

July 04-07, 2023
Bombay Exhibition Center, Mumbai

A TEXZONE Event
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Roaring Start of HGH India, July 2023

Roaring start of HGH India, the trade show for home decor, gifts, home textiles and home furniture. Starting on Tuesday, 4th of July, 700 brands and manufacturers of more than 30 countries are presenting their offers in home product categories to expected 35,000 professional visitors from approx. 520 cities all over India. The show will go for four days until Friday, 7th of July.

With business in the air HGH India was inaugurated by Chief Guest Ms. Rachna Sha, IAS, Secretary Textiles, Government of India. In her inauguration address she said, "It is a great initiative by HGH India, to bring the industry together with brands, manufacturers, retailers, and wholesalers. They are supporting artisans as well. We have seen HGH India grow from strength to strength through the last 12th editions and this, being the 13th edition, is even bigger.



Registration Area

The Government was always very focused on promoting the textiles sector given its importance in generating economic activity and employment opportunities for

people. A lot of MSMEs and start ups are involved in this sector. So, in terms of giving them an infrastructure push weather it is through our textile parks or giving

production linked incentives through our PLI schemes or promoting the technical textiles sector by encouraging skilling and marketing support, it is an end-to-end support that the government is aiming at, especially for the traditional textiles sector including handlooms and handicrafts which are also very closely linked to home accessories, home décor and gifting.

Consumer base in India is growing, not just in metros but smaller cities as well. They are becoming more aware and conscious. They are more hooked on quality, packaging, and product diversity. So, going forward, the focus will be on sustainability and recycling. The government will continue to build on that."

Mr. Arun Roongta, Managing Director, HGH India added from a market perspective: 'The Indian Home products market which



Cutting The Ribbon Ceremony

includes home textiles, furnishings, home décor, furniture and a variety of houseware will continue to grow at 15% CAGR over the next ten years at least. Per capita consumption of all these products in India is very low compared to the developed world and hence with growing spending power of Indian consumers, the prospects for the domestic market are very bright. We are geared up for the largest edition of HGH India that 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.”

Together with the guest of honour, Textile Commissioner, Ms. Roop Rashi, and special guests Mr. Hasmukh Shah, Chairman IIID, and dignitaries of the industry like Mr. Rajendra Kumar Dalmia Aditya Birla Century, Mr. Amit Ruparelia Past Chairman, TEXPROCIL the light lamping ceremony has been executed and initiated a day of productive encounters, business negotiations and networking.

The market was looking forward to HGH as retail stocks have to be prepared for the festive season to provide fresh and innovative home products alongside with proven goods, esteemed by consumers. High interest by professional buyers and specifiers had been indicated already by a record high online pre inscription number of buyers and other professionals. Across four halls of the NESCO International Exhibition Center in Mumbai, HGH India presented :

- Hall 1 – Home Textiles, World of Sleep, Kids Home**
- Hall 2 – Home Decor and Gifts**
- Hall 3 – Furniture and Outdoor**
- Hall 4 – Houseware and Gifts.**

Product categories have been organized by halls to enable focussed working, short distances and increased efficiency of the event. However the overall ambient and focus of the show is to enable an integrated presentation of interiors at retail level as a one stop solution. Latest achievement in this direction is the integration of home furniture in categories presented.

Home Furniture Debuts in Hall 3

As a debut HGH India presented in hall 3 home furniture for indoor and outdoors. Leading manufacturers and brands like Furnitech Seating Systems, Home City, Indian Crafts, Little Nap Recliners, Nikamal, Rug Republic, RUJ Woodcraft, Shrawan Handicraft, Treasury Hunt by Asian Handicrafts, Urban Cart, Blue Moon, The Art Home, Urban Living, Smartsters, Saaj, Urban Cart Ridhi Sidhi, Paramount Home Collection showcased their products. This debut of home furniture is also attracting a new clientele of

huge sourcing opportunities across categories.

