

Where business feels at home!

## Home Textiles & Furnishings Lot More to Discover

Home textiles and furnishing fabrics are clearly the largest and most well-established segment of the Indian home products market. Yet this segment has a very high growth potential in the short as well as long term, considering very low current consumption levels. Instead of just concentrating on metros and mini-metros, retailers, manufacturers and brands must take a close look at the growing business opportunities in the upcoming 100 smart cities as well as tier II and tier III cities and towns across India.

Indian home textiles are recognised worldwide as very high quality in terms of materials and workmanship and creative and innovative in terms of designs. This has led to India making a mark for itself in all the major international markets like USA, Germany, France, UK, Italy, East Europe, Japan, Australia, China, Canada, Middle-East Asia and so on. Today India has about 9% share in world's total exports of home textiles.

While internationally India has achieved high growth and market leadership, Indian manufacturers have begun their marketing efforts on the domestic market front only very recently in the last seven to eight years. While the consumption of home textiles in the country continues to grow between 15-20% per annum, very few branded products are available in this category. HGH India has played a vital role in helping several leading manufacturers and exporters establish their home textiles brands in the



Maspar

Indian market at national level.

From the buyers perspective, HGH India has facilitated their sourcing by bringing more and more branded products to Indian distributors and retailers across the country.

Bed sheets are the single largest category of home textiles selling in the domestic market accounting for 50% of the total home textiles retail sales in the country. This is followed by curtain materials, upholstery fabrics, bed covers, cushion covers and pillows, durries, rugs and carpets. Demand for blinds is growing rapidly. Readymade mattresses and pillows are one of the fastest growing categories here with an annual consumer demand growth of nearly 100% year on year.

**Furnishing Fabrics:** Despite sluggish trends in retail sales during the last one year, which seems to be more on account of the changing market structure and growing competition amongst

retailers with several new stores opening in Tier 2 and Tier 3 cities and towns rather than any decline in consumer demand, furnishing fabrics continues to attract many new players. This indicates high



Rumors



# BRINGS OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS

market potential even as dynamics of furnishing business are changing in India.

Furnishing fabrics will continue to be one of the largest product segments once again HGH India 2019 too. The industry expects the demand in this segment to

Well-known Indian brands like *D'Décor*, *DCtex*, *F & F*, *Luxor*, *Rumours*, *Zynna*, *Pret-Fab*, *KC Fabrics*, *New Castle*, *Vaya (UTM)*, *V & J*, *Gem Collections*, *Reliable Drapes* will launch their new collections and catalogues for curtain, drapery, upholstery and decorative fabrics for 2019/20 retail season.

You can also see that latest international fabric collections from well-known international brands like *IFI* (Greece), *Designers' Guild* (UK), *Zimmer + Rohde* (Germany), *Casamance* (France), *Harlequin* (UK), *Microfibres* (USA), *Sertex* (Turkey), who will be present either directly or through their Indian distribution partners.

Besides, several manufacturers and private label suppliers of furnishing and upholstery fabrics will offer a wide range of sourcing solutions for mass market as well as premium segments.

**Bed & Bath:** Bed & bath is the biggest segment of all home textiles market in India with a share of 50% in India's total retail sales. It continues to grow at 15% per annum. This is leading to many new players and product innovations entering the market every year. This trend will be once again spotted at HGH India 2019 with over 40 exhibitors in this segment including many new entrants. Leading brands like *Bombay Dyeing*, *Trident*, *D'Décor*,

*Maspar*, *Micro Cotton*, *Bella Casa*, *Bonheur*, *DCtex*, *Sasson*, *Bianca*, *CAPS*, *Mark-Home*, *Florida*, *Stylla* and *Softweave* will introduce their product innovations and new designs to the trade. Besides, several leading manufacturers from Mumbai, Ahmedabad, Ludhiana, Panipat, Jaipur, Coimbatore and Karur will either debut their brands in India's domestic market or offer private label manufacturing facilities to retailers and established brands.

**Mattresses & Pillows:** Over the last 5-7 years, Indian consumers have started realising the



*Duroflex*

importance of right quality of sleep in order to stay healthy, fit and efficient. This realisation is leading to huge demand growth in high quality mattresses and pillows across materials and technics suitable for different individual needs.

