

# HGH India 2017 Strong Connection with Indian Market



**H**HGH India 2017, sixth edition of the annual trade show for home textiles, home décor, houseware and gifts concluded successfully from July 4-6, 2017 at Bombay Exhibition Centre in Mumbai with a growth in trade visitors and exhibitors.

HGH India further consolidated its position as a world-class, must-attend, professional, trend setting and result-oriented trade show designed specially to connect its exhibitors with Indian retailers, distributors, trade buyers, interior designers and gift trade. Going by the number of exhibitors and trade visitors, HGH India emerged as one of the most awaited trade shows in the home category.

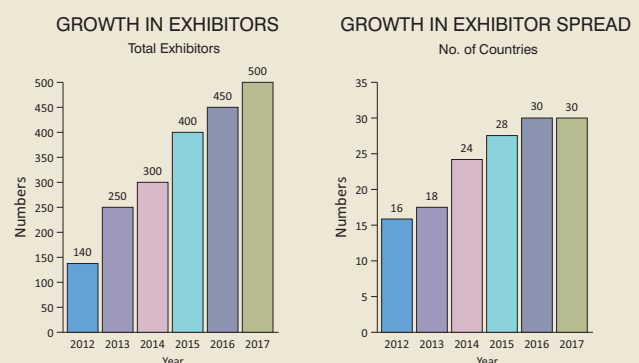
Well-recognised by Ministry of Textiles, Government of India and Maharashtra State Government for its high quality and vital role in opening up the Indian domestic market for home products and a forum to promote trade between Indian and international companies, HGH India 2017 was seen as further accelerating this process.

## Visitor growth

The trade show once again proved its ability to connect brands and manufactures from all over the world with high potential Indian trade buyers. 30,700 top decision makers from India's leading retail stores, online retailers, wholesalers, distributors, importers, brands, manufacturers and institutional buyers from 462 cities and towns across India visited HGH India 2017, registering a 22 percent increase over last year.

Trade visitors and exhibitors cited apt scheduling at beginning of the Indian sourcing season, well-researched fashion trends, well organised services and focus on quality as some key reasons for consistent growth in high quality visitors and exhibitors. Over 80% of previous exhibitors and 90% of previous visitors returned to HGH India 2017, reflecting its importance for both sellers and buyers.

## Exhibitor growth



Exhibitors at HGH India include Indian and International Brands, Manufactures, Importers and national distribution partners.

Exhibitors increased by 10 percent over last year. 500 manufacturers and brands from 30 countries showcased their products, making HGH India 2017 one of the largest trade shows for home products in Indian market.

With exclusive country pavilions from Turkey, China and Taiwan, international exhibitors went up substantially. They reported very good business results in product



*Dr. Kavita Gupta,*  
I.A.S, Textile Commissioner,  
Government of India,  
Chief Guest

“I think HGH India is doing a tremendous job for home textiles, home décor, houseware & Gifts industries. There is a distinct growth in this trade fair and I can see high vibrancy & buoyancy in the whole environment here. 500 top Indian and international brands are exhibiting here with well displayed booths. I am sure that trade buyers will also be very impressed with the innovative & wide range of products on display.”



*H. E. Mr. Erdal Sabri Ergen,*  
Consulate General of Turkey,  
Guest of Honor

“HGH India is a very well organised show. We have 16 Turkish companies exhibiting in houseware segment as India offers a very high potential as a market for Turkish industry. We notice that HGH India has a very impressive home textiles section. With our experience this time, we propose to have a larger presence at next HGH India with home textiles alongwith a range of houseware and home décor products.”

categories like cookware, kitchenware, wellness and kitchen appliances, tableware, storage, plastic houseware goods, cleaning & hygiene products, outdoor products, blinds, mattresses, decorative accessories, gifts and a variety of functional and household products. In addition, several international brands and manufacturers successfully showcased their products through their Indian distributors and business partners in categories like home textiles, furnishings fabrics, wall papers, carpets, wooden flooring and synthetic flooring.

