

July 04-07, 2023  
Bombay Exhibition Center, Mumbai

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## Reimagine...Recharge your business!

In the ever-evolving, dynamic Indian market, consumers constantly aspire for better lifestyle, greater comfort and convenience inside their homes. Hence, retailers, designers, brands and manufacturers must offer innovations and solutions with superior products and designs on an ongoing basis. With a host of new features, product innovations by leading brands and new sources, the 13<sup>th</sup> edition of HGH India will help you reimagine and recharge your business to meet your customers' expectations.

Home products demand in the Indian market is once again set for exciting times in the upcoming festive season of 2023-24. After a short lean period for spending on homes in the recent past, primarily due to diverted attention of consumers on clothing, fashion, travel and socializing- the demand for home textiles, home décor, home furniture, houseware & gifts is likely to revive with the beginning of festive season in August 2023.

13<sup>th</sup> edition of HGH India is all set to provide several new sourcing solutions and business directions to home retailers, professional interior designers, architects and institutional buyers in home category. Scheduled for July 4-7, 2023 at Bombay Exhibition Centre, Nesco Centre, Goregaon, Mumbai, HGH India has expanded further by adding one more hall for home furniture, making it the biggest edition ever.

With over 200 new exhibitors across categories from all over India and other countries, the trade buyers can expect several new



products and new sources. In addition, about 500 Indian and international brands and manufacturers who exhibit regularly at HGH India over the years, are eagerly awaiting to unveil their latest innovations for Autumn / Winter 2023-24 season. Hence, with the presence of products from 700 brands and manufacturers from 32 countries, the trade and professional buyers can expect a never before range of merchandise which will help them boost their business potential for the upcoming Diwali and festive retail season.

Responding to the emerging needs of home textiles, home décor, home furniture, houseware and gifts retailers, distributors, interior designers and institutional buyers in the Indian market, the exhibitors

at HGH India will showcase more contemporary products catering to the modern consumers' demand. The increasing desire of young Indians to stay connected with their cultural routes, while adapting to ultra-modern technology and lifestyle, is quite evident in their choice of decorative and functional home products. Keeping up with this market trend, HGH India will offer a wide range of innovations in handicrafts and handloom products blending the traditional with the modern.

### 200 new exhibitors across categories

About 200 first time exhibitors spread across all categories like home textiles, furnishings, home furniture, decorative accessories, floor coverings, rugs, houseware,

cookware, tableware, kids' home, will make this 13<sup>th</sup> edition of HGH India a unique experience for visitors, opening several new long sourcing opportunities. These include new suppliers from Jodhpur, Jaipur, Moradabad, Firozabad, Meerut, Delhi, Mumbai, Bhiwandi, Surat, Rajkot, Bengaluru, Chennai, Coimbatore, Karur and Kundli.

Some of the highly promising new exhibitors are Furnitech Seating Systems, Wooden Street, Shrawan, Recliners India, RUJ Woodcraft, Indian Crafts, Urban Living (Home Furniture), Treasure Hunt by Asian Handicrafts, Urban Cart (Kids furniture & Kids decor), Xera Blinds, AD Blinds (Blinds), Springwel (Mattresses), Responsive (PVC flooring), Unique Flooring (Wooden flooring)

Decomax, Sujan Impex with Agora Fabrics (Furnishing Fabrics), Sarla Blankets (mink blankets) Crown Mats (floor mats, rugs, artificial grass), Actionware, Paar Kitchen (Kitchen tools), Butterfly, Premier, Stufa, Fabiano, Tesora (Kitchen appliances & cookware) and Warneo (Plastic storage), Krista (ceramic tableware).

**Home Textiles**

A very exciting, innovative range for autumn / winter 2023-24 in products like furnishing fabrics, bed sheets, bed covers, pillows, decorative made-ups, cushion covers, throws, sofa covers, towels, bath mats, table & kitchen linen, area rugs and other home textiles from production centres like Mumbai, Ahmedabad, Surat, Bhiwandi, Vapi, Delhi, Panipat, Jaipur, Ludhiana, Bhadohi, Coimbatore, Karur, Beng-aluru, Chennai, Hyderabad etc. await visitors at this HGH India.

