

Sobhita Dhulipala Named Brand Ambassador for Aadyam Handwoven

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Aadyam Handwoven, the corporate social enterprise of the Aditya Birla Group dedicated to preserving India's rich weaving heritage, has announced acclaimed actor **Sobhita Dhulipala** as its new brand ambassador. The collaboration marks a significant step in promoting Indian handloom traditions with contemporary relevance.

Under its evolving initiative **Culture Beyond Textiles**, Aadyam Handwoven aims to highlight the cultural narratives and artistic legacies woven into India's traditional textiles. The partnership with Dhulipala reinforces this vision by bridging heritage craftsmanship with modern sensibilities.

Bridging Heritage and Modernity

For Aadyam Handwoven, textiles represent more than fashion — they are vessels of memory, identity, and craftsmanship. Sobhita Dhulipala, known globally for her distinctive style and deep appreciation for Indian craft traditions, embodies the thoughtful modern Indian consumer who values authenticity and artistry.

"Aadyam has always stood for the people behind the loom, the cultures that shape our craft, and the traditions that continue to evolve," said **Manish Saxena**, Business Lead at Aadyam Handwoven. "Sobhita is a woman of today who exemplifies this thinking with an innate sensitivity that aligns perfectly with our narrative. Her personal and intuitive connection to handlooms will strengthen our endeavour to make Indian craftsmanship aspirational for a new generation."

Sobhita Dhulipala on the Collaboration

Expressing her enthusiasm for the role, Sobhita Dhulipala said, *"I've always believed that craft carries emotion. When something is made by hand, it holds the imprint of the person who created it. Aadyam's work with weaving communities, combined with its philosophy of celebrating culture in all its forms, makes this association very special for me."*

She added that she feels honoured to lend her voice to a brand that champions artistry with purpose and celebrates the stories woven into India's textile heritage.

Aadyam's Mission and Vision

Aadyam Handwoven works closely with weaving communities across India to create a self-sustaining ecosystem for artisans. By blending international design sensibilities with traditional craftsmanship, the initiative aims to co-create heirloom-worthy products that resonate both domestically and globally.

The appointment of Sobhita Dhulipala is expected to boost awareness about Indian textile legacies and elevate the narrative of handcrafted fashion and homeware for a broader, contemporary audience.

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