

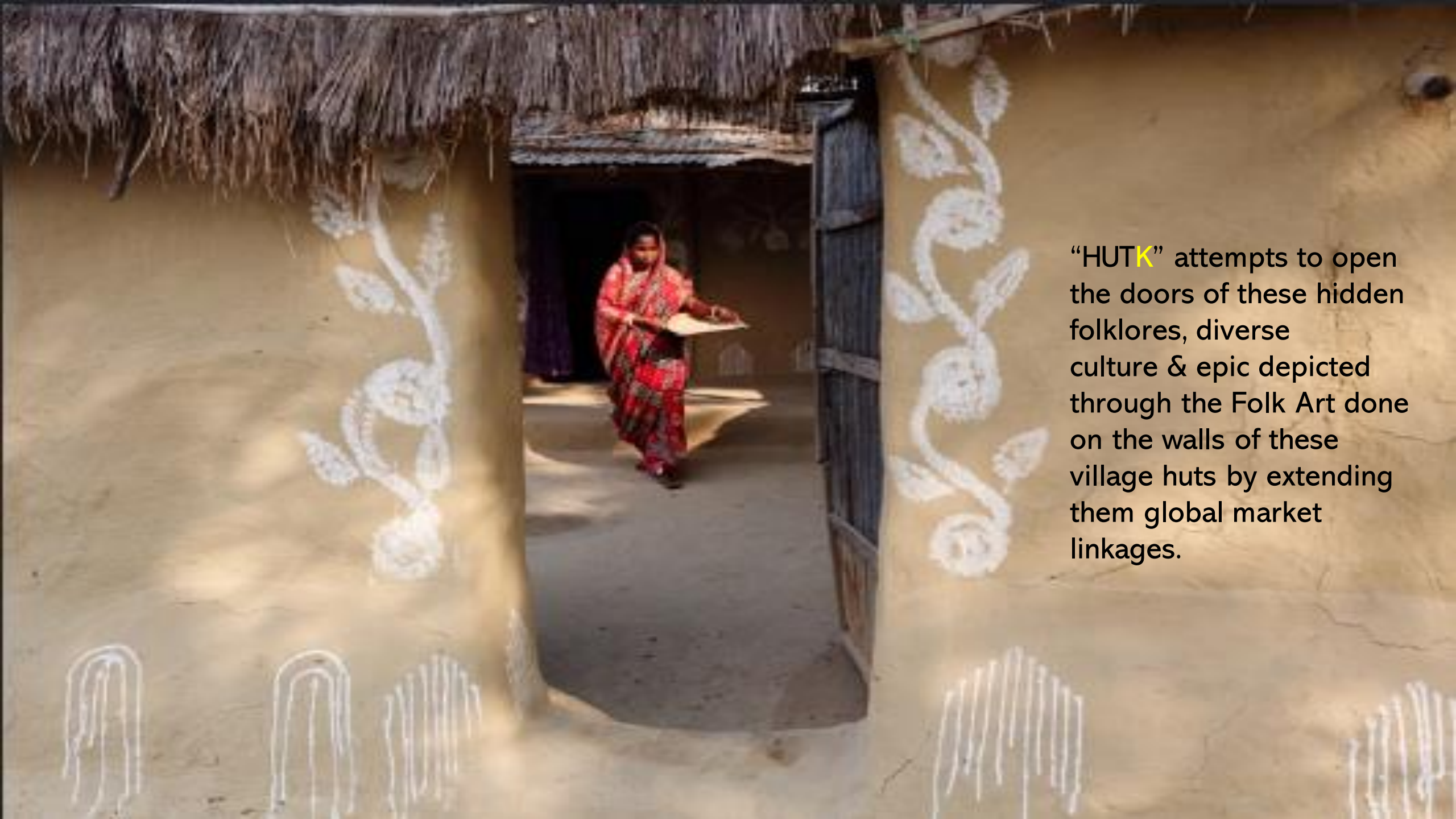


**HUTK**  
Folk Artbeat

**AN INITIATIVE BY VEDICINCARNATIONS INDIA PVT LTD.**

# Table of Contents

- ❖ About Us: 3-11
- ❖ Fashion Garments: 12-31
- ❖ Masks: 32-55
- ❖ Home Décor/Work from Home Products: 56-97
- ❖ Want to know more about us?: 98-111



“HUT<sup>K</sup>” attempts to open the doors of these hidden folklores, diverse culture & epic depicted through the Folk Art done on the walls of these village huts by extending them global market linkages.





**30,000 Artisans**  
**15 different Art forms**  
**8 different States**





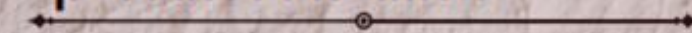
# What makes us HUTK?



We are NOT just aggregators but innovators and storytellers. HUTK justifies its name by bringing in unique and different innovative products to its customers.



Product innovation



Conceptual Innovation



Material Innovation





# Conceptual Innovation

We bring diverse art forms of India under one roof

We bring fusion of different art forms into one design.

Our design team creates a fusion of modern art with traditional art bringing HUTK innovative offerings.







### Product innovation

HUTK design team sits with the rural artisans to give it a contemporary diversified basket of products and silhouettes as per the global demand trends and consumer preferences



# ENVIRONMENTALLY HUTK

A

Team of HUTK has travelled to remotest corners of Indian forest & villages rich in flora and fauna and has discovered the purest form of clothing made from plant fibers.

These fabrics are made from fibers that do not require the use of any pesticides or chemicals to grow. They are naturally resistant to mold and mildew and are disease free.

