

## 14. Rayush Natural Fibres Pvt Ltd – Rayush

**Company Name:**Rayush Natural Fibres Pvt Ltd

**Brand Name:**Rayush

**Incorporation Date:**26 October 2020

**Registered Address:**D-546, Beside Radha Krishna Temple Samta Colony, Raipur CT 492001 IN

**Contact Number/Email Address:** 9691998399/ diwakernamrata@gmail.com

**Founders:**Ravikant Soni and Namrata Diwaker

**Focus Area:**Waste to Wealth

**Key Traction:**

- Revenue generated 30 Lakhs
- 25 Jobs Created
- Recognised as a finalist in the National Start Up Awards 2022

**About the Company:Rayush Natural Fibers Pvt Ltd: Transforming Agriculture Waste into Innovative Khus Cool Curtains**

Rayush Natural Fibers Pvt Ltd is a company dedicated to repurposing agricultural waste. One of their standout inventions is the Khus cool curtain, utilizing natural aromatic Khus fibres. These curtains offer the comfort of cotton curtains while providing cooling and aromatic properties like traditional Khus pattis.

The Khus cool curtains have a unique selling proposition: they offer natural cooling without electricity consumption, are eco-friendly, and repel insects without side effects. They can also be tailored for various applications, including vehicles.

Rayush addressed several challenges along the way, from countering climate change and insect nuisances to revitalizing the use of Khus screens. They also harnessed the potential of vetiver cultivation, offering double income from waste and reducing India's reliance on imported Khus oil.

**Photographs:**

