

Where business feels at home!

Welcome to Mumbai!

HGH India is back in Mumbai with several new exhibitors, new products and new business opportunities for exhibitors and visitors, for Spring/Summer season...



With its return to Mumbai after an interval of three years, the 12th edition of HGH India scheduled for December 13-16, 2022 at Bombay Exhibition Centre, Goregaon, is all set to build further on the just concluded exciting Diwali retail season. Retailers across home products categories like home textiles, home décor, home furniture, houseware & gifts have once again confirmed



their presence for sourcing at this forthcoming HGH India 2022, which will be held in Mumbai after an interval of three years. Most of these retailers and distributors reported good sales, especially in the better quality, premium range during the just concluded Diwali season and are in need to replenish their stocks for Spring/Summer 2023 consumer demand.

With more than 100 new exhibitors amongst 400 brands and manufacturers exhibiting from all over India and 30 other countries, HGH India 2022 Spring/Summer edition is all set to unveil many new products and new suppliers across home textiles, home décor, home furniture, houseware & gifts categories. Upcoming 12th edition of this trade show will provide impetus to the trade buyers' competitive strategy in a market scenario where consumer demand for home products continues to grow at 20% per

annum and yet without offering innovations at high frequency, brands, manufacturers and retailers- online or offline- find it difficult to survive in their business.

Returning to Mumbai for the first time in the post-pandemic period, HGH India is all set to unveil several innovations for thousands of retailers from over 560 cities and towns across India

Amongst major firsts, the Italian pavilion will have physical presence of 10 exhibitors under the aegis of Italian Trade Agency (ITA), who will showcase their well-designed range of home furniture, interior concepts and decorative accessories. Their primary objective is to identify their long-term business partners in India in form of distributors, brand representatives, franchisees, importers, architects & interior designers.

With leading retailers across most home product categories experiencing very good sales in the just concluded Diwali and festive season of 2022, they are now eagerly looking forward to replenish their stocks and introduce new collections in their stores for Spring/Summer 2023.

Home Textiles & Furnishings

Home textiles and furnishing fabrics will once again be one of the most important categories at HGH India, located in hall 1. Exhibitors will be unique mix of well-established brands, exporters, manufacturers and new entrants from



all over India, offering a wide range of furnishing fabrics, bed & bath, decorative made-ups like cushion covers, curtains & throws; bath mats & rugs, carpets & durries.

Key exhibitors include Maspar, Pan Overseas, Gauvins, Sharadha Terry (Micro Cotton), Krushna Cotex (Bonheur), K.G. Denim, Microfiber (Turkey), Asadeep, Home Fabrics, Home Story, Devtara (Shayan), Lacasa, Liberty India (Enrya), Doctor Towels, Pluchi, Bhairavnath (Cortina), Bhikshu Fabrics, Elegant Weavers, Balavigna and many others.

Rugs & Carpets

With greater attention to style and detailing in decorating homes, the consumer demand for handmade and machine-made rugs & carpets is growing at 20% per annum. Retailers are now allocating increasing space to this category. Manufacturers from key production centres like



Bhadohi, Mirzapur, Varanasi, Agra, Panipat, Jaipur and Delhi will display their latest range of modern and traditional rugs.

Some of the key exhibitors in this category will be Kaleen, Shamshi Exports, Asian Rug Mart, Elegant Weavers, Maspar, Pan Overseas, Enrya (Liberty), Rugs & Home, S. Nath Tex, A.C. Concepts, Home Floor and Anil Kumar Handloom House.

Decorative Flooring

With the advent of technology and materials, several new products have been introduced in decorative flooring in recent years. HGH India will showcase a wide variety of modern floor coverings like wooden flooring, Laminated floorings, PVC floors, artificial grass, carpet tiles, Vinyl floors etc.

