



JULY 1-3, 2016 MUMBAI, INDIA

ATEXZONE Event

distribution partners, besides direct customers.

Where business feels at home!

Fifth Edition

Separate hall, more exhibitors, more countries useware

Demand for houseware category in India is growing by a healthy 25-30% per annum. Sensing the market opportunity here, several Indian and international brands and

manufacturers are entering this growing market. bring this category into high focus, with this edition, HGH India is introducing a separate new hall for houseware and gifts. From this year, Hall 5 of Bombay Exhibition Centre will be devoted to houseware & gift products.

A wide range of Indian and international cookware, tableware, kitchenware, kitchen tools, plastic goods, storage, glassware, kitchen & home appliances,

cleaning & hygiene products and general houseware and whole range of gifting articles will now be available to visitors in hall 5. This hall will also have facility for visitor registration, HGH-Sanjeev Kapoor Lounge, restaurant and food court. Visitors with interest only in these categories can directly come to this hall, saving their precious time.

Products from over 100 manufacturers & brands from India and many other countries like China (full China pavilion with about 40 exhibitors), Thailand, Korea, Vietnam, Malaysia, Turkey, UK, Germany, Italy, France, USA, UAE and so on will be exhibited in this hall directly

Leading Indian brands present with several innovations and new launches in this hall will be

Borosil, Prince, Cello, Prime Houseware, Freelance, Ramsons, Servewell, Greyrose, La-O-Pala, Clay Craft, Lara, FNS, Sam & Shri. Trinitv.

In this hall trade visitors can experience the HGH Sanjeev Kapoor lounge facility, where the world famous master chef Sanjeev Kapoor's team will give live demos in innovative and healthy food, which the visitors will not only be able to see, but also be able to taste the

food free of cost. Sanjeev Kapoor brands will also offer its licensing to deserving houseware, home textiles and home décor companies.



and through their Indian partners. Leading brands which can be sourced and seen will include Nachtmann, Kilner (Germany), Denby Pottery (UK), Joseph Joseph (USA), DKW, Superware, Nag Na (Thailand), Lock-n-Lock (Korea), Crystal Bohemia (Czech Republic), Luminarc.

Many of the international exhibitors will showcase their range for the first time in India and are looking for Indian marketing, trade or

More international than ever before

Brands and manufacturers from 30 countries across all categories like cookware, tableware, storage, bed & bath, furnishing fabrics, wall papers, drape mechanisms, wood flooring, textile & synthetic floor coverings, outdoor furnishings, home décor accessories, gift products, cleaning, health & hygiene; many of them for the first time will showcase their products at HGH India 2016, with a clear focus on Indian market. They will be present in both hall 1 & hall 5 within their respective product categories

Products from countries like Australia, China, Malaysia, Japan, Korea, Taiwan, Thailand, Hong Kong, UAE, Germany, UK, France, Italy, Spain, Greece, Belgium, Austria, USA, Canada and many more will be displayed by international exhibitors directly and their Indian trade partners, making it convenient for Indian importers, retailers, regional distributors, institutional and corporate gift buyers to view and select from the widest ever international range, for the forthcoming festive buying

Their presence also offers opportunities for Indian companies to become Indian distributors or trade representatives on a long term basis for these manufacturers and brands.

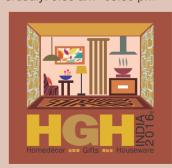
HGH India 2016 Timings (July 1-3, 2016)

For Exhibitors

08:30am to 07:30 pm (All days) (During the trade show days)

For Visitors

1stJuly: 9:30 am- 06:30 pm 2ndJuly: 9:30 am- 06:30 pm 3rdJuly: 9:30 am- 05:30 pm



INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

1

HGH INDIA 2016: SOURCE FROM 450 BRANDS & MANUFACTURERS

Services & Facilities

HGH India 2016 will offer a host of services and facilities to the visitors and exhibitors to make their visit convenient and comfortable for their business. These include:

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 available during the trade show days (July 1-3) from 9.30 am to 6.30 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 Fantastic Hospitality Services for the entire duration or any of the days of HGH India at the travel desk or through the travel section of HGH India website. 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 visitors and exhibitors, to keep at least one car hired throughout the exhibition days.

