

Where business feels at home!

The Tradeshow  
designed exclusively  
to connect you with  
the Indian Market



*13<sup>th</sup> Edition*  
**HGH** INDIA<sup>®</sup> 2023  
HOME DECOR ■■■ GIFTS ■■■ HOUSEWARE  
A U T U M N / W I N T E R

**JULY 04-07, 2023**

Bombay Exhibition Centre, Mumbai

[www.hghindia.com](http://www.hghindia.com)

## Key Highlights

13<sup>th</sup> Edition

**DATES:**  
**JULY 4-7,**  
**2023**

**VENUE:**  
**Bombay Exhibition Centre,**  
**Mumbai**

**SEASON:**  
**Autumn/Winter**  
**2023-24**

**EXHIBITORS: 700+**  
**VISITORS: 37,000+**  
**AREA: 50,000 Sq. Meters**

# Connect with exciting Indian home market

Focusing clearly on the rapidly growing Indian domestic market, HGH India is a well-established trade show, preferred by high quality trade visitors and exhibitors as it delivers excellent business results in a professional business-like environment. A bi-annual trade show for home textiles, home decor, home furniture, houseware and gifts, it is a platform for international and Indian brands, manufacturers, importers and exporters to connect with retailers, importers, trade buyers and interior designers across India. At HGH India, inspiration, ideas and opportunities come together for simple everyday home needs to high-end lifestyle and luxury products.

The 13<sup>th</sup> edition of HGH India is scheduled from July 4-7, 2023, at Bombay Exhibition Centre, Mumbai. Indian and International exhibitors will be able to present their innovations and product range for Autumn/Winter 2023-24 to the retailers, distributors, importers, wholesalers, interior designers and institutional buyers from across India. This show will also cover the prime Indian sourcing by retailers for Diwali & other major festivals for 2023. HGH India attracts over 37,000 serious trade buyers from about 570 cities and towns across India and 28 other countries. 700+ brands and manufacturers from 32 countries exhibit their products. HGH India is an India-focussed, global platform for initiating a direct communication between businesses on distribution, retail,

sourcing, product development, market research and new business partnerships. HGH India integrates market information, trend information and sourcing for home textiles, furnishings, home décor, home furniture, houseware & gifts.

With 1.4 billion people, 65% of whom are below the age of 30 years, India is amongst the most promising global markets where demand for home products is growing by 15% per annum. Categories like wallpapers, mattresses, home furniture, kids' home, floor coverings and houseware are showing even higher growth. Educated, urbanised and aspiring young Indian consumers now possess purchasing power and control major buying decisions. A consistent GDP growth of 7% per annum supports this aspiration.

With rising consumer demand, home businesses in India have made a healthy comeback in the post-pandemic market, offering several new opportunities to brands and manufacturers.

This edition of HGH India will have special focus on six fastest growing categories- World of Sleep, Home Furniture, Walls & Windows, Floor Décor, Smart Kitchen and Kids' Home.

Upcoming Autumn/Winter 2023-24 edition will once again bring industry leaders and emerging players under one roof, offering opportunities to collaborate, share ideas and grow together.

If home is your business, be where business feels at home!





# Product Portfolio

HGH India brings together a varied range of products. These can be classified into eight broad categories.

## Home Textiles

Furnishing & decorative fabrics, curtains & blinds, decorative made-ups, bed sheets & decorative beddings, mattresses & pillows, comforters & blankets, towels & bath linen, table & kitchen linen, rugs & carpets etc.



## Houseware



Kitchenware, kitchen appliances, cookware, thermoware, tableware, earthenware, bar accessories, bathroom accessories, cleaning & maintenance products, plastic & storage, home appliances, safety & security, disposable articles and general houseware products etc.

## Home Décor

Wallpapers, wall decorations, blinds, wooden & synthetic floors, artificial grass, rugs & carpets, bathroom accessories, artefacts, handicrafts, figurines, table decorations, decorative hardware, clocks, decorative lights & fans, decorative accessories, dry flowers & fragrances, artificial flowers & fauna, aroma oils, candles & candle stands etc.