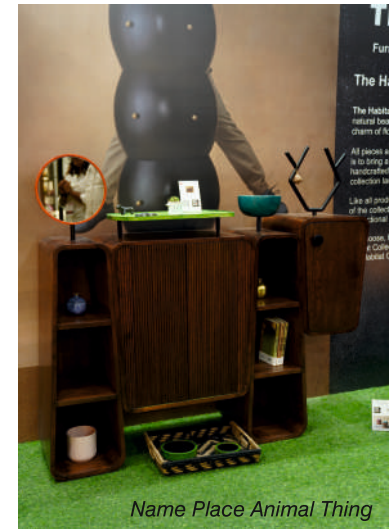
To reinforce the home furniture debut, HGH India is collaborating with the Institute of Indian Interior Designers (IIID). IIID has also supported HGH India in designing and executing the „H-Circle Innovation Awards. The awards are decided by an independent jury consisting of leading architects, retailers and product designers, and will increase awareness towards innovation and fresh design. Thus the influence of designers and architects may



specifiers and buyers, which are architects and interior designers. HGH India saw already at the first day a significant presence of architects and interior designers who are eager to explore the

also intensify for home furniture products in the retail market.

Home furniture presents innovations by various companies like Furnitech Seating Systems, who presented the limited Casa Meraki



edition with special focus on sustainability and eco-friendliness. Name Place Animal Thing launched at HGH India their Habitat Collection. This range is inspired by the jungle. It embodies the great natural beauty of the wilderness and seeks to bring the raw, striking charm of flora and fauna into your home. The intent is to bring a smile to the face when you look at a piece. A blend of handcrafted enigma with machine finesse shows high quality, however the main purpose of the products is to create function and adding the fun to products of daily need. The range is the first thematic collection launched by Name Place Animal Thing.

Co-ordinated looks

Retailers increasingly understand that the upcoming generation of home product consumers prefer co-ordinated looks. Especially when new homes are decorated, a co-ordinated style has a special, strong attraction. If a home should be renewed a new look can be achieved by arranging home textiles, home decors, small furnitures, wallpapers, lamps in a fresh, but total look oriented manner.

This preference for a co-ordinated look is a clear result of higher disposable income and wealth, and reflects the increasing buying power of Indian households. This is also a fundamental chance for retailers to offer more complete and more fashion oriented solutions in decorating homes.

Spontaneous Discussion



Secretary of Textiles, Ms. Rachna Shah and Textile Commissioner Roop Rashi met informally and spontaneously - after having visited the halls of HGH India – for a discussion with members of the textile industry fraternity.

Houseware new in Hall 4

HGH India has added hall 4 to the exhibition, which will host the complete range of houseware products. It reflects the growing importance of houseware in the categories tableware, smart kitchen, storage and general houseware. Hygiene and health safety at all stages of food processing delivering and serving are urgent demands, which are driving many innovations. Leading brands like Cello, Lock-n-Lock, Signoraware, Noritake, Pahsabee, SriSam, Superware, Sanjeev Kapoor are presenting new collections and retail-proven products. Overall growth in these categories is around 15 to 20 % per year. One of the most fascinating and innovative areas is currently Smart Kitchen meanwhile a reality upcoming also in Indian homes.

Today's modular kitchens are more



intelligent with smart appliances, gadgets and voice assistant. Cookware and kitchenware manufacturers are taking the cue to introduce smarter products. HGH India 2023 is focussing on innovations in modular kitchens, kitchen appliances, cookware and kitchenware which make cooking

faster, healthier, environment friendly and convenient. Smart Kitchen pavilion is updating 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 modular kitchens, cooking, cookware, kitchen appliances and kitchen tools. Leading brands like TTK Prestige, Borosil, Hawkins, Butterfly Meyer, Berghoff, Fiskars, Jagdamba and many others present their smart kitchen solutions.

Quotes From Exhibitors & Visitors



Jinal Shah,
Director,
Furnitech Luxe

This is our first display at HGH India and we are showcasing our collection Casa Meraki which is an eco luxury collection and we look forward to having a great connect with people and visitors. We have always heard that HGH India is high on good crowd and B2B buyers and we are really looking forward to meeting new buyers at our booth. We have already started interacting with few people who are interested in our product and are appreciating what we have displayed out here. It looks like a great show and all the halls here, look very good with interesting display, especially in the furnishing and décor category.