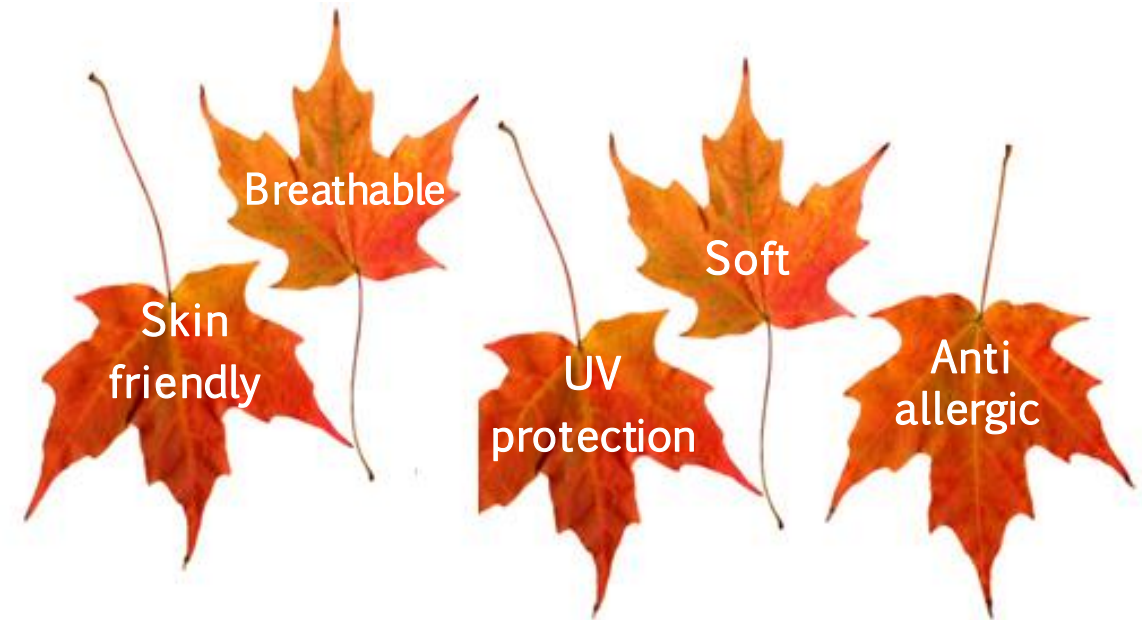




## A2.1



*HUTK offers a complete fashion range of sustainable fabrics using 100% pure plant fibers*



## INHALE HEALTH NOT CHEMICALS

- Why use chemically dyed cotton fabrics; when HUTK offers you pure herbal dyed masks using medicinal herbs, plants, flowers, roots, and barks.
- These herbs release their medicinal qualities into the body and strengthen the skin's ability to block and resist harmful substances.
- So, just like the way human skin has the tendency to absorb environmental toxins and chemicals from the conventional clothing, it can absorb herbs found in HUTK natural dyes leaving your skin nourished.
- Inhale health with every breath using HUTK GOTS certified herbal mask from pure plant based colors.

Anti viral

Anti fungal

Anti bacterial



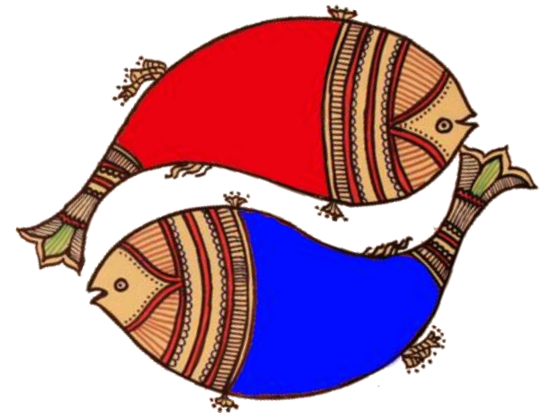
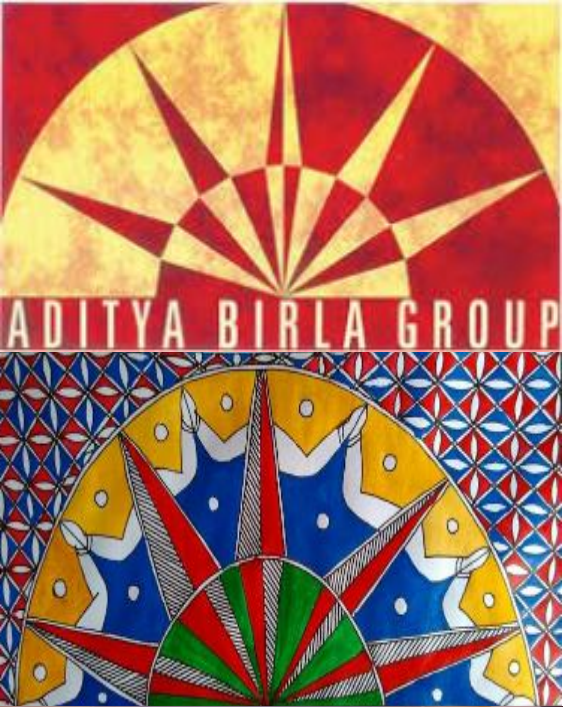


