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## Home furniture debuts

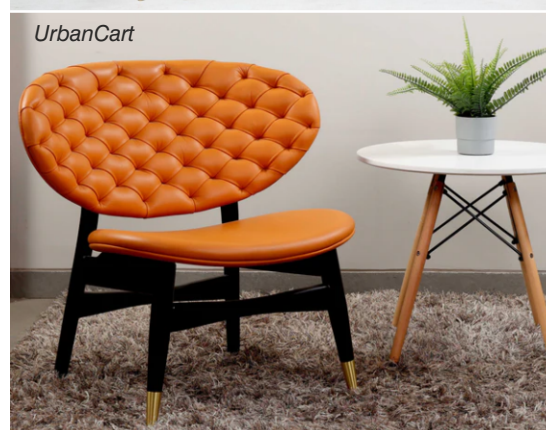
Consumers today prefer readymade furniture and soft furnishings which are co-ordinated with each other. Popularity of Outdoor Furniture is also growing. Demand for home office furniture is also increasing. Consumers now prefer multifunctional and space saving furniture.

Complete home stores, furnishing stores, home décor stores and online retailers are becoming new destinations for furniture buying, in addition to conventional furniture stores and customisation.

With this 13th edition, HGH India extends its presence into indoor and outdoor home furniture making sourcing, trends and market information even more comprehensive for retailers, architects and interior designers. Home furnishing, home décor & home furniture retailers, architects, interior designers, distributors and aspiring franchisees will be able to connect with well-established brands and manufacturers across modern, traditional and accent furniture in hall 3 which is exclusively dedicated to home furniture.

While the luxury segment is primarily driven by Architects and interior designers, the premium and mass markets are predominantly governed by retailers. HGH India will focus on trends and sourcing solutions for both Architects & interior designers as well as retailers.

Functional and decorative Home Furniture for living room, dining room, bedroom, kitchen, study room, bathroom, home-office, accent, outdoor & leisure will be



showcased by leading manufacturers and brands like *Furnitech, Recliners India, Little Nap Recliners, Wooden Street, Urban Living, India Circus (Godrej & Boyce), RUJ Woodcraft, Home City, Shrawan Handicrafts (Inliving), The Rug Republic, Nilkamal, Treasure Hunt by Asian Handicrafts, Smartsters, Urban Cart, Saaj, Ridhi Sidhi, Paramount Home Collection, National Export, Blue Moon and The Art Home*. These brands represent leading furniture production centres in India like Delhi, Mumbai, Pune, Ahmedabad, Jodhpur, Jaipur, Moradabad, Meerut and Cuttack.

To address the luxury and premium markets influenced by Architects, HGH India has partnered with Indian Institute of Interior Designers (IIID) to develop exciting

*With rising incomes and greater international exposure, demand for branded home furniture in India, across segments like mass, premium and luxury continues to grow at over 20% per annum.*

programs of conferences, panel discussion and Jury Awards for product innovations, which will be of high interest to Architects. Details of these would soon be available to the visitors.

After a very positive response from the buyers, home furniture hall will include complete range of living room, dining room, bedroom, kitchen, study room, bathroom, home office furniture, accent furniture, outdoor & leisure

furniture. These include products like sofas, recliners, dining tables, beds, wardrobes, coffee tables, consoles, cabinets, side tables, home office tables, chairs, bean bags & pouffes, rocking chairs, stools, swings, kids' furniture, garden furniture, outdoor furniture, racks & trolleys, bar cabinets & storage chests, dressers & mirrors, book shelves & magazine holders, showcases and display units etc.

Technological advancements are leading to innovative furniture ideas in wood, bamboo, cane, wrought iron, steel, brass, plastic, rattan, glass, stone, acrylic, recycled and many unconventional materials. Alongwith innovations in furniture materials, designs and upcoming trends will be showcased at HGH India.

## Furnitech launches limited edition in home furniture

Exhibiting for the first time at the newly introduced home furniture hall 3, Furnitech Luxe, will launch CASA MERAKI limited edition at HGH India this year, keeping in mind eco-friendly and sustainability as the main concept. The limited edition collection will showcase the latest and trending designs in sofas, armchairs, recliners, beds, functional seating, luxury outdoor furniture with concepts & inspirations taken from nature.

Free flowing forms, soft edges, natural & organic materials using resources easily available from nature are the key. "While following our passion and love for design, we must not forget that we are accountable for using materials which are non-hazardous, safe for human health. Having entered our 25th successful year and being conscious manufacturers we want to ensure that we make products which are in sync with nature, which are breathable, having the least chemical compositions for a



toxic free living." Says Dhawal Shah.