Revolutionary demand and opportunity growth in this segment in India, where new products, new brands and new range from established players are entering the market every day, are making

it difficult for the retailers, distributors, institutional buyers and interior designers to keep pace with this highly dynamic segment.

HGH India 2019 will help visitors understand innovations and latest developments from well established brands like *Kurl-on*, *Springfit*, *Duroflex*, *King Koil*, *Centuary*, *Nilkamal* and *Dr. Back*. Besides, relative new comers like *Memoir*, *Repose*, *Relaxwell*, *Remco*, *Sleepmax* will also offer a diverse range of mattresses and pillows for different market segments.

**Decorative Made-ups:** Indian consumers are showing an increasing fascination for well-designed made-ups for decorating their living spaces. Retailers in turn need to increase the shelf and floor



*Anna Simona*

space for these products whose domestic demand is growing at 20-25% per annum.

India is already well-known all over the world for producing high quality products and infinite designs and varieties in decorative made-ups like cushions, cushion covers, curtains, blinds, bed covers, duvet covers, quilts, throws, comforters, shams, bolsters, sofa covers, cords, tassels and other decorative

home textiles. Many leading exporters, who so far focussed only on international markets have realised the high potential of India's domestic market and are now offering their world-class products to Indian retailers, interior designers through HGH India. This year too, visitors can find a unique range from many regular as well as new exhibitors from all over the country.

Well-known brands and leading exporters from Mumbai, Delhi, Jaipur, Panipat, Ahmedabad, Surat, Kolkata, Kunnur, Karur, Chennai, Bengaluru and many other parts of India will showcase a wide range of innovative designs in the above products. *Anna Simona (Textrade)*, *Maspar*, *Aaydam (Grasim Jan Seva Trust)*, *Loom (Shabri International)*, *House of Incas*, *Tex n' Craft (TexStyles)*, *Bianca*, *Pan Overseas*, *Home Plus Retail*, most of whom are also well-known exporters as well, are amongst few of the leading exhibitors.

*Gopalas*, *Sukh Sagar* and *Sterling* will bring the range of made-ups from Jaipur, well-known for its traditional designs and exquisite block printing, Sanganer prints, quilting, embroidery and craftwork.

**Blinds:** As blinds gain increasing popularity in India as a substitute to traditional curtains and window draping for sun protection and decorative interiors, over 25 leading brands from India and several other countries will present their wide range at HGH India 2019. Products include Roller, Vertical, Venetian and Roman blinds as well as Blackout Curtains. *Toso* from Japan, *Forest* from Netherlands, *Somfy* from France, *Pankoul* from



*Bombay Dyeing*



*Toso*



# HGH INDIA 2019: SOURCE FROM 700 BRANDS & MANUFACTURERS

UAE and A-OK and *Zhenjiang Deshenglong* from China will unveil their latest international innovations for Indian retailers, distributors, architects and interior designers.

*D'Décor*, India's leading and fast growing premium brand will unveil their entire new range. Besides, Indian brands like *NBT*, *Nova*, *Deco Window*, *Touch Blinds*, *Shades*, *Viento* and *Kazage* will showcase their new range of blinds. Demand for blinds is growing by over 25% per annum in the Indian market. Visitors will be able to experience innovations and automation in blind and curtain mechanism.

### Bath Mats & Accessories:

Awareness amongst Indian consumers towards better bathrooms on account of health, hygiene and lifestyle improvements is increasing. To tap on this market opportunity over 25 manufacturers, brands, importers and exporters of bath mats and bathroom accessories like bathroom slippers, bath robes, shower curtains will exhibit to offer their range. India's leading exporters like *Pan Overseas*, *Riviera Textiles*, *Tex n' Craft*, *Home Floor* from Panipat and *Saprose* from Delhi will present their international range of these products to the domestic market. On the other hand brands like *Obsession*, *Freelance*, *Divine*, *Shresmo* will bring imported and designer range of the same products under their own brand name.

Hard goods in bathroom accessories include soap dispensers, soap dish, brush holders, soap dish, towel rings, toiletry racks & trays, bath closets. Innovations This range of imported and Indian

products will also be offered by brands like *Obsession*, *Freelance*, *Divine* and *Shresmo*.