# A1 BAMBOO T SHIRTS





## A2 ADOPTION OF COMPANY LOGOS IN FOLK ART STYLE







HUTK Artists  
@ work  
creating hand  
painted Tees s





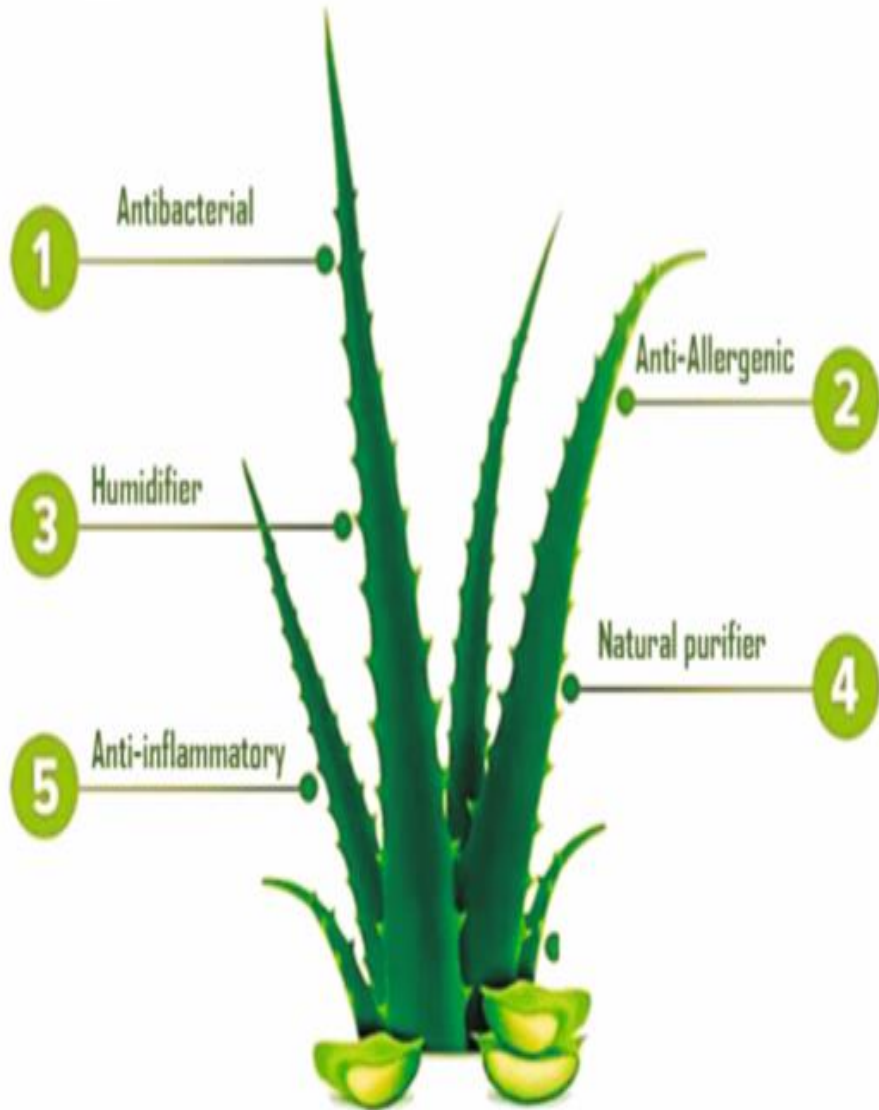
**HUTK**  
Folk Artbeat

# B MASKS @ HUTK

where art meets safety



## B1 AMAZING ALOE





## B 2 BREATHING BAMBOOZ

3-4 times more  
absorbent than cotton.