Furnitech, India's largest manufacturer of premium upholstered furniture has completed 25 years. Since inception, the company has been using advanced technology to innovate and integrate solutions in furniture production. Today, Furnitech has five flagship brands Casa Meraki, Signature Collection, Iris, Collab, and OTS Collection.

Moving towards zero wastage, sustainable growth and eco-conscious production, the company

constantly strives to improve its carbon footprint by using only eco-friendly and sustainable materials and make a positive impact on the environment.

Dhawal Shah, Managing Director, Furnitech Seating Systems India Pvt. Ltd. said, "It has been an incredible journey of 25 years and we have impeccably adapted to the consumer expectations throughout these years. As a company, we have always strived to establish a customer-centric approach and this has helped us gain recognition as India's leading manufacturers

and exporters of upholstered furniture. Superior ergonomics, sustainable elements and aesthetic components have remained paramount to all our collections.

A 30,000 sq. feet showroom & Experience Centre in Pune houses a fine range of Sofas, Centre tables, Recliners, Lounge chairs, Dining sets & Beds catering to Mid Premium Homes, Architects, Interior Designers, Hotels, Restaurants, Airports and Offices. Through technology and innovation, the company has made it possible for shoppers to quickly find from a wide selection of over 10,000 items across diverse furniture categories.

With its recently, but highly successful growth initiative, it offers franchise for its brand Furniture Luxe, specially in Tier 1 and Tier 2 cities. It proposes to expand at national level. Currently, Furnitech has 5 furniture experience centres in the cities of Pune, Chennai, Bhubaneswar, Aizawl and Indore.

## Unique eco-friendly Sofa



Look for one of longest sofa you would have ever seen by Furnitech in their booth in hall 3. Furnitech, one of leading manufacturers of high-quality sofas and seating systems in India with headquarter in Pune, will be showcasing 30ft long sofa which is Made up of natural material like latex foam and fabric that is recycled out of plastic. Foam is made up from rubber - latex foam. White ash Wood - polish used on it is absolutely toxin-free.

## Selfie with Motor Cycle

Shrawan, part of the leading exporter InTrading Furniture from Delhi, has created a beautiful model of motorcycle in mango wood, which can be used as a selfie point by the visitors at HGH India. Shrawan is making their domestic market debut in the furniture hall 3 at HGH India.



## Reaching out to architects with IIID

HGH India has collaborated with Institute of Indian Interior Designers (IIID), as a supporting association, to introduce the benefits of HGH India in the Architects and interior design fraternity in general and IIID members in particular. Since, HGH India exhibitors will from all over the country and 32 other countries will showcase a wide range of home furniture, furnishing fabrics, decorative made-ups, decorative flooring, home décor, mattresses, tableware, kitchen appliances, cookware and general houseware, Architects and interior designers can find here a number of coordinated design and sourcing solutions for their projects and interior designs.

HGH India will enable the Architects discover the integrated home design solutions under one roof, and connect with manufacturers, brands, distributors and craft centres directly.

IIID will also help HGH India design and execute Product Innovation Award, which will be decided by an independent jury consisting of leading architects, retailers and product designers. These will not be a competitive awards, but more in the spirit of recognizing the spirit of excellence in product design and innovation.

On 5<sup>th</sup> July, Ms. Petra Shem, the well-experienced, expert trend designer from Germany, will explain the Horizons 24/7 Trends for Autumn/Winter 2023/24, through a presentation to the Architects and designers.

Besides, there will conferences and panel discussions organised by IIID at the conference room in hall 3, which the visitors can attend on first cum first served basis, subject to availability of seats. Detailed programme of these events can be found on HGH India website.

# Houseware now in hall 4

## Smart Kitchen

Smart Kitchen addresses the demand for modular kitchens, kitchen appliances, cookware and kitchen tools to make cooking faster, healthier, environment friendly and more convenient...blending the conventional with modern technology.

Smart Kitchens are becoming a reality amongst Indian households. Today's modular kitchens are more intelligent with smart appliances, gadgets and voice assistance. Cookware and kitchenware manufacturers are taking the cue to introduce smarter products. In hall 4, HGH India 2023 will bring focus on the innovations in modular kitchens, kitchen appliances, cookware and kitchenware for faster, healthier, environment friendly and more convenient cooking.

Smart Kitchen pavilion will once again appraise the retailers, distributors and trade buyers on innovations being introduced by manufacturers and brands from India and other countries. It will help them understand the



upcoming trends and product innovations in cooking, cookware, kitchen appliances and kitchen tools.

