

Direct Import Order Program

In order to maximize the benefits of Obeetee's vertically integrated structure as a manufacturer and wholesale importer of handmade rugs, we are starting a direct import order program which will be offered to our customers.

Obeetee has been a pioneer in the rug industry over the years, and this is yet another first in our industry from us. This program will benefit our customers directly, especially during these tough times when availability of the right products at the right time at competitive price points from a reliable vendor has become more important than ever.

This program gives our customers not only multiple channels to order rugs from Obeetee but also the complete freedom to order exactly what they want. In addition to ordering the core designs that we carry, the direct import program will allow customers to order non-running designs or even their own custom designs in any sizes of their choice. For our customers, this is akin to having their own manufacturing facility in India, while having the convenience of communicating with Obeetee Inc in USA for all other matters including product development.

In order to ensure its success, we have made this a very flexible program for our customers. The minimum FOB order value requirement in running designs will only be \$ 20,000, and the order could be a combination of various collections, designs and sizes. Direct import orders can also be placed in non-running or custom designs based on certain minimum requirements per order per design and color. Part shipments will be allowed in certain cases to make the ordering more convenient for our customers.

Direct import customers can also place orders for rugs for immediate shipment from Obeetee Inc warehouse in USA. However, the prices applicable for such orders will be the normal dealer prices and not the FOB India prices.

Please call your Obeetee sales associate for more information on this exciting new program being launched by us.