## Home Furniture



Complete range of living room, dining room, bedroom, kitchen, study room, kids' room, bathroom, home office furniture, accent furniture, outdoor & leisure furniture. These include products like sofas, chairs, dining tables, beds, wardrobes, coffee tables, consoles, cabinets, side tables, nesting tables, wall separators, chairs, bean bags & pouffes, rocking chairs & stools, kids' furniture, garden furniture, racks & trolleys, bar cabinets & storage chests, dressers & mirrors, wine racks, glass holders, book shelves & magazine holders, showcases and display units etc.

## Gifts

Photo frames, glassware & crystal, barware & cutlery, all types of clocks, personal gadgets, houseware, home textiles, fashion accessories, decorative accessories, gifting accessories, customised gifts, celebration & festive products, handicrafts, bags, boxes, gift packaging etc.



## Kids' Home



Baby blankets, baby bedding, towels & bath products, kids' mattresses & pillows, kids' home utilities, prams & walkers, kids' furniture, cutlery & tableware, water bottles, kids' storage, soft toys, technical & action toys, educational toys, kids' accessories, school articles & stationery, sports, leisure & outdoor equipment, maternity products, baby gift sets, parties & celebration products, festive products, disposable articles, decorative products for kids etc.

## Outdoor

Garden & outdoor decor, garden lights, pergolas, awnings, artificial grass & plants, outdoor furnishings, outdoor furniture, beach umbrellas, poolside furnishing, sundeck furniture, swings, hammocks, sports bottles, backpacks, rucksacks, sleeping bags, mats, ice boxes, barbeque, grills & tandoor, picnic accessories, tents, camping & trekking gear, adventure gears etc.



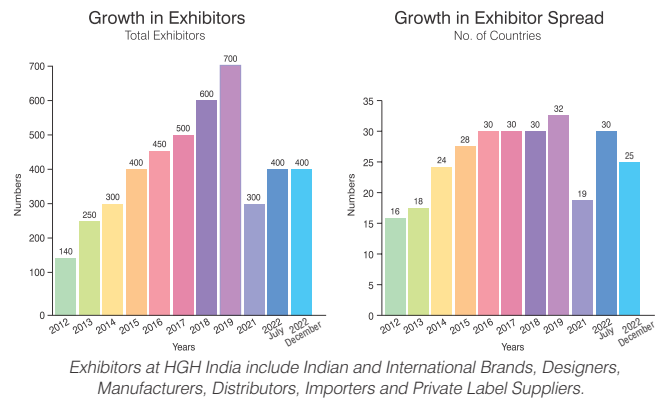
## Services

Store & interior design services, visual merchandising & window display services, display aids & retail furniture, lighting & hardware solutions, retail management software, cash counting & registers, design software, digital printing equipment, IT hardware, software & consumables, loyalty programs, online platforms, social media solutions, advertising & communications, POP solutions, fabric hangers & catalogues, packaging & promotional aids, logistics services, trade publications, books, trend information & associations etc.

## Exhibitor Profile

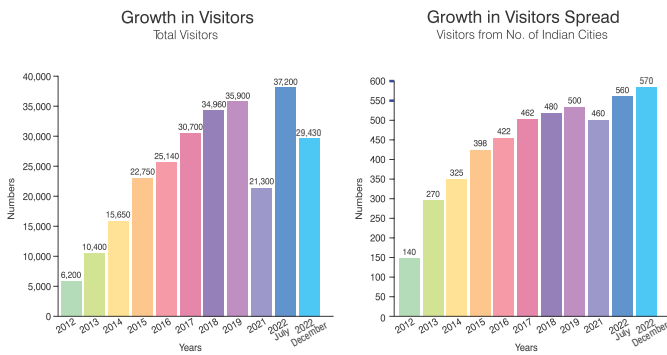
- Indian & International brands, manufacturers, importers & distributors of Home Textiles, Home Décor, Home Furniture, Decorative Walls & Floorings, Smart Kitchens, Outdoor, Houseware, Storage, Kitchenware, Cookware, Tableware, Cleaning, Hygiene, Kids' home products & Gifts as key categories.
- Specialised manufacturers, brands and private label suppliers in categories listed in the Product Portfolio in this brochure kit. Exhibitors from 32 countries including India, Italy, Germany, France, Belgium, Spain, UK, Switzerland, Turkey, USA, China, Japan, Korea, Taiwan, Malaysia, Vietnam, Thailand, Australia, UAE, Bangladesh, Sri Lanka etc.
- Global Brands seeking to launch or promote their products and strengthen their distribution networks in the Indian market for long-term business partnerships.
- Designers and product innovators for Home Textiles, Home Furnishings, Decorative made-ups, Rugs & Carpets, Sleep Products, Decorative Accessories, Decorative & Functional