From chopping to grating, cleaning to food preparation, blending to food processing, baking, steaming or sautéing, boiling to frying, toasting to roasting, icing to decorating...all kitchen activities are witnessing revolution in materials, processes, convenience and comfort. Automation, nutrition, hygiene, health and environment are the new key words in cooking.

Hygiene and health safety at all stages of food storage, preparation, processing and serving are new demands that will drive innovations.

Leading brands like TTK Prestige, Borosil, Hawkins, Butterfly, Meyer, BergHOFF, Fiskers, Fabiano, United Ekta, Suryaflame, Jagdamba, Premier, Tesora, Lee Star, Flareon, Kencook, Pray Lady and many others will present smart kitchen solutions.

At HGH India 2023, a special pavilion in hall 4 for Smart Kitchen will showcase upcoming trends to update the retailers and trade visitors.

## Tableware

Tableware will be another important segment of houseware in hall 4. Tableware market continues to grow between 15-20% annum in India, as younger consumers increasingly adopt more urban and international lifestyle in dining. Visitors will once again see a wide new range in dinnerware, cutlery, serveware, table decorations, bar accessories, pepper mill, table dispensers, platters and so on in ceramic, porcelain, stainless steel, terracotta, copper, opal glass, Corelle, glassware, crystal glass and eco-friendly disposables range.

Brands like Claycraft, Noritake, Dankatuwa, B.P. Ceramic, Marvel Ceramic, Larah, Corelle, Cello, Pascha Bache, Lav, FNS, AWK, Shapes, Bhalaria, Sri & Sam, Ramsons, Superware, Dinewell will launch their new collections.



## Houseware & Storage

The new, pillarless hall 4 will house the complete range of houseware products at the 13<sup>th</sup> edition of HGH India. Within this hall, in the plastic and metal houseware and storage category several leading brands, manufacturers will unveil a wide range in containers, water bottles, sippers, casseroles, lunch boxes, general houseware, back-to-school and kids' range. Brands like Cello, Borosil, Lock-n-Lock, Nanobot, Rajlaxmi, Pexpo, Attro, Pipal, Haers, Signoraware, Mpee Kitchenette, Asian Plastoware, Jaypee,

SKI Plastoware, Paras Homeware, DP, Sanjeev Kapoor, Neo Plast, Joyo Plastics will launch their new collections for the upcoming festive season for gifting and household usage.

Besides, several other exhibitors in this category will offer more variety in general houseware like mops, cleaning aids, dust bins, hangers etc.



## Gifts

HGH India will help bulk buyers, retailers, distributors and corporate gift suppliers source a variety of personal and corporate gifts, primarily related to home products. Spread across all the halls, i.e. hall 1,2,3 and 4, gift options consist of bed & bath products, kids' beddings, table & kitchen linen, cutlery, storage products, dinnerware, tableware, bar accessories, handicrafts, decorative accessories in porcelain, ceramic, stainless steel, copper, brass, glass, crystal, wood, and several other materials a variety of home utility products.



## Home décor blends traditional & contemporary

This edition of HGH India will enable buyers source a wide range of hand-crafted as well as modern decorative products. As demand in the Indian domestic market grows bigger and European and American export markets remain subdued for various reasons, several exporters from leading clusters like Moradabad, Jodhpur, Jaipur, Firozabad and Khurja are seeking to diversify in the Indian domestic market, reducing their dependence on exports alone.

Further expanded home décor segment in the 13th edition of HGH India will offer a wide range of traditional and modern decorative accessories, handicrafts, accent furniture, figurines, porcelain, decorative glassware, decorative candles, candle stands, fragrances & aroma oils, artificial flowers, plants, grass and vertical gardens, artefacts, paintings, murals and sculptures, decorative lights, table tops, wall décor, floor décor,



National Exports

decorative flooring, wooden & laminated flooring. A wide variety of decorative solutions in wood, porcelain, glass, stone, textiles, embroidery, coir, jute, papier-mâché, brass, wrought iron, stainless steel, recycled and other materials will be offered by exhibitors.

