

HGH INDIA[®] 2019

HOME DECOR ■■■ GIFTS ■■■ HOUSEWARE

JULY 2-4, 2019 MUMBAI, INDIA



A TEXZONE Event

Where business feels at home!

DC Handicrafts, Mr. Shantamanu to Inaugurate

The 8th annual edition of HGH India will be inaugurated by Shri Shantamanu, IAS, Development Commissioner (Handicrafts). He is a firm believer that the Indian handicrafts sector is a reflection of the culture and tradition of our country, and plays a key role in the progress of the Indian economy. It is indeed a pleasure to have him inaugurate the trade exhibition, given his vast experience and passion for the sector. He has greatly experienced the economic plight of artisans around the country, and has contributed significantly to the growth of handicraft industry.



Shri Shantamanu,
IAS, Development Commissioner
(Handicrafts)

As HGH India 2019 gets underway, the exhibition is all set to connect 700 brands and manufacturers from 32 countries with over 35,000 retailers, brand representatives, distributors, importers, as well as

institutional and trade buyers. This year's edition of HGH India promises to set new benchmarks in the industry, bringing new brands, manufacturers, innovation, design and products under one roof. Among the many highlights of the exhibition are the presence of over 75 exhibitors from China through the Zhejiang Broad International Convention & Exhibition Co. Ltd, as well as international brands from Turkey, Europe, USA, UAE, the UK, and others. There will also be a strong presence of well-known Indian brands showcasing a wide range of innovative products in the home textiles, home décor, houseware, and gift space.

The reach of HGH India can be seen with the year-on-year increase in visitors and cities. HGH India has received visitor registrations from over 500 cities and towns, covering all states and Union Territories. Interestingly, in addition to visitors from tier 1 cities and metros, there has been an increasing number of registrations from tier 2 and 3 cities, a clear reflection of the growth of the home décor market across the country. That demonstrates the interest among retailers, wholesalers, agents, designers, architects and international stakeholders in discovering and understanding trends for 2019-2020, and sourcing new suppliers



INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

Indian heritage

HANDICRAFTS | KHADI | COIR | JUTE



For centuries, India has enjoyed a rich heritage of hand crafted products produced by master artisans and craftsmen. They have gainfully employed these skills to create a range of home textiles, home décor, houseware, and gifts. For the second year in a row, HGH India is undertaking a special promotion of handicrafts, khadi, coir, and jute products under the heading "Indian Heritage".

Led by the Export Promotion Council for Handicrafts (EPCH), many well established Indian exporters are making their domestic market debut at HGH India. This will allow Indian retailers to source and offer the Indian consumer world class products sold by them across the United States of America, Japan, and Europe. Furthermore, they can greatly benefit by exploring these unique, and varied products, and seek to add value to their stores, by sourcing from these ranges.

Additionally, the Carpet Export Promotion Council has once again organised a group of 21 well established handmade carpet manufacturers to display their products at HGH India 2019. These manufacturers are spread across the country, and are indicative of the growing potential and market for these exquisite rugs and carpets. Their unique designs, and superior quality, can be

corroborated with the fact that the Carpet Export Promotion Council members command a strong 40 per cent share in the global market.

HGH India 2019 will also feature exhibits from various institutions and organisations under the Government of India. These include the SC/ST hub under the aegis of National Small Industries Corporation Ltd. (NSIC), North East Handicrafts and Handloom Development Corporation Ltd. and Manipur Handicrafts & Handloom Development Corporation, among several others.

The Handicrafts Mega Cluster Mission (HMCM), will also display a variety of Chikankari embroidered works from Lucknow based artisans, and Kutch embroidery, leather work, art metal ware, bead craft, and rogan art from Kutch. There will also be displays from the Council of Handicrafts Development Corporations, as well as the Kashmir Chamber of Commerce & Industry, exhibiting their famed embroidery, and wood carved items.

