

November 30 - December 3, 2021,
INDIA EXPO CENTRE, GREATER NOIDA, DELHI NCR

A TEXZONE Event
www.hghindia.com

Where business feels at home!

Post Lockdown Market Home industry gears for a strong comeback

HGH India 2021, 10th annual edition of the trade show for **Home Textiles, Home Décor, Houseware & Gifts** is all set to welcome Indian and International exhibitors and high potential trade & institutional buyers from over 400 cities & towns from all over India. The industry and trade are very excited to come together on HGH India platform after a long gap of two years caused by pandemic and lockdowns. They are eagerly looking forward to **reconnecting** with each other, **reorganizing** their businesses and **reinventing** their merchandise for higher growth under the new, highly positive market conditions.

HGH India 2021 will be housed in four specialised halls at a new venue, India Expo Centre, at Greater Noida, Delhi NCR. The four halls are designed for Decorative Soft Furnishings (Hall 15), Bed, Bath & Sleep Technology (Hall 14), Decorative Accessories, Gifts & Small Furniture (Hall 10), and Houseware & Gifts (Hall 9).

Thousands of leading retailers (including most major retail chains, speciality home stores and online retailers), distributors, wholesalers, trade representatives, corporate gift buyers, institutional buyers and interior designers from all over India have already pre-registered with HGH India 2021, confirming their visit. With more frequent innovations in products, designs & materials, more and more retailers are feeling the need to source more frequently in smaller quantities per store. This approach



- Post-Diwali Sourcing season emerging strongly for retailers
- Trade buyers from over 400 cities & towns across India already registered to visit including leading retail chains, speciality home stores, interior designers and institutional buyers.
- Leading brands to launch new product lines and design innovations.
- Furnishing fabrics, blinds, wallpaper, bed & bath, mattresses & pillows, decorative made-ups, carpets & floor coverings, home décor, accent furniture, kitchenware, cookware, kitchen appliances, tableware, storage, gifts, cleaning & maintenance & general houseware are key categories exhibited.
- Special Focus: Sleep Technology, Smart Cooking, Small Furniture & Swachh Bharat.

also helps them reduce their stock risks. Such new thinking on part of buyers is resulting in December emerging as an important post-Diwali sourcing season in India for

the home category.

HGH India 2021 will help the trade buyers connect with leading brands & manufacturers, understand the emerging Post-COVID market

scenario and discover Design & Home Fashion Trends for 2021/22. Intensifying competition is necessitating retailers to offer more competitive value proposition to their customers by constantly offering innovative merchandise to match their ever evolving lifestyle at lowest possible prices. Hence, all retailers, offline or online must explore newer designs, products and sources on an ongoing basis to keep ahead of the competition. HGH India is an annual international trade show with a clear focus on the Indian importers, retailers, distributors, interior designers, institutional & corporate gift buyers as prime visitors.

The 10th annual edition will bring in product innovations for the

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

post-Diwali, Summer 2022 retail season for home textiles, home decor, small furniture, houseware & gifts from leading Indian and international brands and exhibitors. The complete home industry is gearing up to be at HGH India 2021, for the first time in Greater Noida, Indian Expo Centre from November 30th to December 3rd.

Exhibitors from all over India have welcomed the shifting of HGH India 2021 to Delhi NCR. The new location, in addition to connecting the exhibitors with their regular buyers from all over the country, provides them an opportunity to explore the North Indian home products market in more depth. Many first-time exhibitors have also joined in, making HGH India 2021, an excellent forum for trade buyers to explore new sourcing and business opportunities as never before. Besides, Delhi is a well-established sourcing hub for retailers, wholesalers, distributors and importers from all over India. In Delhi NCR, **India Expo Centre** the venue for HGH India 2021 located on the **Greater Noida Expressway** is a well-known, world-class venue for trade shows.

Innovations, new designs and the collections 2021/2022 will be presented by more than 300 Indian and international brands, producers, importers and wholesalers of home products in bed & bath, furnishing fabrics, mattresses & sleep technology, decorative made-ups, carpets, blinds, wallpapers, handicrafts, decorative accessories, small & accent furniture, Babies & kids



products, cookware, kitchenware, kitchen appliances, tableware, storage, cleaning & maintenance products, general houseware and a vast variety of home products across categories like home textiles, home décor, small furniture, houseware & gifts.

