

Where business feels at home!

HGH India Brings home business back

13th edition of HGH India, the bi-annual trade show for home textiles, home décor, home furniture, houseware & gifts, concluded on 7th July 2023 in Mumbai on a successful note. Both exhibitors and visitors expressed high satisfaction with business inquiries generated and orders concluded over the 4-day trade show held from July 4-7 at Bombay Exhibition Centre, Mumbai. Over 2,000 products within home categories were showcased, with clear focus on the rapidly growing Indian domestic market. Demand pattern at HGH India once again reinforced the fact that consumer demand for home categories in the Indian market continues to grow at 15-20% per annum. Better designed, superior quality and branded products are increasingly finding favor with the Indian retailers and consumers.

Several new initiatives by the organisers made this 13th edition of HGH India even more beneficial for the trade and industry. Introduction of an exclusive new hall for indoor and outdoor home furniture, introduction of H-Circle Product Innovation Awards, tie up with IIID, involvement of leading Architects and interior designers' fraternity as jury, panelists and professional visitors, a whole program of seminars and panel discussions were amongst the new features of this HGH India. Amalgamation of home furniture with soft furnishings, home décor and houseware was highly appreciated by the visitors and exhibitors alike.

Overall, 700 brands and manufacturers from 32 countries exhibited their products either directly or through their Indian partners. Trade buyers could connect with over 200 new exhibitors and several innovative products from regular as well as new



Smt.. Rachna Shah, IAS, Secretary Textiles, Ministry of Textiles, Government of India, inaugurating the 13th edition of HGH India in Mumbai. Others in the picture: Mr. Arun Roongta, Mr. Hasmukh Shah, Ar. Reza Kabul, Smt. Roop Rashi, Textile Commissioner, Mr. Atul Shah, Sr. leader, BJP Mumbai, Mr. A. R. Gokhe, Director, MSME, Mumbai.

"We have seen HGH India grow from strength to strength through the last 12 editions and this being the 13th edition, it is even bigger."

Smt. Rachna Shah

IAS, Secretary Textiles, Government of India

exhibitors. HGH India was a delight for buyers looking innovative products and new suppliers for the upcoming autumn/winter 2023-24 and festive seasons.

In the 13th edition, HGH India created six focus areas, namely, World of Sleep, Home Furniture Walls and Windows, Floor Décor Smart Kitchen and Kids' Home. Objective was to draw a special attention to these fastmoving categories, which still carry a high potential for further growth for retailers, brands and manufactures.

Inaugural function

HGH India was inaugurated by Smt. Rachna Shah, IAS Secretary Textiles, Government of India on 4th July, in the presence of Smt. Roop Rashi, Textile Commissioner; Mr. A. R. Gokhe, Director, MSME, Mumbai; Mr. Atul Shah, Sr. leader, BJP, Mumbai; Mr. Hasmukh Shah, Chairman, IIID, MRC; Ar. Reza Kabul, Architect, Architects Reza Kabul and Ar. Hiten Sethi, Architect, Hiten Sethi Associates.

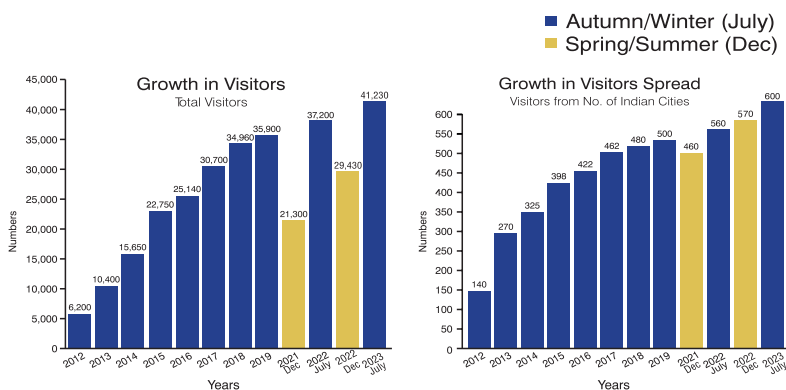
In her inaugural address, the Chief Guest, Smt. Rachna Shah said, "It is a great initiative by HGH India, to bring the industry together with brands, manufacturers, retailers, and wholesalers. They are supporting artisans as well."

