

Where business feels at home!

HGH India 2018

# Brings More Innovations, More Business

With successful seventh edition, HGH India once again made its mark as an efficient and inspiring trade show for home textiles, home decor, houseware and gifts- with a clear focus on Indian market. Exhibitors and visitors were pleased with the opportunities to meet their current and potential new partners to grow their business. Number of exhibitors were up by 20% and trade visitors went up by 14%. Quality of the presentations by exhibitors too went up substantially, indicating importance of this trade show for them.

A major highlight of HGH India this year was the category wise allocation of the three halls- with home textiles in Hall 1, Home Décor & Gifts in Hall 2 and Houseware & Gifts in Hall 3. This was welcomed by both visitors and exhibitors as they could focus and spend more time with their relevant target products. It also especially helped houseware and home décor categories, giving them more distinct identity and visibility in HGH India.

Reinforcing its standing as a world-class, must-attend, trend-setting and result-oriented trade show, HGH India 2018 effectively connected its exhibitors with Indian retailers, distributors, importers, wholesalers, interior designers, institutional buyers and trade buyers across all home product categories.

Going by the increasing number of domestic and international exhibitors as well as trade visitors for the seventh consecutive year, HGH India 2018 firmly established its lead as India's leading trade show across home textiles, home décor, houseware and gift categories.

The trade show continued to remain a vital forum to promote trade amongst Indian and international manufacturers, brands, importers and exporters. HGH India is today well-recognised by the Ministry of Textiles and



Ministry of MSME, Government of India and Government of Maharashtra State for its catalytic role in augmenting the potential of Indian domestic market for home products.

### Visitors excited

34,960 top decision makers from India's leading retailers from 480 cities and towns across India; including department stores, hypermarkets, specialty stores, online retailers, traditional retailers and franchisees, importers,

distributors, wholesalers, institutional buyers, corporate gift buyers and interior designers visited HGH India 2018, registering a 14% increase over last year.

Trade visitors and exhibitors cited apt scheduling at beginning of the Indian sourcing season, innovative products, high quality business environment, well-researched fashion trends, well organised services and focus on Indian market as some key reasons for their consistent participation and visit to HGH India.

# Brought Overview Of Home Textiles, Home Décor, Houseware & Gifts

In an exit poll, many visitors expressed excitement over HGH India's ability to surprise them with new products, more exhibitors, innovative facilities and inspiring new business ideas, year after year.

Over 80% of previous exhibitors and 90% of previous visitors returned to HGH India 2018, reflecting its importance for both sellers and buyers.

## Increase in exhibitors

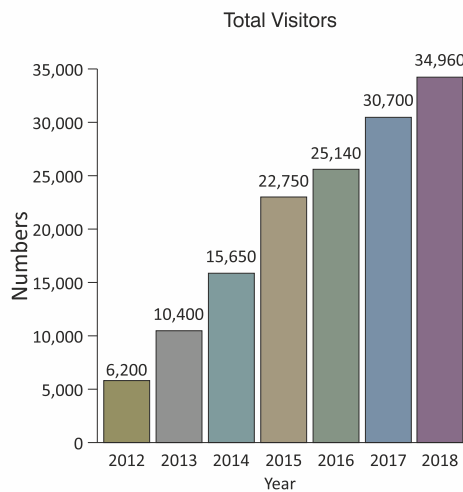
Overall, number of exhibitors increased by 20% over last year, while the total exhibition area grew by 30%. This also reflected bigger average space taken by each exhibitor. 600 manufacturers and brands from 30 countries show-cased their products, making HGH India 2018 one of the largest trade show for home products in Indian market. There was a growth in the numbers of both Indian and international exhibitors over last year.

Leading brands and manufacturers from across India, many of whom exhibit regularly, launched their latest innovations, new product lines and trade schemes for retailers and wholesalers. Several domestic market leaders and leading exporters in home textiles, mattresses, houseware, handicrafts, gifts and decorative accessories used HGH India to debut the Indian market or consolidate their existing market position.

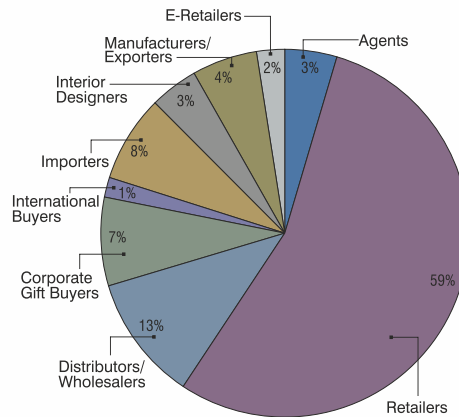
With exclusive country pavilions from Turkey, China and Taiwan and several individual exhibitors from Italy, Belgium, Germany, The Netherlands, UK, Austria, Turkey, Russia, USA, Japan, Australia, Thailand, Korea, Sri Lanka, Bangladesh, UAE, and several other countries, there was a significant increase in the number of international exhibitors. They reported very satisfactory business feedback in product categories like cookware, kitchenware, wellness and kitchen appliances, tableware, storage, plastic houseware goods, cleaning and hygiene products, outdoor products, home textiles, blinds, mattresses, decorative accessories, handicrafts, gifts and a variety of functional and household products.