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 special rates with a variety of business, luxury and budget hotels from where Bombay Exhibition Centre, the venue for HGH India 2016 is conveniently accessible. These hotels' profiles, star rating, availability, prices, services offered, distance from the venue and such information can be found by clicking on the link Travel & Stay on our website www.hghindia.com. You can instantly book your hotel directly through HGH India official travel agents, Fantastic Hospitality Pvt. Ltd.

Left Luggage

For the convenience of visitors and exhibitors, HGH India has created Left luggage facilities near the Visitor Registration in Hall No.1 & Hall 5. Outstation visitors coming directly to the venue can use this facility for keeping their luggage while they visit the trade show. The facility is free of cost during the tradeshow days (July 1-3) from 9.00 am to 7.30 pm.

Medical Services

Giving high 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 28- July 3).

Parking (Visitors)

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 are Rs 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 5 premises for exhibitors and visitors wishing to offer religious prayers during the trade show hours on July 1-3. Exact location can be found by following signage or from information kiosks located in the halls.

Restaurants / Cafeterias

Free drinking water will be provided by the organizers during the set-up days as well as trade show days to all exhibitors and visitors.

On the trade show days from July1-3, food courts, restaurants and cafeterias at multiple locations in Hall 1, Hall 5 and Bombay Exhibition Centre Premises (Outside the halls) will be functional. A pre-order lunch and catering service can also be availed by the exhibitors through the official caterers. An outdoor cafeteria will be functional in front of hall 1 entry (next to hall 2). Exclusive lounges set up by the organizers for all exhibitors, trade visitors and VIPs will also provide hospitality and beverages.

Mumbai city offers a range of metered and radio taxi (Call-a-Taxi) services. The cheapest ones are yellow and black colored taxis which can be hired on the streets all across Mumbai. You can also find silver and blue coloured Cool Cab on important street corners. Radio Taxies can be hired at domestic and international airports and Central railway stations where outstation trains terminate (CST, Mumbai Central, Dadar, Bandra Terminus and LTT (Kurla) Terminus etc.).

Ola and Uber, Mobile app based Taxi services, can be availed if you have their apps downloaded on your mobile phones.

Radio taxies can be booked from 24 hours to1 hour in advance from any of the following service providers to pick you up round the clock from any point you want them to:

Radio Taxi (Call-a-Taxi) service

Tab Cabs +91 22 6363 6363 Meru Cabs +91 22 4422 4422 Easy Cabs +91 22 4343 4343 Cool Cab +91 22 4200 0000 Priyadarshini cabs +91 22 4333 3999 (Exclusively for Ladies)

Ola Cabs (App download) https://www.olacabs.com/mobile

Uber Cabs (App download) www.uber.com

Free 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 and key railway stations namely CST (Mumbai V.T.), Mumbai Central, Borivali (East), Goregaon (East), Andheri (East) and Dadar TT (East). Shuttle bus will also be available to HGH India venue from various hotels.

You can take shuttle bus from various points as per schedule in this newsletter. However, this is subject to change. Final updated schedule and pick-up points can be found on our website www.hghindia.com under the link Travel. It can also be found with Information desks, inside the buses and at the boarding points at the venue.

Free Shuttle Bus Service Schedule

1 & 2 July 2016

Domestic Airport to Venue

	•		
8.15 am	8.30 am	8.45 am	9.00 am
9.15 am	9.30 am	9.45 am	10.00 am
10.15 am	10.30 am	10.45 am	11.00 am
11.15 am	11.30 am	11.45 am	12.00 pm
12.15 pm	12.30 pm	12.50 pm	1.10 pm
1.30 pm			

Outside the arrival terminal, look for a person wearing HGH India T-shirt with HGH India board in hand.

