

Where business feels at home!

Much to Discover and Reconnect

With a roaring business in the second quarter of Financial Year 2021-22 (July-Sept 2021) and a good Diwali season sale too, most retailers across all home products categories are doing well in terms of sales and consumer demand. They anticipate continuation of this trend over the next few months and into the next year. Many of them are already running out of stocks and are looking at fastest possible replenishments. December is clearly emerging as a second sourcing season for Spring/Summer, for all good retailers.

In this situation, with products from about 300 Indian and international brands and manufacturers being exhibited at HGH India 2021, and thousands of trade buyers from all over India having already confirmed their visit through pre-registration, the 10th annual edition scheduled for Nov. 30- Dec. 3, 2021 at India Expo Centre, Greater Noida, Delhi NCR promises to be an apt opportunity for the home segment trade buyers and sellers to build on this market demand situation.

Overall, India is witnessing a focus on home. The new normal has shifted attention to family life and living more at home. The number of people founding families and building their own homes is increasing considerably. Nest building and upgrading houses have become essential parts of spending. Newly accepted Work from Home culture, increased importance of hygiene in our lives and independent household management have given a market push to categories like furnishings & home textiles, mattresses, small furniture & decor, kitchenware & kitchen appliances and overall houseware category. Indian consumers are upgrading their homes with high interest and energy in terms of looks, convenience and comfort. HOME is a lasting megatrend, which currently enjoys a post-pandemic boost. The steep rise in demand for home textiles, home décor, houseware and gifts at retail level is a real-world testimony for the current home product preferences. Interestingly, going by HGH India team's interaction with retailers, brands and manufacturers across India, the long-term prospects too look promising.



This is clearly the time to focus more on India's domestic home products market, as it is emerging in volumes as well as quality. Indian companies at this point have a clear advantage over foreign producers, because they are more close to the market, to retailers and consumers. Besides, the international business is currently difficult due to severe logistic problems, ongoing travel restrictions and less attention of overseas producers towards the complex Indian market. Hence, Indian companies have been getting more interested in their home markets since some time. With Indian market opportunities jumping to a new level, a close collaboration is required between retailers, brands and manufacturers. A robust supply chain and reliable distribution partnerships are necessary. HGH India 2021 offers a unique opportunity for established as well as upcoming brands to consolidate their Indian market position and forge new business partnerships.

HGH India 2021 is the first integrated home product show for trade buyers and professionals, which allows for an efficient overview of products and companies in home

textiles, home décor, small furniture, gifts and houseware. 10th annual edition of this trade show will witness innovations and fresh products mainly for the newly emerging Spring/Summer season in the Indian home retail market. This trade fair for business visitors will showcase regular exhibitors and many new ones. Over 4 days, HGH India 2021 will allow exhibitors to reconnect with their established business partners, introduce innovations, explore new opportunities and identify new high potential business partners. Going by the current trend, HGH India expects about 300 brands & manufacturers from all over India and 19 countries to showcase their products as direct and indirect exhibitors. Trade buyers, including retailers, wholesalers, distributors, corporate gift buyers and interior designers & architects from over 400 cities & towns across India have already registered for their visit. These include most of the leading retail chains from all over India.

HGH India 2021, the 10th Anniversary edition, will give suppliers and buyers a great start to realign their business in the new normal.

Services and Facilities

ATM Facilities

ATM facility is available at the venue near Gate No. 2 and Gate No. 5, wherein the exhibitors & visitors can withdraw money as per their convenience.

Business Centre

A Business Centre has been created where exhibitors and visitors can avail facilities like computer, internet, document printing, business cards printing, scanning, fax and stationary purchase etc... These services will be available during the trade show days (Nov 30 – Dec 3, 2021) from 09:00 am -06:30 pm on chargeable basis.

Car Hire

Exhibitors and visitors can hire a variety of economy and luxury cars with drivers from the official travel agents Tamarind Global Services Pvt Ltd for the entire duration or any of the days of HGH India. It may be advisable, especially for the outstation visitors & exhibitors, to keep a car hired to avoid inconvenience.