You can find at HGH India wooden and laminated flooring from Greenlam (India) and Li&Pra S.P.A. (Italy), ATM Enterprises will showcase a variety of imported wooden & laminated and flooring under their own brand name, Designers Flooring. Mats Four and Coir Craft will show door mats made of coir.



Li & Pra Spa

Canadian Specialty Vinyl, Sapana, Sahil, Ilan, Fyne Surfaces, HVT Interiors, Comfort Mats, Elen, Eturf, Empress Universe, Novelty will exhibit a variety of synthetic flooring like PVC, turf, synthetic tiles etc.

Walls & Windows

HGH India has brought Walls & Windows under special focus for the first time to enable retailers and distributors understand upcoming materials, designs, technology and market trends in this important home décor category, where demand continues to grow between 15-20% per annum. Walls & Windows will consist of furnishing fabrics for curtains and wall décor, blinds, wallpaper, decorative curtain rods, and decorative products for walls and windows.

These three categories move hand in hand and therefore most brands present in anyone of wallpaper, curtains or blinds are increasingly launching the other two. Viento, Nova, G.D. Gupta, Marshalls, S.C. Sheth, D-Wall, Munshi Enterprise, Eximus, Creative Décor are amongst the important brands exhibiting in this category.

There will also be an exclusive theme pavilion on Walls & Windows sponsored by HGH India, which will give insights into upcoming materials and design trends to the visitors.

Tableware

Tableware segment is witnessing more design & materials innovations than ever before. From stainless steel to ceramic, Bone China, glass, opalware, melamine, wood...exhibitors at HGH India will offer a wide variety in dinnerware, serveware, cocktail & bar accessories, glassware, cutlery, platters, table linen, placemats and table decorations. Products at



different quality and price points for all segments of market from luxury, premium, value to mass will be available. Brands like Noritake, Duralex, Dankatuwa, Roxx, Luminarc, AWK, Sanjeev Kapoor, Shapes, Rajlaxmi, DC Ceramics, Superware, Jagdamba Glass, Apaar, Shri & Sam, Naturallyours, Max Fresh, Stehlen will showcase their latest range.

Storage & Plastics

Consumers seek a blend of design, functionality and lifestyle in the category of storage & plastics, which was once considered just a basic necessity, with little attention by retailers and manufacturers. As the demand pattern rapidly transforms into branded and premium products, this category will witness many innovations in designs and materials.

Exhibits will include plastic storage items, lunch boxes, insulated bottles, steel bottles, casseroles, flasks, organisers, laundry bags, containers, general storage and houseware products. Regular exhibitors like Nanobot, Falcon, Neo Plast, Levanto and Steelo will be unveiling their new collections. In addition, many first-time exhibitors in this edition of HGH India hold high promise for buyers in terms of new product ideas. Some of the first-time exhibitors in storage & plastic categories include Modware, V-bott, Tiger, Tistabene, Harbour Trends, Attro, Lofa, Basik and Luftron.

Cookware & Kitchen Appliances

Several well-established International and Indian brands, many of whom will also be exhibiting for the first time at HGH India will unveil their innovations in designs, improved product features and upgraded quality across all price segments. For retailers and regional distributors, it will be an apt opportunity to interact with Senior decision makers in leading companies in these segments. Exhibitors will offer eco-friendly, energy saving and healthy cooking solutions befitting the lifestyle of younger Indian



U-Cook

consumers. Elements of innovations in cookware and kitchen appliances include latest technology, fashion colours, safer materials, smart operations and convenience, besides environment friendliness. Brands are competing with each other to offer solar cookers, bright coloured food processors, nutrient safe juicers and cookware with health-safe coatings. Visitors will be able to see many of these products at the forthcoming 12th edition of HGH India.

Several leading brands like Wonderchef, Glen, Alda, Hawkins, U-Cook, United Ekta, Nolta, Roxx, Mpee, Roca, Vikas, Rajlaxmi, Shri & Sam, Jagdamba will showcase their latest range of cookware and kitchen appliances.