Currently, retailers and distributors from over 400 cities and towns across India have already registered for their visit for sourcing. With the travel situation fast returning to normal, excellent pre-Diwali retail sales across all home categories resulting in urgent need to replenish stocks and sheer

keenness to meet their suppliers on a physical business platform; every day more and more retailers and high potential buyers from all over India are registering for their visit to HGH India 2021. This includes buyers from all large retail formats, many online businesses, regionally important retailers, wholesalers, interior designers and corporate gift buyers & suppliers.

Growing Indian home market

India is targeting GDP growth of **+7% to 8% YOY** over the next decade. As per government projections, India will become a USD 5 trillion economy by 2025-26 from its current size of USD 3.05 trillion in 2020-21. This makes India one of the biggest and rapidly emerging markets in the world. Demographically we see a strong increase of people in their 20ties and 30ties, who found families and establish new homes. Thus the Indian consumer preference is shifting towards family and home, reinforced also by the focus on family and home during pandemic times. With buyers' increasingly spending to spruce up their homes, home products are flying off the shelf, leading to an increase in demand growth @ 20% per annum, and growing business opportunities in the Indian market.

This fast-paced demand has made

the home retail players seek more means of expanding their business. Efficient connection is necessary to use the potential of shifting consumer preferences towards home products.

Over the last decade, HGH India has evolved as the most effective platform for manufacturers, wholesalers and distributors to connect with retailers across the length and breadth of India. In the new normal of 2021, HGH India will strictly follow all SOPs and rules announced the Indian and local Governments to ensure the health, hygiene & safety of the exhibitors, visitors and service providers. HGH India 2021 for the first time, will be a four days show from the earlier three days, providing an additional day for business and avoiding over crowding.

HGH India has promoted India's rich cultural heritage under "Indian Heritage" since 2018 thus supporting consistently Indian artisans to market their hand-crafted products in categories such as handicrafts, decorative accessories, handmade carpets, handloom & Khadi based home textiles, bamboo & cane products, coir & jute products, houseware, gifts and fashion accessories. This initiative is in association with the Government of India, Ministry of Textiles, Development Commissioner Handicrafts, EPCH, CEPC, Jute Board, Coir Board, Uttar Pradesh Government, Jammu & Kashmir Government, NEHHDC, NECTAR, KVIC, individual entrepreneurs.

Besides, several manufacturers, exporters and service providers will showcase their range of modern machine made products with wholehearted support from Ministry of MSME, Government of India.

HGH India 2021 is laying a foundation for the next decade for the home industry in India. India has started to witness a revolution in the way home is perceived. HGH India is initiating by uniting the home industry through a world-class trade show. Also introducing innovations for the Indian home market, depicted through focus themes like Sleep Technology, Small Furniture, Smart Cooking and Swachh Bharat. Energizing the resolve of a new decade.

See you soon in Delhi NCR!



10th ANNUAL EDITION: NOV. 30-DEC. 3, 2021, INDIA EXPO CENTRE, GREATER NOIDA, DELHI NCR

**Focus
2021-22**

While continuing to offer a wider range and product innovations across all home product categories under its umbrella, HGH India 2021 will bring special focus and offer exciting business growth opportunities for the following four segments: Sleep Technology, Small Furniture, Smart Cooking & Swachh Bharat. These focussed promotions will enable exhibitors to showcase their innovations in line with global trends and allow visitors to explore the new business avenues they offer. Each focus theme will impart useful information to the visitors on technology, innovation and market trends on the subject and provide a better understanding of the product and upcoming scenario.

SLEEP TECHNOLOGY



Sleep Technology theme pavillion by HGH India in association with Indian Sleep Products Federation, the most important trade association in this sector, will be put up in hall 14. Sleep Technology pavillion is aimed at imparting information and educating retailers & trade visitors on innovations and upcoming trends in sleep products. It will enable them to understand various factors affecting the choice of the right sleep products as well as advancements in materials & technologies for mattresses, pillows, comforters, etc. for better health, hygiene and consumer comfort. Better informed retailers will be able to better inform the customers and improve the sale of these products in their stores.

SMALL FURNITURE

For the first time, at HGH India 2021, Small Furniture will be under special focus showcasing functional and decorative small furniture made from wood, metal, cane, bamboo, rattan, plastic, steel, glass, acrylic and other materials for living rooms, kitchen, bedroom, balconies, outdoor and general household use.



SMART COOKING



Smart Cooking theme in hall 9 will showcase upcoming trends in cookware, kitchen appliances and kitchen tools that combine new materials and technologies which make cooking healthier, faster, energy-efficient, environment friendly, convenient and contemporary.