**Rugs & Carpets:** India is the largest exporter of handmade rugs & carpets with over 40% share of



CEPC

the world market. Looking at the growing demand of handmade rugs and carpets in the Indian domestic market, the *Carpet Export Promotion Council (CEPC)* is organising a group participation of its members at HGH India for the fourth time. 19 well-known rugs and carpet exporters will be showcasing their range under the umbrella of *CEPC* to the Indian retailers, distributors and interior designers, opening new market opportunities for both themselves and retailers. Demand for rugs and carpets in the Indian market has been growing at 30-35% per annum.

While the hand-knotted, hand tufted and hand woven varieties of carpets are produced in plenty within India, the country depends on import of machine-made rugs and carpets for its domestic consumption. While there is demand for handmade rugs in a niche market in India, price-conscious consumers in the mass market prefer cheaper machine-made carpets imported from countries like Turkey, Belgium, Iran, Egypt and China. Of late some



Pan Overseas

Indian producers like *Oscar Exports* and *Overseas Carpets* have started producing machine-made carpets in India. Visitors will be able to source from their range at HGH India 2019. In addition a wide range of handmade and machine made



Pan Overseas

carpets and rugs in silk, wool, cotton synthetic and recycled materials; durries, prayer mats will be on display by over 25 leading manufacturers from Bhadohi, Panipat, Jaipur, Varanasi, Delhi and Kashmir. Some of the leading exhibitors include *Qaaleen*, *Karpets By RKS* and *Onyx*.

**Table & Kitchen Linen:** Table & kitchen linen is currently one of the smallest segments of the Indian home textiles market due to the cooking and dining habits of the Indian households. However, demand in this segment is growing rapidly specially amongst the young, urban consumers who are influenced by the Western lifestyle.

At HGH India 2019 *Bianca Winmark* and *Kunal Enterprise* from Mumbai, *Maspar* from Delhi and *Chennai Hometex* from Chennai will bring branded range of table and kitchen linen, including gift packs. In addition, the Indian range of handloom and powerloom based table and kitchen linen range like table covers, dining



Loom Home Textiles

**HGH INDIA 2019**  
HOME DECOR - GIFTS - HOUSEWARE  
JULY 2-4, 2019  
BOMBAY EXHIBITION CENTRE, MUMBAI

**Trade Visitors!**  
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napkins, placemat, runners, bread baskets, aprons, mittens, kitchen towels, tea cosies etc. will be brought in by exhibitors like *Jayakrishna Tex*, *Airwill Home Collections*, *Home Plus Retails* and *Superior Home Fashions* all from Karur.

Besides, a number of Chinese exhibitors in the Zhejiang Pavilion in hall 2 and hall 3 will present low maintenance range of mittens, table covers, place mats, table linen and kitchen linen in laminated textiles, PVC and coated fabrics. Some of the key exhibitors in this category will include *Zhejiang Ziran Houseware Co. Ltd.*, *Yiwu Ningxim Daily Commodity Co. Ltd.*, *Ningbo Splendid Home Textiles Co. Ltd.*, *Ningbo Haifu Exports Co. Ltd.*, *Changshu Love Joy Textile Import & Exports Co. Ltd.*

**JULY 2-4, 2019 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.**



# Visitors Facilities

## Business Centre

A Business Centre has been created inside Hall 1 where exhibitors and visitors can avail of facilities like computer, internet, document printing, business cards printing, scanning, fax and stationary purchase etc... These services will be available during the trade show days (July 2-4, 2019) from 09:00 am - 06:30 pm on chargeable basis.

## Car Hire

Exhibitors and visitors can hire a variety of economy and luxury cars with drivers from the official travel agents Narayan Hospitality Services for the entire duration or any of the days of HGH India as per tariff indicated in Annexure 8 on page no. 57. If you wish to retain the vehicle for all 3 trade show days, please indicate to the travel agent in advance so that your vehicle can be reserved accordingly. July being Monsoon season in Mumbai, it may be advisable, especially for the outstation exhibitors, to keep at least one car hired throughout the exhibition days. However, choice is entirely yours.

All details can be found on HGH India website or you can e-mail on [travel@hghindia.com](mailto:travel@hghindia.com).

## Courier Services

Courier services for exhibitors and visitors will be located in the services area near the Visitor Registration Desks in Hall 1. You can send or receive courier packets through the Designated Courier Desk.