Home Décor

Home décor as a category continues to imbibe continuous changes in materials, designs, consumer preferences and lifestyles. This will once again reflect in the forthcoming edition of HGH India.

As consumers spend more time at home, they want to constantly reinvent their living environment by changing the décor of their homes, be it their walls, floors, ceiling or tables. This category is now becoming a hobby with people who want to make their homes to remain new, aesthetically pleasing and functionally efficient. Home décor is also perceived by



retailers across categories as a major new opportunity, where merchandise can be added to change their store profile quickly and enhance customer experience. HGH India 2022 will reflect many new international product offerings. From handicrafts to modern decorative accessories, artefacts to figurines, aromas, candles & fragrances, table decorations to decorative lights... the range will be vast. A very innovative designer range of decorative glassware, artefacts, figurines and decorative accessories will be showcased for the first time in India by many Italian exhibitors in the ITA organised Italian National Pavilion. Besides, they will also showcase digital wallpaper, laminated floor coverings, chairs and home furniture. On the home front, trade buyers can explore a wide range from Moradabad, Firozabad, Saharanpur, Khurja, Jaipur, Jodhpur, Agra, Delhi, Ranchi, Rajkot and several other production centres from across India. Besides several manufacturers and importers will showcase modern decorative products, floorings and materials from India, China, Europe, Japan, Thailand, Vietnam etc.

4th largest furniture & furnishing supplier to India

Italy back with 9 new exhibitors

The Italian Trade Commission in New Delhi is back with its participation at the 12th edition of HGH India. In December 2021, when the world was still recovering from the impact of Covid-19, Italy was the first country in the post-pandemic period with international participation at the 10th HGH India in Greater Noida. "Our participation in December 2021, was in the form of a Catalogue Display from 6 Italian companies, having a space of just 18 Sq. mtr. This time around we are covering an area of, 137 sq. mtr having an Italian national pavilion with the participation from 9 Italian companies. Therefore, we are very upbeat regarding our participation and the Indian market as a whole", says Mr. Alessandro Liberatori, Trade Commissioner / Director of the Italian Trade Agency, New Delhi

For most of the exhibiting Italian companies this will be their first experience in India and they are very optimistic about the India Market. For their maiden



participation they are seeking to initiate communication with the Indian importers/distributors, retailers, interior designers & architects and prospective business partners who can support them in the Indian market.

Opportunities for Indo-Italian business partnerships

Italian companies are known for their research & innovation keeping up with the times we are living in, ever-evolving designs which are realized through the most advanced technological processes. "Made in Italy" resonates with aesthetics, style,

quality, elegance and craftsmanship which the well-travelled Indian consumer aspires for. Italian companies with their expertise in Design, could offer their Indian partners what an Indian consumer is seeking. Therefore, there is a lot of common ground for Indian resellers and Italian manufacturers.

For many years now, Italy has been consistently the 4th largest supplier to India for furniture & furnishings. For the period of January to August 2022, India imported furniture worth € 46.5 Million posting an increase of 24.7% as compared to the same period of the previous year.

Despite of the pandemic, India remains one of the most resilient and fastest growing economies in the world and Italian companies are well-aware of this fact. With the uncertainties in the global supply chains, Italy with its technology expertise has always supported Indian government & Industry in its vision to make India a production hub, when the world is looking

towards the shift in global supply chains.

ITA and Its Role

Italian Trade Agency is the Governmental agency that supports the business development of Italian companies abroad and helps them in their internationalisation.

With a motivated and modern organization and a widespread network of 79 overseas offices in 65 countries, ITA provides information, assistance, consulting, promotion, and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

Therefore, through its current participation by having a national pavilion at HGH 2022, it intends to acquaint the Indian market of what 'Made in Italy' has in its plethora.

The Italian companies participating at the Italian National Pavilion are (put product images of below companies by mentioning):



A Casa K. S.A.S.



