

**July 04-07, 2023**  
Bombay Exhibition Center, Mumbai

A TEXZONE Event  
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Where business feels at home!

## Visitor Bang on Day 2

Exhibitors were pleased with the frequency of buyers on the first day of HGH India, although entrance was selective for HGH+ members. Traffic built up heavily on day 2 with buyers and visitors of many cities, regions and towns from all over India. They took the chance to update themselves on new products, trends in the market and competitive advantages of the future. HGH India has highlighted a number of categories, which grow faster than others or give fresh inroads for retail business.

### Home Textiles - pillars of growth

Home Textiles are essential for Indian retailers in the interior decoration market. HGH India presents a unique mixture of well-established brands and manufacturers along with new entrants from India and all over the world. A wide range of bed sheets, towels, furnishing fabrics, mattresses, bedding, cushion covers, curtains, throws, bath mats, table and kitchen linen are presented. Well known brands like Maspar, Spread, Nautica, Bianca, Bellagio, Bonheur, Shayan, Victor, Bella Casa and others are showing their fresh and also their bread and butter products.

Product needs of Indian consumers continue to change with their evolving lifestyles. Every year, some product categories are brought under Special Focus in HGH India to help them develop and grow faster. For this edition, HGH



A bustling aisle in Hall 1

India has identified in home textiles sleep products and Wall & Window solutions as emerging long-term opportunities in home textiles.

### World of Sleep

With gaining popularity amongst retailers over the last three editions, World of Sleep pavilion at HGH India continues to spread useful information for 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. Important exhibitors like Sleepwell, King Koil, Springwel, Spread home, Relfresh, Sleep better and others exhibit their innovations and standard products to the industry.

A joint initiative by HGH India and Indian Sleep Products Federation (ISPF), World of Sleep pavilion at HGH India is informing retailers and trade visitors on upcoming trends in sleep products. The presentation is a unique opportunity for manufacturers and brands to promote their innovations amongst retailers and distributors across India. 20-minute seminars are held by sleep experts covering topics like healthy sleep, sleep hygiene, reduced stress levels and productivity and other facets of sleep. These short free of costs seminars provide



Actress Sonali Bendre unveiling the new range of mattresses at refresh



Mattress presentation at Nilkamal booth

important information to better understand human sleeping modes and improve arguments in the sales process of sleep products. Detailed programme and schedule of the seminars are available on the HGH India website and on site. At last edition of HGH India more than 400 retailers were attending these seminars.

**Walls & Windows**

Decorative products at HGH India include wallpaper, blinds, curtains, furnishing fabrics, window automation, wall finishes, glass films, DIY ranges, curtain rods and more. Wall and window solutions belong to the oldest product categories in the furnishing market. However products are witnessing enormous changes in terms of design, technology and functional hardware. From simple wallpapers and curtains, the focus is shifting to automation, advanced sun protection materials, personalized designs and other technologies that combine aesthetic styles and technology. Wallpaper exhibitors for example are showing contemporary ranges with digital printing and improved material for better performance and decorative ideas. Exhibitors are among others Kazage, Agora Fabrics (Spain), IFI (Greece), Y&Y, Dicitex, V&J, F&F, Shah Deepchand (D` Decor). In wallpapers Marshalls, H&H or Wall Empire present their latest designs and innovations.



Blinds presentation by ADORN Blinds

**Home Décor-Modernized Indian Styles**

The Home Décor Segment in HGH India has been once again enlarged and covers the main part of hall 2. As demand in the Indian market is growing substantially, and European as well as American export market are going quite slow, also exporters are increasingly interested to tap the Indian home market. Buyers and visitors are showing vivid interest in nearly all facets of exhibited products.

Handicraft sector is presented by group presentations and direct exhibitors, including established brands, artisans and craft persons, who are presenting their new creations and one of a kind products. Among them are Vedas, P.M.Overseas, Blue Moon, Bharat Electroplaters, DC Ceramic, Ekam Associates, Indian Artisan, Paramount, Treasure Hunt by Asian Handicrafts and others.

Group participations have been organized by

Export Promotion Council for Handicraft (EPCH), North East Centre for Technology Application & Reach (NECTAR), Kashmir Chamber of Commerce and Industry, National Design Centre (NDC) and others. They present a mix of artisans and small handicraft companies, who represent the rich and diverse capacities of Indian handicraft culture in a traditional and in a modern perspective.



