



Success Story Template

Name of Enterprise : SRI COLORS
Name of the Entrepreneur : Abdul Rab Ansari
Mobile Number : 9935016570

Email ID :

info@srcolors.com

Business Sector : Handicrafts & Handlooms
(eg Wooden/Leather/Handicraft etc.)

Product Description : Carpet & Color Box
(Eg Wooden Toys/Furniture/Décor etc.)

No. of Employees:

Before availing the benefits of GoUP scheme: 40

After availing the benefits of GoUP scheme: 70

Production (mention unit ex; Kg/Pieces/Meter etc.): **SRI Color Box**

Before availing the benefits of GoUP scheme: 5000 pieces color box per year & 20,000 Square feet Carpet

After availing the benefits of GoUP scheme: 10000 pieces color box per year & 50,000 square feet carpet

Success Brief*

SRI was founded in 2010 by Abdul Rab Ansari. His hard work and caliber have made SRI the leaders in color reference system. After completing his education from the University of New Delhi in business, Abdul Rab joined Sania Rug International in the year 2009 which was started by his father. Soon after joining, he realized the importance of colors that are needed in flooring and textile units and thus came the inception of SRI Color Reference System. Abdul Rab launched series of color ranging from Series A to Series H. Today his unit has a collection of 6180 shades divided into different color systems of wool, bamboo, viscose and cotton.

To take his business to the international markets, Shri Rab took the benefit of ODOP MDA scheme under the ODOP Program with the help and guidance of GMDIC Bhadohi in 2019. Today with the exposure that he got after participating in international exhibitions & fairs, he is exporting to 40 Countries across the Globe and have set-up his showrooms in USA, China and Indonesia.

**Note: Success brief should mandatorily include hardship faced by the company before GoUP scheme intervention, kind of intervention and the positive impact created by govt intervention. Please add extra sheet if required*