

JULY 1-3, 2016 MUMBAI, INDIA

Where business feels at home!

Fifth Edition

Furnishing Fabrics grow further

With growing presence of Indian and international furnishing fabrics brands and majors like Dicitex Furnishings, GM Fabrics, F & F, Sarom, KC Fabrics, SVG, Warwick, Designers' Guild, Zimmer+Rhode, Harlequin and many more, the sourcing options and innovations in furnishing fabrics category will continue to grow at HGH India 2016 for the fifth year.

With growing demand, many new players and smaller manufactures continue to enter the market. However, with market getting clearly segmented for premium, branded and unbranded goods, this category provides room for growth for all players, as reflected in HGH India results.

"We have always found HGH India as an apt platform to launch our innovations and new collections to our dealers and distributors from across India in one go. Our experience continues to become better and better year after year as the environment of this trade show is businesslike and it keeps reaching to new territories and new retailers from across India, who visit in large numbers. Besides, we can meet all our regular customers for whom it has become annual meeting point," says Nimish Arora, Managing Director, Dicitex Furnishings, who will be exhibiting for the fifth year.



HGH India 2016 Expands with additional hall

Thanks to the high growth in its exhibitors and visitors, the 5th annual edition of HGH India, for the first time, will be housed in two separate halls of Bombay Exhibition Centre.

Products from over 450 manufacturers and brands will be displayed across these two halls. Hall 1 will house categories like bed linen, bath linen, furnishing fabrics, table & kitchen linen, mattresses, floor covers, rugs and carpets, wooden flooring, wall papers, blinds, curtain fixtures, fragrances, flowers and candles, potpourri, decorative accessories and complete range of home textiles and home décor and related gifts.

Hall 5 will house entire range of houseware & gifts including cookware, tableware, kitchenware, kitchen tools, bar & cocktail

accessories, plastic goods, storage, glassware, kitchen & home appliances, cleaning & hygiene products and general houseware and a variety of innovative gifts.

Both these halls will be inter-connected with two conveniently located indoor walkways between hall 1 and hall 5. This will make movement from one hall to the other very convenient and comfortable for the visitors and exhibitors. They will be able to conveniently use all common facilities like *Visitor Registration, Trends Pavilion, Shuttle Bus, Business Centre, Meeting Rooms, Media Lounge, Travel Desk, Left Luggage, Prayer Room, Umbrella facilities, medical facilities, food courts, cafes, restaurant, and lounges like VIP Lounge, Fruit Lounge, Hot Lounge, Pop-corn Lounge, Ice-Cream Lounge,*

HGH Sanjeev Kapoor Lounge, Visitor Lounge etc. across both the halls.

They can use these facilities located in either of the two halls without moving out of either of the halls, by using the interconnecting walkways.



HGH INDIA 2016: SOURCE FROM 450 BRANDS & MANUFACTURERS

Large Chinese Pavilion

China's growing interest in the growing Indian home market across all categories like houseware, home décor, gifts & home textiles will be evident at HGH India 2016. While 40



Chinese exhibitors will be present directly under two group participations in hall 5 and hall 1, several Chinese products will also be displayed by Indian importers and

brands, who's sourcing from China keeps on increasing year after year.

Some key products which can be found in the Chinese pavilion include products and handicrafts, paintings, incense, mobile refrigerator, knives & cutlery, cookware, bakeware, flatware, kitchen utensils, ABS/PC/EVA luggage, air purifier, roller blinds, napkin box, outdoor furniture, garden décor, tableware and ceramic products.



China is proving to be a good, cost-effective source for standardized quality products for Indian retailers and brands. Visitors will be able to find many new items from China in both the halls.

Mattresses: wider, contemporary range

Demand for readymade mattresses in India is growing @ over 100% per annum, providing unprecedented growth opportunities to Indian as well as international manufacturers and



retailers. Most players feel that Indian market for high quality, readymade mattresses is still at a nascent stage. A lot of interaction is required amongst the retailers, brands and manufacturers in order to spread the product knowledge, so vital for convincing the consumers in India to justify purchase of technically superior and healthy, high end mattresses and pillows. Collectively, they can tap rapidly growing Indian market, where competition is likely to increase as the market and category grows.