Venue to Domestic Airport

5.15 pm	5.40 pm	6.10 pm	6.30 pm
6.45 pm	7.00 pm	7.15 pm	7.30 pm

International Airport to Venue

8.15 am	8.30 am	8.45 am	9.00 am
9.15 am	9.30 am	9.45 am	10.00 am
10.15 am	10.30 am	10.45 am	11.00 am
11.15 am	11.30 am	11.45 am	12.00 pm
12.15 pm	12.30 pm	12.50 pm	1.10 pm
1.30 pm			

Outside the arrival terminal, look for a person wearing HGH India T-shirt with HGH India board in hand.

Venue to International Airport

		•	
5.15 pm	5.40 pm	6.10 pm	6.30 pm
6.45 pm	7.00 pm	7.15 pm	7.30 pm

Goregaon Station (East) to Venue

8.25 am	8.35 am	8.45 am
9.05 am	9.15 am	9.25 am
9.45 am	9.55 am	10.05 am
10.25 am	10.35 am	10.45 am
11.05 am	11.15 am	11.25 am
11.45 pm	11.55 pm	12.05 pm
12.35 pm	12.45 pm	12.55 pm
1.15 pm	1.25 pm	1.35 pm
2.30 pm	3.00 pm	3.15 pm
3.45 pm	4.00 pm	
	9.05 am 9.45 am 10.25 am 11.05 am 11.45 pm 12.35 pm 1.15 pm 2.30 pm	9.05 am 9.15 am 9.45 am 9.55 am 10.25 am 10.35 am 11.05 am 11.15 am 11.45 pm 11.55 pm 12.35 pm 12.45 pm 1.15 pm 1.25 pm 2.30 pm 3.00 pm

Outside Veg World, look for a person wearing HGH India T Shirt and carrying HGH India Umbrella

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

Venue to Goregaon Station (East)

	3.30 pm	3.40 pm	3.50 pm	4.00 pm
ĺ	4.10 pm	4.20 pm	4.30 pm	4.40 pm
	4.50 pm	5.00 pm	5.10 pm	5.20 pm
ĺ	5.30 pm	5.40 pm	5.50 pm	6.00 pm
	6.10 pm	6.20 pm	6.30 pm	6.45 pm
	6.50 pm	7.00 pm	7.10 pm	7.20 pm

Andheri Station (E)/Metro Station to Venue

8.30 am	9.00 am	9.15 am	9.30 am
10.00 am	10.30 am	10.45 am	11.00 am
11.30 pm	11.45 am	12.00 am	12.30 am

Andheri Station (East) Bus Depot, look for a person wearing HGH India T-shirt and carrying HGH India Umbrella.

Andheri Highway Metro Station, Pal Fish Corner, look for a person wearing HGH India T-shirt and carrying HGH India Umbrella.

la Venue to Andheri Station (E)/Metro Station

3.30 pm	4.00 pm	4.30 pm	5.00 pm
5.30 pm	6.00 pm	6.30 pm	7.30 pm

Borivali Station (East) to Venue

9.00 am	9.20 am	9.45 am	10.10 am
10.30 am	11.15 am		

Borivali Station (East) Kasturbha Police Station, look for a person wearing HGH India T-shirt and carrying HGH India Imprella

Venue to Borivali Station (East)

5.00 pm	5.30 pm	6.00 pm	6.30 pm
7.00 pm	7.30 pm		

Kurla Terminus to Venue

T Trainer Tollinian to Tollian			
7.30 am	8.15 am	9.00 am	10.00 am

In Pay and Park Parking zone, look for a person wearing HGH India T Shirt and carrying HGH India Umbrella

Venue to Kurla Terminus

5.45 pm 6.45 pm

Dadar TT Station to Venue

		9.45 am	10.10 am
10.30 am	11.15 am	11.30 am	

Dadar TT Station, Swarni Narayan Temple, look for a person wearing HGH India T-shirt and carrying HGH India Umbrella.

Venue to Dadar TT Station

4.30 pm	5.30 pm	6.00 pm	6.30 pm
7.00 pm	7.30 pm		

Mumbai Central Station to Venue

8.30 am	8.50 am	9.15 am	9.40 am
10.00 am	10.30 am	11.15 am	

Kailash Parbat at the front exit of the station, look for a person wearing HGH India T-shirt and carrying HGH India Umbrella.

