

HGH INDIA 2015

Homedécor ■■■ Gifts ■■■ Houseware

JULY 14-16, 2015 BOMBAY EXHIBITION CENTRE



A TEXZONE Event

Where business feels at home!

Trends 2015/16

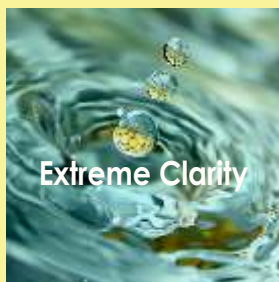
HGH India presents Home product TRENDS 2015/16, which is titled "PANCHTATVA". It's unique for the Indian market, at par with global forecasts at overseas Fashion hubs. The Trend book encompasses detailed perspective of upcoming fashion & lifestyle trends and its pavilion is located in Hall The "PANCHTATVA" trend book depict colours, designs, styles and materials which are likely to be in vogue amongst consumers during 2015/16. Manufacturers, brands, retailers and professionals in the home business can connect their products and innovations to the aspirational Indian consumers through these trends. "PANCHTATVA", the five core elements that constitute all forms of life and matter in the universe, are used by HGH India Trend Team to describe the dominant theme for 2015/16 – the trends that are forecasted to rule Indian home and lifestyle market.



EARTH WISE



Houses are the true reflections of the inhabitants & "EARTH WISE" depicts Stability, Balance, Solidity, Rigidity, Nature, Maturity, so on and so forth.... closely reflective of the values & characteristics of a common family life, of inter personal relations and intrapersonal bonds.



Extreme Clarity



"EXTREME CLARITY" denotes Water, Continuity, Creation, New Ideas, Flow, Transparency, Reflection & Freshness..... quite easily relate to an environment of relaxation, use it to dream, to meditate and calm your space.



Passion for Life



Energy, Sun, Fire, all relate to your "PASSION FOR LIFE", vitality & strength. In the modern context can be equated with Money because it is the driving force behind all Life processes... this element can suffuse your life with Confidence and Enthusiasm...



NEW DAWN



"NEW DAWN" connotes regularity, movement, Air..., is vital element for continuity of life, lifestyles, business or profession. It gives a feeling of everything that is light weight, has a Force ...



Infinity



Space or "INFINITY" has no limits, also relates to home décor used as means of connecting..., can effortlessly feel a sense of Expansion, Enhancement, Extension, Spread, Communication & creative thought processes.

You are invited to witness applications of these trends to real time home products at HGH India 2015 Trends Pavilion "PANCHTATVA."

INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

Get set to find Complete home sourcing solutions

HHGH India 2015 promises to be your apt destination to find a wide range of products in a variety of designs and innovations. Manufacturers and brands from India and several other countries are all set to offer unique combinations of aesthetic designs, modern materials and latest technology to take Indian home fashion markets to newer heights through this fourth annual edition of HGH India.

From home textiles, furnishing fabrics, blinds, wall papers, carpets, floor coverings, decorative accessories, handicrafts to daily use kitchenware, cookware, kitchen appliances, tableware and houseware to gifts for personal and business use- India is today one of the fastest growing global markets almost for every category. Consumer demand for such home fashion products in India is consistently growing between 20 to 30% per annum in both luxury and mid-market segments. Despite such a high demand and growth potential, less than 5% of the Indian market is catered by standardized, high quality products and brands.

With rapid urbanisation, international influences and sheer media exposure, Indian middle-class consumers comprising of over 250 million people are all set to switch over to branded, lifestyle products across all home textiles, houseware and home décor categories. HGH India has been instrumental in bringing this transition by connecting Indian retailers to a variety of high quality, innovative Indian and international suppliers. Thousands of trade visitors, retailers, institutional buyers and wholesalers from across India have already pre-registered to fulfil their high demand for design and newness in home products through sourcing at HGH India 2015. With presence of products from over 400 leading brands and manufacturers from 28 countries, they can find comprehensive sourcing solutions at this fourth edition.

Besides Trends for 2015-16, product innovations by leading brands and producers, presence of several international exhibitors, entry of many leading Indian exporters into domestic market for the first time will make HGH India 2015 an exciting and useful sourcing experience for the trade visitors. High focus on launch of many new brands, licensing programmes, dealer schemes, new promotional campaigns to support retailers, franchisee models will certainly throw open several, never before, new business opportunities for both visitors and exhibitors.

Home Textiles will still be the biggest segment at HGH India, with a wide variety in furnishing fabrics, upholstery, drapery, readymade curtains, bed sheets, bed covers, complete beddings, mattresses, pillows, quilts, blankets, towels, kids and baby range, bath mats, table & kitchen linen, cushion covers, decorative made-ups, area rugs, carpets and durries, disposable linen and much more.

