



Verve Textiles, a Boutique Converter, Blends Legacy with Design Innovation

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Neha and Anurag Shah, owners of Verve

Delhi, INDIA – Verve Textiles, a division of Universal Overseas Ltd. in New Delhi, India is a design-driven converter specializing in multipurpose embroidery (in-house), jacquards, real and faux silk, and digital prints with 3D effects.

At Heimtextil, Verve will introduce a line of embroidered sheers for curtains as well as foil prints. All products fall into three categories: good, at \$8–12; better, at \$12–15; and best, above \$18. There is also a strong movement toward sustainable products at Verve, which includes jute and linen blends. A velvet line is also in Verve's future, according to Neha Shah, Creative Director. In addition, Verve offers made-up products such as curtains and cushions.

Verve is run by third-generation family members: Anurag Shah, who recently returned from Indiana University and serves as Executive Director in charge of finance and administration, and his sister Neha Shah, Creative Director, who has been with Verve for ten years overseeing design, sales, and marketing. Their grandfather, Shyam Sunder Shah, founded Eastern Silk Industries Limited, and their late father, Pramod Shah, established Universal Overseas Ltd. "We started Verve in 2002 to continue the legacy of our family in textiles," Neha says.

The boutique firm, with 25 employees, sells embroidered designs, which it stitches to order from its in-stock plain fabric inventory. Plain fabrics sell for \$3–9 a yard, silk is priced at \$20–22, and 3D effects with raised, digitally created designs are priced at \$25.

"These digital 3D designs add value to our in-stock polyester fabrics," Neha explains. Minimums are 100 yards. Embroidery delivery to the United States is 8–12 weeks, while prints—including digital, foil, and screen prints—can also be delivered within the same timeframe. Verve offers knitted backing if required, for an additional \$2–3 a yard, Neha adds.

"We export 90 percent of what we produce, especially to the USA, where we supply jobbers and converters," Anurag says. The pair view 50 percent tariffs as a short-term problem that will affect their business. "We will overcome this problem," Neha adds.