Venue to Mumbai Central Station

4.30 pm	5.30 pm	6.00 pm	6.30 pm
7.00 pm	7.30 pm		

CST Station to Venue

8.30 am	8.50 am	9.15 am	9.40 am
10.00 am	10.20 am	10.40 am	

Front Exit of the Station, look for a person wearing HGH India T-shirt and carrying HGH India Umbrella.

Venue to CST Station

5.00 pm	5.15 pm	5.30 pm	5.50 pm
6.10 pm	6.30 pm	6.45 pm	7.00 pm

3 July 2016

Domestic Airport to Venue

8.15 am	8.30 am	8.45 am	9.00 am
9.15 am	9.30 am	9.45 am	10.00 am
10.15 am	10.30 am	10.45 am	11.00 am
11.15 am	11.30 am	11.45 am	12.00 pm

Outside the arrival terminal, look for a person wearing HGH India T-shirt with HGH India board in hand.

Venue to Domestic Airport

4.45 pm	5.15 pm	5.40 pm	6.10 pm
6.45 pm	7.00 pm	7.15 pm	

International Airport to Venue

8.15 am	8.30 am	8.45 am	9.00 am
9.15 am	9.30 am	9.45 am	10.00 am
10.15 am	10.30 am	10.45 am	11.00 am
11.15 am	11.30 am	11.45 am	12.00 pm

Outside the arrival terminal, look for a person wearing HGH India T-shirt with HGH India board in hand.

Venue to International Airport

4.45 pm	5.15 pm	5.40 pm	6.10 pm
6.30 pm	6.45 pm	7.00 pm	7.15 pm
7.30 pm			

Goregaon Station (East) to Venue

8.15 am	8.25 am	8.35 am	8.45 am
8.55 am	9.05 am	9.15 am	9.25 am
9.35 am	9.45 am	9.55 am	10.05 am
10.15 am	10.25 am	10.35 am	10.45 am
10.55 am	11.05 am	11.15 am	11.25 am
11.35 pm	11.45 pm	11.55 pm	12.05 pm

Outside Veg World, look for a person wearing HGH India T Shirt and carrying HGH India Umbrella

Venue to Goregaon Station (East)

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3.30 pm	3.40 pm	3.50 pm	4.00 pm
4.10 pm	4.20 pm	4.30 pm	4.40 pm
4.50 pm	5.00 pm	5.10 pm	5.20 pm
5.30 pm	5.40 pm	5.50 pm	6.00 pm

Andheri Station (E)/Metro Station to Venue

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Andheri Highway Metro Station, Pal Fish Corner, look for a person wearing HGH India T-shirt and carrying HGH India I Imprella

Venue to Andheri Station (E)/Metro Station

3.30 pm	4.00 pm	4.30 pm	5.00 pm
5.30 pm	6.00 pm	6.30 pm	7.30 pm

Borivali Station (East) to Venue

9.00 am	9.20 am	9.45 am	10.10 am
10.30 am			

Borivali Station (East) Kasturbha Police Station, look for a person wearing HGH India T-shirt and carrying HGH India Umbrella.

Venue to Borivali Station (East)

4.30 pm	5.00 pm	5.30 pm	6.00 pm
6.30 pm	7.00 pm	7.30 pm	

Kurla Terminus to Venue

7.30 am	8.15 am	9.00 am

In Pay and Park Parking zone, look for a person wearing HGH India T Shirt and carrying HGH India Umbrella

Venue to Kurla Terminus

5.45 pm 6.45 pm

Dadar TT Station to Venue

•			
9.00 am	9.20 am	9.45 am	10.10 am
10.30 am			

Dadar TT Station, Swami Narayan Temple, look for a person wearing HGH India T-shirt and carrying HGH India Umbrella.