For all details and bookings please contact Hemant Karande, Mob.: +91 96 194 69181, Tel.: +91 (22) 6680 2566, E-mail: travel.hghindia@tamarindglobal.com

COVID-19 SOPs and Guidelines

HGH India 2021 strictly follows all COVID-19 related rules and guidelines issued by the Government of India and local Greater Noida authorities. All visitors and exhibitors are required to strictly follow the same, failing which they may not be allowed entry inside the trade show venue. At the venue the facilities are available for temperature check, hand sanitization, frequent hand washing, Antigen & RT-PCR test, isolation room, medical room and ambulance located in the venue premises.

Courier Services

Courier services for exhibitors and visitors are located within the venue for the entire duration of the trade show. Exact location can be found out from information desk or HGH India website. You can send courier packets through the Designated Courier Desk.

First Aid

Giving due importance to health and safety of visitors and exhibitors, HGH India has made arrangements for first aid and primary medical facilities. This is marked "First Aid" and is located near visitor registration area in Hall 9. Ambulance facility will be available at the venue all times, including the set-up and trade show days (Nov 30– Dec 3, 2021). For any medical emergency, please contact the Doctor on Duty Mob.: +91 88 261 04422

Hotel & Accommodations

Tamarind Global Services Pvt Ltd., the official

travel partner of HGH India has negotiated discounted rates with a variety of business, luxury and budget hotels near and around India Expo Centre, the venue for HGH India 2021. From some of these hotels, a free shuttle bus service to and from the venue will also be available. To avail of hotel reservation facility click on the tab Travel on our website www.hghindia.com In this tab, registered exhibitors and visitors of HGH India 2021 can find hotels' profiles, star rating, availability, prices, services offered, distance from the venue and such information by clicking on the sub-link Travel & Stay. For all details and bookings please contact Hemant Karande, Mob.: +91 96 194 69181, Tel.: +91 (22) 6680 2566, E-mail: travel.hghindia@tamarindglobal.com

Left Luggage

Left luggage facilities are available near the Visitor Registration in Hall 9 & Hall 15. Visitors and exhibitors can avail of these facilities free of cost during the tradeshow days (Nov 30 – Dec 3, 2021) from 09:00 am to 07:30 pm.

Parking (Visitors)

Separate areas have been designated for Visitor's car parking free of cost within India Expo Centre. Entries to these areas is from Gate 3 of India Expo Centre. This facility is directly managed by India Expo Centre. Goods vehicles are not allowed to be parked in the Visitor Parking Area.

Prayer Room

Prayer room has been created within the Hall 9 & Hall 15 premises to offer religious prayers during the trade show hours on Nov 30 - Dec 3, 2021. Exact location can be found by following signage or from information desks located in the halls.

Shuttle Bus Service

For convenience of exhibitors and visitors, HGH India has arranged free shuttle bus services between the trade show venue and important points in Delhi & Greater Noida, including airports, railway stations, hotels and metro stations close to the venue. These include IGI airport terminal T1 & T3 in Delhi, New Delhi Railway Station (Ajmeri Gate side), New Delhi Metro Station, Nizamuddin Railway Station. Shuttle bus will also be available to HGH India venue from various hotels. Proposed schedule for pick up & drop from various points is available on www.hghindia.com in the sub menu "Shuttle Bus Schedule" under the menu Travel. It can also be found with Information desks, inside the buses and at the pick-up points at the venue.

Shuttle buses will also be available from and to the venue from Crown Plaza & Radisson Blu, Jaypee Greens & Savoy Suites, Connaught Place & Lajpat Nagar, Botanical Garden Metro Station, Pari chowk and Knowledge Park.

Restaurants/Cafeterias

Free drinking water will be provided by the organisers during the set-up days as well as trade show days to all exhibitors and visitors. In addition, drinking water can also be bought from cafeteria and restaurants within India Expo Centre.

On the trade show days from Nov 30 - Dec 3, 2021, food courts, restaurants and cafeterias at multiple locations will be functional. An outdoor cafeteria & food trucks will be functional outside the halls at various locations. Exclusive lounges set up by the organisers for all exhibitors, trade visitors and VIPs will also provide hospitality and beverages.

Taxi

The Delhi metropolitan region offers a range of metered and radio taxi (Call-a-Taxi) services. Autos are also an important and popular means of public transport, as they are cheaper than taxis and abundantly available. Though in this region, the concept of online booking of taxi, cabs and of recent autos also is quite quick and successful. Radio taxis can be hired at domestic and international airports and Central railway stations where outstation trains terminate (New Delhi, Old Delhi, Hazrat Nizamuddin, Anand Vihar Terminal, Delhi Cantonment etc).

