



Claysthan®

Crafted with Heritage. Curated with Elegance.

PREMIUM HANDCRAFTED HOME DECOR & POTTERY

2025



About Us

Welcome to Claysthan, the premium home decor & pottery retail brand that epitomizes craftsmanship, elegance, and innovation. Claysthan, started by the Award winning Artist Mrs. Shabana and Mr. Arun Prasad, originates from Tamil Nadu, IN.

Claysthan is a proud extension of the prestigious Kumhari Exclusive Pottery Collection by South India's biggest pottery manufacturing unit, with over 30 years of legacy - Shabana Art Potteries located at Villupuram, Tamil Nadu, IN.

Claysthan is designed to empower new entrepreneurs to start their own pottery retail business with a smaller investment in a compact space without compromising on quality or product range.

www.claysthan.com





Our Vision

Affordable. Authentic. Artisanal.

To build a global network of budget-friendly, high-quality Claysthan franchise outlets that celebrate craftsmanship, sustainability, and entrepreneurship—offering 100% ownership, strong margins, and a trusted business model for every aspiring entrepreneur.

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Our Mission

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Preserve Heritage. Empowering Artisans. Enabling Entrepreneurs.

To take traditional yet modernized Indian decor from Tamil Nadu to the world while empowering 100+ underprivileged artisans through skill-based training and sustainable livelihoods. We aim to make handcrafted decor accessible globally by enabling new entrepreneurs to start profitable pottery businesses with low investment, compact spaces, and uncompromised quality.



Our Products

Claysthan offers discerning customers a symphony of artistry and functionality. With a diverse portfolio of over 1000+ meticulously crafted home decor, kitchenware and beyond. Every piece in our collection is a testament to the skilled hands of over 100+ talented artisans who infuse their passion and expertise into each creation. What sets Claysthan apart is our unwavering commitment to uniqueness in design, artistry, and quality, particularly in the vibrant colors that adorn our decor items.

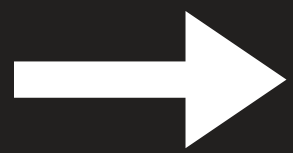
- Hand-painted Home Décor
- Earthenware Kitchen Utilities
- Ceramic Home Décor
- Ceramic Kitchen Utilities
- Eco-friendly Garden Décor & Planters
- Traditional and Modern Pottery

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Franchise Opportunity



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Why Partner with Claysthan?

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Premium Margin Structure

Franchise partners get 100% margin, ensuring strong profitability and faster ROI.

(You buy at wholesale rates and sell at full MRP — complete margin belongs to you.)



Strong Brand Backing

Backed by 30 years of legacy and south india's biggest pottery manufacturing unit Shabana Art Potteries with 100+ artisans and an established retail presence.



Fast-Moving Product Range

Handcrafted decor, kitchen utilities, wall art, garden decor, premium gift items and much more..

Business Model

15-18 Lakhs

Investment

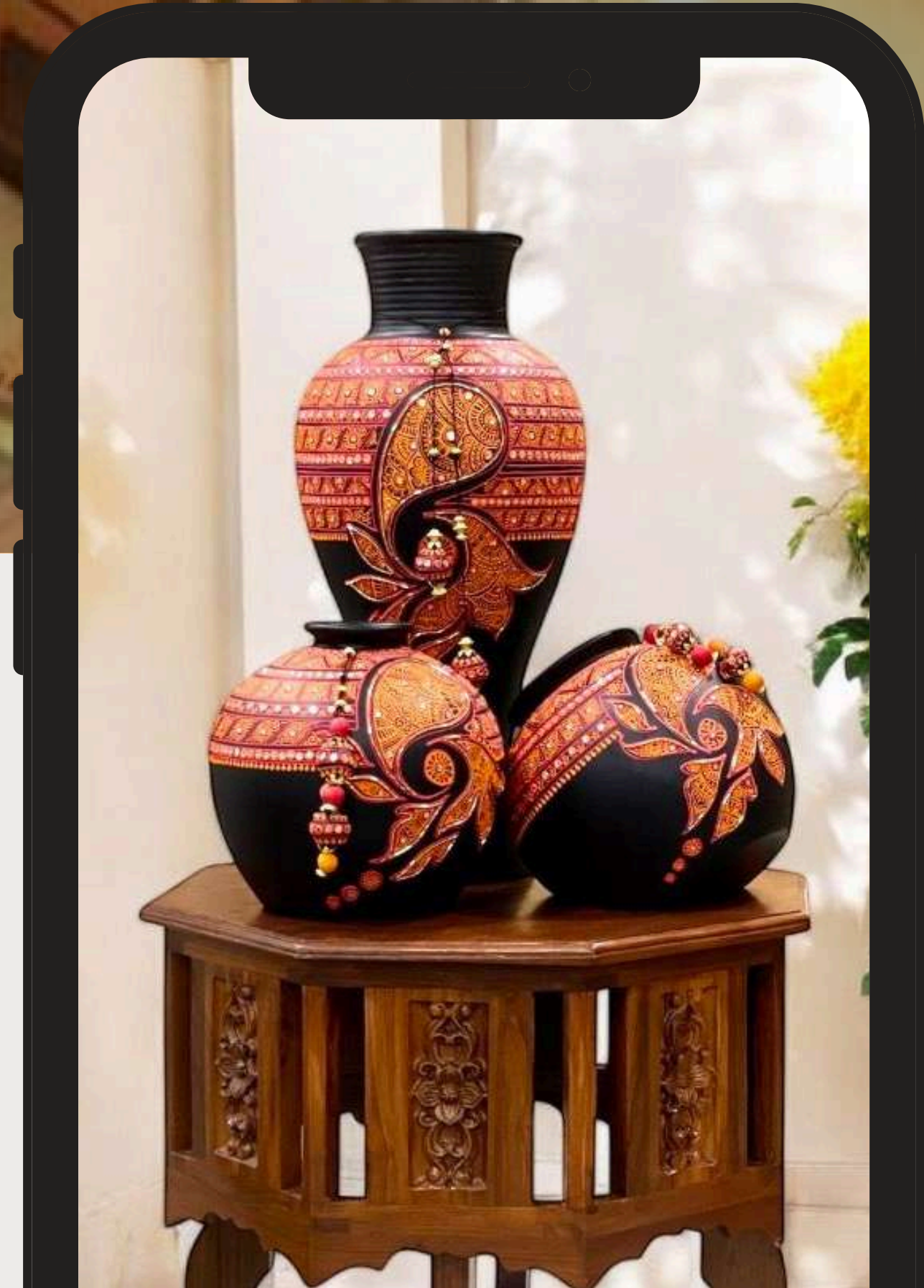
Min 500 sqft

Store

100%

Product Margin

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Why this model works?

Claysthan is specifically designed for aspiring entrepreneurs who want:

- Low-risk investment
- High Profitability
- No revenue sharing or royalty
- Faster ROI





Claysthan

Thank You


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