

Khaadi Corporation Limited Becomes Weaves Corporation Limited

Khaadi Corporation Limited is now Weaves Corporation Limited, effective August 29, 2024. This name change marks an important step in unifying the company's global identity and elevating its commitment to creating unforgettable experiences for customers worldwide.

The name 'Weaves' honours the company's origins in handwoven textiles, paying tribute to the traditions and craftsmanship that have defined its journey. While grounded in heritage, the new identity reflects the company's evolution and forward-thinking vision. The addition of the letter 'e' in Weaves signifies Experiences, highlighting Weaves Corporation's dedication to crafting dynamic, memorable moments that leave lasting impressions.

The rebrand will unify all five distinct brands namely, Khaadi, Chapter 2, Kanteen, Kreate Your Mark and SS Chai under a single umbrella, streamlining the company's global presence.



Although the corporate name has changed, it's important to note that while the company name changes, the leadership, team and values remain the same.

For any media inquiries, please contact corporatecommunication@weaves.com

About Weaves Corporation Limited

Weaves Corporation Limited, formerly known as Khaadi Corporation Limited, is a global leader in fashion and lifestyle, rooted in tradition yet committed to modern innovation. The company operates five distinct brands and is known for blending heritage with cutting-edge design to offer unique, memorable customer experiences.