The highlight of the Indian Heritage pavilion will be a live demonstration of skills by National Award Winning artisans and craftsmen. Skilfully creating wood carvings, terracotta accessories and more, these artisans, will bring Indian heritage to the limelight, and showcase outstanding pieces of art.

The Trends Pavilion 2019 -20

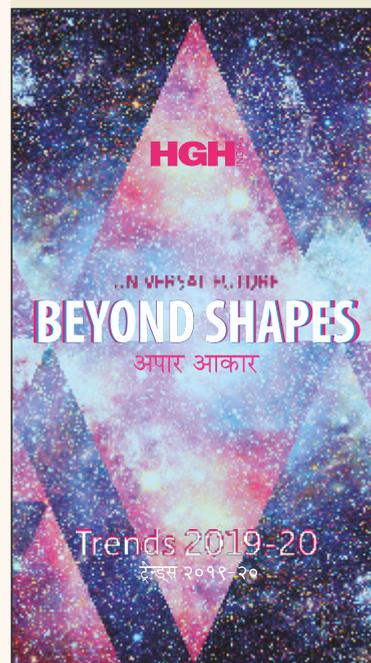
As an annual highlight of HGH India, the Trends Pavilion showcases the influence of social and technological developments on the ever-growing consumer demand amidst the dynamic Indian home products market.

In a country flooded with new age and tech savvy millennials, the market is largely influenced by the dynamic lifestyle, preferences, and tastes of its evolved consumers.

As educated, financially affluent, and confident denizens with abundant international and social media exposure, they desire a blend of modern, contemporary,

sector, for HGH India. They provide a valuable design insight into home textiles, home décor, houseware and gifts for retailers, manufacturers, brands, buyers, and interior designers, for the upcoming season.

This year, under the theme of **Beyond Shapes – Universal Future**, HGH India has predicted trends divided into four sub-groups — Flight of fancy – potential of drama; The Flaneur – potential of elegance; Juicy Beats – potential of play; and Tribal Safari – potential of the natural with the design elements blending the modern and traditional ethnic culture. These different trends differentiate in detail by sub-themes the colours, materials, textures and prints. They are applicable across all categories – Home textiles, home décor, houseware and gifts. Thus, these will be instrumental to exhibitors as well as visitors to present and source their respective collections, in line with colours, designs and materials that cater to the preferences of aspirational Indian consumers.



Like every year, the exciting Trends Pavilion will be showcased in Hall 1 to guide you in understanding these trends, along with providing an experience of their application in real home products and range planning. It is thus, a must-visit for attendees including designers, retailers, traders, and players across the market, who wish to be updated of upcoming design trends, and staying ahead of competition.

Moreover, those who visit the pavilion will also get the opportunity of availing a well-designed Trends Book that encapsulates the elements of the broader 'Beyond Shapes' theme and these four trends. It can be purchased at different Trend Book sales points or at the Trends Pavilion at HGH India. You can also order the same online at our website www.hghindia.com

and traditional ethnic products. With India swiftly emerging as a global superpower, citizens are not only enthusiastically embracing international lifestyle, but are also reiterating their affinity towards social traditions and the rich cultural heritage.

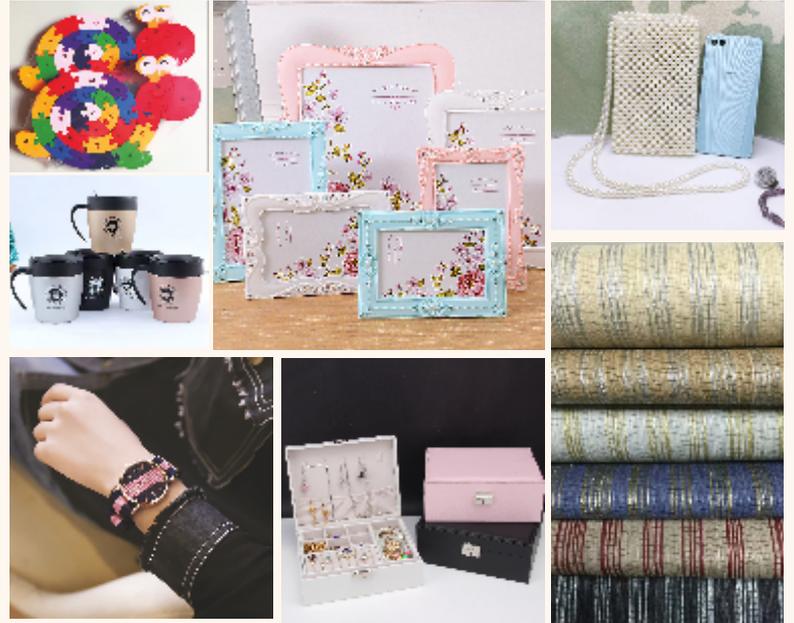
An experienced design team from Europe, with extensive knowledge of the Indian market conducts intensive research every year, and forecasts colours, materials, designs, patterns, and styles for the near future that are expected to play a major role in lifestyle and home fashion trends in the Indian