Well-known brands like Maspar, Spread, Nautica, Bianca, Bonheur, Bella Casa, Bellagio, Doctor Safe, Florida, Shayan, Victor will introduce their new collections in bed, bath and made-ups. Wide range of decorative made-ups like bed covers, cushion covers, curtains and throws, bath rugs and area rugs will be showcased by leading exporters from Panipat who have now turned their eyes seriously on the rapidly growing Indian domestic market, with their own brand names. These include Pan Overseas (Pano), Liberty India, Rugs Creations (Grahamoy), Chhabra Home Concepts (Classic Home), Textstyles (Veriza), Perissa Home and many others. Undoubtedly, buyers can



look forward to several new products, design innovations and new sources in hometextiles in hall 1

**Furnishings, Walls & Windows**

Greater style and convenience sought by consumers inside their homes is leading to innovative materials and technologies that combine aesthetics and functi-



onality on their walls and windows. From simple wallpapers and curtains, the focus is shifting to automation, advanced sun protection materials, personalised designs and expression of one's taste and personality.

With over 50 exhibitors offering their new collections of furnishing fabrics, curtains, blinds, wallpapers, upholstery, wall finishes and window automation, visitors will find exciting designs and new sources in these segments at HGH India. With presence of brands like DCtex, J & Y, V & J, F & F, Decomax, Harit Group, Shah Deepchand (D'Décor), Agora Fabrics (Spain), IFI (Greece),



Home Soft, T. Décor, D3 in furnishing fabrics; Xera Blinds (Korea), AD Blinds, Kazage in blinds; Marshalls, H & H, F & F and Wall Empire in wallpaper; there will be a lot to explore in terms of new designs and materials for indoor and outdoor furnishings, windows and wall decor.

Though one of the oldest categories in the Indian furnishing

wall finishes, wall decorations, stickers, glass films, window decorations, DIY range, curtain rods etc. From a modern range of surface treatments on the walls like PVC cladding, textured paints, murals, wall bonding to a wide range of decorative hardware for windows and walls, making these segments as dynamic as fashion.

Walls & Windows pavilion in hall 1 will highlight latest designs, upcoming trends and innovations in curtains, blinds, wallpaper, furnishing fabrics, wall and window decorations.

**Rugs & decorative floorings**

Floor covering market in India is still at a nascent stage, but evolving rapidly with emerging understanding of the importance of this category amongst consumers.

With greater attention to style and detail in decorating homes, consumer demand for all types of hand-made and machine-made area rugs, carpets and decorative floorings is growing between 15-20% per annum. To meet this increasing consumer demand,

market, Walls & Windows will witness several reinvented modern designs, technology and functional hardware. Wallpaper exhibitors will showcase a more contemporary



range with digital printing and improved materials with superior international designs. Be it economy, premium or luxury- all segments are experiencing the advent of new materials for better performance and decorative ideas. These innovations will prove game changers for retailers & distributors.

Wall & window decorations at HGH India include products like wallpapers, blinds, curtains, furnishing fabrics, window automation,

retailers are allocating more space in their stores to this category. Increased number of exhibitors at HGH India from Jaipur, Bhadohi, Varanasi, Delhi and other parts of the country, clearly reflect this trend. Obsessions, Kaleen, The Rug Republic, Pano, Liberty, Grahamoy, Luxurify (RKS Rugs), APCO, The Blue Knot, Orient Carpets, FI Home, HM Overseas, VSK Rugs are amongst the leading brands. Indian Institute Carpet Technology (IICT) too has organised participation of

10 manufactures of handmade carpets from leading production centres like Delhi, Jaipur, Varanasi, Bhadohi, Mirzapur, Kolkata and Agra.

With advent of technology and materials, several innovations in functional and decorative floorings get introduced in the market every year. From softer feel, brighter look, more aesthetic designs to properties like anti-skid, anti-slip, easy-clean, stain-resistant and child friendly, floor coverings are constantly evolving. Companies like Dharmesh Textiles, Cocoby, Dolphin Rubber, Coir Craft and Crown Mats will showcase their innovations in this segment.



From non-woven carpets, wooden to laminated floorings, PVC and SPC flooring, carpet tiles, artificial grass, bath mats to door mats, vinyl flooring, synthetic sports floorings,

kids room flooring and a variety of flexible and decorative floorings; innovations will be introduced by manufacturers from Kerala, Tamil Nadu, Panipat, Delhi and other

parts of the country. In laminated and wooden flooring, exhibitors like Unique Flooring, Mark and ATM Enterprise will present their new range. Existing players as well as new entrants in floor coverings are now introducing new materials which need to be understood well by the retailers and distributors, in order to explain them to the end consumers.

Floor Décor at HGH India will focus on introducing innovations and trends in floor coverings to the retailers and educate them on innovative materials and technologies, which in turn will help them communicate with the consumers more effectively..