Radio taxis can be booked from 24 hours to 1 hour in advance from any of the following service providers to pick you up round the clock from any point you want them to. Finding the best route on Google Maps is the usual practice as there are multiple routes to reach to a destination and traffic condition on different roads keeps on changing. If you are booking an Ola/Uber cab, the pickup point is Gate no. 7, India Expo Center.

Ola Cabs (App download)

www.olacabs.com

Uber Cabs (App download)

www.uber.com

Sakha Consulting Wings Cabs

+91 99 9919 3004 (Exclusively for Ladies)

Travel Services

HGH India's official travel agent, Tamarind Global Services Pvt Ltd offers a comprehensive range of travel services for the exhibitors and visitors. This includes domestic and international air tickets, car hire, hotel reservations and packaged tours to prime tourist destinations across India. They also offer short tour packages in and around Delhi NCR. In order to avoid last minute rush and inconvenience, it is advisable to book your hotels and make your other travel arrangements well in advance.

The travel agent can be reached through travel tab on www.hghindia.com. HGH India will also have a Travel Desk managed by the official travel agent where exhibitors and visitors can avail of all travel related services from Nov 30-Dec 3, 2021.

Italy at HGH India 2021

The Italian Trade Commission in New Delhi is participating at this year's HGH India 2021, to promote the best of Made in Italy in India. In its 10th annual edition, a trade show for Home Textiles, Home Decor, Houseware & Gifts is a melting pot for international exhibitors, trade & institutional buyers from 400 cities & towns from all over India. After the Covid-19 induced lockdowns and a long pause, the slow paced reopening of markets with a lot of ambiguities has hit businesses all over the world. Italian participation, even in the midst of uncertain times, represents the strengthened bilateral ties of the two countries and the trade between the two in the furniture sector testifies the same.

Italy is the 4th largest supplier of furniture to India, with India importing furniture worth US \$44.7 million from Italy during January to August 2021, posting an increase of 43.6% in comparison to the same period last year.

"Made in Italy" resonates with innovation, style, quality, elegance, and high-tech design. which the rising middle-class Indian consumer aspires for and Italy with its prowess in the Design sector could embellish Indian homes with functional yet aesthetic products.

Italy's participation, through a



Alessandro Liberatori,

Trade Commissioner / Director of the Italian Trade Agency - New Delhi, Coordinator for India, Bangladesh, Sri Lanka

Catalog display of 6 Italian companies ranging from classical design to decorware from Murano, kids furniture to luxury fitness, is quite significant, observing the post-covid period, where people get more health conscious and seek to spend most of their time at their homes with their loved ones.

The Italian companies participating at the Italian booth are Multidesign, Ferrero Legno, Vastarredo, Wave Murano Glass, Perle d'Arte di Turnio Chiara & Modenese Interiors.

Italian companies are well-acquainted with the fact that India is one of the strongest and fastest growing economies in the world, with good potential for the export of Industrial machinery, Design, Fashion & Food. Indian companies on the other hand recognize Italy's position as the second-largest manufacturer in Europe and being the Design Capital of the World.

Therefore, more and more partnerships between the Italian & Indian companies are bound to happen in the years to come and our post-Covid participation is just symbolic of a new beginning.



World of Sleep 2021 is an initiative of HGH India and ISPF (Indian Sleep Products Federation) to showcase Indian & Global innovations in Sleep Products and trends to help you understand various personal factors affecting the choice of right sleep products and provide better information to your customers.

Since YOU are the connecting bridge between the industry and consumers, World of Sleep is aimed at supporting you in providing better sleep solutions to the consumers to sell sleep importance before selling a sleep product.

Technology meets Sleep

Today, the sophistication of technology intersects well with enhanced sleep-quality. Emerging disruptions are helping people to monitor, measure and elevate their holistic sleep experience – in simple, affordable and accessible ways.



You can look around and find many examples:

- Sleep-monitoring gadgets
- Smart pillows and accessories
- IoT-beds for a good grip on what's going right and wrong when you sleep
- Intelligent mattresses and beds that can personalise user-experiences
- Tools to control snoring and other sleep disorders

World of Sleep

The Role of Retail

A retailer is much more than a seller of sleep products. A retailer can be a consumer's trusted advisor, product-expert, and Man Friday that empowers a user to choose the right sleep product that aligns with specific needs, issues and challenges.