## Exhibitor Growth



Flooring, Fragrances, Artefacts, Handicrafts, Home Furniture, Houseware, Cookware, Kitchenware, Kitchen Appliances, Tableware, Plastic & Storage, Home Appliances, Outdoor, Cleaning & Maintenance, Babies & Kids' Products and Gifts.

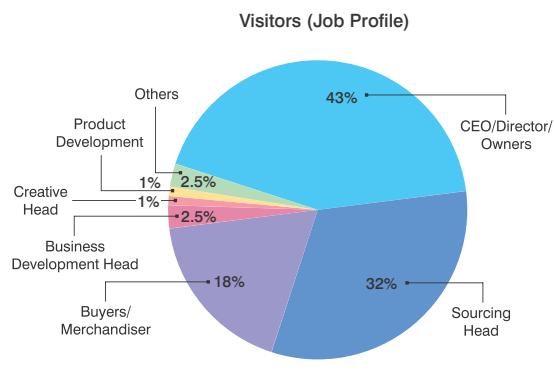
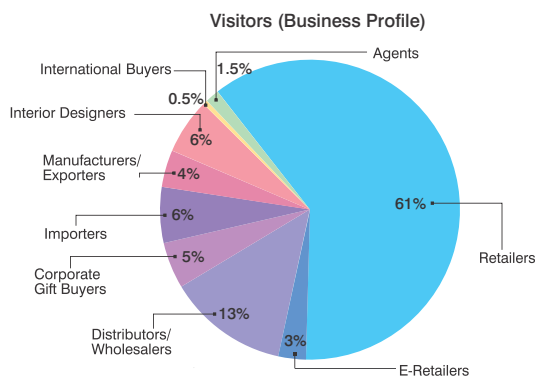
## Visitor Growth



HGH India visitors include all categories of trade buyers like Home Retailers, Importers, Distributors, Trade representatives, Institutional buyers, Franchisees, Architects & Interior designers, and International buyers.

### Note on Visitors:

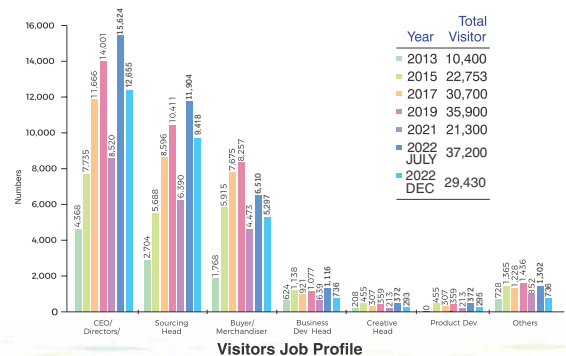
12<sup>th</sup> edition of HGH India was held in the month of December 2022 in Mumbai for the first time. It received 29,430 visitors from 570 cities and towns across India and 29 other countries. While this number was lower than 37,200 visitors in July 22, it was 28% higher than 21,300 in December 2021 in Greater Noida, clearly indicating a rising buyer interest in the second sourcing season of December, introduced by HGH India. Significant increase in visitors from tier II & III cities & towns was noticed.