HGH India 2016 will showcase a wide range of modern mattresses across categories like spring, memory foam, coir a variety of rubber form mattresses. Key exhibitors will include *Springfit, King Koil, Eclipse, Springtek & Magenta*

High visitor interest

So far, over 5,000 retailers, distributors and trade buyers from over 250 cities and towns have already pre-registered to visit HGH India 2016 to explore the latest range of home textiles, furnishing fabrics, home décor, houseware and gifts to be unveiled by 450 Indian and international exhibitors this year. This clearly indicates a very high and growing interest of Indian trade in visiting this trade show. They find HGH India very useful for sourcing, understand fashion and design trends, interact with their suppliers and fellow-trade members to assess the upcoming market and demand trends. Visitors from over 400 cities and towns are expected to visit HGH India this year.

Over 100 new exhibitors

Several new exhibitors from India and many other countries will showcase their product range for the first time at HGH India 2016. These include leading brands like Cello, La Opala, Trinity, export market leaders like Indo Count



Industries & Jaipur Rugs, and several new exhibitors from countries like China, Vietnam, Malaysia, Japan, UK, UAE, Ukraine and several others.

This will give visitors several opportunities to explore new products and business partnerships, besides meeting their over 350 of their regular suppliers and leading national and international brands, who would be participating once again and showcasing their latest collections and innovations.

Rugs & Floor Coverings

Carpet Export Promotion Council (CEPC) has for the fourth time in a row organised a large group participation of its member handmade carpet manufacturers & exporters. This participation is supported by Development Commissioner Handicrafts, Ministry of Textiles, Government of India.



Demand for exquisite rugs, carpets and floor coverings continues to grow at over 30% in the Indian market, offering major growth opportunity for both retailers and manufacturers.

Many exporters participating from Jaipur, Bhadohi, Varanasi, Delhi, Kashmir and such leading carpet centers will offer their international and exclusively designed range for Indian consumers at this edition of HGH India. Buyers will do well to explore this category.



GET OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS

Growing category Fragrances, potpourri, candles & spa products

With Indian urban consumers adapting to more and more contemporary lifestyle and well-being products, in a matter of 3-4 years, demand for products like fragrances, aroma oils, dry flowers, potpourri, decorative candles and well-



being and spa products has more than doubled in India. All these are relatively new categories in the Indian market, and retailers, who were initially, reluctant to venture into these territories are now finding these products exciting and adding to customer pull in their stores.

Leading manufacturers and exporters of these products from India like Deco-D-Trends, who have launched their brand Nature's Mania in the Indian domestic market with good response. Other leading exporters like Ramesh Candle, Renaissance, Golden Oak Impex, Nyaasa too have joined HGH India and expect their Indian market presence to grow year on year. Such products should change the profile of home décor space on the shelves of Indian retail stores, sooner than later.

New products at HGH India

With addition of new Indian and international exhibitors, year after year, HGH India continues to widen the product mix available for sourcing to visitors, without losing its focus on its key categories of home textiles, houseware, home

décor and gifts.

Products like kitchen and garden gloves, air purifiers, vacuum cleaners, kitchen appliances, knives, table & drawer organisers, wider variety of glassware and plastic storage, decorative tableware, decorative mirrors, hand-crafted



decorative wall clocks, umbrellas, jute products, and services like specialised software, catalogue holders, visual merchandising services are just few of the new products being added this year, which the buyers will find interesting for their stores. International exhibitors bringing some of these products are also looking for distribution and trade partners in India.

Contemporary handicrafts

With initiatives taken by the Government, entrepreneurs and craftsmen, products from the Indian handicrafts sector are rapidly changing their profile in terms of designs, utility and finish. This will be visible at the forthcoming edition of HGH India where visitors can find very contemporary range of decorative accessories, gift items, handmade rugs & carpets and houseware. More specifically, products like trays, boxes, vases, photo frames, wall, floor & table decorations, clocks, decorative lamps, glassware, gift wrappers & boxes etc. will be on offer.



Several exhibitors like Malhar, Kuber Creations, Noble Living, Ethnic clocks, Ek Do Dhai, Apeejay Exports, Ratan Papers, from leading handicrafts manufacturing centers like Jaipur, Jodhpur, Moradabad, Firozabad and Delhi will present their collections.



Development Commissioner Handicrafts will also present a theme pavilion, showcasing the positive impact of Government's programme like Skill India on this sector, in terms of designing and developing contemporary, lifestyle oriented products.