Hand crafted range by exhibitors from Jammu & Kashmir, Mora-

dabad, Firozabad, Meerut, Saharanpur, Ghaziabad, Delhi, Agra, Khurja, Jodhpur, Jaipur, Rohtak, Ranchi, Tamil Nadu, Karnataka will be offered to retailers, distributors and interior designers. Handicraft sector will be represented by direct exhibitors, established brands, artisans and crafts persons. Amongst the leading brands present with their independent booths in handicrafts based home décor segment are Paramount, Vedas, Treasure Hunt by Asian Handicrafts, P.M. Overseas, Curio Craft, Blue Moon, Mangal Moments, Bharat Electrolaters, Curio Glass, DC Ceramic, Eagle Overseas, Ekam Associates, Finessee Overseas, Indian Artisan, National Exports.

Group participation has been organised by Export Promotion Council for Handicrafts (EPCH), National Design Centre (NDC), North East Centre for Technology Application & Reach (NECTAR)

and Kashmir Chamber of Commerce and Industries (KCCI), Directorate of Industries, Government of Jammu & Kashmir and FAME- TN, Government of Tamil Nadu.

In the modern decorative accessories segment, leading brands, including international brands, present are Creative Spaces, Nude, Adooch, Curio Craft, Divine Home, Four Brown Folks, IMR Enterprise, Shresmo, ZA Exports and Zenith Overseas.

Artificial grass, plants, flowers and vertical gardens will also witness several innovative collections and new product launches by Pollination, Crystal Corporation, Four Walls, Ilan, Fyne Surfaces, Aavana Greens and Novelty.

Dry flowers, fragrances, aroma oils, diffusers segment will see new introductions by Song of India, Rosemore, N. Ranga Rao, Indigo Venture and many others.

## Kids' Home

—an initiative by HGH India—

With changing lifestyle and shopping habits of younger Indian parents for their kids- brands, manufacturers and retailers in this segment need to redefine their business strategy to reach their products beyond Kids or Toys Stores...

Being a high potential, emerging category, Kids' Home will be under special focus at HGH India. Today, children spend more time at home with their gadgets-driven lifestyle, consumers want to make their kids living space in conformance to needs such as quality sleep, play, study, comfort, hygiene and safety.

Under Kids' Home focus, exhibitors will showcase a wide range of products like baby blankets, baby bedding, towels & bath products, kids' mattresses & pillows, kids' home utilities, prams & walkers, kids' furniture, cutlery & tableware, water bottles, kids' storage, soft toys, technical & action toys,

educational toys, kids' accessories, school articles & stationery, sports, leisure & outdoor equipment, maternity products, baby gift sets, parties & celebration products, festive products, disposable articles, decorative products for kids etc.

Some of leading exhibitors in Kids' home category, spread over hall 1, 2, 3 and 4 will be Treasure Hunt by Asian Handicrafts (*Bunk beds, kids' photo frames, trays*) Urban Cart (*kids' furniture*), Pluchi World (*blankets, bedding, cushions, soft toys, nursing ponchos*), Smartsters (*mattresses, babies & kids furniture, study tables, comforters*), Universal Knitwear (*blankets & throws*), Bonheur (*woven kids' towels, bath robes*), Doctor Safe (*Baby towels*), Liberty India (*Kid's bedding*), Gulmohar (*licensed baby blankets & bedding*) SKI Plastoware (*bottles, cutlery, dinnerware, tiffin boxes, stationary*), Dhiren Polymer (*plastic bottles, tiffin boxes, stationary*). A special theme pavilion put up by HGH India team in hall 1 under the title "Kids' Home" will also depict innovations and upcoming trends in kids' home products, which will help visitors understand the directions in this category.



Spread Home

Brands, manufacturers and importers of kids' products will look forward to collaborate with Large format stores, Online retailers, Specialty retailers, distributors and potential franchisees.

Consistent growth at a CAGR of 15-20% in the Indian consumer demand for Babies & Kids' home products is leading to bigger business opportunities. Time-constraint, educated, more affluent parents are paying greater attention and are willing to spend more on their children's needs. Educated, double income, younger, urban parents understand and give high importance to issues like

child's health, safety, hygiene, comfort, fashion and international lifestyle. They value role of brands and high quality in the right upbringing of their young ones. Therefore, the demand for better quality, well-designed and innovative Kids' home products across categories is increasing.

With changing shopping habits of modern parents, placing kids' products like toys, houseware, décor, beddings and furniture in stores where consumers shop regularly, will result in increased sales.

With increasing innovations and intensifying competition, retailers and distributors opt for contemporary merchandise in line with emerging consumer demand. Home retailers across categories are adding kids' home products, in order to provide complete home solutions under one roof.

HGH India provides host of facilities for convenience of Visitors and Exhibitors. To know more details visit: [www.hghindia.com](http://www.hghindia.com) > Visitors > Visitors facilities.