In the modern decorative accessories segment national and international brands are raising the interest of buyers like Nude, Curio Craft, Four Brown Folks, Zenith Overseas, Creatice Spaces, Divine Home, IMR Enterprise etc. Dry flowers, fragrances, aroma oils, diffusers presents new exhibitors like Song of Inida, Ranga Rao, Rosemore Indigo Venture and more. In artificial grass, plants, flowers and vertical gardens buyers are interested in new product launches by Pollination, Crystal Corporation, Four Walls, Aavana Greens and others.



Co-founders of Wishing Chair



**Gifts in Halls 1, 2 and 4**

Gifting is part of India`s culture and social system. There are so many occasions, where Indians like to give presents or to receive gifts like weddings, birthdays, anniversaries of all kind, festivals, Valentine`s Day, Mother`s Day, Father`s Day....Personal gifting is a source of high demand not only on a private level, but also as corporate gifts. In modern times the range of gift products is widening.

Buyers and specifiers are looking at HGH for private and corporate gifting products with a home product dimension and beyond. Concentrated in halls 2 and 4, but essentially present in all the halls, buyers find manifold sourcing options for gifts like bed & bath products, kid`s products, table and kitchen linen, cutlery, storage products, dinnerware, tableware, bar accessories, handicrafts, decorative accessories in porcelain, ceramic, stainless steel and several other materials.

**Indian Heritage**

HGH India is promoting the rich Indian heritage in handicraft products since 2018. Most of the items are great gifts or home decor items, and evoke intense interest also at HGH India 2023. For example Secretary of Textiles, Ms. Rachna Shah spent more than 30 minutes at the HGH India presentation of four selected artisans, who showed their products and processing techniques at the Indian Heritage Pavillion. Highlighting good quality and superb craftsmanship is raising also the interest of visitors in buying these pieces of handicraft excellence.



HGH India featuring the heritage of India at the Indian Heritage Pavillion

## Exhibitor's Views



**Avneet Mann,**  
Co-Founder,  
Wishing Chair

**W**e are here at HGH India for the first time. What we are expecting from this experience is to understand the market here in Mumbai and what is it that the people who are coming to the show are looking for. We are hoping to get an understanding on the kind of offering that we as a brand can offer to them and find alternative channels to retail which are beyond our store and e-commerce. We are looking forward to network and understand the category in the western markets of India as we are a Delhi based brand.



**Aashish Vij,**  
Director,  
PAN Overseas:

This is our fifth year with HGH India and I can easily say that we see growth and that is the reason we come back every six months now that HGH India is a bi-annual show. While it is the best in what it does in bringing the industry together, I see this as an observation that there'd be no-one better than HGH India which can act as a facilitator in bringing the exhibitors up to speed with the e-commerce world equally well. There will be a certain percentage of exhibitors who want to crack e-commerce or let's say, enter the GCC (Gulf Cooperation Council) region and start business avenues outside of India. I feel, HGH India can take that leap and change avatar and enable brands and manufacturers in this space. That's an observation I thought I'd share.



**Kishan Singh Ghughtyal,**  
Deputy Director,  
National Jute Board

Indian Jute industry is one of the oldest industries in the country. It has almost 50,000 companies, 2 lakh workers in the mills sector and 2 lakhs in Jute diversified sector which includes small artisans, entrepreneurs, MSME units across the country. The size of the industry as on date is 18 thousand crores and export is 4 thousand crores per annum. HGH India is in sync with the jute board because it also promotes the handicrafts, home furnishings and accessories sectors. Jute products mainly are handicrafts and accessories. In this edition we have taken almost six booths from Kolkata, Pune and Panipat. They are representing jute shopping bags, carry bags, mats, carpets and rugs. HGH India has the potential to connect us to the relevant retailers in India as well as there are many buyers from across the country and the overseas market.



**Srinivasan Sunderesan,**  
Secretary,  
Indian Sleep Products  
Federation

We are very happy to be associated with HGH India and World of Sleep. World of sleep, this time has brought out many new products. Sleep is required for every one and those eight hours of good sleep are very important however people tend to ignore the quality of the sleep and the factors behind a good sleep are not even known to many. The advantages and benefits of a good sleep are explained beautifully at the World of Sleep booth. People want value for money and they are spoilt for choices. There are many top of grade products. These new innovations are brought out every year and our retailers are very happy with these new avenues being thrown at this pavilion. We are happy to create awareness around this subject and bring a smile on people's faces as they start a new day after a good night!