HGH India and Zhejiang welcome 70 Chinese exhibitors this year

HHGH India has always welcomed satisfying partnerships offering the best for trade show visitors and exhibitors alike. This year, Zhejiang Broad International Convention and Exhibition (BCE) Co Ltd are joining HGH India to be part of this experience. They have curated an exciting group of seventy Chinese exhibitors across sectors.

The Zhejiang pavilion in Hall 2 and Hall 3 will feature exhibitors showcasing multiple options encompassing everything one might need - from decorative made-ups, furnishing fabrics, curtains, bed and bath products, table and kitchen linen, wallpapers and decorative accessories, to crockery and tableware, storage and plastics, kitchenware, kitchen appliances, cookware, home appliances, gifts, general houseware, travel goods, cleaning and maintenance products, babies and kids, tenting and camping products. These halls will also feature a selection of gifting options and fashion accessories from some companies.

The Zhejiang pavilion also aims to bring in more for the rapidly growing babies and kids market in India. This market is currently in high demand and Zhejiang plans to deliver and delight, with handmade wooden and Polyurethane toys (squishy toys), puzzles, Do-It-Yourself (DIY) products, artefacts and garments. There will also be gift packs on display.



HGH India 2019- Hall Plan and Services

Hall 1- Home Textiles

Hall 1 consists of leading home textile brands displaying a wide range of furnishing fabrics, bed linen, towels & bath linen, table and kitchen linen, floor coverings, readymade curtains, and decorative made-ups.