In addition, a number of these international brands and manufacturers successfully showcased their products through Indian distributors and business partners in categories like home textiles, home décor products,

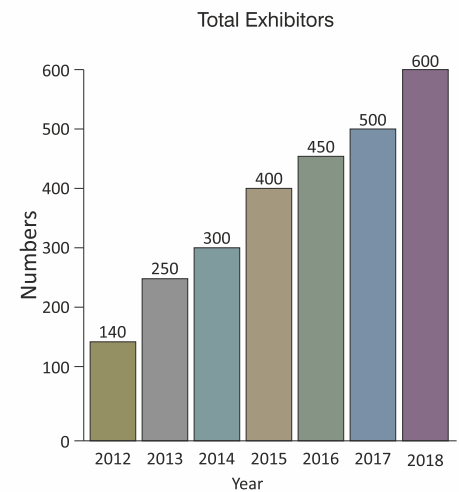
## GROWTH IN VISITORS



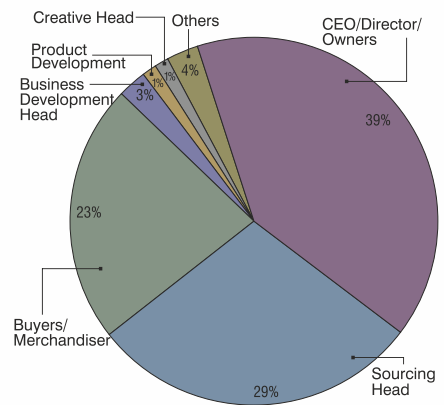
## VISITORS (BUSINESS PROFILE)



## GROWTH IN EXHIBITORS



## VISITORS (JOB PROFILE)



## Exhibitor & Visitor base strengthens further

HGH India witnessed growth in its number of exhibitors and visitors for the seventh consecutive year, making it the fastest growing tradeshow in its category for the Indian market. The above graphics clearly reflect the strengthening market position acquired by HGH India amongst senior decision makers and market leaders, be they buyers or sellers.

furnishings fabrics, wallpapers, carpet, wooden flooring and synthetic flooring, in houseware and gift categories.

## Good Business Results

HGH India 2018 endorsed the surge in demand for better quality home products by Indian consumers. A number of retailers scouted for high quality products with a good brand value, showing preference over merely cheaper, price

driven options. Local and international exhibitors offering high end cookware, houseware, home textile and décor products received a better response than they expected.

Well-known Indian brands across categories could meet not only their dealers from all over India and transact business with them, but could also connect with several new distributors from unrepresented territories. International exhibitors affirmed that they could connect with



**34,960 Serious Trade Visitors From 480 Cities & Towns Across India**

## Products from 600 Brands & Manufacturers from 30 Countries

several well established distributors and brand representatives and their participation was highly successful from the perspective of expanding their market presence in India. A large amount of spot ordering by retailers with their regular suppliers was witnessed at the trade show, wherein many exhibitors also reported trial orders from prestigious retailers as well as first-timers.

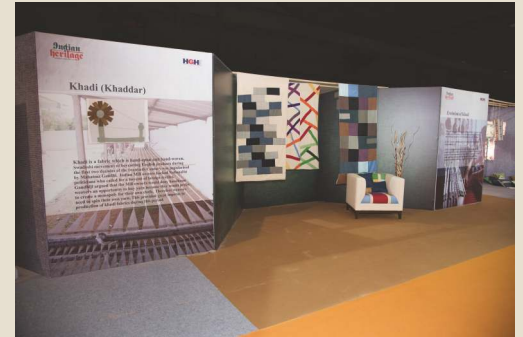
Indian and international exhibitors were able to interact with many high potential buyers and long-term associations and could thus expand their footprint in the domestic home products market.

Exhibitors were elated with a successful outcome. Nearly 60% already expressed their desire to exhibit again next year, with bigger spaces. Moreover, business focused concept of the trade show paved the way to enabling a quick and effective access to the evolving Indian market.