Shalini Tandon,
VP-Brand Management &
Sourcing at
Nykaa Fashion

HGH for me has been always a very enriching and fascinating experience. You see so many brands come up, you see so many business partners, colleagues. Everyone comes together as an industry. HGH India has been very special because the way they have been understanding the consumer and their journey every year is something which is needed for our



Mr. Rakesh Mahajan,
Managing Director, Maspar

market. SO this year I specifically came here for Kids home which I think is the next big thing coming into this business. To understand the consumer is the holy grail of a business. and that is what HGH is doing very well. The way Kids Home section has been put together, it will give a lot of ideas to the retailers like us and to the consumers how close it is

going to be the next thing after home. Besides Sleep, I also quiet like the furniture section this time and the way it has been put together is very new for HGH India and for me to expect here.

We have been associated with HGH India from the very inception. We have done every show that HGH has done. We find it as a platform to meet new people and it is not the same as meeting them at their stores and offices. HGH India gives us a platform to strengthen our brand equity which is one of the major advantages.



Mr. Amit Ruparelia,
Past Chairman, TEXPROCIL

I have seen all the previous editions of HGH India and the show is just becoming better and better year on year. In terms of its displays and decor and layouts of the booths, it is international level and exceeds our expectations each years.

Visitor Services

Umbrella Services

Because it is Mumbai and it is July – one cannot escape rains. HGH India took good care of its visitors with a prompt umbrella service, where the same was freely distributed to those who asked for it. We also had Golf carts which were covered from all sides to bring visitors from the gates to all the Hall entries.



Lounges

Hall 1 is bustling also because of the fully loaded fruit lounge, a popping popcorn counter and everyone's favorite – Ice cream lounge. Hall 2 has a foot spa, which attracted everyone because who says no to a good foot reflexology right! Hall 3 offers munchies via its munch lounge and Hall 4 has a hot lounge with hot brews for tea and coffee and a soup selection.



VIP Lounges

Lounges with restricted access for special guests and invited persons are located in hall 1 and hall 4.



Media Lounge

For members of press HGH India is offering the media lounge with internet and infrastructure for reporting in hall 2.

Restaurants/Cafeterias

During the set up period, a functional cafeteria will be behind the halls in the Drivers Canteen to facilitate food and beverages for exhibitors, contractors and their staff. This entire food service will be managed by Bombay Exhibition Centre and no food purchased from outside the premises is allowed in the exhibition centre as per venue rules. Some restaurants like Social, Foo, Smoke House Delhi across the 4 halls have also been allocated.

On the trade show days from July 04-07, 2023, 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.

Free drinking water is provided by the organisers during the set-up days as well as trade show days to all exhibitors and visitors. Also it can be bought from cafeteria and restaurants within Bombay Exhibition Centre.

Left Luggage

For the convenience of visitors and exhibitors, HGH India has created Left luggage facilities near the Visitor Registration in the halls. Visitors and exhibitors can avail of these facilities free of cost during the trade show days (July 04-07, 2023) from 09:00 a.m. to 07:30 p.m.

Prayer Room

Prayer room has been created within the halls premises for those exhibitors and visitors wishing to offer religious prayers during the trade show hours on July 04-07, 2023. Exact location can be found by following signage or from information desks located in the halls.

Parking

Separate areas have been designated for Visitor's car parking within Bombay Exhibition Centre. Entries to these areas is from Gate 1 of Bombay Exhibition Centre. This facility is directly managed by Bombay Exhibition Centre. Goods vehicles are not allowed to be parked in the Visitor Parking Area.

Taxi

The Mumbai 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 (Mumbai Central, CSMT, Bandra Terminus, Lokmanya Tilak Terminus 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.

Free Shuttle Bus Service

Schedule For convenience of exhibitors and visitors, HGH India has arranged free shuttle bus services between the trade show venue and important entry and exit points in Mumbai city as well as railway stations close to the venue. These include domestic airport, international airport and key railway stations namely CSMT (Mumbai V.T.), Mumbai Central, Borivali (East), Goregaon (East), Ram Mandir (East), Andheri (East), Metro Western Express Highway Station and Dadar (East). Shuttle bus will also be available to HGH India venue from various hotels. Proposed schedule for pick up & drop from various points is given below. However, this is subject to change. Final updated schedule and pick-up points can be found on our website www.hghindia.com under the link Travel, Visitor services and Exhibitor Services. It can also be found with Information desks, inside the buses and at the boarding points at the venue.

Medical Services (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 the halls. Ambulance facility will be available at the venue all times, including the set-up and trade show days (July 04-07, 2023). For any medical emergency, please contact: Doctor on Duty Mob.: +91 88 261 04422