Bed & Bath will see major action

Almost all leading bed & bath majors will once again have their strong presence at HGH India 2016. Well-established majors like Spaces (Welspun), Portico New York, Trident, Tangerine, Swayam, Maspar, Walt Disney, Sasson Fab, Dicitex, Mark (Winmark) will be showcasing their latest designs and innovative collections.



Besides, these segment will see launch of many new brands from well-established exporters, who are well-known worldwide for their high quality and consistency. These include bed linen bed sheets, comforters and complete bed sets majors like Indo Count Industries Ltd. will be launching an aspirational brand. Textrade,



JULY 1-3, 2016 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.



another leading exporter, and also last year's exhibitor, will now be making a full scale domestic market entry with a new brand in premium segment.

Bed linen and bath linen sectors, for which retail sales are on recovery path in the Indian market after a slow take off in 2015, are likely to witness high action at the trade show.

The Organisers TEXZONE

HGH India is organized by Texzone Information Services Pvt. Ltd. The company has its offices in Mumbai and New Delhi. Texzone is a unique B2B solutions providing company that offers specialized products and services for home textiles, furnishings, home decor, house ware, gifts, clothing, fashion and lifestyle segments.

Texzone has business interests in Publishing, Trade Shows, Conferences, Communications and Business promotion Services. Its activities revolve around marketing, market development, research, trade facilitation, fashion & trend forecasting, design & product innovations, export, import, distribution and retailing in Indian and international markets.

Texzone publications and services have a global reach. The company's customers include leading Indian and international manufacturers, exporters, importers, brands, governments, institutions, export promotion councils and trade associations'

HGH India is supported by Expo+Consulting Associates, Germany, a specialized company in providing trade show and market development services for fashion driven consumer goods industries for their Business to Business and institutional markets.

Witness products from 30 countries

For retailers, importers, distributors and institutional buyers expected to visit from 450 cities and towns of India, 5th edition of HGH India will offer the widest ever range of international products from over 30 countries, many of which will be shown for the first time.

Not only leading international brands like *Nachtmann*, *Bormioli Rocco*, *Dankotuwa*, *Joseph Joseph*, *Kilner*, *DKW*, *Luminarc*, *Ocean glass*, offer their latest innovations; several new exhibitors like *Denby Pottery*, will make their debut in the the Indian market through HGH India 2016.

Increased Chinese presence with about 40 exhibitors; many high demand and useful products from Thailand, Vietnam, Malaysia, Korea and Taiwan with innovatively designed and functional products across categories like houseware, home textiles, furnishing, gifts and home décor will offer widest ever

international sourcing and business opportunities for Indian retailers, importers, distributors and institutional buyers. They will also be able to assess the latest international products, designs and lifestyle trends through these exhibitors.

Visitors will therefore have ample opportunities to find new international products and long term business partners through this edition of HGH India.

While Hall 5 will house international exhibitors from houseware and gifts, international brands and suppliers for home textiles, furnishing and home décor will be located in Hall 1.

Hence, Indian and international exhibitors will be co-located, within their respective product categories, making it easy and convenient for the visitors to compare products, designs, prices and business terms from both Indian and international suppliers.



Organized by: Texzone Information Services Pvt. Ltd.

431, Kaliandas Udyog Bhavan, Near Century Bhavan, Prabhadevi, Mumbai - 400025.
Tel.: +91(22) 2421 4111 Fax: +91 (22) 2421 4116 E-mail: exhibitors@hghindia.com

Delhi Office: Unit No. 1003, Vikrant Tower, Rajendra Place, New Delhi - 100 008.

Tel.: +91 (11) 2571 4111 Fax: +91 (11) 25714116 E-mail: exhibitors@hghindia.com

Exhibitor Contact

India: Mukesh Agarwal Off: +91 (22) 2421 4111 Mob: +91 98 213 10453
E-mail: mukesh.agarwal@hghindia.com

Europe: Pia Ryhsen, Expo+ consulting associates, Amsterdamerstr.44, DE- 40474 Dusseldorf, Germany.
Tel: +49 2 116549453 Fax: + 49 2 116549456 E-mail: pia.ryhsen@expoandconsulting.com

Visitor Contact India

Mr. Amar Sharma Mob: +91 99 676 00286 Off: +91 (22) 2421 4111 E-mail: visitors@hghindia.com
Ms. Vidya Vardhaman Mob.: +91 99 676 00576 Off: +91 (22) 2421 4111 E-mail: visitors@hghindia.com