## World of Sleep

**W**orld of Sleep will continue to provide visitors insights into the technology-driven innovations that characterize healthy sleep at HGH India for the fourth time in the July 2023 edition. Retailers too must keep pace with these innovations.

Good sleep leads to good health, is a universally accepted fact. Consumers are today looking for sleeping solutions for their individual needs.

World of Sleep pavilion at HGH India will impart useful information for the retailers and channel partners on innovations in sleep products like mattresses, pillows, blankets and comforters. In addition to good quality of these core sleep products; brands and manufacturers are discovering the importance of

products like mattress protectors, sleeping bags, sleeping pods, sleeping gadgets; and the right music, light, room temperature, colours, aromas and fragrances, air purifiers etc.; in ensuring a good quality sleep.

World of Sleep pavilion in hall 1 at HGH India will educate retailers and trade visitors on upcoming trends in sleep products to enable them provide better information to consumers on best-suited sleeping solutions for individual needs. 20-minute seminars will be held by sleep experts at regular intervals over all the four days of HGH India.

Experts will share research findings on good quality sleep and its relevance to better health, sleep hygiene, comfort, reduced stress levels and productivity. In the last



edition, over 400 retailers attended the seminar sessions by the experts at World of Sleep. Schedule for these seminars is available on ISPF and HGH India websites as well as World of Sleep Pavilion. All visitors can register for these seminars free of cost on a first come first served basis, since the seats are limited.

Under World of Sleep, leading brands like *Nilkamal*, *King koil*, *Sealy*, *Springwel*, *Sleepwell*, *Refresh*, *Memoir*, *Spread home*, *Fresh up*, *Homescape*, *American Life*, *Kozynap*, *Sleep Safe*, *Sleep Better*, *Sleep Sure*, *Famous Foam* etc. will be present at this edition of HGH India with their innovations. *Brewing Minds* will exhibit from the Turkish brand, *Innova Bedding* natural mattresses and mattress made from horse hair by hand. Latex Green from Sri Lanka will introduce natural latex mattresses. Indian Sleep Products Federation will not only conduct the seminars at regular intervals (for schedule please check HGH India or ISPF

websites), it will also impart useful information from its own booth.

With an annual demand growth of 25-30%, India is amongst the fastest emerging and exciting global markets for Sleep products. World of Sleep is a unique opportunity for you to stay connected with ever-evolving business opportunities in sleep segment.

World of Sleep is a joint initiative by HGH India and Indian Sleep Products Federation (ISPF), where visitors discover global innovations and technological trends in sleep products across categories.



### HGH India 2023

13<sup>th</sup> Edition

Timings for Visitors

4<sup>th</sup> July : 09:00 am - 06:30 pm

5<sup>th</sup> July : 09:00 am - 06:30 pm

6<sup>th</sup> July : 09:00 am - 06:30 pm

7<sup>th</sup> July : 09:00 am - 05:00 pm

# Trends 2023-24

Trends forecasted by HGH India have been very useful for its exhibitors and visitors over the years.

Horizons 24/7- the trend forecast by HGH India will help visitors understand the design directions in terms of colours, designs, materials and styles for Autumn/Winter 2023-24. This season is also relevant for the upcoming Diwali and festive retail season. Designed by an experienced international design and trends team these trends are specifically for the Indian domestic market, which now is also influenced by international trends in home fashion.

Besides an elaborate trends pavilion in hall 1, where visitors can see the application of these trends in actual products in categories like home textiles, furnishing fabrics, wallpaper, furniture, home décor, houseware, cookware, tableware and outdoor; they can also buy a copy of trend book, which contains colours and mood boards and inspirations for Horizon 24, including its following four sub-groups.



1. Virtual Pop
2. Socializing Elegance
3. My Hands Down Favourite!
4. Crafts and Sensitivity

As India is conferred the G-20 Presidency and is hosting its international summit, the country is bustling with a lot more international influences on the lifestyle of its people. With the economy still maintaining a GDP growth of over

6.5% and its youthful population with high aspirations creating more and more start-ups; Indian consumers with rising incomes are becoming more discerning- asking for higher quality and better designed, branded products.

Indian consumers are embracing new technology and contemporary lifestyle in their homes. They are constantly reinventing their homes for themselves and their guests.

This Trend book reflects the influence of such recent social, lifestyle and technological advancements on the Indian home products market in Autumn/Winter 2023-24.

Trends application in real products at the Trends Pavilion in Hall 1 at HGH India 2023 will offer an array of ideas and is a must-visit for brands, retailers, manufacturers, interior designers and industry players