Increasing Presence of all Business Segments



Increasing Presence of Decision Makers





## Indian Heritage

Indian Heritage is an initiative by HGH India to provide a professional marketing platform for India's rich heritage products which are aesthetically designed and skillfully hand-crafted by artisans, craftsmen and weavers for centuries. Their skills and crafts, applied to home textiles, home décor, home furniture, houseware, kids' products and gifts bring a unique sense of culture and heritage to Indian homes.

Since 2018, HGH India has been supporting the special promotion of Handicrafts, Handlooms, Handmade Carpets, Khadi, Coir and Jute products under its Indian Heritage programme. India's rich cultural, craft and weaving heritage reflects across these products. Indian Heritage promotion is also supported by Government of India, Ministry of MSME, Ministry of Textiles, Development Commissioner Handicrafts, Development Commissioner Handlooms, EPCH, CEPC, National Jute Board, Coir Board, NECTAR, IICT, NDC, NHDC, individual companies, theme pavilions, trends pavilion and group participation of various national award-winning artisans and craftsmen through various Government agencies and institutions.

Active for five editions of HGH India now, Indian Heritage has been successfully connecting artisans, craftsmen and manufacturers of these products with Indian retailers, traders & gift buyers.



### HGH India Plus

HGH India being a 4-day trade show, provides exhibitors the space and scope for greater level of interaction with high potential buyers. On the first day of the show, July 4, preference will be given to select set of big buyers under the HGH India Plus programme. The next three days, July 5-7, will be open to all the trade visitors (including HGH India Plus visitors).

### Health Safety Measures

Recognizing the challenges posed by COVID-19, the 13<sup>th</sup> Edition of HGH India will continue to adhere to all requisite protocols enforced by the Government of India. Keeping this in mind HGH India will organize all checks, sanitization, SOPs and guidelines for organizers, venue providers, exhibitors and visitors as required by law.

### Facilities & Support

With wide experience and expertise on the Indian and International markets, HGH India team ensures that your participation in this trade show is beneficial and delightful. From providing trend information and market reports to organising retail tours, from match-making to one-to-one business meetings to networking dinner, HGH India supports the exhibitors' business process. On other hand, physical conveniences like hotel and travel services, free shuttle bus service, logistics support, a variety of unique lounges, restaurants and cafeteria, business center, prayer rooms, media center, catering service and Wi-Fi service are created for visitors and exhibitors to enable them focus on their business. Now, Bombay Exhibition Centre is directly connected with Metro station Goregaon (East) on Metro Line 7. You can reach the venue swiftly, beating all traffic from points like Andheri, Ghatkopar and Borivali.





## Focus 2023

Product needs of Indian consumers continue to change with their evolving lifestyles. Every year, some product categories are brought under Special Focus to help them develop and grow faster. For this edition, HGH India has identified six product categories for emerging long-term opportunities in home business. These high potential products and segments have been kept under special focus for the year 2023, while continuing to offer a wider range and innovations across all home product categories.

World of Sleep, Home Furniture, Walls & Windows, Floor Decor, Smart Kitchen and Kids' Home will be areas of special focus in the 13<sup>th</sup> edition of HGH India. Exhibitors in these categories will be supported by special promotional pavilions imparting information and specialized knowledge on products, materials, market opportunities, global trends to make business successful in each one of these categories for retailers, distributors and channel partners. From the exhibitors' perspective, it would be a unique opportunity to establish their market leadership within the trade by exhibiting in this edition of HGH India.

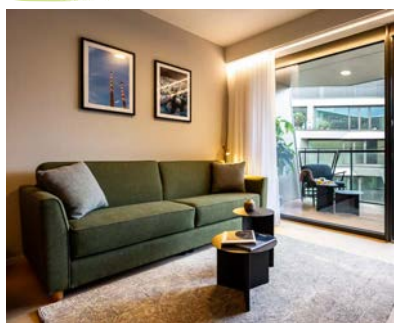


### World of Sleep

With gaining popularity amongst retailers over the last three editions, World of Sleep pavilion at HGH India will continue to impart useful information for retailers and channel partners on innovations in sleep products like mattresses, pillows, blankets and comforters. In addition to good quality of these core sleep products, brands and manufacturers are discovering the importance of products like mattress protectors, sleeping bags, sleeping pods, sleeping gadgets and the right music, light, room temperature, colours, aromas and fragrances, air purifiers etc. in ensuring a good quality sleep.

