

# HGH INDIA 2016<sup>SM</sup>

Homedécor ■■■ Gifts ■■■ Houseware

JULY 1-3, 2016 MUMBAI, INDIA

# NEWS 1

A TEXZONE Event

Where business feels at home!

Fifth Edition

## More exhibitors, new opportunities

Source from 100 new exhibitors, 30 countries Major Indian brands to launch innovations



Primary objective of HGH India is to enable Indian department stores, hyper markets, e-retailers, specialty retailers, franchisees, boutiques, importers, wholesalers, distributors, institutional buyers and potential business partners source and connect with Indian and international manufacturers, brands, importers, exporters and distributors.

HGH India 2016 will also help the visitors identify upcoming fashion trends and market trends for 2016/17. Trends Pavilion under the theme COGNIZANCE is a must visit area for anybody who is seeking to do serious sourcing for the next retail season.

The trade show enables exhibitors showcase their innovations and new collections simultaneously to their existing & potential customers and trade from across India.

Since its first edition in 2012, HGH India has been attracting over 90% of repeat exhibitors and visitors, year on year, reflecting its strength as a perfect platform for both sellers and buyers.

After four successful annual editions, HGH India has now firmly established itself as a world-class, professional, trend setting and result-oriented trade show. Scheduled at the beginning of sourcing season for Indian trade & institutional buyers, HGH India has maintained consistent growth and high quality of its exhibitors and visitors.

In a matter of 5 years since its inception, HGH India has emerged as a trusted trade show for home textiles, home décor, houseware and gifts for both Indian trade buyers and sellers from India and other countries. More than double the number of incoming enquiries over last year from new Indian and international exhibitors as well as new visitors, is the biggest proof of the trade show's usefulness to the trade, brands, industry and importers.

HGH India 2016, 5th edition of the annual trade show is scheduled for July 1-3, 2016, at Bombay Exhibition Centre, Mumbai, India. Two months ahead of the show date, it is already clear that HGH India 2016 will be the biggest ever edition of the trade show with products from over 450 manufacturers and brands from about 30 countries on display. Several new Indian and international exhibitors from countries like Germany, Italy, France, Belgium, UK, USA, Australia, Turkey, China, Hong Kong, Japan, Korea, Taiwan, Thailand, Malaysia, Vietnam, Bangladesh etc. will showcase several new

product concepts for modern lifestyle to the Indian market for the first time.

Besides, regular exhibitors, 80% of whom will be exhibiting again this year, will launch their many innovations and new collections at HGH India 2016. Many new Indian and international product categories and suppliers will be witnessed for the first time, making their visit even more exciting for the retailers, distributors and institutional buyers.

Serious trade visitors, including Indian retailers, importers, wholesalers, distributors, architects, and institutional buyers from over 425 cities and towns across India are expected to visit. Going by the current high interest, number of visitors is expected to go up by about 25% over the last year's 22,750.

Especially designed for the rapidly growing Indian home fashion market connects potential business partners in India with the exhibitors from about 30 countries in a focused business environment.



INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

# HGH INDIA 2016: SOURCE FROM 450 BRANDS & MANUFACTURERS

## Indian Market

With upwardly mobile, young and aspirational consumers with rising income in an economy growing between 7-9% annually, market opportunities for global as well as Indian market players are never ending.

Overall, the demand for home products in India is growing at 20-25% per annum. Within this, the demand for home textiles, blinds, floor coverings and wall papers is increasing by 20% to 30%; for houseware by 15% to 20% and gifts by 10% to 15% per annum.

In this huge, but highly diversified market, connecting with reliable and

sustainable business partners is a major challenge faced by Indian and international brands and manufacturers. HGH India offers precise solution to this problem in categories like home textiles, furnishings, home décor, houseware and gifts. The trade show connects its exhibitors with top sourcing decision makers amongst India's established retailers, importers, distributors, wholesalers and agents.

More information on HGH India 2016, scheduled for July 1-3, 2016 can be found online at [www.hghindia.com](http://www.hghindia.com).



## Good Results from HGH India 2015

HGH India 2015 witnessed several high-powered brand and product launches, trade schemes and new campaigns. Hundreds of new designs and products with innovative features were unveiled by different exhibitors. A major launch by the Trident Group; another by celebrity Chef Sanjeev Kapoor; a new bed linen line by Dicitex Furnishing and host of new and innovative collections by the exhibitors kept the momentum going throughout the three days

of the last edition.