Exhibitors, both international and Indian, could find many high potential buyers and long-term partners and could expand their Indian market presence.

### Good business results

HGH India 2017 reflected the aspirational demand for home products by Indian consumers as a high number of retailers looked for premium and branded products over

cheaper, price driven options. International exhibitors offering high-end cookware, houseware and home textile products received better response than expected.

Well-known Indian brands across categories could meet not only their dealers from all over India and transact business with them, but could also find several new dealers and distributors in unrepresented territories. International exhibitors confirmed that they could connect with several well established distributors and brand representatives and their participation was highly successful from the perspective of expanding their market presence in India.

Though it was difficult to quantify, a very large volume of spot ordering took place by retailers with their regular suppliers. Many exhibitors also reported trial orders from prestigious retailers as well as new entrants.

First time exhibitors were very excited and over 90% confirmed that they want to exhibit again next year, in most cases with bigger spaces.



Focussed business environment of this trade show facilitated quick and effective access to the growing Indian market.

## A major industry forum

HGH India 2017 witnessed several new product launches and innovations from leading Indian and international brands and manufacturers. Wall coverings industry announced the formation of their 'Wallcovering Association of India' at HGH India 2017. Textile Commissioner Dr. Kavita Gupta launched 'HTA Indoors' Magazine for Home Textile Association of India. Welspun Global Brands Ltd used the trade show to launch a new logo for their brand 'SPACES'. Several market leaders and high profile brands shared their trade schemes



and business plans with their current and prospective dealers and distributors across India.

National and international players in product categories like bed & bath linen, furnishing fabrics, floor coverings & carpets, mattresses, table & kitchen linen, wall papers, blinds and window dressings, home décor accessories, fragrances & spa products, handicrafts, artefacts, gifts, cookware, tableware, kitchenware and general houseware found HGH India a useful platform to expand their distribution network.



## Trends 2017-18

Trends for 2017-18 for Indian home market were presented by HGH India under the central theme **across time**.

Conceptualized and implemented by the internationally renowned design studio Sahn + Permantier, these trends reflected our roots in the past as well as our current life and traces to the future. The Trend Book "across time" encompassing these trends provided clear direction to the entire value chain in Indian home products industry as well as consumers in terms of colours, designs, materials, and styles. Manufacturers, brands, retailers, and professionals in the home business can apply these trends across categories like home textiles, furnishings, home décor, houseware and gifts. An elaborate trends pavilion helped visitors not only understand these trends better but also enabled them to see their actualization and source them for their business needs.

The trends divided under four sub-themes -Tropical Joy, Ethnic Treasure, Classical Trail and Digital Medley- were very well received by the exhibitors and visitors, who found them innovative and useful to get a clear direction in their product development and sourcing.



Several exhibitors' products across categories got selected by the trends team for display at the trends pavilion, clearly indicating high design and innovation standards followed by HGH India exhibitors in general.

## Indian market

Indian economy continues to grow at over 7% per annum. Young, aspiring Indian consumers with rising incomes are amongst the most upwardly mobile, globally. With consumer demand for home products increasing at 20-25% per annum, business growth opportunities in the Indian market are rapidly growing. Being a huge, but highly diversified market, connecting with established and sustainable channel partners is a major

challenge faced by brands, manufacturers and importers. HGH India once again proved an effective catalyst for connecting international as well as Indian brands, manufacturers and importers with high potential retailers, importers, distributors, brand representatives and institutional buyers.

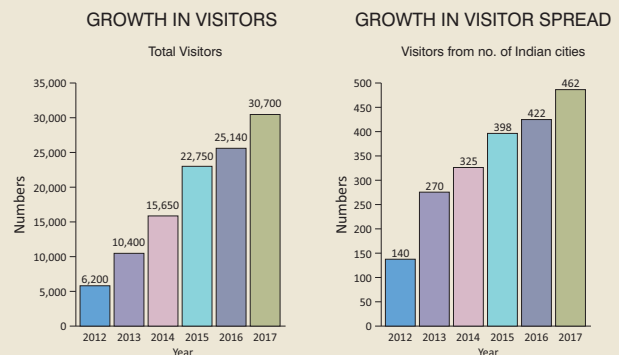
Several international brands and manufacturers, Indian exporters and new entrants to the market also visited HGH India 2017 to understand the Indian market profile and assess its potential. Many of them came to convert this assessment in their participation in this trade show next year.