"The Government has always been very focused on promoting the textiles sector given its importance in generating economic activity and employment opportunities for the people. A lot of MSMEs and

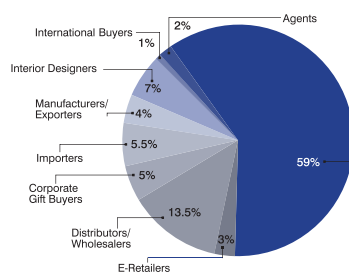
startups are involved in this sector. So, in terms of giving them an infrastructure push weather it is through our textile parks; or giving production linked incentives through our PLI schemes; or promoting the technical textiles sector by encouraging skilling and marketing support; it is an end-to-end support that the government is aiming at. The traditional textiles sector including handlooms and handcrafts which are also very closely linked to home accessories, home décor and gifting," Smt. Rachna Shah said.

"Consumer base in India is growing. Not just in metros, but also in the smaller cities. They are becoming more aware and conscious of design and brands. 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," the Chief Guest concluded.

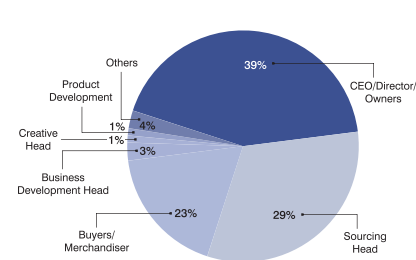
41,230 trade visitors from 600 Indian cities & towns, including 400 buyers from 33 countries



Visitors (Business Profile)



Visitors (Job Profile)



Segment-wise report

Several international brands and manufacturers from Italy, Korea, Turkey, China, Sri Lanka, USA and various others exhibited either directly or through their Indian distribution partners. Its professional, business-like environment played a vital role in attracting serious, high volume buyers to HGH India. Exhibitors and visitors in all key segments of HGH India reports good business results. More specific details are in the segment wise report hereunder.

Home Textiles

Home textiles, including bed and bath, decorative made-ups, furnishing fabrics, curtains, blinds, area rugs, table & kitchen linen, mattresses, pillows, blankets, baby beds in hall 1 witnessed several innovations in materials, styles and colors. These products also were in high demand at this edition of HGH India. Handloom products also attracted good attention. Several importers from Delhi, Panipat, Surat, Mumbai, Bhiwandi, too launched their latest imported lines. After a lean quarter, retailers looked very enthusiastic with the

prospects of a good Diwali season ahead. Most visitors reported a very positive retail outlook for the last quarter of the year.

Leading brands and manufacturers from Mumbai, Delhi, Ludhiana, Ghaziabad, Panipat, Jaipur, Ahmedabad, Surat, Coimbatore, Karur, Bengaluru, Hyderabad, Chennai, showcased their new collections in bed sheets, towels, bedding and decorative made-ups. New catalogues for furnishing fabrics, wallpaper, upholstery and curtain materials were launched by leading manufacturers and brands.

Home Decor

In hall 2, about 150 manufacturers & exporters from Mumbai, Delhi, Kolkata, Bengaluru, Hyderabad, Ahmedabad, Jaipur, Jodhpur, Jammu & Kashmir, Moradabad, Saharanpur, Agra, Firozabad, Khurja, Meerut, Noida, Guwahati, North-East, Chennai, Kochi and several other production centers in India showcased a wide range of hand-made and machine-made decorative accessories like vases, figurines, artefacts, artificial flowers & plants, decorative flooring, wall



décor, table décor, decorative lights, candles, festive decoration & gifts.

Similarly, importers from Europe, Turkey, Korea, Thailand, China and other parts of the world put up a wide range of wooden flooring, laminated flooring, artificial grass, wallpaper, lights, table décor, clocks, porcelain and other artefacts.

Home Furniture



The introduction of the home furniture category by HGH India has received an overwhelming response from visitors. Home furniture, home décor & home furnishing retailers, architects, interior designers, distributors and aspiring franchisees were able to

connect with well-established brands and manufacturers across modern, traditional and accent furniture in hall 3 which was exclusively dedicated to home furniture.