## Spotlight



## HGH India brings the architects and designer community together

Day two at HGH India's 13<sup>th</sup> edition started with a special focus on design and architecture. HGH India has collaborated with the 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.

Through this initiative, HGH India is enabling the architects discover the integrated home design solutions under one roof, and connect with manufacturers, brands, distributors and craft centres directly.



The afternoon started with a presentation by **Ms. Petra Sahm**, a seasoned expert & trends designer from Germany, where she elaborated on the **Horizons 24/7 Trends for Autumn: Winter 2023-24**, through a presentation to the architects and designers. *"My last time in Mumbai was 2019. Now today in front of the hotel window I see big Solar Panels and the railway line of the Metro train which hasn't been there before! The time of the pandemic marks a global turning point and we are talking about the post pandemic age. Societies are at a stage of re-evaluation. Everything is re- questioned and re-*

*viewed under new aspects! For us, the concept of **Horizons stands of course for new visions, for wide and open future There is a quite traditional reliability about Horizons**", she said.*

The presentation emphasised on **four trend themes** which will set the tone for the manufacturers and brands in the home textiles and furnishings space.

- Virtual Pop for young consumers, an exploring mood keyword is VIBES
- Socializing Elegance with key word ATMOSPHERE as a more sophisticated story.
- My hands down favourite, a cocooning joyful story, keyword is FEELING
- Craft and Sensitivity: a comforting story, with Key word CONNECTION

Some futuristic home decor ideas, as per the Trends presentation included:

Small furniture made from metal as they make for hard edged shapes and strong coloured surfaces.

Frame work with stripe dynamic will be seen often.

Coloured glass for lampshades and in the area of table settings.

Sitting cushion and bold armchairs as pure upholstery product stands for an easy-going lifestyle.

Nowadays as customers always look for uniqueness and individuality, the word will be **Statement pieces!**

HGH India & IIID design together executed the **H Circle Product Innovation Awards**, which were decided by an independent jury comprising leading architects, retailers and product designers. These were not competitive awards, but more in the spirit of



recognizing the excellence in product design and innovation. Exhibitors from all product categories spread across all the four halls of HGH India were eligible to nominate their products for these awards. The 5-member independent and professional jury will judge all the nominated product under pre-defined parameters to decide on the products deserving worthy of this award. The Jury comprised well-known architects, interior designer, retailer and product designer.

The evaluation process for entries to the **H-Circle Innovation Award** was based on various judging criteria which were constantly adapted to new creative, technical, social, economic and ecological requirements. These criteria were not comprehensive and not all criteria were applicable to every design. They simply provided an orientation framework for judging, which is complemented by each individual juror's expertise and professional background.

The day was furthered by conferences and panel discussion in hall 3, organised by IIID. Maintaining emphasis and paying due respect to nature while giving shape to human ingenuity and creations

cannot be over-emphasized in today's world, when consumers are conscious and sensitive to sustainability and eco-friendliness of all commercial activities. This was the focus of the conference for the designers and architect fraternity. Mr. Hiren Patel presented on "Trees Speak, Walls Listen" and shared his views on connection between nature and human creations. The presentation was inspirational and useful for interior designers, architects, professionals, industry and trade.

This was followed by a panel discussion on the Topic **"Is AI the future of design?"** AI and its anticipated impact on human lives is the most debated and deliberated subject today amongst the creators and users of technology alike. Field of interior design and home décor is no different! The panel comprised of Moderator: Mehul Kamdar, Technology Consultant, Azure Technologies

**Panellist 1:**  
Architect – Ar. Prashant Sutaria, Prashant Sutaria Architects

**Panellist 2:**  
Stylist – Sachin Zanwar, Founder and Design Director, Urbanscape Studio Pvt Ltd

**Panellist 3:**  
Designer - Gautam Naik, Architecture (Artist & Poet), Gautam Naik and Associates

**Panellist 4:**  
Manufacturer – Mr. Dhawal Shah, Managing Director, Furnitech Seating System India Pvt Ltd

**Panellist 5:**  
Retailer – Mr. Sitaram Kumar, CEO, Lifestyle International Pvt. Ltd.



Nominations for the H-Circle Product Innovation Awards