

HGH INDIA 2015

Homedécor ■■■ Gifts ■■■ Houseware

JULY 14-16, 2015 BOMBAY EXHIBITION CENTRE



A TEXZONE Event

Where business feels at home!

Great start! Trade Buyers Q-up!

The fourth edition of HGH India, 2015, India's only trade show showcasing wide variety of innovative offerings in home products for the Indian market opened to a great start with trade buyers queuing up at the visitor registration desk as early as 8.30 am at the Bombay Exhibition Centre, Goregaon. The exciting start to the event set the tone for an extremely active business mode.

Hundreds of new designs and products with innovative features were unveiled by over 400 brands, manufacturers, importers, distributors & suppliers from 28 countries. Trade buyers got to witness several high-powered product launches, trade schemes and new campaigns. As the event has grown again substantially, visitors appreciated presentations from many first time exhibitors.

Also, participation of international brands has been extended to present more international variety to buyers. Among highly esteemed international brands like German glass brand Zwiesel or Spanish houseware brand Juypal, a Chinese delegation sent more than 25 exhibitors with various home products.

Strong support by industry and government

The show was inaugurated by the chief guest, Kiran Soni Gupta, Textile Commissioner, Ministry of Textiles, Government of India. Dignitaries present on the occasion included Kuldeep Watal, Chairman-CEPC, Rajinder Gupta, Chairman Trident, Gurvinder Singh, MD GM Fabrics, Patron Home Textile Association (HTA), Rajnish Aurora



and Nimish Aurora, MD Dicitex Furnishings and Patron HTA. Chief guest Kiran Soni Gupta said: "HGH India has developed tremendously. Compared to the last issues, which I have followed personally, the trade show has become a landmark event for the textile and home products industries. It will help our industries to grow not only in quantity, but also in quality."

On 15th July Textile Minister Sri Santosh Kumar Gangwar will visit HGH India to see exhibiting textile companies and to support them. In the evening HGH India facilitates a networking diner at the fairground organised by the recently formed Home Textile Association, which is giving the home textile industry an own identity as social, political and economic body.



INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

The Affair to Remember Trident

Trident Limited, a leading player in home products and world market leader in terry towels, has just introduced a new collection of bed and bath linen with contemporary designs, innovative constructions and luxurious fibres all exhibited for the first time in a trade show at HGH India. At the first show day Trident launched the related new Bath & Home Linen Collection campaign “The affair to remember”. Unveiling the fresh and dynamic visuals of the campaign was the new face of the Trident group, beautiful actress Kriti Sanon along with Rajinder Gupta, Chairman, and Rajneesh Bhatia, CEO Marketing, Trident group.

Speaking on the occasion, Chairman Rajinder Gupta said: “India is an emerging market for home textiles and awareness on health and hygiene is increasing. Consumer is looking for quality and value for money. With our new campaign and new products we are trying to address this need of the customer.”

CEO India Marketing Rajneesh Bhatia added: “We all have our secret and special moments. The new campaign with Kriti captures this beautifully. High quality products launched in this personal space represent the comfort and style every individual aspires for.” Having introduced recently a couple of new home textile products like bed linen, comforters, blankets and cushions to the Indian market, Trident is broadening its home textile portfolio and gives more attention to the Indian market than ever.



TRENDS 2015/16, a highly acclaimed feature at HGH India, is woven around the concept of "PANCHTATVA". It's unique for the Indian market, at par with global forecasts at overseas Fashion hubs. The Trend book depicts colours, designs, styles and materials which are to be in vogue for several types of Indian home product consumers during 2015/16. Manufacturers, brands, retailers and professionals in the home business use the HGH Trends as inspiration to finetune assortment, product and buying decisions, which match the aspirational Indian consumer target groups. Starting from the begin of the show, there was good congregation of visitors at the TRENDS pavilion located adjacent to the registration desk and visible across the main isle at the entrance of HGH India show. Retailers and trade visitors were seen enquiring and viewing the depictions of the trends from the HGH India Trend Team at the attractively done pavilion.

There was great enthusiasm among business visitors to get a copy of the very unique HGH India Trends 2015/16 PANCHTATVA book.

