

PlayKree Enters Creative Wellness Space With Its First Escape Kit Inspired by Madhubani Art



Pune, Maharashtra Apr 18, 2025 ([Issuewire.com](https://www.issuewire.com)) - Between endless screens and overflowing schedules, many have forgotten what it feels like to pause. That's where [PlayKree](#) steps in - a creative wellness startup founded by **Amit Jain** and **Vivek Sharma**, designing hands-on experiences to help people unplug, reconnect, and feel something real.

Its first offering, Madhubani Magic, is more than a DIY art kit. It's a tactile, culture-rich experience that helps people unwind through creativity and tradition. Designed in India and rooted in the centuries-old art form of Madhubani, the kit includes artist-created designs, premium materials, and light-touch guidance through QR-coded inspiration videos - guided, not glued.

"We're not building a craft brand. We're building creative escapes," said **Amit Jain**, Co-founder of PlayKree. "People are tired - not just physically, but emotionally. This kit is our way of saying, Here's a slow moment. Take it.

As global wellness trends shift toward active, expressive, and analog forms of self-care, PlayKree taps into India's growing shift toward creative wellness - where hands-on rituals meet emotional calm. Whether through painting, storytelling, or reflection, these experiences are becoming tools for grounding and clarity in a digitally saturated world.

Early feedback has been encouraging: customers have described Madhubani Magic as a “mini-retreat,” “a calming way to end the day,” and “a perfect gift for someone who deserves a pause.” A senior citizen community is also exploring it as part of its creative wellness initiative.

“Art is just our starting point,” added **Vivek Sharma**, Co-founder of PlayKree. “We’re creating simple, meaningful pauses - small creative rituals people can turn to in the middle of their everyday lives.”

Madhubani Magic art kit is currently available through PlayKree's own website and is also listed on Amazon and Flipkart for broader discovery.

About PlayKree

PlayKree is a creative wellness startup helping people unplug from digital noise through thoughtfully curated escape experiences. It started with traditional art forms rooted in culture and is now building a growing collection of mindful experiences that inspire calm, curiosity, and connection - for adults, families, and anyone craving something real.

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