Thermo-Controlling

Anti Bacterial

Hypo Allergic

Anti Static: sticks close to skin  
without clinging to it

UV Protection

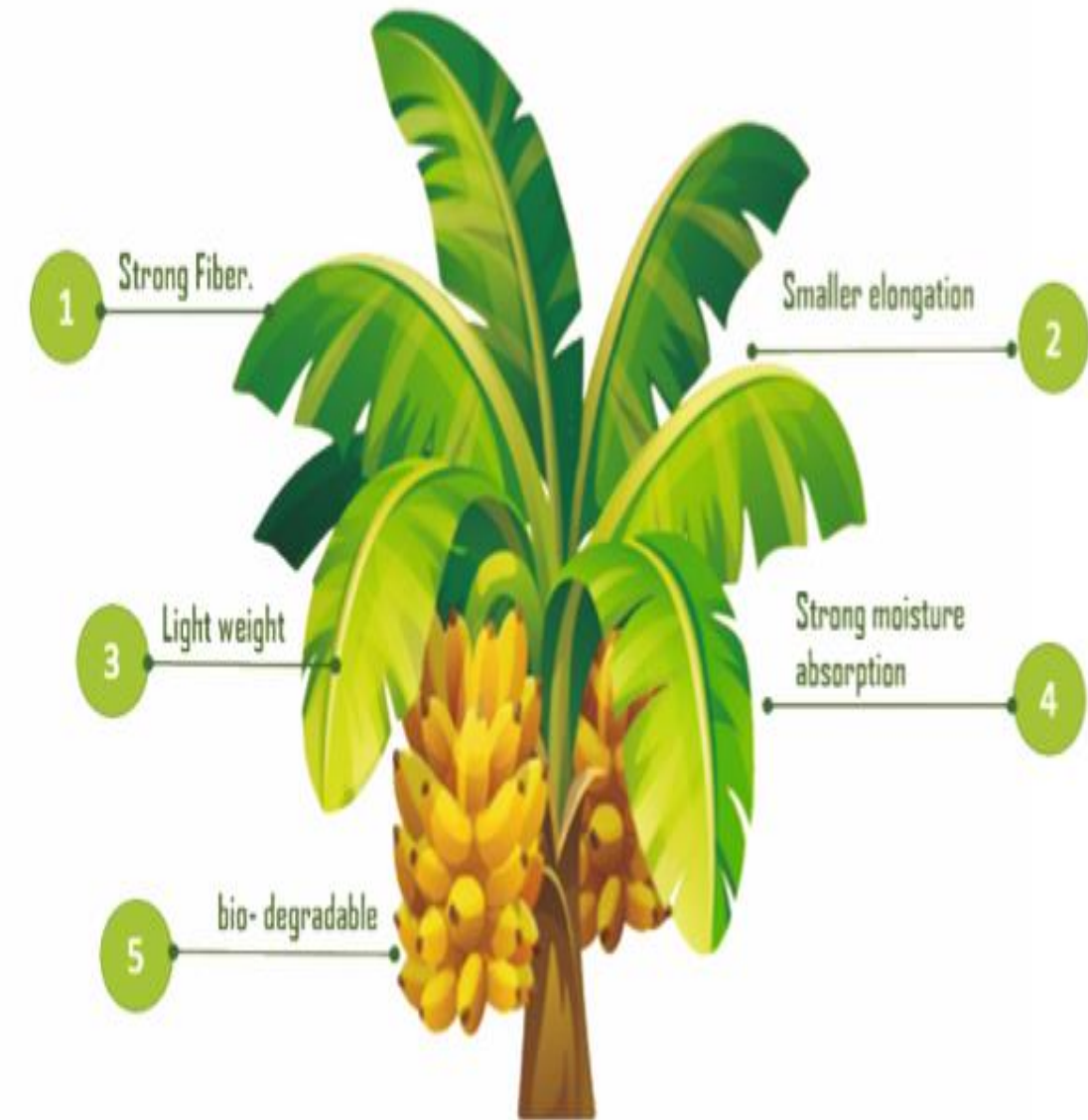
Anti Allergy & Anti Fungal

#behutkbuyHUTK





## B 3 GO BANANAS





## B4 CRAVING CORNS



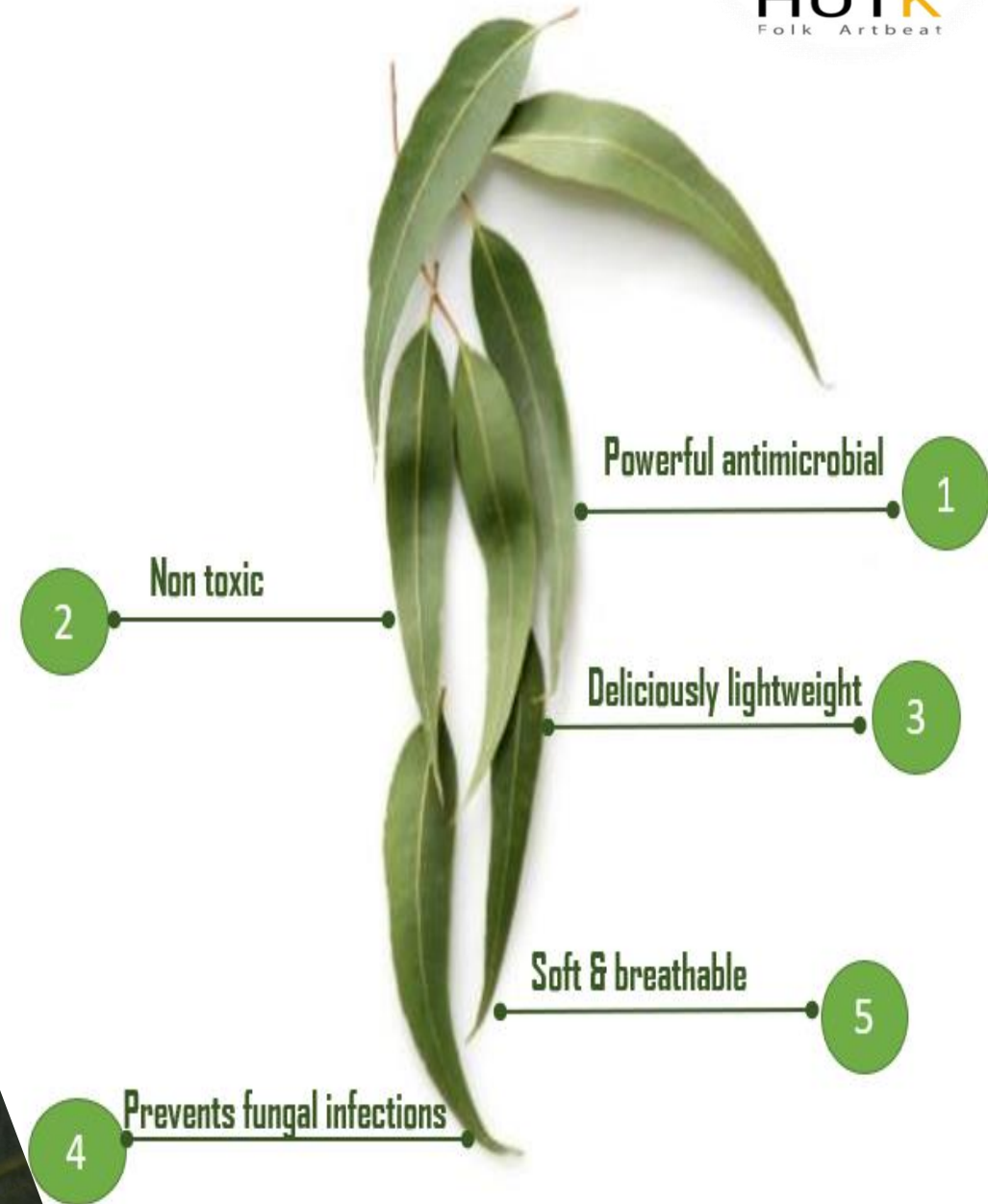
#behutkbuyHUTK



# B5 EUREKA WITH EUCALYPTUS



#behutkbuyHUTK

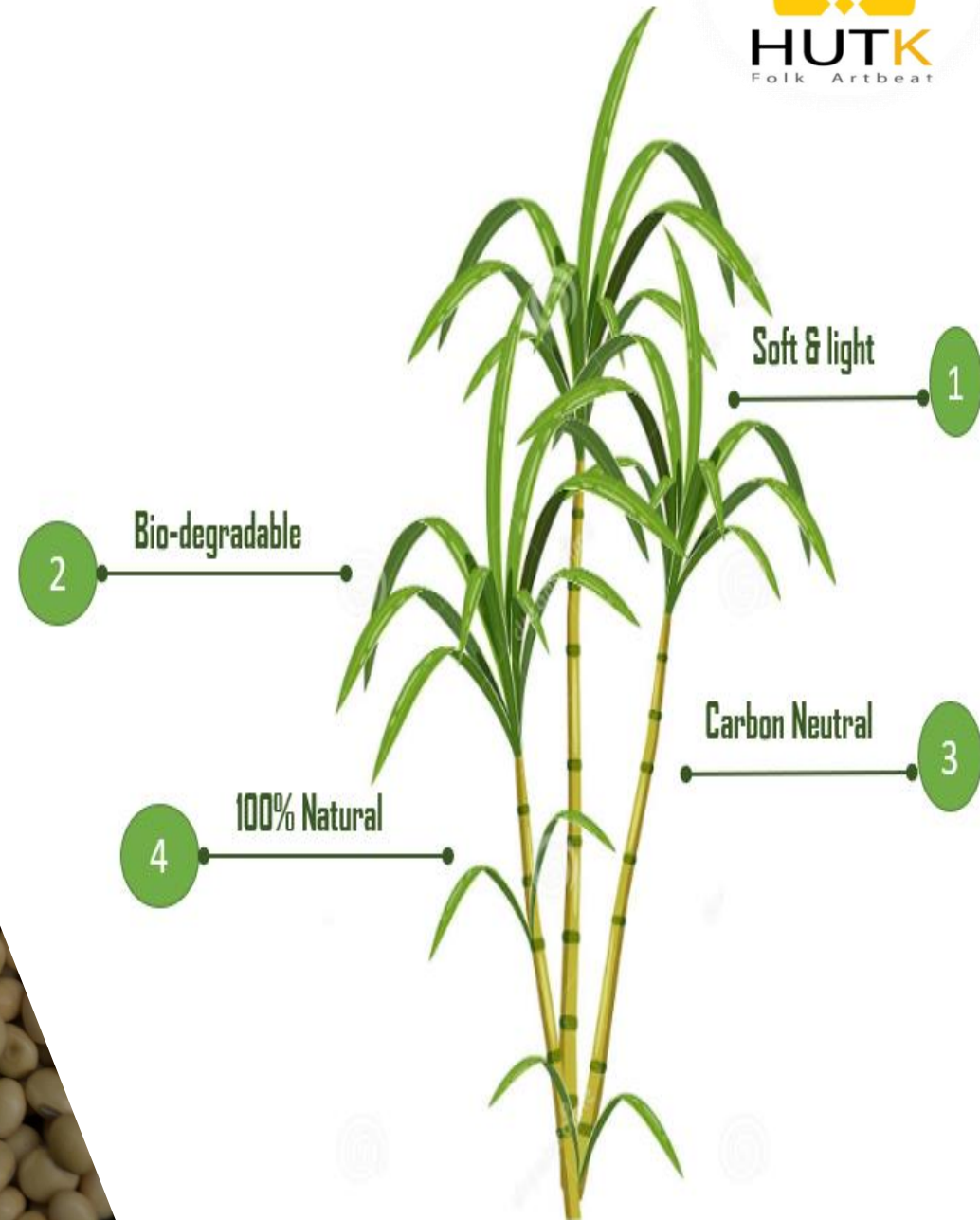




## B6 SUPER SOY



#behutkbuyHUTK





# EAT IT OR KNIT IT

Sugarcane mask



#behutkbuyHUTK

BIODEGRADABLE  CARBON NEUTRAL



# B7 MARVELOUS MILK

Breathable | Temperature Regulating | Odor free | Quick drying





A close-up photograph of a person's hands holding a cluster of small yellow flowers with dark brown centers. The person is wearing a dark blue sleeveless top. The background is a lush green field filled with many similar flowers and their seed heads. The text "Colors that we use for your face masks are naturally picked." is overlaid on the left side of the image in a bold, black, sans-serif font.

**Colors that we  
use for your  
face masks are  
naturally  
picked.**



## INHALE HEALTH NOT CHEMICALS

- Why use chemically dyed cotton masks; when HUTK offers you pure herbal dyed masks using medicinal herbs, plants, flowers, roots, and barks.