SWACHH BHARAT

Swachh Bharat theme in hall 9 will sensitize visitors about the importance of using and promoting advanced value-added cleaning and maintenance products. Tools, technology, devices and materials for Pure Air, Pure Water, Sanitized Living, Clean Homes will be part of this focussed promotion. HGH India supports the Government of India's initiative Swachh Bharat campaign.



Exhibitor Comments



Jyothi Pradhan
CEO, Kurl-on

Indian consumers today are aware of the benefits of healthy sleep and are willing to invest in products that promise them a better night's sleep and a longer, healthier lifespan. At Kurl-on, over the last 6 decades, we have perfected the art of creating mattresses with the right support for every type of comfort level. Our handcrafted mattresses are made with the highest quality materials that we manufacture in-house at our Kurl-on factories. The pandemic has seen a rise of consumers using an Omni-channel approach for purchasing. This is why Kurl-on is showcasing our unique new Komfort Match phygital experience at HGH India 2021 - an experience that uses Kurl-on's Komfort Selector tool to scientifically match you to your perfect mattress for that great night's sleep.



Aashish Vij
Director,
Pan Overseas Group

This will be our second exhibit at HGH India. We strongly believe in Indian Market and will be launching our brands Online and continue selling to retailers. Our soft home lines are for medium to high medium price points and that is an ever-growing market here. We

look forward to meeting and greeting a lot of customers at the show.



Rajiv Merchant
President Retail,
Indo Count Industries Ltd.

"The long-term outlook for the Indian home retail industry looks optimistic. Due to ample government support, steadily rising income, change in lifestyle with WFH, increased interest from foreign players, and increased investments, it is safe to say that the industry has been making a robust recovery and will continue to thrive post-pandemic.

Indo count is known for innovations that we have been doing for the customers across 54 countries in the world. Collections for autumn winter 2021 for Boutique Living and Layers have been received extremely well. We will showcase new innovations for both the brands at HGH India 2021. We are extremely excited about the future of Indo Count and the Domestic Home Retail Industry."

Visitor Comments



Sumit Patra
Head-General Merchandise,
Apparel & Home appliances
business Reliance Retail Ltd.
(Value Format)

Extremely good recovery in business for Home

categories in the period of July to September 2021, almost meeting pre-pandemic 2019-20 business volume in physical stores. Festive sales are looking very optimistic and can surpass all previous highs. E-com is adding huge growth too in this segment of business and that growth is additional and settling to an unprecedented volume irrespective of the pandemic situation.

Great opportunity for made-in-India products and brands to participate and take a bigger pie. HGH can bring both retailers and manufacturers together to create magic in this consumption space.



Sitaram Kumar
CEO, Home Centre

For Indian retailers Spring / Summer is emerging as an important business season for which our sourcing is done in November/ December. Hence, HGH

India should start a regular edition for this second sourcing season Post-Diwali, between 15th November to 15th December as sourcing for Spring/ Summer is becoming increasingly important.

I feel this December edition is a good decision. Home Centre will be present at HGH India 2021 with a large sourcing team to look for innovative products, new merchandise and new suppliers, besides meeting the existing ones.



Shalini Tandon
VP-Brand Management,
Nykaa Fashion

I have been to HGH India many times and one thing I like about the show is the consistency of the strategic focus on the experience that the products offer keeping the consumer in the middle. In the emerging age of experience driven economy, this is a big advantage. All the best team. By virtue of its strengths, HGH India is uniquely positioned to play a pivotal role in bringing forth the ecosystem of retailers and manufacturers in the new normal. It should explore creating an interactive platform in this space.



Mahaveer Samdariya
Managing Director, Petals,
Bengaluru
Retail businesses have outperformed expectations

after overcoming the challenges of the second COVID wave. And we expect to see strong growth from our business in the coming future.

Since its inception, HGH India has become a conduit for manufacturers and retailers to participate in and expand trade throughout the country, and we look forward to being a part of HGH India in November 2021.

**Pre-Register for Free Now,
Save ₹ 1,000/- for Visitor**

All pre-registered visitors should go to the Pre-registered visitor's desks at HGH India 2021 and print their entry card free of cost by scanning their QR code or entering the reference number received by SMS and e-mail from HGH India team.

All other visitors directly arriving at the venue without pre-registration will be required to pay the Spot Visitor Registration Fee of ₹ 1,000/- per visitor, which can be paid by Cash, Credit Card, Debit Card or Paytm.