Bed and bath section will experience high activity this year with global leaders like

Welspun and Trident launching their completely new range of bed & bath products and floor coverings to set new trends. Besides, leading Indian brands like Spaces, Portico, Maspar, Spread, Tangerine, Swayam, Sassoon, Disney, Mark-Home, Signature, Devtara, Blush, will unveil their innovations for the upcoming season first time to Indian retailers. International brands like Esprit Home, Tom Tailor, Santas home, Benetton, Pierre Cardin, Feraari will also be represented by their national distributors. Many exhibitors from Ahmedabad, Panipat & Mumbai like Jindal Textiles, Rahguvir Lifestyle, CA Patel and Victor Textiles will add multiple dimensions and variety to bed and bath section.



Mattress & pillows: Being one of the categories where Indian consumers have recently discovered its importance in their bedrooms in order to improve their sleep quality and comfort, this section in HGH India is beginning to grow. Brands like Springfit, Hush, Eclipse, Spread will display a range of spring, memory foam and other categories of readymade mattresses. Demand for these products is growing by nearly 80 to 100% per annum, replacing conventional cotton or coir filled mattresses.

Baby & kids linen: Though India offers a big market in this category, only a few brands cater to this high growth category. At HGH India exhibitors like Vallabh Fabrics, Swayam, Trident will showcase their unique range of kids and babies sheets, blankets, pillows, comforters and much more.

Table & Kitchen linen: Major brands in this section, all of whom have a rich experience of international markets as well-established exporters, will be putting up their range of products, completing the whole line of home textiles. Leading companies in this category

are Shabari International, Yamini and Textrade.

Decorative made-ups category will reflect India's true creative strengths in home textiles, which has made the country a global leader. From embroidery to appliques, to surface



effects and stylised range of cushion covers, sheers, throws, curtains to quilts, bed covers, table & kitchen linen...the infinite range with high design and value addition will be presented by leaders like Maspar, Textrade, Yamini, Loom, Swayam, Bianca, Skipper, Salona Bichona, Awarun. Sophisticated, well-styled home textile products will add more charm to home décor retail shelves, with buyers finding many good options.

In **furnishing fabrics**, leaders like Dicitex, GM Fabrics, G. M. Mills, Goldtex, Ravi Furnishings, Casa Chonburi (Thailand), Jaydurga (D'Décor Distributor) F & F, Sarom, K.C. Fabrics, Deva Textiles will launch their new catalogues and fabric collections. International brands like Warwick, IFI Designs, Designers' Guild, Zimmer+Rhode, Harlequin, Casamance, Omexco, Cole & Son, Elitis will be showcased by their national distributor F & F. Companies like, Le Fabco, also showcase a wide range of synthetic leather upholstery and furnishing materials.

Rugs, carpets & floor coverings section of HGH India 2015 will offer widest ever range to retailers and institutional buyers. This section will witness never ending innovations by Indian manufacturers, brands as well as importers.

Rugs of India Pavilion showcasing an exotic range of handmade rugs & carpets emerging from India's rich carpet weaving heritage. 12 leading manufacturers, all of whom have been exporting these products to the sophisticated American and European markets, has been organised by the Carpet Export Promotion



Council for the fourth consecutive time at HGH India, with increasingly better response from

GET OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS

Indian retailers across the country. Knots International, Elegant Weavers, Floor India are amongst the leading producers of handmade carpets who will be present in Rugs of Indian pavilion by CEPC.

In the **branded, machine-made floor covering** segment market leaders like Obsession, Rug Republic, Status, Spaces, My Home Collection, Kazage, Treasure, Sasson, Riviera, Chinar international, Florista will showcase a vast new variety of modern, synthetic floor coverings which are high on design, easy to maintain and priced well for the mass markets.

Vento, Kronotex, Symphony, Rosetta will present international range of **wooden floorings**, which are increasingly gaining popularity in the upper-middle and high end Indian floor covering market.

Artificial grass, astro turf and other such synthetic surfaces, primarily for outdoor floor covering applications like gardens will be offered by Evergreen Bamboo, Novelty, Atco and Kiarra Designs



Vinyl flooring solutions are being brought in by ATM Enterprise and Deco Vinyl.

Home Décor will offer a never before variety of decorative products from floors, walls, windows, ceiling, table tops and all other decorative applications.

Blinds This nascent category in India is showing all signs of high growth, replacing conventional window drapes, curtains and even sheers in many cases. Several top brands in Indian market like Marvel, Louverline, NBT, Pleats, Barry, Deck, Lenbitz, Aerolux, Johnson Blinds, Sarathi Impex, Kazage, Nitin Exim, Tec



One Engineering, Ad blinds besides their international counterparts like Toso (Japan), Forest (Netherlands) and Casavalentina (Italy) are set to unveil their latest innovations and widest ever range in all categories of blinds, drapery and curtain mechanism as well as automation. Visitors will find this section very exciting and full of opportunities.