A joint initiative by HGH India and Indian Sleep Products Federation (ISPF), World of Sleep pavilion at HGH India will continue to educate retailers and trade visitors on upcoming trends in sleep products. World of Sleep is a unique opportunity for manufacturers and brands to promote their innovations amongst retailers and distributors across India.

### Home Furniture



Retailers across home categories are now adding full range of indoor, outdoor and accent home furniture to their stores as the consumers are seeking complete home décor solutions under one roof. After a very positive response from the buyers, HGH India will further expand the Home Furniture segment by introducing an exclusive hall for this category. A wide and varied range of living room, dining room, bedroom, kitchen, study room, bathroom, home office furniture, accent furniture, kids' furniture, outdoor & leisure furniture will be showcased and it will help retailers source from wider options.

Indian and International home furniture brands and manufacturers across categories will find an opportunity to connect with well-established home & furniture retailers, interior designers, architects, distributors and potential franchisees across India.

### Walls & Windows

Walls & Windows pavilion was well-received by the visitors at the last edition of HGH India. Greater style and convenience sought by consumers inside their homes is leading to innovative materials and technologies that combine aesthetics and functionality on their walls and windows. From simple wallpapers and curtains, the focus is shifting to automation, advanced sun protection materials, personalised designs and expression of one's taste and personality.

Wallpapers, blinds, curtains, wall finishes and window automation are rapidly growing segments in India. Being one of the oldest categories in the Indian furnishing market, Walls & Windows need to reinvent and adapt to modern designs, technology and functional hardware. Effort will be to showcase innovations in these segments through HGH India July 2023.





## Floor Décor

With demand for floor coverings in India growing at 20% per annum, retailers are now allocating increasing retail space to this category.

With advent of technology and materials, innovations in functional and decorative floorings get introduced in the market at high frequency in all floor covering categories like carpets, wooden floorings, SPC flooring, Carpet tiles, artificial grass, bath mats, door mats, vinyl flooring, synthetic floorings, kids room flooring and so on.

Floor Décor at HGH India will focus on introducing innovations and trends in floor coverings to the retailers and educate them on innovative materials and technologies, which in turn will help them communicate with the consumers more effectively.



## Smart Kitchen

Smart Kitchens are becoming a reality amongst Indian households. Today's modular kitchens are more intelligent with smart appliances, gadgets and voice assistant. Cookware and kitchenware manufacturers too are taking the cue to introduce smarter products. HGH India 2023 will focus on the innovations in modular kitchens, kitchen appliances, cookware and kitchenware which make cooking faster, healthier, environment friendly and convenient.

Smart Kitchen pavilion will once again appraise the retailers, distributors and trade buyers on innovations being introduced by manufacturers and brands from India and other countries. It will help them understand the upcoming trends and product innovations in modular kitchens, cooking, cookware, kitchen appliances and kitchen tools.



## Kids' Home

In today's urban lifestyle, the kids' home shopping is getting combined with general weekend household shopping. Hence, sale of kids' products shifting beyond the conventional kids' stores. With better awareness and affordability amongst consumers, demand for innovative, well-designed and good quality babies and kids' products in India is growing at 20% per annum. As kids' home market grows in volumes and parents seek better quality products, new doors of opportunities are opening for brands and manufacturers.

Kids' Home at HGH India offers a unique opportunity for brands, manufacturers and importers of kids' bed & bath products, bedding, furniture, décor, toys, prams, bathroom accessories, houseware, health & hygiene to collaborate with home retailers and distributors to tap this opportunity.

*For commercials and participation please contact our Sales Team.*



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