HGH India 2021

Timings for Visitors

30th Nov. : 09:00 am - 06:30 pm

01st Dec. : 09:00 am - 06:30 pm

02nd Dec. : 09:00 am - 06:30 pm

03rd Dec. : 09:00 am - 05:00 pm



Trade Visitors!
Register online by 20th November, 2021
and save ₹ 1,000/- entry fee

HGH India 2021 is scheduled in Delhi NCR from November 30- December 3, 2021. Take a look at over 300 brands and manufacturers' innovative, high quality products... inspired by forecasted fashion and lifestyle trends for 2021/22. Source them before your competitors do.

Products on display



Home Textiles Furnishing Fabrics, Curtains & Blinds, Bed Linen, Decorative Made-ups, Mattresses & Pillows, Carpets, Bath Linen, Table & Kitchen Linen. **Home Décor** Ceiling, Walls, Windows, Floor Coverings, Table Tops, Decorative Accessories, Lifestyles. **Small Furniture** Coffee Tables, Magazine Racks, Wall Separators, Bean Bags, Single Chairs, Racks & Trolleys, Accent Furniture, Baby & Kids Furniture, Outdoor Furniture. **Gifts** Corporate, Personal & Festive. **Houseware** Kitchen Appliances, Kitchenware, Cookware, Tableware, Bathroom, Maintenance, Cleaning, Storage, Outdoor. **Services**

Enjoy exclusive benefits

- Get free entry to HGH India 2021.
- Save time to get your badge at the venue as Pre-Registered visitor. You can directly print your badge with the pre-registration QR code sent to you, after your online registration.
- One free copy of HGH India 2021 catalogue.
- Use of HGH India's complimentary Hot Lounge, Fruit Lounge, Pop Corn Lounge and Shuttle Bus Service and other facilities for bonafide visitors.

To avail of these benefits and save spot registration fees, you must register online before 20th November, 2021 on our website www.hghindia.com

Free Visitor Registration Guidelines

- Free Visitor Entry, is only if for pre-registered trade visitors, who registered online at www.hghindia.com
- Any invitation card received from the Exhibitors or Organiser does not entitle you or a free spot registration at the trade show venue.
- Online Visitor Registration is compulsory for free entry. All visitors not registered online will have to pay Spot Registration Fees of ₹1,000/- for entry at the trade show.
- Last Date for online Visitor Registration: **20th November, 2021**

Steps for free entry with online visitor registration for Regular Visitor:

1. Click on "Visitor Registration" on the home page or Visitors menu at www.hghindia.com
2. Enter your registered Mobile No. or Email ID.
3. Click on Send OTP
4. Enter OTP received on your registered Mobile No. or Email ID.
5. Your Pre-filled form will open. Kindly check the details in form (Name, Address, Tel, Mob. No. & Email ID.)
6. Complete the Online Visitor Registration Form.
7. Receive your Visitor Registration No. and QR code via e-mail and SMS, which confirms your registration.
8. Carry your Registration No. or QR code on your mobile or in a print format to the trade show.
9. Present your Registration no. or scan your QR code at the Pre-registered visitor's desk at hall 9 and hall 15 at HGH India 2021 to print your badge.

Steps for free entry with online visitor registration for New Visitor:

1. Click on "Visitor Registration" on the home page or Visitors menu at www.hghindia.com.
2. Enter your Mobile No. or Email id and Click on Send OTP
3. Click on *Click here as you are new visitor*
4. Enter your Mobile No. or Email id and Click on Send OTP
5. Enter OTP received on your registered Mobile No. or Email id.
6. Complete the Online Visitor Registration Form.
7. Receive your Visitor Registration No. and QR code via e-mail and sms, which confirms your registration.
8. Carry your Registration No. or QR code on your mobile or in a print format to the trade show.
9. Present your Registration no. or scan your QR code at the Pre-registered visitor's desk at hall 9 and hall 15 at HGH India 2021 to print your badge

Important notes

1. Entry Badge is your personal entitlement for free entry to HGH India and completely non-transferable.
2. If you are already a registered visitor with HGH India in the previous years, please find your Reference No. from the Organisers and use the same for renewing your registration online for HGH India 2021.
3. For free entry to HGH India 2021, renewal of registration by all past visitors is compulsory. If not renewed, Spot Registration Fees of Rs.1,000/- will be payable.
4. HGH India is strictly a Trade Show. Therefore, entry to consumers is not allowed. No retail purchase is permitted. You can be disqualified as a visitor if found doing retail purchases.
5. Children below 15 years are not allowed.
6. The Organisers reserve the right to refuse admission to any visitor at its sole discretion.

For further assistance and queries, please contact

Mr. Amar Sharma: +91 99 676 00286 / Mr. Elaka Ansari: +91 99 301 72973 Email: visitors@hghindia.com

www.hghindia.com