- These herbs release their medicinal qualities into the body and strengthen the skin's ability to block and resist harmful substances.
- So, just like the way human skin has the tendency to absorb environmental toxins and chemicals from the conventional clothing, it can absorb herbs found in HUTK natural dyes leaving your skin nourished.
- Inhale health with every breath using HUTK GOTS certified herbal mask from pure plant based colors.

Anti viral

Anti fungal

Anti bacterial





herbal ayurvedic dyed face masks by  
**HUTK**

manjistha



aloevera



neem



turmeric



tulsi





## B8 MANJISTHA

Anti inflammatory | Anti Bacterial | Antioxidant



## **B9 NOURISHING NEEM**

Anti inflammatory | Anti Septic | Antihistamine





## B10 TURMERIC

Anti fungal | Anti-inflammatory | Antioxidant



**B11 TENDER TULSI**

Anti fungal   Anti-inflammatory   Antioxidant





The fabrics used in HUTK masks are hand loomed and are completely free from synthetic chemicals & toxic irritants. These are totally organic and biodegradable, carrying extra smoothness & allowing good transpiration that helps in controlling various diseases.





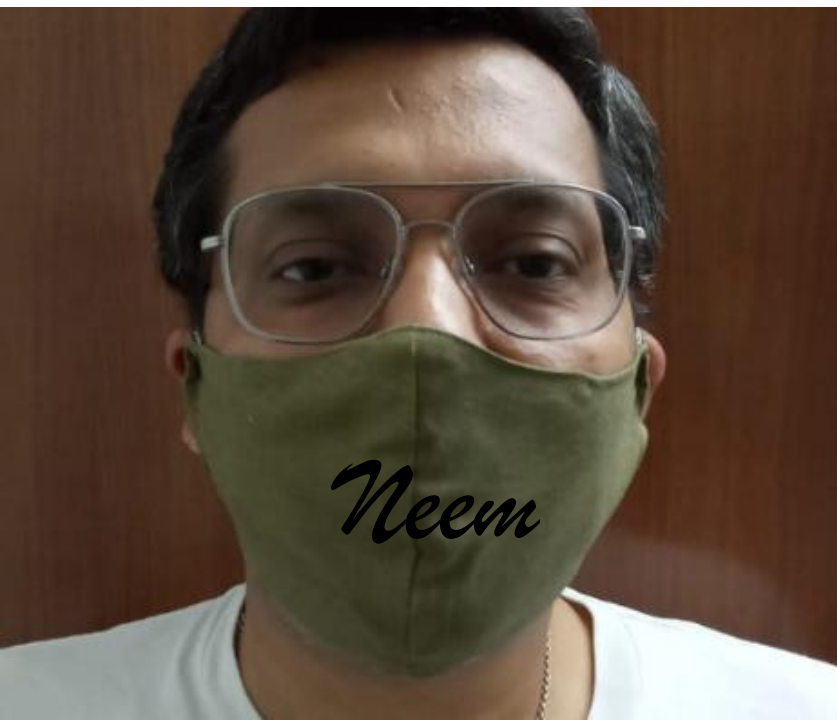
*Manjishtha*



*Haldi*



*Tulsi*



*Neem*



*Aloe Vera*



**Did you know?**  
India's rich cultural heritage proudly acclaims  
30,000 Indian Folk Artists  
15 different art forms  
8 different states