A retailer is that perfect voice that guides a customer on what to buy, why to buy and how to elevate his/her sleep experience.

A knowledgeable and empathetic retailer can educate the customer on the differences in products prices. For example, comfort and health advantage between ₹10,000/- and ₹. 2,00,000/- mattress. Or about the comfort difference that a lower thickness or a higher thickness mattress makes.

Offline retail shop is the best place for a user to learn why mattress-shopping is much more serious than picking a toothpaste. It needs time, attention, personalisation and effort. Because it pays – in the form of good health.

Visitor Registration

Trade Visitors!

Register online at www.hghindia.com by **20th November, 2021** to save ₹ 1,000/- entry fee

For assistance Please contact
Amar Sharma: +91 99 676 00286
Email: visitors@hghindia.com

Trends 2021-22

HGH India 2021 will reveal the dominating trends for 2021-22 for the Indian Home Market. Every year, HGH India forecasts upcoming colours, designs, materials, and styles which are likely to play a key role in home fashion and consumer lifestyle in the Indian market. These trends are a comprehensive curation of evolving colours, designs and materials- a go to guide to draw a clear inspiration for the upcoming consumer demand for home products in the Indian market. Trends 2021-22 address the sudden change the society has gone through in social, cultural and technological aspects during the pandemic period, which was challenging for all.

Months of staying at home has redefined the importance of home in everyone's life. Home is the centre of all activities- be it

work, play, rest or rejuvenation. Consumers are transforming their house into home which is a journey of love and has brought forth the importance of design, colour & material selection and products which better reflect their personality and elevates mood.

HGH India Trends 2021-22 are formulated based on a thorough research executed by an experienced German design team. Presented under the central theme **“Onwards, RESET TOGETHER!”** these trends are applicable across all home categories- home textiles, home décor, furniture, houseware & gifts. **“Onwards, RESET TOGETHER!”** trends are deciphered under four sub-groups- **Home & Roots, Good Vibes On, Greenfluencer** and **Golden Hours**.



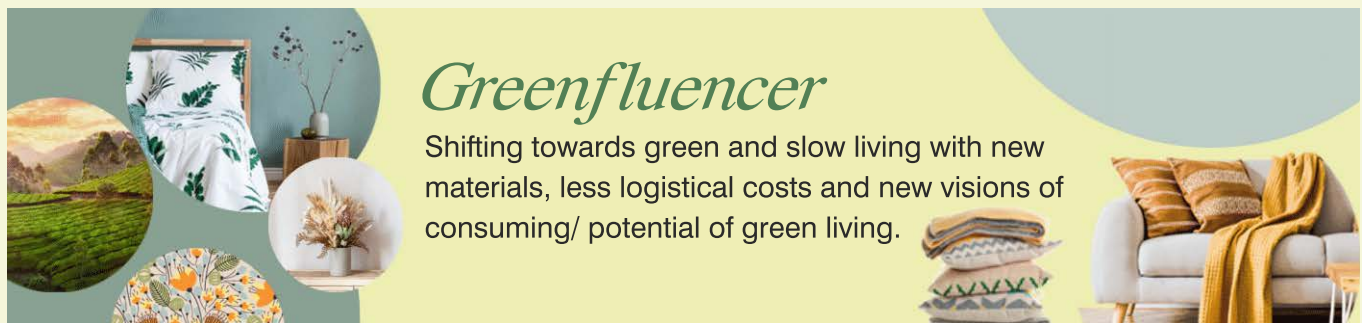
Home & Roots

Be ethical, shop local- a smart and peaceful interpretation of “Vocal for Local”/ potential for local.



Good Vibes On!

From broadcast to podcast, digital socialization is of central interest to young people/ potential of digital.



Greenfluencer

Shifting towards green and slow living with new materials, less logistical costs and new visions of consuming/ potential of green living.



GOLDEN HOURS

Love for timeless objects collections, Luxury and sustainability create a joint future in the coming years/ potential of luxury with sustainability.

Trend Forum in hall 15 at HGH India 2021 will offer diverse ideas for application of these trends in actual products, making it a

must visit for brands, retailers, manufacturers, interior designers and industry players who wish to remain ahead of competition.