Products from 28 countries were on display. Participation of international brands like **Zwiesel** glassware from Germany, storage-cleaning range from Spanish brand **Juypal**, cookware and cutlery from Italian brand **Rossetti**, besides new ranges from **Harlequin**, **Casamance**, **Designers Guild**, **Zimmer + Rohde**, **Forest**, **Nachtmann** and many more added to the attraction of the show. More than

**25 exhibitors from China** made their India debut at the show.

New products, design innovations and wider range in existing as well as new sub-categories in home products were showcased by regular and new exhibitors from **India, Italy, Germany, Spain, Belgium, France, UK, Czech Republic, USA, Canada, Australia, China, Taiwan, Korea, Thailand, Russia, Jordan, Turkey, Hong Kong, UAE** and other countries.



## Home Textiles Association of India

HGH India 2015 is fully supported by Home Textiles Association of India, the most representative body in India for home textiles and furnishing retailers. The trade show hosted the General Body Meet of the association

**Jagdish Khandelwal, President Home Textiles Association of India** said "HTA will focus on supporting all schemes and programmes for general welfare and business promotion of its members and with our focus on 'Made in India', we want to showcase to our domestic consumers as well that our products are at par with the best in the world. HGH India team deserves credit for the farsighted effort at creating a platform where manufacturers of home products who want to sell in India and Indian retailers-traders who want to source can meet under one roof in a professional environment and transact business."



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



**Vikram Chitnis,**  
*Home Stop, Mumbai*

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



**Kriti Sanon,**  
*Brand Ambassador - Trident Group*

When I came here it's been a totally different experience. The crowd, the space that it provides you with, there is something very nice. Even when you are walking you are seeing so many people and so many brands around. It's a whole new different experience for me, usually events and brand launches don't happen like this, but I guess this is the perfect place to launch, because this is where the market is, this is where the people come for these kind of brands, these kind of home décor.

## Visitors' Take



**Dilip Gandhi,**  
*Director - Bharat Furnishing*

Compared to previous editions, this year the booths look completely different in terms of size, participant as well as decoration. At HGH India we met many manufacturers who we haven't met before. Now we get to meet many new manufacturers at this show every year. All manufacturers showcase new products here we get to see them and place orders as well. It's beneficial for us to meet so many manufacturers at one place.

**Bhanu Upadhyay,**  
*Walmart India, Delhi NCR*

Whatever product varieties and categories we have been wanting to source, a large part of it is available at HGH India. We will certainly like to associate in a better way with the show in future.



**Hiru Thakurdas,**  
*CEO - Home & Footwear, Future Group*

Four years I am coming to HGH India and every year there is a tremendous progress and change in terms of categories, products and size. New vendors, new exhibitors, new categories, new products like this time I have seen floorings, kitchen, house ware, new vendors of bedding and is well organized and much better than last year.



**Hans Udeshi,**  
*Max Hypermarket India, Bengaluru*

I have visited HGH India before. The exposure of categories we get to see here is of international level. I must admit that the show is growing year after year. HGH India is very beneficial for us in terms of sourcing a large variety and range of products at one place.

## Exhibitors' Take



**Zhong Di, CICETE,**  
*Ministry of Commerce, China*

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 itself. We are exhibiting first time in India and the response far exceeds our expectation.

**Wichai Poositranusorn,**  
*Managing Director - DKW, Thailand*

Our feedback from HGH India is getting better and better. We are quite happy to see the high potential in Indian market and will come here more and more. This year, the fair is better organized and bigger. We see more customers.

**Juan Jose Valor,**  
*JuypalHogar SL, Spain*

"It's a good show, we are participating first time in India. There were good number of visitor enquiries. We look forward to more interactions after the show."

**Daisuke Kidokoro,**  
*Sales Manager - Toso, Japan*

In HGH India, we meet lot of Indian customer who are interested in our products. I personally see this as a very good opportunity to expand our brand and products in Indian market.



**Anish Doshi,**  
*Textrade International Ltd*

"We were in to exports earlier. I visited 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."

This year, we shall build on our learnings from our initial experience and would offer our world-class range of made-ups to discerning Indian retailers.



**Nimish Arora,**  
*Managing Director, Dicitex Furnishings Ltd.*

HGH India has helped us grow our business across the country. In the coming edition, HGH India 2016, we shall be launching many innovations and new product lines like a range of exquisite Italian wall papers and foil printed furnishing fabrics. Our dealers can expect more innovations in our bed linen collections as well.



**Rajneesh Bhatia,**  
*Business Head (Domestic), Trident Group*

"Trident is an established global player in the Terry Towels. We decided to venture into the Indian domestic market last year with our complete range of home textiles catering to all segments. We could not think of a better platform than HGH India to do that."

In the coming edition, we propose to launch several exciting new products, which will help the trade offer a wider range from Trident to their customers.



**Sanjeev Kapoor,**  
*Managing Director, KhanaKhazana Pvt Ltd*

I am very happy to say that HGH India has in a very short span of time created a very nice environment and a platform for the industry to not only visit, but to create a perspective, which is very international in approach. Quality of facilities and positioning of HGH India are things you see when you go overseas. I am very happy that not only Sanjeev Kapoor brand but Wonderchef and FoodFood our TV channel are associated with HGH India. This association will keep on growing from here on.