In categories like as bed and bath linen, mattresses and pillows, carpets and floor coverings, furnishing fabrics, table linen, kitchen linen and accessories, wallpapers, blinds and window décor, home décor products, cookware, kitchenware, tableware, general houseware, gifts, handicrafts, fragrances, spa products and other related home products, the exhibitors leveraged HGH India 2018 to expand their distribution and retail network not only in metros and A Class cities, but also in Tier II and Tier III cities and towns.

The 8<sup>th</sup> annual edition of HGH India is scheduled from July 2-4, 2019 at Bombay Exhibition Centre, Mumbai.

## Reinventing Indian Heritage



India is admired the world over for its rich design and crafts heritage that comprises beautiful products handmade by highly skilled artisans and craftspersons. HGH India took an initiative this year to promote this Indian Heritage across categories like Handicrafts, Coir, Jute and Khadi from across the country in a focussed manner, with the support of several national institutions under the umbrella of Development Commissioner (Handicrafts), Ministry of Textiles, Government of India and other industry associations from these sectors. Reflecting intriguing nuances of the Indian culture in various home products, Indian Heritage section inspired the retailers to take a fresh look at them as a serious and long-term business opportunity.

High quality handicrafts manufacturers exhibited their export collections, making their debut in the Indian domestic market under the umbrella of Export Promotion Council for Handicrafts (EPCH). Handicrafts Mega Cluster Mission (HMCM) organised the participation of Chikankari work from Lucknow on a variety of made-ups,

Craftsmen from Bhuj mega clusters displayed a variety of famous Kutch embroidery, leather work, art metal ware, bead craft, rogan art on home textile, home accessories and houseware. Coir Board, National Jute Board, COHANDS, Kashmir Chamber of Commerce and Industry and Directorate of Industries, Uttarakhand Government also contributed effectively by participation of their artisans and members with their products which come under their umbrella.

HGH India sponsored a theme pavillion where innovative applications of Khadi in home textiles were presented by the students of Rachna Sansad, the well-known academic institute of Arts in fields like architecture, interior design and fashion. Pavillion was designed by Shailesh Parwatkar, Principal Architect, Design Array.

Visitors highly appreciated the HGH India sponsored participation by several national award-winning artisans and craftsmen, who displayed their skills live in making handicrafts in metal, wood and terracotta.

## Next Edition July 2-4, 2019 Mumbai

**H**GH India 2019, the next annual edition of the trade show is scheduled for July 2-4, 2019 at Bombay Exhibition Centre, Goregaon, Mumbai, the same venue. As always, Organisers propose to add many innovations and new features to this 8<sup>th</sup> edition of HGH India to make it even more useful for the visitors and exhibitors. Going by the overwhelming response, the international exhibitors' participation is likely to grow further in the next year's edition. More details for participation and the latest show video, including exhibitors' and visitors' comments can be viewed on our website [www.hghindia.com](http://www.hghindia.com)

## Trends 2018-19



**T**rends for 2018-19 for the Indian home products market were presented by HGH India under the central theme i.e. #Transition.

Conceptualized and implemented by Studio Sahn + Permantier, Germany in association with HGH India Trends Team, the trends paved clear directions in terms of inspirations, colours, designs and materials for creating and sourcing new products for Indian homes. These trends are also encapsulated in a Trends Book which the trade and industry can buy from the organisers.

An elaborate trends pavillion helped visitors to understand these trends better and see their actualisation in real commercial products.

The four sub-themes (trends) this year include #SO.FUNKYatHOME, #SOFT SHADES of NATURE, #COLLECTORS CHAMBER and #SMART BOHEMIANS cater to all categories of the home products business- home textiles, home décor, houseware and gifts. Products selected by the trends team for the trends pavillion reflected high design and innovation standards followed by HGH India exhibitors.

## Excellent Business Results Reported by Over 80% Exhibitors

# Equally High Satisfaction Expressed by Visitors and Exhibitors

## Chief Guest



**Dr. Kavita Gupta, IAS,**  
Textile Commissioner,  
Government of India

"This is my third visit to HGH India and I am honoured to be a part of the seventh edition's commemoration. This trade show has been consistently evolving since its inception. It has aided in the growth of home textiles, home décor, houseware and gifts industries right from its first year. Massive inflow of 600 domestic and international brands with their unique products on display this year is a testament to its success."

## Visitors



**Vinod Khandelwal**  
General Manager,  
Buying and Merchandising  
- @home, Mumbai

"HGH India is a great trade show for the country's market. It has grown with each passing year and has now reached a level where it can be compared to any international trade show. I assumed that I would be able to complete my tour of this show within a day or two, but I was mistaken as it is huge and the display of diverse products in three halls has provided the scope for a lot to be explored. I am also impressed with the Trends Pavilion as I feel that they are at par with industry standards and it is great to see the quality of international exhibitors this year."