Venue to Dadar TT Station

Torrad to Dada. Tr Station				
4.30 pm	5.30 pm	6.00 pm	6.30 pm	
7.00 pm	7.30 pm			

Mumbai Central Station to Venue

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10.00 am			

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4.30 pm	5.30 pm	6.00 pm	6.30 pm	
7.00 pm	7.30 pm		_	

CST Station to Venue

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10.00 am	10.20 am	10.40 am	

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Venue to CST Station

5.00 pm	5.15 pm	5.30 pm	5.50 pm
6.10 pm	6.30 pm	6.45 pm	7.00 pm

For updated schedule please logon to our website www.hghindia.com and click on sublinks Services and Facilities and Reaching the Venue under 'Visitors'. Shuttle bus schedule can also be found on Information desks, inside the buses and at the boarding points at the venue.

Travel Services

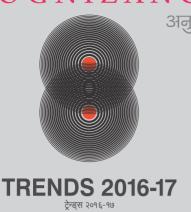
HGH India's official travel agent, Fantastic Hospitality offers a comprehensive range of travel services for the exhibitors and visitors. This includes domestic and international air tickets, car hire, hotel reservations and packaged tours to prime tourist destinations across India. They also offer short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

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 1-3.

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.

TRENDS 2016/17 ■ SOURCING ■ NEW BUSINESS ■ OPPORTUNITIES

COGNIZANCE













HGH India 2016 brings COGNIZANCE, Trends encompassing detailed perspective for home fashion & lifestyle trends for 2016-17.

Supporting your product design & marketing efforts in Indian home business, these trends focus on integration of colours, designs, textures and materials across categories like home textiles, furnishing fabrics, home decor and house ware.

HGH India Trends capture the likely preferences of upwardly mobile Indian consumers across all age and social groups. They are well-researched on Indian and global, social, lifestyle & technological influences on contemporary Indian homes.

Manufacturers, brands, retailers and professionals in the home business can connect their products and innovations to the aspirational Indian consumers through these trends.

Witness the applications of COGNIZANCE trends in actual products at the Trends Pavilion at HGH India 2016.

COGNIZANCE

COGNIZANCE is the essence of trends 2016/17.

Human mind perceives what it sees. Our senses are our primary way of interacting with the world, long before we have learnt how to use language. COGNIZANCE is an inspiration from this idea.

Different individuals interpret the same visual differently, based on their awareness and understanding of the environment they live in. Hence, they create different interior spaces, even though the source of inspiration is the same. There may be different, but equally valid interpretation of what we see.

COGNIZANCE Trends are divided under five sub-themes-Sumptuous, Jollification, Perception, Confluence and Energise. Each one of these reflect distinct creative direction about the living spaces.



SUMPTUOUS

SUMPTUOUS is perfectly laidback chic. An assortment of grand and glamorous inner space.

Inspired by luxurious, palatial lifestyle Sumptuous favours objects like precious looking cut stones, royal colours, delightful textures, carved frames, hand-woven textiles and glass.

JOLLIFICATION

Rooted in global ethnicities, Jollification is spontaneous, hap hazard and yet joyful.

Bold and bright colours add drama with neon hues and set the mood for celebrations, festivals, carnivals and joyfulness. Combine distinct peculiarities of outdoors and indoors that inspire festive and youthful moods.



PERCEPTION

Mysterious lines create a visual curve, accentuating the perspective illusion.

Bold and unconventional designs in home textiles & home décor.

Minimalistic, geometric prints and patterns. Perfect bold and beautiful combinations. Monochromatic black and

white, accentuated with bright colours

CONFLUENCE

Stoneware and enamelled plates feature lively nuances.

Raw magnetism of natural materials emphasized with simple chic forms. An urban vibe in a classy cottage backdrop. Quiet elegance with sleek tables, single tone colours and neat compositions. Accents in earthy textures take centre stage.





ENERGISE

Trendy and quirky patterns draw inspiration from social media. Happy and energized elements are clearly influenced by funky symbols and sci-fi graphics, reflecting contemporary lifestyle.

Positive stimulation is infused in indoor as well as outdoor lifestyle with colours and form. It's time to

put the antique trunks out on display again.

Discover Colours & Designs for 2016-17 at Trends Pavilion in Hall 1