Hall 2- Home Décor and Gifts

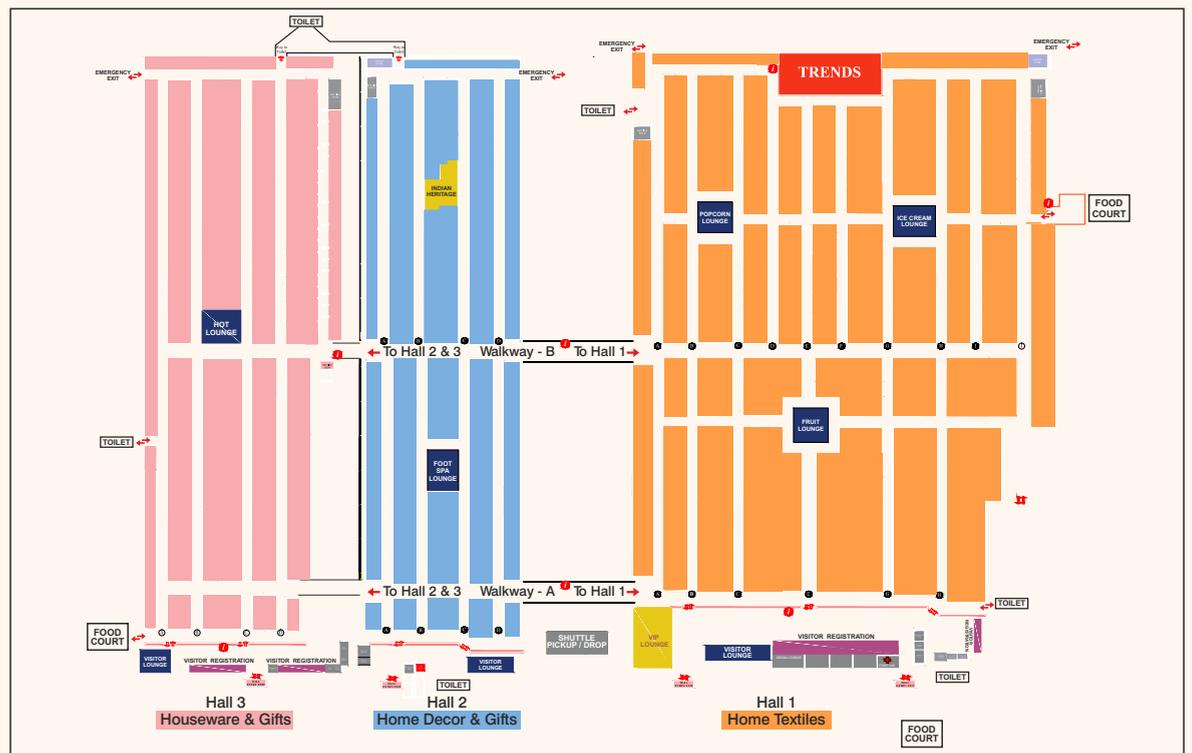
Across Hall 2, one can find a large selection of home décor items including wall décor, table tops, murals, artefacts, wallpapers, synthetic and wooden floorings, paintings, decorative mirrors, lights, and a variety of decorative furniture and accessories.

Hall 3- Houseware and Gifts

In Hall 3, visitors can view houseware products across categories, including kitchenware, kitchen appliances, cookware, tableware, storage, cleaning, maintenance, outdoor, and security products.

Services and Facilities

HGH India 2019 values each and every one of their visitors and exhibitors, and in order to ensure



they have both a comfortable, as well as convenient experience, the organisers have put in place several services and facilities. All registered exhibitors and visitors can avail these services free of cost, before and during the trade show.

Lounge Services

Indulge in a piping hot cup of coffee or tea, munch on the freshest fruits, or treat yourself to ice cream and popcorn at the various lounges located across the three halls. There is also a foot spa lounge

located in hall 2, to help relax and rejuvenate.

Travel Services & Car Hire

HGH India's official travel agent, Narayan Hospitality Services offers visitors and exhibitors a vast range

of services. These include 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 the travel section of www.hghindia.com HGH India will also have a Travel Desk in Hall 1 managed by Narayan Hospitality Services, 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 cars, hotels and make your other travel arrangements well in advance.

Hotel & Accommodations

For the benefit of exhibitors and visitors, HGH India has negotiated deals with a range of budget, business and luxury hotels in close proximity of the Bombay Exhibition Centre, the venue for HGH India 2019. To avail this facility, registered exhibitors and visitors of HGH India 2019 can click on the travel tab on www.hghindia.com and find hotels' profiles, star ratings, availability, prices, services offered, distance from the venue and other such information. These properties can be instantly booked through HGH India's official travel agent- Narayan Hospitality Services, and one can also enjoy special discounted rates and other facilities, as available.

Business Centre

For the convenience of exhibitors and visitors, a well-equipped business centre has been created inside Hall 1. Here, they can avail facilities like internet, print business cards, scan documents, send faxes, use computers, purchase stationary, and more. These services will be available from 09:00am-06:30pm during all three days of the trade show.

Courier Services

Exhibitors and visitors can send and receive courier packages through the designated courier desk. This is located in Hall 1 at the services area, near the visitor registration desks.

Medical Services (First Aid)

Safety and health of visitors and exhibitors at HGH India is of utmost importance. To this extent, the organisers have made arrangements for first aid and primary medical facilities. First Aid services can be found near the visitor registration desks in Hall 1, and there are ambulance facilities available at all times, including set-up and trade show days.