**Join the HUTK movement to protect the  
5000 years old folk art forms of India.**







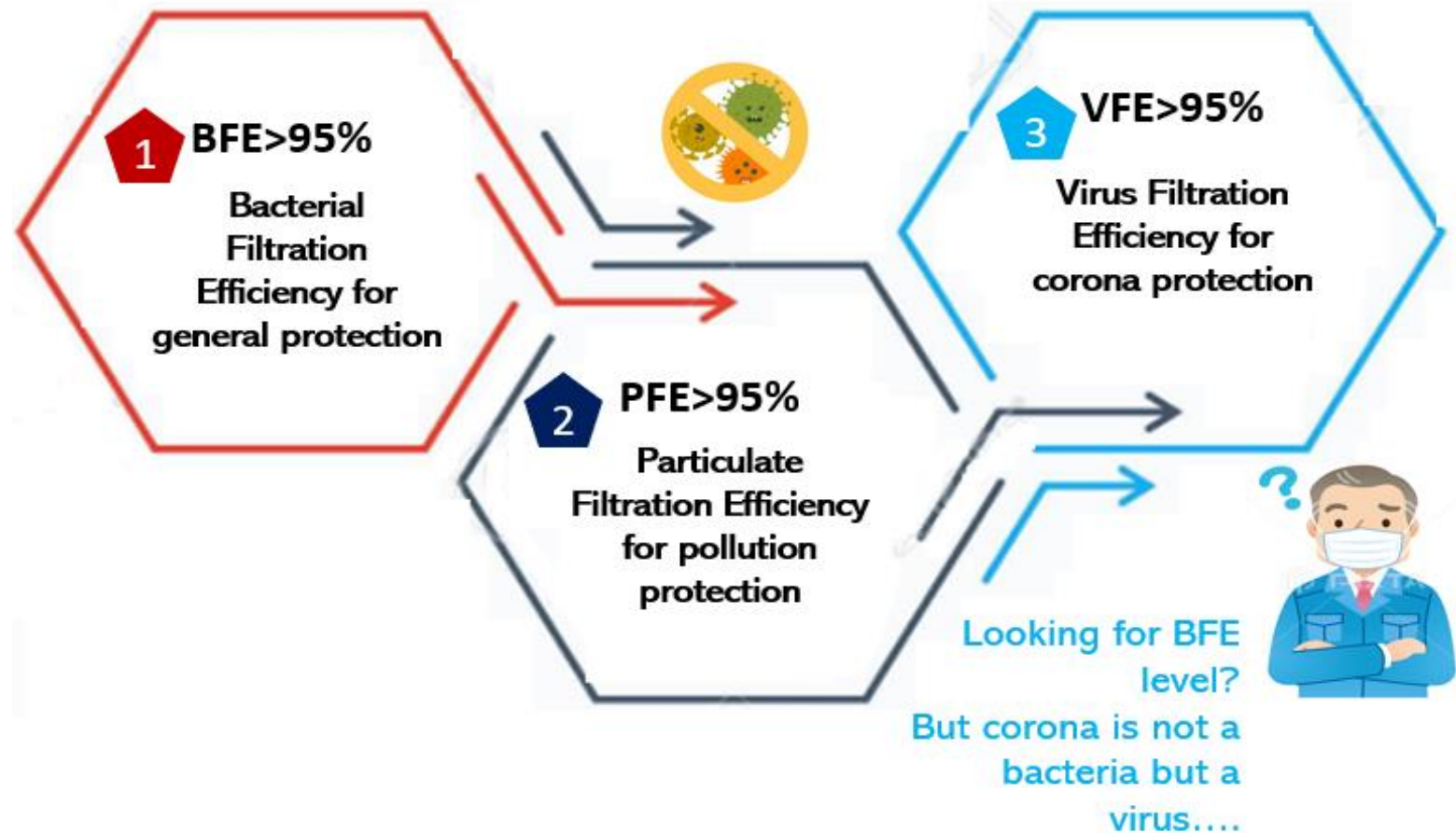

















## 3 LEVEL SAFETY @ HUTK

RELAX WITH  
SAFETY  
EQUIVALENT  
TO **N95**  
HUTK
















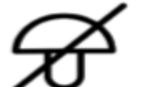




## Weave a social, environmental and ethical story with HUTK

|   |   |   |
|---|---|---|
|    |    |   |
| 100% Plant Based  | Save Water  | Sustainable Development   |
|    |    |   |
| Non Toxic   | Low Environment Impact  | Naturally Sourced   |
|   |   |  |
| Zero Waste  | Reusable Plastic  | Eco Friendly  |
|  |  |   |
| Biodegradable   | Recyclable  |   |

## 16 Reasons Why you Should Go with Hutk?

HUTK

|   |   |   |   |
|---|---|---|---|
|    |    |    |    |
| Thermal Control   | Anti-Microbial  | Wont Shrink   | Breathable  |
|    |    |    |    |
| Moisture Wicking  | Quick Drying  | Durable   | Anti Pill   |
|   |   |   |   |
| Ultra Soft  | 4-Way Stretch   | Anti Odor   | Non Fade  |
|  |  |  |  |
| Antibacterial   | Anti Fungal   | Ultraviolet Protection  | Heat Resistant  |



# Handcrafted Products C



**HUTK** appreciates a strong need for innovations in designing. Our dedicated designers and creative team comes out with interesting style interventions on various products.



.....each style is handcrafted uniquely to give a HUTK experience to the user.



Invite your family  
and friends for an  
artful HUTK get  
together.....with  
handpainted  
trays....





Hand painted  
kettles

C2





Use it as  
decorative  
piece



Home  
gardening



Serving  
tea



Artful lamp



A close-up photograph of a large collection of traditional ceramic pots and jugs. The vessels are densely packed and feature a wide variety of hand-painted designs, including geometric patterns, floral motifs, and abstract shapes in colors like red, blue, yellow, and green. Many of the pots have curved handles made of wood or painted metal. The lighting is warm, highlighting the textures and colors of the pottery.