The 7th annual edition of HGH India 2018 is scheduled from July 3-5, 2018 at Bombay Exhibition Centre, Mumbai.

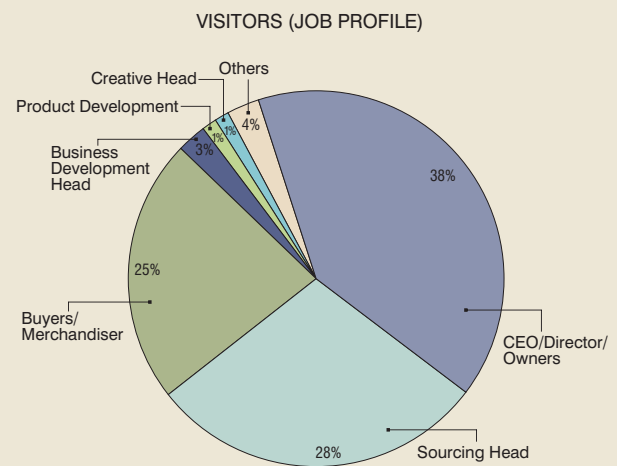
## Visitor Profile

Prime visitors at HGH India are trade buyers and retailers including department stores, hypermarkets, specialty stores, online retailers, traditional retailers and franchisees; importers, distributors, wholesalers, institutional buyers, corporate gift buyers and interior designers. 30,700 qualified trade visitors from 462 cities and towns across India visited HGH India 2017. This was a 22% increase over the previous year.

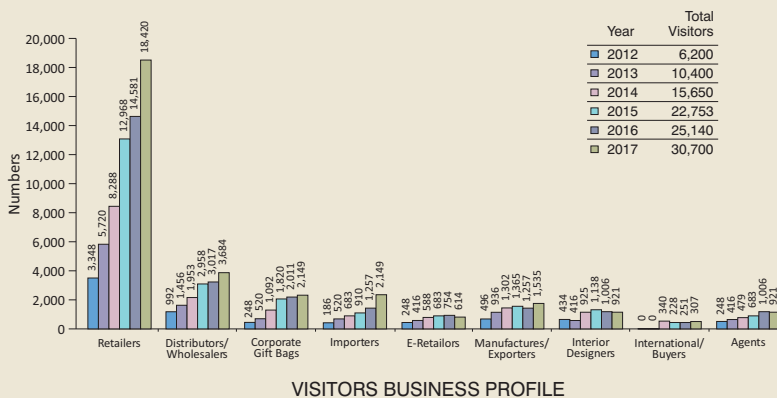
## Visitor Analysis



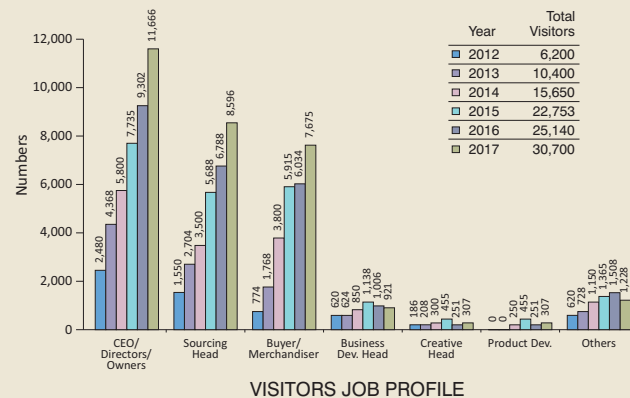
HGH India visitors include all categories of home trade buyers including retailers, Importers, Distributors, Institutional buyers, international buyers and industry representatives.