**Hans Udeshi**  
President,  
Home and Living  
- Spar India, Bangalore

"It is great to see that HGH India has something new to offer every year. I absolutely love the B2B concept that it comprises and the evolution since its first year is immeasurable. Even the number of international exhibitors this year is great and the standard of domestic as well as international products being exhibited has also improved. What I like the most about the show this year is the division of home textiles, home décor and houseware in three separate and expansive halls. Awaiting HGH India 2019."



**Suleman Hirani**  
Managing Director  
- Darpan Furnishings, Hyderabad

"I am overwhelmed to be present at HGH India 2018 and believe that its growth since the very first edition has been exponential. A lot of new players, categories and products have been added this year and I am certain that the three days that I have invested here will benefit the growth of my own business to a great extent. We have built a rapport with quite a few exhibitors and I personally believe that this trade show is the best of its kind in the Home Textiles space."

## Exhibitors



**Keval Mehta**  
General Secretary  
- AIWA (All India Wallpaper  
Coverings Association)

"We are very happy with the outcome of HGH India, especially this year. I feel that both of us have only evolved through our association over the last six years. We have over thirty brands exhibiting through AIWA this year. I foresee further growth in our exhibitors next year. I am very impressed with the Trends Pavilion this year. In fact, we have incorporated some of these trends into our products that are on display. I look forward to HGH India 2019."



**Rajesh Mahajan**  
Managing Director - Maspar

"We have been with HGH India since its first year in 2012, and are thus overjoyed to be part of the show again. The response to our offerings has been great on all three days. Each year, we look forward to meet retailers and trade buyers from different regions, cities and towns of India. In my opinion, this is the perfect platform to achieve this objective. I believe that this industry is still evolving and therefore, I am thankful to HGH India for consistently providing us the opportunity to showcase our new concepts and merchandise to strengthen our rapport with visitors on all three days of the trade show."



**Pratap Menon**  
Director - Marshalls

"We have been exhibiting at HGH India for the past six-seven years and this association has only grown stronger each year. This year has particularly been very successful for us with the massive inflow of quality visitors. Every year, we showcase a new catalogue at HGH India as we believe that it is the ideal platform to present our work, and this year itself, we have launched 25 new and different catalogues of our wallpaper ranges."



**Jayant More**  
Manager, Sales - Cello

"This is our third association with HGH India and the response this year has been splendid. I feel that it is a lot more succinct, especially with the division of product categories. This makes navigation through the exhibition for customers with individual preferences a seamless process. We have had a mixed bag of visitors from different regions and spaces such as organised retail, B2B, e-commerce and trade in general. I believe that HGH India has a good brand value which makes the participation here a great opportunity for vendors."



**Amitabh Shukla**  
Business Head - Bergner

"Footfalls have been fantastic for Bergner this year, a clear sweep from last year. I have witnessed the continuous improvement of HGH India since its inception. From just three to four booths a few years ago to an entire hall being dedicated to houseware and gifts this year, the evolution is pretty evident. This particular year, in spite of the heavy rainfall, the response we received on day one was great too and thus, I look forward to a long-term association with HGH India."



**Rajjish Arora**  
Vice Chairman - DCTex

"I have observed the improvement in the quality of visitors coming in every year at HGH India. This year too, the response is mind-blowing, in spite of heavy rains. This shows the increasing popularity and value of HGH India and makes us more confident of the fact that we are here to stay and support it in every year. Also, HGH India team has done an excellent job, as always in making this a grand success. I would just like to say that I am looking forward to an increase in exhibitors under Home Textiles i.e. in Hall 1 as I see the increase mainly in Halls 2 and 3. Even the visitors' services being provided are great and I must laud HGH India for the same."



**Nitin Gupta**  
Executive Director - Springfit

"I have witnessed the stupendous growth of HGH India as well as the betterment in the standard of buyers coming in every year. I also feel that it is a great platform for any exhibitor to launch their new collections and ranges due to the impressive footfalls that can be recorded annually. This year, we have launched our Autograph collection with a brand new catalogue and the response to the same along with our other products on display makes it more exciting for us to exhibit at HGH India 2019 too."



**Pradeep Kumar**  
CEO - HMCM  
(Handicraft Mega  
Cluster Mission)

"This is an excellent trade show. In spite of exhibiting as part of a sector i.e. handicrafts, that comprises smaller artisans, the response on all has been really encouraging. We are thus happy to take this initiative, display our versatile handicrafts as part of the huge home textiles and home décor space, and thereby give a boost to this sector through HGH India."