*Wide range to choose from*



C3

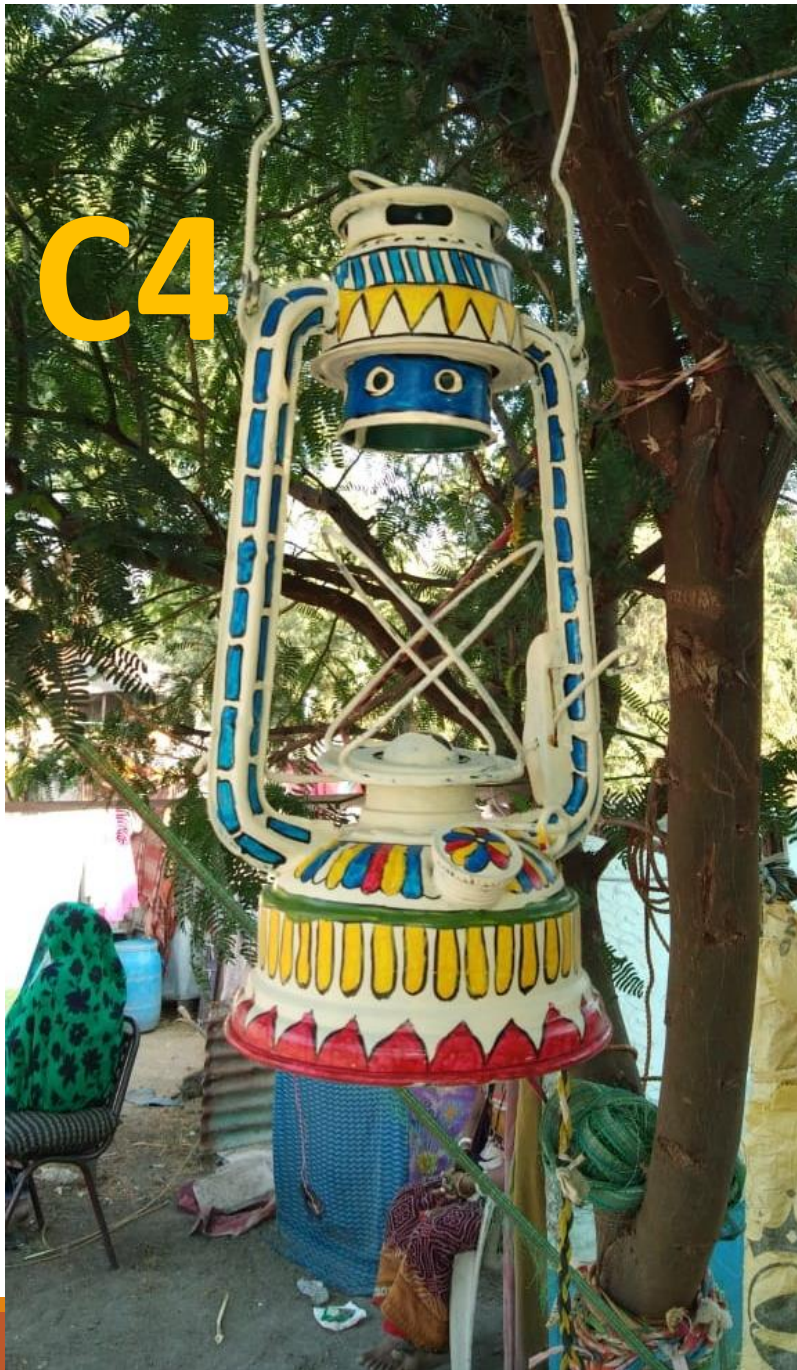


Hand painted key  
holders and trays





C4



Brighten an artist's Diwali along with yours this year with this beautiful hand painted traditional lanterns





Handcrafted wooden chocolate boxes

C5







C6

Why should we leave  
behind the tea  
coasters?







C7



Why should  
we leave  
behind the  
table mats?















# C8

**Make this Diwali a  
bit more artistic  
with wide range of  
tea light holders  
from HUTK**









*Get Back to the Basics!*

Clay is alkaline in nature and it interacts with the acidity in the food, thereby neutralising the pH balance and eventually making food healthier and a lot tastier. It is believed to provide the required minerals including calcium, magnesium, iron, phosphorus and sulphur that benefits our health.





# D

Working from home?....  
Bored with same desk, same  
room...same faces...

Break the monotony of  
work from home..add a  
artistic tweak with colourful  
folk arty WFH series from  
HUTK.

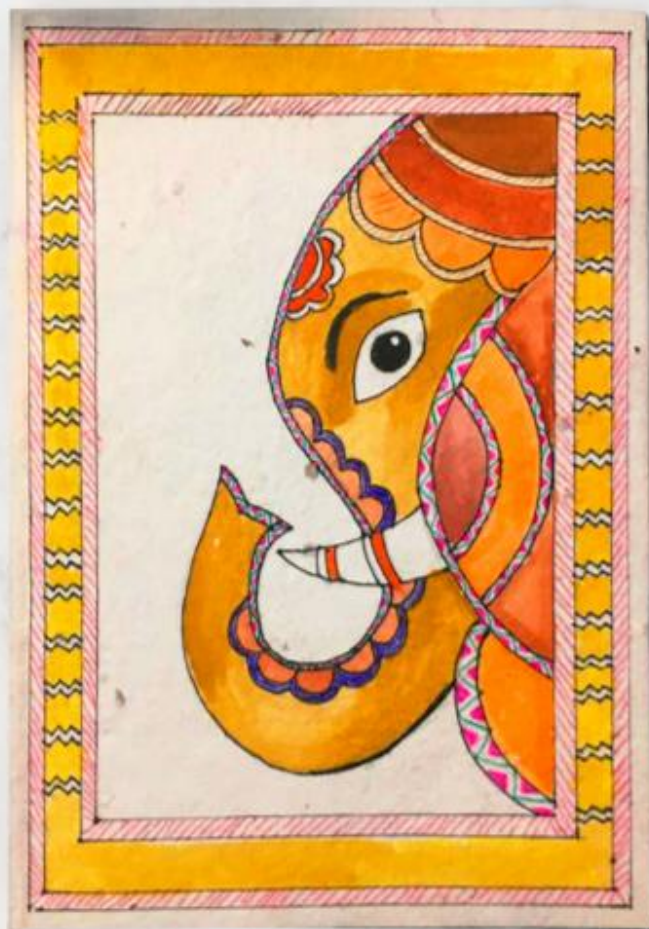






## Eco-Friendly Hand Painted Diaries

The notebook cover is made of **eco-friendly, bio-degradable** paper embedded with seeds in it like Tulsi, Spinach, Beans etc. to make the notebook grow into a **plant!**



D1

Your used diaries can now be grown into plants with HUTK bio-degradable papers.





# D2 Pen Drives







Still using traditional boring pen drives? Give your laptop an artistic smile with folk art pendrives from HUTK







# D3

## Mouse Pads



- Wide range to choose from...These are just indications.





Kali  
Originated  
vicinity of Kali







# D4

Swap your traditional mouse to HUTK artistic ones....



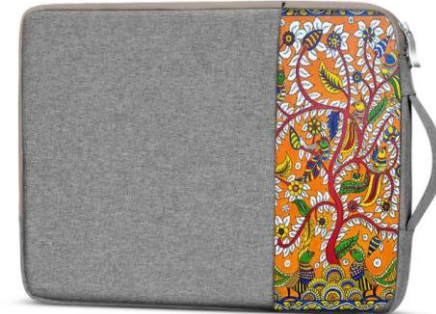


D5

# Hand painted i-pad covers & laptop sleeves

---













Boost your  
immunity by  
using a 100%  
bamboo water  
bottle

D6



Unlocking yourselves post  
Covid.....flaunt your style with HUTK  
artful luggage tags...