Brunel S.R.L. Preziosi D'Autore



Seven Sedie Reproductions SRL



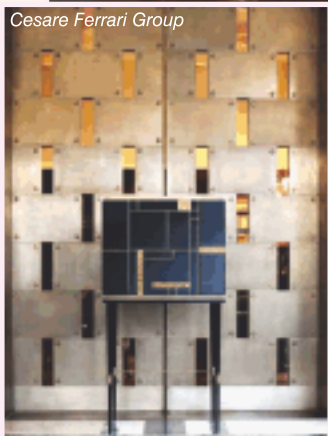
Zanetti Murano SRL



Lym SRL



Status SRL



Cesare Ferrari Group



Li & Pra Spa



Grassi Pietre SRL

Visitor Profile

Thousands of pre-registrations from over 500 cities and towns from all over India highlight a high interest amongst retailers and trade buyers in visiting HGH India 2022, the Autumn/Winter edition scheduled for December 13-16, Bombay Exhibition Centre, Goregaon East, Mumbai. Business profiles of these visitors include retailers, distributors, importers, exporters, wholesalers, agents, large format stores, institutional buyers, architects, interior designers and international buyers. 90% of the visitors are senior decision makers for sourcing and business in their respective organisations. Their objective is to do sourcing for the upcoming festive season, discover innovative products, get new business ideas and identify upcoming fashion trends for 2022/23 and get insights into market and industry directions, which will help them plan their business better. HGH India 22 will also be a great opportunity for them to meet their regular suppliers as well as connect with new sources.

Visitor registrations this year cover all states and Union Territories of India. In addition to top retailers from metros and large cities like Delhi, Mumbai, Bengaluru, Chennai, Kolkata, Ahmedabad, Hyderabad, Pune, Nagpur, Ludhiana, Jaipur, Chandigarh and Indore. A large number of retailers have registered from all state capitals and Tier II & Tier III cities and towns, clearly reflecting the growing depth and breadth of the Indian home products market and increasing visitor pull of HGH India across the country.

Over 200 international visitors have also registered from 24 countries, primarily the emerging markets, making HGH India an interesting export market opportunity for its exhibitors.

HGH India 2022

Timings for Visitors

13th Dec : 09:00 am - 06:30 pm

14th Dec : 09:00 am - 06:30 pm

15th Dec : 09:00 am - 06:30 pm

16th Dec : 09:00 am - 05:00 pm



December 13-16, 2022
BOMBAY EXHIBITION CENTRE, MUMBAI

Trade Visitors!

Register online by 5th December, 2022

Pre-Register for Free Now and save ₹ 1,000/- entry fee

HGH India 2022 is scheduled in NESCO, Mumbai from 13th to 16th December, 2022. Take a look at over 500 brands and manufacturers' Innovative and high-quality products... Inspired by forecasted fashion and lifestyle trends for 2022/23. Source them before your competitors do.

All pre-registered visitors should go to the Pre-registered visitor's desks at HGH India 2022 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.

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. **Home Furniture** Coffee Tables, Magazine Racks, Wall Separators, Bean Bags, Single Chairs, Racks & Trolleys, Accent Furniture, Sofas, Bed Sets, Almirahs, 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 2022.
- 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 2022 catalogue.
- Use of HGH India's complimentary Hot Lounge, Fruit Lounge, Foot Spa Lounge, Visitors Lounge, Shuttle Bus Service and other facilities for bonafide visitors.

To avail of these benefits and save spot registration fees, you must register online before 5th December, 2022 on our website www.hghindia.com

Free Visitor Registration Guidelines

- 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.
- Any invitation card received from the Exhibitors or Organiser does not entitle you for a free spot registration at the trade show venue.
- Last Date for online Visitor Registration: 5th December, 2022

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 1 and hall 3 at HGH India 2022 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 1 and hall 3 at HGH India 2022 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 2022.
3. For free entry to HGH India 2022, 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

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www.hghindia.com