Wall Papers are coming up to be one of the basic elements of home décor, which gives the base to the interior decoration and thereafter other elements are brought in accordingly. With such a change in the Indian market, brands like

Houseware Business Opportunities with



SANJEEV KAPOOR

Sanjeev Kapoor has associated himself with HGHIndia2015 trade show with an objective to contribute and collaborate with trade to elevate the platform for the houseware and home textile industry. The brand is committed to improvise and transform the entire Kitchen and Dining experience of modern-day consumers by developing quality products that are trendy, aesthetically suited to modern settings, functionally more effective and safe.

Through HGH India 2015, SK Brands aims to take the brand closer to the consumers through Licensing and Merchandising business vertical. Products developed under the brand undergo stringent quality testing process to eventually offer fine quality products to consumers.

The brand will offer business opportunity for manufacturers, traders, distributors and retailers to collaborate, develop and market Sanjeev Kapoor (SK) range of Licensed products in various relevant categories such as Dinnerware, Kitchen Storage, Kitchen Knives, Cooktops, Kitchen Lighters, Kitchen Paints, Kitchen tiles, Kitchen blinds, Kitchen Rugs, Kitchen Switches, Kitchen lighting,

Kitchen exhaust fans, Kitchen Wood/Ply, Kitchen Safety (Fire Extinguishers), Kitchen Glass, Kitchen Odour control and others.

The brand Sanjeev Kapoor has an extensive reach and recognition with consumers, and convey trust and goodwill. It continues to spread its aura in the consumer space through its content presence across diversified Media. Licensed products and services forms an integral platform for the brand's strategy as it helps it connect with its consumers through multiple product/service categories.

Potential licensees amongst Indian and international manufacturers, brands and retailers can meet Sanjeev Kapoor and his team at HGH India at S. K. brands booth and also at HGH India-FoodFood lounge in the houseware section of the trade show.

Sanjeev Kapoor brand team will also present a live demo of the right kitchenware application at HGH India FoodFood Lounge in the houseware section of this edition.

At the 2012 International Book Awards, and he is on the panel of Ministry of Tourism (India) to help document Indian cuisine.

Sanjeev Kapoor: The Super Brand

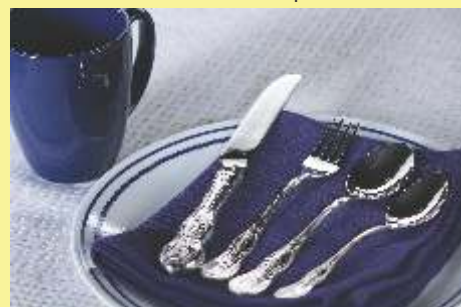
Sanjeev Kapoor, the Chef extraordinaire, runs a successful 24/7 TV Channel 'FoodFood', is author of best-selling cookbooks, restaurateur and winner of several culinary awards. He has been awarded by government of India as the Best

Chef in the country, his cookbook The Yellow Chilli was named the Best International Cookbook at the 2012 International Book Awards, and he is on the panel of Ministry of Tourism (India) to help document Indian cuisine.

Licensed products at HGH India

Sanjeev Kapoor, a dominant brand in Indian Culinary Space, will for the first time launch and showcase its versatile range of Kitchen Linen and cutlery products through its authorised Licensees Indian Home Variations and Trinity Kitchenware respectively, at HGH-India2015.

The brands kitchen linen products will be



offered in trendy colour coordinated options that match the needs of contemporary consumers. Range includes Mittens, Pot Holders, Kitchen Aprons, Place Mats, Kitchen Towels, Napkins and Table runners.

SK range of cutlery is beautifully crafted in food grade 18/10 stainless steel with tarnish resistant, classic and contemporary styles to complement any dinnerware designs.

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Elementto, Marshall, LG Hausys, Sparsh, Wall King, D'wall, Kazage, Wallex, Sarom, and Wallcoverings India are set to make the best of this opportunity by showcasing their new, vibrant and contemporary designs and expand their distribution network across the country to cater to the rapidly growing demand.

Artificial & dry flowers, Fauna: Now home décor has also become one of the medium to be near the nature, though a vicarious experience, people want to be surrounded by nature. To fulfil this demand of the market and the customers, brands like Nature's Mania, Ramesh Candles, Nature, Panchanan Interiors, Evergreen Bamboo, Fennel, Novelty Stores and Wallcoverings India are coming up with their pleasant, prepossessing and innovative products and designs, which beautifies and adds-on more to the home décor section. Retailers and gift buyers will find many new ideas in this newly added sections.

