

**JUST FOR KIDS**

**ZUMBEIL**

*gifting traditions*

A Zee-Xpressions Initiative



## The Story of Zumbeil

Long, long ago, in the mysterious regions of another land, there lived a very, very intelligent man called Umar-e-Ayyar. Umar carried a Magical Bag, which could hold the contents of the entire Universe. All he had to do was dip his hand into the bag and wish for it. And the bag would grant him his wish every time.

Tales of Umar's fantastic adventures were penned several decades ago. But the Magical Bag was something I dreamed of often as a child. And that dream – I am happy to say – gained a tangible form in October 2017 under the banner of "Zumbeil", which is Arabic for Magical Bag.

Zumbeil is a place where every seeker of authentic art can find a keepsake. It might not contain the Universe. But it is filled with hand-crafted soulful articles, which explore the creative nuances from time immemorial, deriving their essence from traditional and modern India.

Zumbeil is a limitless and expansive treasure-house of paper and handloom art. We boast market innovations and best-sellers in the form of Accordion Stories, Silk Notebooks, Creative Writing Ware, Notelet Cards, Shoe-String Cards, Crocheted Decor, Crocheted Jewellery, Wood Decor, and Handloom ensembles uniquely designed by Zumbeil.

**Zeena Nagpurwala**

**Co-Founder – Zumbeil – Partner in Time**

## ACCORDION STORIES @ Rs.95/- EACH



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