**Dipali Goenka,**  
*Managing Director, Welspun Retail*

We are looking forward to a major presentation of our new range to the trade through HGH India 2016 and are confident that retailers will find it very rewarding for their business.

I have seen the footfalls at HGH India increase by 50%. With the GDP of our country going up by about 7.5 to 8%, the Indian market will grow rapidly. The response has been overwhelming for Spaces, Welspun's brand in India. Last year we grew by around 35%. This year we have a promising growth of around 65%. You can imagine at what speed the Indian market is growing and evolving. HGH India is contributing to this growth.



**Vijay Agarwal,**  
*Chairman, Creative Portico*

HGH India, I think it was the need of the hour. I am very impressed with what I am seeing here today. I think it was important for people to get exposed to what home fashion is and how your home can be beautified. Along with what you wear, home is also important. HGH has played that role. I think in future also they will do great. I hope this will grow into a really large thing.



**Kuldeep Wattal,**  
*Chairman - CEPC*

Over the years this show will be one of the biggest show in India as far as home textile and carpet sector is concerned. As per carpet export promotion council is concerned, this is the first time I am coming to the show, but my participants have grown over the year. They are ready to be a part of the show in the coming years as well in a very big way.

**JULY 1-3, 2016 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.**



## Visitor Registration Form



Mr.  Ms.  Mrs.

Name \_\_\_\_\_

Designation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Pin Code \_\_\_\_\_ State \_\_\_\_\_

Telephone (Off.) \_\_\_\_\_ Fax \_\_\_\_\_

Mob 1 \_\_\_\_\_ Mob 2 \_\_\_\_\_

Email 1 \_\_\_\_\_ Email 2 \_\_\_\_\_

Website \_\_\_\_\_

### A. Type(s) of your Business (Please tick )

#### Retailer

- Department Store  Traditional Store  
 Mail Order House  Boutique  
 Hyper Market  Cash and Carry  
 Discount Store  Other \_\_\_\_\_  
 Speciality Stores(MBOs) \_\_\_\_\_  
 Speciality Stores(EBOs) \_\_\_\_\_

#### Trade Representative

- Sales Agent  
 Brand Representative  
 Distributor  
 Importer  
 Wholesaler

#### Buyers

- Interior Designer  
 Corporate Gifts  
 Gift Suppliers  
 Buying Houses

#### E-Commerce

- Online Retailers  Other \_\_\_\_\_  
 TV Shopping \_\_\_\_\_  
 Mail Order \_\_\_\_\_

#### Industry

- Manufacturer  
 Brand Owner  
 Exporter

#### Others

- Service Provider  
 Trade Association  
 Government

### B. Products of your interest

#### Home Décor

- Ceiling  Floor  
 Wall  Decorative Accessories  
 Windows  Lifestyle

#### Home Textiles

- Sleeping  Living  
 Bath  Furnishing  
 Table & Kitchen

#### Gifts

- Corporate  
 Personal  
 Festive

#### Houseware

- Cookware  Maintenance  
 Kitchen Appliances  Cleaning  
 Tableware  Storage  
 Bathroom  Outdoor

#### Services

- Trade Publication  Visual Merchandising  
 Institutional  IT Solutions  
 Retail Management  Other Support Services (Specify) \_\_\_\_\_  
 Logistic \_\_\_\_\_

### C. Purpose of your visit

- Source International Products  Source Indian Products  Find New Suppliers  
 Meet Current Suppliers  Find Agent / Distributor  New Business Opportunities  
 Product Innovations/Trends  Market Information  
 Other (Please Specify) \_\_\_\_\_

### D. How did you learn about this Trade Show?

- Internet  Email  Website  Direct Mailer  Newspaper  
 Hoardings  Advertisements  From Exhibitor  From Organiser  Word of Mouth  
 Other (Please Specify) \_\_\_\_\_

### E. Have you visited any previous edition of HGH India?

- HGH India 2013  HGH India 2014  HGH India 2015  All Editions  None

#### Important notes:

- 1) Incomplete form in any respect will not be accepted. It is mandatory to fill the column Invited by.  
 2) HGH India is strictly a Trade Show. Therefore entry to consumers is not allowed. No retail purchase permitted.  
 You can be disqualified if found doing retail purchases. 3) Children below 15 years are not allowed

Duly filled form to be sent by Fax: +91-22-2421 4116 or Email: visitors@hghindia.com or by post latest by 10th June, 2016 to the address mentioned below. You can also register online at [www.hghindia.com](http://www.hghindia.com)>visitors>visitor registration

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