must be the last surprise from the inimitable designer, Rohit Bal, he goes and surprises you with another facet of his amazingly creative personality. So, this time round, he has signed up with the Danish multi-national carpet company, 'Ege', to create and Indian Carpet Story. The collection will be sold in 65 international markets.



Designer Rohit Bal against his creation for Ege Carpet



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At the launch of the collection for which the brand has given complete freedom, Svende Nielson, CEO, 'Ege' Carpets said, Eege as a brand is proud to be associated with designer Rohit Bal from India. Rohit's sense of aesthetics is finely honed and the handcrafted work reflects perfection as he brings to life his rendition of the true India. India is a vast market where we see a huge potential as the demand for luxury and exclusive products is ever increasing.'

Rohit Bal, enthusiastic at his new venture, said, "This is the India I know, the India I love and this is The Indian Carpet Story I want to share with the world.' Sanjay Nijhawan, Managing Director, Applause Designs Pvt Ltd, who will be marketing the brand in India, was also present on the occasion. He said, "The purpose behind bringing together 'ege' Carpets and Rohit Bal was to give global consumers a true taste of India.'

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