Trends_{2015/16}



EXHIBITOR QUOTES

"Our Indian kitchens have developed well beyond from being a place where food is only cooked to a room which home owners are also paying attention to from a point of view of aesthetics. We are therefore very happy to have associated with HGH India 2015 which attracts more than four hundred Indian and international brands in this rapidly growing segment and was the perfect destination for this announcement."

- Sanjeev Kapoor, SK Brands

"This show is much more professionally organised than most international trade shows we have participated in the US and Europe. Our exhibitors had very good number of visitors on the first day. We are exhibiting first time in India and the response far exceeds our expectation."

- Zheng Di, China International Centre for Economic & Technical Exchanges, Ministry of Commerce, Beijing

"We received very good number of visitors on this very first day at HGH India. The quality of visitors was also excellent, and we eagerly look forward to more action over the next two days."

- Anjali Singh, Ratan Texprocess, Jaipur

"It's a good show, we are participating first time in India and considering it is the first day, there were good number of visitor enquiries. We look forward to more interactions over the next two days."

- Juan Jose Valor, Juypal Hogar SL, Spain

"We were in to exports earlier. I came to HGH India last year and got inspired to explore the domestic market. That's why chose to exhibit at this show and the response has been very good."

- Anish Doshi, Textrade International Ltd

"HGH India keeps improving, there are lot more new exhibitors, the stalls in general are done up much better this year, and the number of visitors is also gone up, and that is my feedback on day-1. The next two days should be really hectic activity, I feel."

- Subrata Pal, Vice President, Supply Chain, Planning & Sourcing, Welspun Global Brands



The Culture of Cooking and Dining

Celebrity Chef Sanjeev Kapoor launched the Sanjeev Kapoor branded Table and Kitchen linen and cutlery products at HGH India 2015. This marks a landmark foray of brand Sanjeev Kapoor into the lifestyle houseware and kitchenware segment. Commenting on the launch, Chef Sanjeev Kapoor says, "Our focus is to improve and transform the entire Kitchen and Dining experience of modern-day consumers by developing quality houseware products that are trendy, aesthetically suited to modern settings, functionally more effective and safe. Today food is not merely limited to the senses of taste and smell but has gone beyond this to also include the senses of sight."

SK brand is not only exhibiting at HGH India. HGH India has added a new lounge for the recreation of participants: the Food Food lounge, which is operated by the Sanjeev Kapoor brand team and located in the middle of the houseware section. At the Food Food lounge SK brand team is doing live cooking, using modern kitchen utensils and kitchen linen, thus highlighting not only the SK brand, but also the culture of cooking and dining.

SK Brands is actively seeking Licensing alliances with manufacturers, traders and



Sanjeev Kapoor & fans at HGH India 2015

retailers in houseware category aiming to bring quality products into every Indian household. Rajiv Merchant, MD Indian Home Variations, who is licensee for SK kitchen and table linen, says: "The purpose of our collaboration is to present the customers with the total experience in kitchen and table products at one place, under one roof."



VISITOR QUOTES

"This year HGH India show is more diversified and evolved in terms of product categories, the lighting is also much improved, service standards are further improved. This is the first day and impression is all-round positive."

- Vikram Chitnis, Home Stop

"Good show, growing day by day. This is my second visit to the show and I find that there are more products segments on display this time, and most products have an international flavour."

- Prashant Shah, Dharmin Group, Mumbai

"Whatever brands and product categories I have seen at HGH India are all international quality and as the Indian market is growing rapidly, consumers need more and more of such products. It is a very useful and necessary show for the home segment."

- Amrita Rai Chand, Celebrity Chef

"Compared to other shows, this one has excellent arrangement and has been managed very professionally, there is lot of variety in each product, and all this at a single place."

- Deepak Dodiya, United India Mills, Sangli

"Very nice show, had some good business, and hope to be informed in advance about this show so that I can come better prepared next time."

- MM Boopathi, Décor Land, Naggercoil

"The HGH India trade show is clearly eliminating the middle men, we get to interact directly with the best of brands and manufacturers, and the show presentation is excellent."

- Subhash Sarde, Sajawat Furnishing Avenue, Sangli