Leading brands and manufacturers like Wooden street, Furnitech, Ruj Wood Craft, India Circus (Godrej & Boyce), The Recliners India, Urban Living



Key Visitors: Retailers, Distributors, Importers, Architects, Institutional Buyers

Home furniture made an impressive debut

Shrawan's exquisite creation of a motorcycle model crafted from mango wood captivates visitors' attention and became a popular selfie spot at HGH India.

Jinal Shah, Director, Furnitech Luxe said "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 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 decor category."

Houseware

About 200 Indian and International brands and manufacturers showcased their innovative range of houseware products, including cookware, kitchenware, kitchen tools, kitchen appliances, tableware, glassware, kitchen storage, bottles, food storage, laundry, general houseware and specialised products for kids in the new hall 4 added to HGH India for the first time.

Visitors appreciated a very wide range in specific products like pressure cookers, frying pans, dinnerware, cutlery, household storage in plastic, stainless steel, wood, cane, bamboo and textiles. New range of copper, wood and combination of steel, wood and plastic in products like casseroles, drinking bottles, lunch boxes and household storage drew lot of attention from visitors as they

not only had a contemporary, ecofriendly look, but also much improved functionality. For example, the same pot made in special metal could be now used for microwave, induction and serving, bringing convenience and economy together.

Besides bringing innovative merchandise for retailers for the upcoming Diwali and festive retail seasons, the houseware section in hall 4 also offered several gift ideas for corporate gift buyers and gift suppliers. Exhibitors followed the latest trends in designs, colors and materials. This attracted retailers, distributors and gift buyers in very large numbers to hall 4, making it a very busy hall in this edition.

Gifts

13th edition of HGH India offered a wide range of personal and corporate gifting solutions across categories like home textiles, home décor and houseware across a variety of materials, sizes and price-points. It also offered a wide range of choice between branded, private label and customised gifts offering flexibility in minimum order quantities (MOQ) for small as well as big buyers. Gift distributors and suppliers could find several opportunities to align with big brands, importers and distributors, to enhance their product portfolio with their customers.

Visitors seeking gifting solutions at HGH India included corporate gift sourcing departments of pharmaceutical co., service providers in finance, banking, insurance, large corporates across categories like PSUs, aviation, FMCG and such other industries. Similarly, Gift traders and distributors visited in large numbers from across the country.

Government support

Exhibitors at HGH India continued to receive extensive support from Government of India as well as various State governments under their various schemes. 13th edition of the trade show was approved by the Ministry of MSME for grant to MSME units for their participation. Therefore, numerous small and medium units could exhibit their innovative products to enhance their business prospects.

Ministry of Textiles, Government of India sponsored group participation through institutions like Export Promotion Council for Handicrafts (EPCH), National Design Centre (NDC), North East Centre for Technology Application and Reach (NECTAR) and National Jute Board (NJB), reinforcing their commitment to promote handi-



crafts and handlooms, design excellence, technological applications and the use of jute in various industries.

Government of Uttar Pradesh under its ODOP scheme and Governments of Haryana, Rajasthan and Tamil Nadu under their various market development schemes for supported their small and medium manufacturing units in their participation.

Panel discussion Is AI the future of design?

HGH India hosted a captivating panel discussion that brought together industry experts, architects, retailers, interior designers and technology enthusiasts to explore the potential impact of Artificial Intelligence (AI) on the future of design. With the rapidly advancing capabilities of AI, the discussion revolved around whether AI would revolutionize the design industry and shape its future landscape.

understanding of the subject matter and provided a deeper understanding of related aspects.

The panel discussion was skilfully moderated by Mr. Mehul Kamdar, Technology Consultant, Azure Technologies. The esteemed panellists included Ar. Prashant Sutaria, Architect, Prashant Sutaria Architects; Mr. Sachin Zanwar, Founder and Design Director, Urbanscape Studio Pvt Ltd; Ar. Gautam Naik, Architect, Artist and Poet, Gautam Naik and



Left to Right: Mr. Mehul Kamdar, Mr. Sachin Zanwar, Ar. Gautam Naik, Ar. Prashant Sutaria, Mr. Sitaram Kumar, Ms. Jinal Shah

This engaging session offered indepth responses and profound perspectives on how AI is impacting the Interior Design Space. The panellists shared comprehensive answers and enlightening insights that enriched the

Associates; Ms. Jinal Shah, Director, Furnitech Seating System India Pvt Ltd and Mr. Sitaram Kumar, CEO, Lifestyle International Pvt Ltd. Each panellist brought their unique expertise and perspectives to the discussion.