### INCREASING PRESENCE OF ALL BUSINESS SEGMENTS



### INCREASING PRESENCE OF ALL DECISION MAKERS



## VISITORS' COMMENTS

"Home as a category in India has been growing very well. As consumers understand the importance of making their homes more comfortable, Indian home trade is also evolving at a rapid rate. Brands are taking more steps ahead of the consumers. We should be able to have lot of new ranges coming to our store which we find at HGH India."

*Govind Shrikhande*, Managing Director, Shopper's Stop

"I have been coming to HGH India for 4-5 years now and it's growing over the period of time. We are also getting new suppliers and new articles, which we always look for. This is one of the largest fairs in India for Houseware. We are able to meet and are exposed to most of the suppliers over here at one place."

*Ajay Talwar*,  
Assistant Vice President - Buying & Merchandising  
(Non Food), Max Hyper Market

"It is a great show. It's nice and well divided where you have clear understanding of where to go and what you are looking for. Its aim is Indian market. That is what we would be looking for in future. It would be a great opportunity to be a part of HGH and become a great brand for Indian consumer. There's a passion for home and I have seen lot of colours and good vibes for our development, our creative team. Definitely India is a big inspiration."

*Simone Rossi*,  
Sales Director (Asia Pacific), Alessi S.P.A

"I have been traveling to many European trade shows. I see HGH India equally good. Environment and exhibitors are all high end to my taste. So I make it a point to be here for all three days. It's really good. Here, I can source all items at one go. Excellent show!"

*Bharat Haria*, Owner, Mahavir Store

## EXHIBITORS' COMMENTS

"HGH India is very important for the industry today. That is why we decided to launch our new SPACES logo and the new collection for autumn/winter seasons at HGH India 2017. This trade show has become an integral part of our marketing process and an important event on SPACES annual calendar."

*Dipali Goenka*,  
Managing Director, Welspun Global Brands Ltd.

All Indian carpet exporters have to look inwards at India as a market. Response to our members has been growing exponentially every year, ever since we have been participating. Future of consumer retail market in India is huge and HGH India has done a great job in connecting us with it. It has created a niche for itself where all products are displayed for retailers to source."

*Mahavir Pratap Sharma*,  
Chairman, Carpet Export Promotion Council

"This is the first time Rumors got into HGH India. It's been a good experience for us. I'm really happy to have brought Rumors into HGH India. The footfalls are very impressive. Lot of people have walked in-new customer along with the existing customers."

*Ramachandra Shastry*, Director, Rumors

"It is the best platform available in India for all retailers to source houseware and kitchenware products. We have been participating for the last six years. HGH India is helping us as well as International brands we represent, get exposure across India. We plan all our new product launches during this show."

*Rajeev Sanghani*, Managing Director, Eternia Home

Every time I come here, it amazes me. I used to go broad and to see fairs there and I always used to think about India also having such international level of trade fairs. Now I can say, HGH India is the one. We are very proud to be here. We believe this is "the trade show" in the country where we can actually promote our brand to the trade."

*Vijay Agarwal*, Chairman, Portico

"This is the first time we exhibited in HGH India and were quite surprised to see the response. Not only our regular dealers, but several high quality dealers from all over India visited. We also received some international buyers at our booth. Going by the response, we are quite hopeful that this trade show will have a good positive impact on our business. It's a great platform even for well-established brands like Prestige."

*Sandeep Tamhane*,  
Zonal Sales Manager, TTK Prestige

"It is a very good platform for us. We are getting very good business. HGH India is boosting our sales. We are getting more business from hoteliers and restaurants. Superb Show!"

*Anil Sharma*,  
Manager Business Development, Clay Craft

"We have been coming here from last 3-4 years and every time we are surprised by number and high profile of the visitors. We get to know some interesting people and international retailers. Good thing about HGH India is that it brings to us a lot of retailers from all over India who are otherwise very small would not have the platform to meet the brands."

*Eqbal Perwaiz*,  
Consultant, Advansa Marketing GmbH