## Hotel & Accommodations

HGH India has negotiated discounted rates with a variety of business, luxury and budget hotels from where Bombay Exhibition Centre, the venue for HGH India 2019 is conveniently accessible. For this click on the tab Travel on our website [www.hghindia.com](http://www.hghindia.com). In this tab, registered exhibitors and visitors of HGH India 2019 can find hotels' profiles, star rating, availability, prices, services offered, distance from the venue and such information by using their login id and password after clicking the link

Travel & Stay. You can instantly book your hotel directly through HGH India official travel agents, Narayan Hospitality Services and can also avail of special discounted rates and other facilities wherever available.

All details can be found on HGH India website or you can e-mail on [hotels@hghindia.com](mailto:hotels@hghindia.com).

## Left Luggage

For the convenience of visitors and exhibitors, HGH India has created Left luggage facilities near the Visitor Registration in Hall 1 & Hall 3. Visitors and exhibitors can avail of these facilities free of cost during the trade show days (July 2 - 4, 2019) from 09:00 am to 07:30 pm.

## 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 Hall 1. Ambulance facility will be available just outside Hall 1 at all times, including the set-up and trade show days (June 29 – July 4, 2019).

## Parking

Separate areas have been designated for Visitor's car parking within Bombay Exhibition Centre on Pay & Park basis. Entries to these areas is from Gate 1 and Gate 2 of Bombay Exhibition Centre. This facility is directly managed by Bombay Exhibition Centre. Parking Charges for cars are `100/- per entry per day during the trade show visitor hours. Goods vehicles are not allowed to be parked in the Visitor Parking Area. No free parking for visitors will be possible inside Bombay Exhibition Centre.

## Prayer Room

Prayer room has been created within the Hall 1 & Hall 3 premises for those exhibitors and visitors wishing to offer religious prayers during the trade show hours on July 2-4, 2019. Exact location can be found by following signage or from information desks located in the halls.

## Restaurants/Cafeterias

During the set up period, from June 29 -July 2, 2019, a functional cafeteria will be located inside or adjacent Hall 1 & Hall 3 as well as outside Hall 1 to facilitate food and beverages for exhibitors, contractors and their staff. This entire food service will be managed by Nesco Hospitality, a division of Bombay Exhibition Centre and no food purchased from outside the premises is allowed in the exhibition centre as per Nesco rules.

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

On the trade show days from July 2-4, 2019, food courts, restaurants and cafeterias at multiple locations inside or adjacent to Hall 1, Hall 2 and Hall 3 and Bombay Exhibition Centre Premises (Outside the halls) will be functional. An outdoor cafeteria will be functional at ORCHARD front of hall 1 entry (next to THE GRANDE). Exclusive lounges set up by the organisers for all exhibitors, trade visitors and VIPs will also provide hospitality and beverages.

## Shuttle Bus Service

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](http://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.

Details of updated schedule and drop points can be found on the tradeshow website [www.hghindia.com](http://www.hghindia.com) under the menu "Visitors" or "Exhibitors". You will find sub-menu "General Facilities" and "Reaching the Venue" in both of them, Check for the item Shuttle Bus under these heads. The schedule can also be found with Information desks, information KIOSK, inside the buses and at the boarding points at the venue.

## Travel Services

HGH India's official travel agent, Narayan Hospitality Services offers a comprehensive range of travel services for the exhibitors and visitors. This includes domestic and international air tickets, car hire, hotel reservations and packaged tours to prime tourist destinations across India. They also offer short tour packages in and around Mumbai city. The travel agent can be reached through travel section of [www.hghindia.com](http://www.hghindia.com).

HGH India will also have a Travel Desk in Hall 1 managed by the official travel agent where exhibitors and visitors can avail of all travel related services from July 2-4, 2019.

In order to avoid last minute rush and inconvenience, it is advisable to book your hotels and make your other travel arrangements well in advance.

## Umbrella Service

Taking the monsoon season into consideration, an umbrella service desk has been created inside Hall 1 and Hall 3 in the Visitor Registration area. It will facilitate the exhibitors and visitors to keep their umbrellas during their visit to the trade show. The visitors can keep their umbrellas for exchange of a token and collect them at the time of leaving the venue. The facility is free of cost during the trade show days (July 2- 4, 2019) from 09:00 am - 07:30 pm.