Panel Discussion: Connection between Artificial Intelligence and Design



Product Innovation Awards

H-Circle Product Innovation Awards launched with this edition, to encourage and support product innovations by its exhibitors received overwhelming response. The awards are not competitive in nature, but more towards recognising and encouraging the spirit of innovation and creativity in various categories of home products present at HGH India. The awards were supported by Institute of Indian Interior Designers (IIID).

Judged by an independent five-member jury consisted of Mr. Sitaram Kumar, CEO, Home Centre; Ar. Khozema Chitalwala, Designer Group; Ar. Prashant Sutaria, Prashant Sutaria Architects; Prof. Avinash Shende, IIT Bombay and Ar. Chandesh Latia, Design Creation. 15 entries were conferred the H-Circle Product Innovation Awards. A total of 76 nominations were received, reflecting high interest of exhibitors in these awards. Recipients of H-Circle awards were adjudged by the Jury at a special function at the Grande at HGH India on 5th July in the presence of the nominees, leading architects and invited guests by the organisers and IIID.



Winners July 2023

Sr. No	Company	Brand	Product
1	Navkaar Udyog, Bengaluru	Prime	Ladder
2	Adorn Décor Pvt Ltd, Bengaluru	Blinds by AD	Blinds
3	Furnitech Seating Systems Pvt Ltd, Pune	Furnitech Luxe	Sofa
4	Name Place Animal Thing, Mumbai	Name Place Animal Thing	Cabinet
5	Trends India, Panipat	Meroalay	Rugs
6	VDM Interiors, Surat	Stag Furniture	Chair
7	Name Place Animal Thing, Mumbai	Name Place Animal Thing	Cabinet
8	Actionware India Pvt Ltd, Rajkot	Actionware	Stool
9	Doctor Safe Towel Factory Pvt Ltd, Coimbatore	Doctor Safe	Towels
10	Designs View, Bhadohi	Designs View	Rugs
11	Designs View, Bhadohi	Designs View	Rugs
12	Kaleen Lifestyle Pvt. Ltd., Jaipur	Kaleen Rugs	Rugs
13	Pratech Brands Pvt. Ltd., Mumbai	Tesora	Air Purifier
14	Attro World Pvt. Ltd., Mumbai	Attro	Water Tank
15	Kazage Lifestyles, Sitapur	Kazage Lifestyles	Stool

Trends Autumn/Winter 2023-24 Horizons 24/7



Trends for Autumn/Winter 2023-24 were presented by HGH India under the central theme "Horizons 24/7". A well-curated Trends Pavilion in hall 1, divided into four sub-themes, showcased a theme setting of trendy products from over 60 exhibitors chosen by the HGH India trend team. Actualisation of these trends in the pavilion helped the visitors understand appropriate application of the forecasted colours, materials and designs. It also helped the buyers focus on the right products while sourcing. This year's trends address the sudden change the society has gone through in social, cultural, and technological aspects during the last couple of years which was challenging for all.

Conceptualized and implemented by Studio Sahm + Permantier in association with HGH India Trends Team, the trends paved clear directions in terms of inspirations, colours, designs and materials for creating and sourcing new products for Indian homes. These trends are also encapsulated in a Trends Book which the trade and industry can buy from the organisers.

Horizons 24/7 trends are deciphered into four sub-groups Virtual Pop, Socializing Elegance, Craft and Sensitivity, and My Hands Down Favourite and are applicable across home textiles, home décor, home furniture, houseware & gifts.

The visitors could witness a visually appealing thematic display of products from different home categories under each trend theme. Referring to these trends the HGH India visitors were able to source trend correct products from the suppliers within the show. Products selected by the trends team for the trends pavilion reflected high design and innovation standards followed by HGH India exhibitors.

Next Edition

Upcoming 14th edition of HGH India is scheduled for December 13-16, 2023 at India Expo Centre, Greater Noida, Delhi NCR. The trade show will focus on sourcing for Spring/Summer 2024.



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