D7







## LET'S GIVE LIGHT TO OUR RURAL ARTISANS

*Join hands with HUTK towards protecting diminishing art forms of India & enhance the livelihood of the artisans, experiencing the true essence of rural India.*



# APART FROM THE PRODUCT, ITS OUR STORY THAT SELLS.....CATERING TO UN SDGS

---

**WOMEN  
EMPOWERMENT**

**ENVIRONMENT  
PROTECTION**

**CONSERVATION  
OF CULTURAL  
HERITAGE**

**SWACHH BHARAT**

**PREVENTION OF  
DYING FOLK ART**

**COMMUNITY  
DEVELOPMENT**

**SOCIAL  
UPLIFTMENT**





**We value your  
concern!!!  
100% certified  
products.**



**Founders, Vedicincarnations**





**Manoj Kumar**





**Vibhanshu Chaturvedi**


**Knock us @**

 [info@hut-k.in](mailto:info@hut-k.in)

 [www.hut-k.in](http://www.hut-k.in)

 [/HUTK](https://www.facebook.com/HUTK)

 [/BrandHUTK](https://www.instagram.com/BrandHUTK)

 [+91-9717471899](tel:+91-9717471899)

 [+91-8800184857](tel:+91-8800184857)

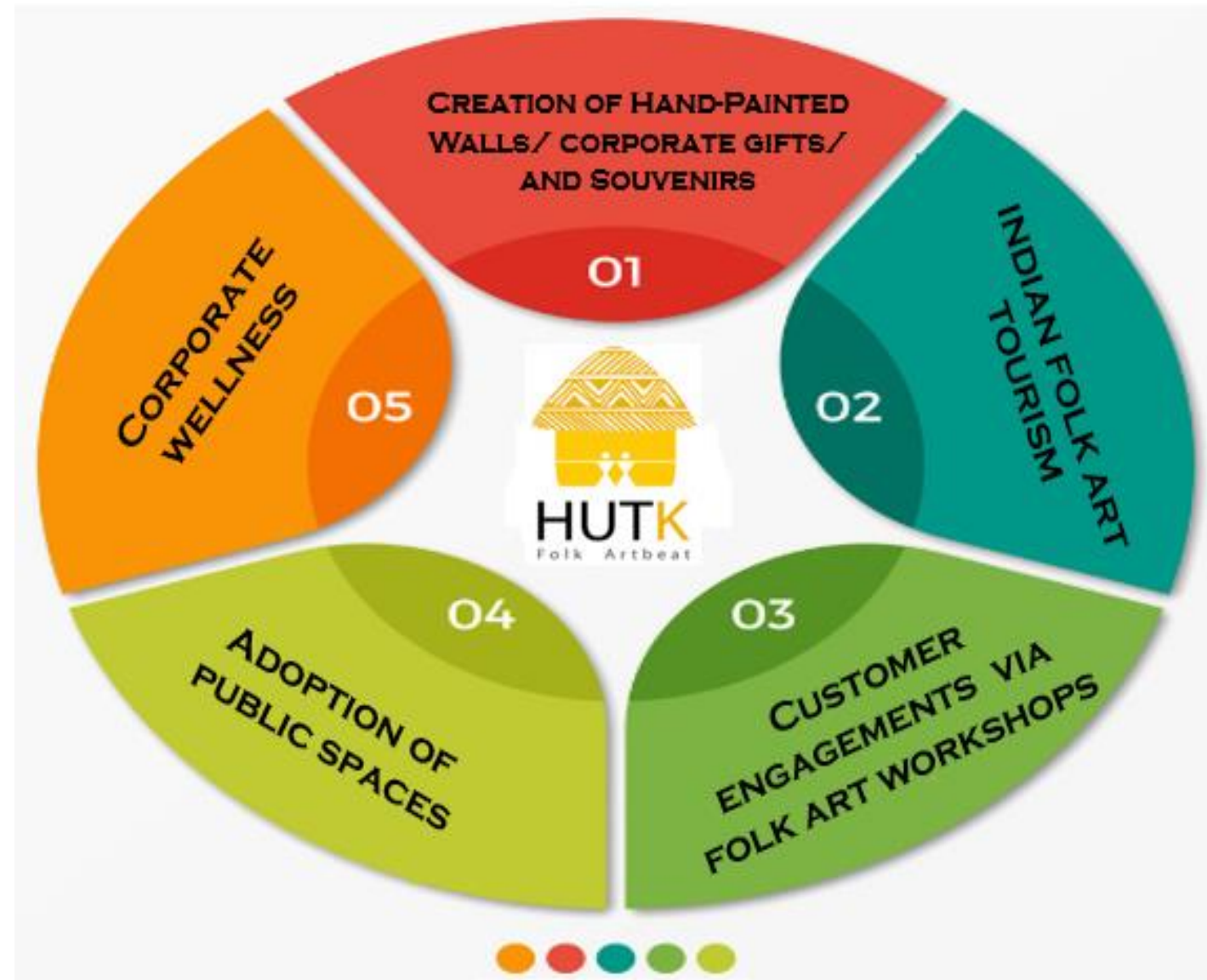


**WANT TO KNOW MORE  
ABOUT US?**



Join the HUTK drive

THIS IS WHERE  
OUR  
CUSTOMER  
CONNECTS  
COME FROM







We curate wall art with a mix of modern and folk art, discovering and depicting new mix of various art forms across India preserving the aesthetic appeal of the rich cultural heritage of India.





इंडिया क्राफ्ट वीक 2019



इंडिया क्राफ्ट वीक 2019

4 से 8 दिसम्बर तक किया गया था आयोजन



इंडिया क्राफ्ट वीक 2019

करीब सौ से ज़्यादा कलाकारों ने भाग लिया



HutK artist at  
@indiacraftweek!





Queen of Malaysia



FAB INDIA

HUTK SINCERELY ACKNOWLEDGES APPRECIATION FROM INDUSTRY VETERANS



Rajiv Sethi, Asian Heritage Foundation



Shibani Kashyap, Bollywood Singer