Left Luggage

Visitors and exhibitors can avail of luggage storage solutions for their convenience. This facility is available free of cost, and is located near the visitor registration desks in Hall 1 and Hall 3, between 09:00am-07:30pm during all three days of the trade show.

Prayer Room

For visitors and exhibitors who wish to offer religious prayers during the trade show hours, a prayer room has been created inside Hall 1 and 3. In order to locate the prayer rooms, one can follow signage located across the halls, or from the information desk.

Parking

On a Pay & Park basis, separate areas have been designated for visitor's parking within the Bombay Exhibition Centre. Entries to these areas are from Gate 1 and 2, and are managed directly by Bombay Exhibition Centre. Parking charges for cars are INR 100/per entry per day during visitor hours. Free parking for visitors inside Bombay Exhibition Centre is not available, and goods vehicles are not allowed to park in the visitor parking areas.

Shuttle Bus Service

HGH India has provided for free shuttle bus services between the trade show venue and important entry and exit points within the city of Mumbai, as well as railway stations close to the venue. These include Chhatrapati Shivaji Maharaj Airport (T1 and T2), and key railway stations namely CSMT (Mumbai V.T.), Mumbai Central, Borivali (East), Goregaon (East), Ram Mandir (East), Andheri (East), Western Express Highway Metro Station and Dadar (East). The

shuttle service will also ply from various hotels to HGH India. The schedule is available at the information desk, however, is subject to change. The final updates schedule can be found on www.hghindia.com under the Travel, Visitor services and Exhibitor Services sections. Under the sub-sections, 'General Facilities' and 'Reaching the Venue', the Shuttle Bus section has the complete schedule. It is also available inside the buses and at boarding points at the venue.

Restaurants/Cafeterias

During the entire duration of the trade show, food courts, restaurants, and cafeterias will be functional at multiple locations inside or adjacent to Hall 1, Hall 2, Hall 3 and Bombay Exhibition Centre Premises (Outside the

halls). Visitors can also dine at the outdoor cafeteria at ORCHARD, in front of the entrance of Hall 1 (next to THE GRANDE). There are also exclusive lounges set up for all exhibitors, trade visitors, and VIPs, which will provide hospitality and beverages. Free drinking water will be provided during all days of the trade show, and can be purchased from the cafeteria and restaurants.

Umbrella Service

As the monsoons set over Mumbai, a dedicated umbrella service desk has been created inside Hall 1 and 3, at the visitor registration area. This has been designed to facilitate exhibitors and visitors to store their umbrellas during their visit to the trade show, in exchange for a token. The facility is free of cost during the trade show days (July 2- 4, 2019) from 09:00 am - 07:30 pm.

Exhibitors' Experience



Rajneesh Bhatia:
*Trident Ltd. – CEO,
Marketing India &
APAC*

This is a very fragmented industry with lot of unbranded players. The customer marketing is missing. People are still not as much aware of health and hygiene, so I think HGH India along with helping the industry is also doing a corporate social responsibility for the country by educating consumers. Also bringing importance of brands, health and hygiene and good quality products. So, HGH India is a place which gets everyone right from the seller to the buyer to the people who want to enhance what they do in home textiles and learn what is happening in home textiles.

every customer, who is into various channels and whom we can showcase our products to. So this is the one platform, which helps us to showcase our brands to all the individuals. HGH India is something which is wonderful, fantastic and gives us a platform to meet people from the industry and talk about our brands.



Nimish Arora:
*Managing
Director- Dicitex
Furnishings Pvt.
Ltd.*

For me HGH India is a very special exhibition, our company has grown from here. Also, DC launched DC Home at HGH India and we have kept in spirit with the show's ambience of product mixes. We had a lot of chain stores coming in and I got buyers from China and Turkey, so it adds, it makes a complete experience and there are things which have really fallen into place. As they say the 7 years itch is over so the story will get stronger.



Rajesh Mishra:
*General Manager
India & West Asia-
Corelle brands*

HGH India gives us the opportunity to meet each and