Fragrances and candles, though very popular in the western markets, are still new, but rapidly emerging categories in India. Innovation and design should be pleasant for all the senses, not only for the eyes. Following such an idea, brands like Ramesh candles, Primacy, Marvel Living, Four Walls, Radiance, Fennel will create a different aura and ambience with their aromatic and scent products at HGH India 2015.

Decorative lights category will bring decorative illuminating solutions for Indian houses through



brands like Juhi Arts, Arihant, Baoshan Yongzi, Brass line and Fennel are coming up with a wide range of chandeliers, lights, lamps and other

such multiple variety and designs of lighting accessories.

Decorative accessories will add further glamour to the long list of interesting product categories in home décor section at HGH India, brands like Deco Window, Tattva, Malhar, Universal Hardware, Ratna, M2M, Cocktail, D-next, Bianca, Rashmishree, Brass line, Antique Art from India and Gejiu City Ban Xi Arts & Crafts, Hequing Standard Cheung, Jian Chuan Xing Yi Woodcarving, Kunming Hanhang, The



Yunnan Hongyan, Yiwu Janes Handcraft and Yunnan Traditional Tungsten from China will offer multiple variations for different aspects of home décor.

Bath accessories: With Indian consumers' increasing preference for well-designed and sophisticated bath rooms and market leaders like Spread, Spirella, Obsession, Umbra, Freelance, Nitin Exim offering an ever evolving wide variety in bath accessories, this relatively small category in India till recently has emerged as an important business opportunity for retailers across home textiles, furnishings, home décor and houseware categories. Retailers in both mass and luxury category can look forward to multiple options at HGH India.

Houseware section at HGH India will be larger than ever before. Several international and national brands will be present at HGH India 2015 in categories like kitchenware, cookware,



kitchen tableware, kitchen appliances, household storage, daily houseware, cleaning and outdoor.

Ample innovations will be introduced by leading manufacturers and brands from India and across the world. Borosil, FNS, Ramson, Roxx, Grey Rose, Sanjeev Kapoor, Freelance, Servewell, Asian Plastoware, Princeware, National Plastics, Nolta, Ragashree, Varmora, SG Home, Trinity, Excel Houseware, SDH, Talwar Agencies, YSR Industries and Kabani Crockery are amongst the leading Indian brands in houseware showcasing their innovations and new range at HGH India 2015.

A large number of well-known international

brands and manufacturers from Europe, North America and Asia would showcase their international range, some of whom will be first time exhibitors. Leading amongst them would be Rosetti, Ghidini, Borgonovo, Bormioli Rocco, RCR (all from Italy), Jyupal (Spain), DKW, Superware, Ocean Glass (Thailand), Trudeau, Umbra (Canada), Kilner, Typhoon, Corelle, Progressive (all from USA), Joseph Joseph (UK), Soogo, Noritake(Japan), Nachtmann (Germany), Crystalite Bohemia (Czech Republic), Dankotuwa(Sri Lanka), Cristal Darques (France), Lock & Lock (Korea). New sourcing options from China will be opened. Chinese companies like Foshan Sylikar, Guangdong Heng Fuang, Yuxi Dian Jian and Yunan Yi Men Hua will offer a wide range to choose from.

Besides, leading importers and distributors like East Coast Distributors, Raj Agencies, Eternia, Indian Home Variations, Anantam, Seven Seas



Corporation, Devnow, Manglam World Retail, Multi-Creations and SDH will be present. Houseware retailers will certainly find this edition of HGH India a big marketplace for a wide range of innovative products being launched for the first time in India. Many of the international exhibitors are looking for their long term trade representatives and distribution partners in India, offering a great business opportunity for Indian distributors and importers.

Gifts section continues to become more and more vibrant and diverse, with plenty of new gift ideas and suppliers, most of whom are Indian or international manufacturers or importers. Spread across home textiles, houseware and home décor areas will offer a very wide range to all categories of personal, promotional and corporate gifts.

Some focused Indian gift suppliers would include Bianca, Chematic, Cocktail, Ratan Papers, Borosil, Roxx, Princeware, Asian, Fennel, Portico, Trident, Welspun, Tangerine, Mark-Home, Zao "Severnaya Chern (Russia), Cunsilver Trading, Hequing Standard Cheung, Kunming Nankan Crafts, Lijiang Yuntangong Enamelled Silverware, Yunnan Traditional Tungsten, Chuxiyong Yi and Yunan Green.

Corporate gift buyers, gift retailers and gift suppliers and wholesalers can look forward to a wide range of gifting solutions and long terms supply base through HGH India in home décor, houseware, home textiles, decorative accessories, handicrafts, directly from the source of manufacturing, international manufacturers or master distributors in India.