

Where business feels at home!

## Indian Home Business More than expected!

**H**HGH India 2021, the 10th annual edition of India's leading trade show for home textiles, home décor, houseware and gifts concluded successfully from Nov 30- Dec 3, 2021 at a new venue, India Expo Centre, Greater Noida (Delhi NCR).

All apprehensions and perceptions about shifting of dates from July to December and shifting of venue from Mumbai to Delhi, were put to rest, within the first day itself, when India's topmost retailers and distributors across all categories started showing up with a lot of enthusiasm and eagerness to source. By the end of the fourth day, over 90% of the exhibitors and visitors reported excellent business results both as sellers and buyers.



**Mr. U. P. Singh,**  
Secretary Textiles,  
Government of India

Inaugurating HGH India 2021, the Chief Guest, Mr. U. P. Singh, Secretary Textiles, Government of India said, "I congratulate HGH India for restarting the trade show in the physical form. Looking at HGH India, I find that advancements and innovations in home products are done keeping in mind consumers' comfort, sustainability, and environment. I have no doubt that the Indian home textile industry has a huge growth potential for increasing its exports as well as domestic market." Mr. Narendra Bhooshan, CEO, Greater Noida Industrial Development Authority, Govt. of Uttar Pradesh, also graced the inaugural function as the Guests of Honour.

Innovations, sustainability, business revival and growth under the new normal were the key points of discussion at HGH India 2021. The four-day trade show was focussed on home textiles, home décor, houseware and gifts segments with a special focus on World of Sleep, Small Furniture, Smart Cooking and Swachh Bharat.

The exhibitors showcased their latest range home products like furnishing fabrics, curtains, bed sheets & towels, mattresses, blinds, carpets & floor coverings, decorative made-ups,



wallpapers, handicrafts, fragrances & spa products, artificial flowers & grass, decorative accessories, crockery, tableware, storage, plasticware, kitchenware, kitchen appliances, cookware, home appliances, gifts, general houseware, travel goods, cleaning and maintenance products, small & accent furniture, babies and kids' products and a wide range of home décor, home textiles and houseware products.

Overwhelming response by Indian retailers, wholesalers and distributors for sourcing at HGH India 2021 conclusively proved that consumer demand for home products in India



**Mr. Shantmanu,**  
Development  
Commissioner  
Handicrafts,  
Ministry of Textiles,  
Government of India

continues to grow under the post-pandemic market conditions. Home has clearly become the most coveted place to live in, to work from and to spend on. Home business trend is likely to strengthen further throughout 2022, according to the exhibitors and visitors.

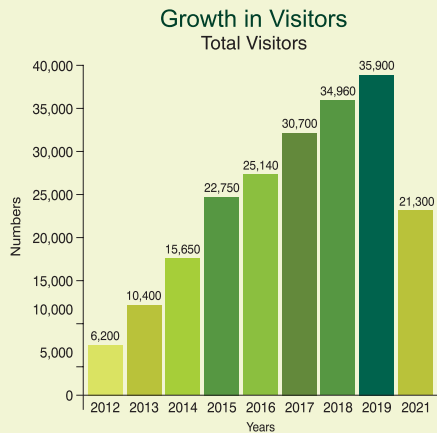
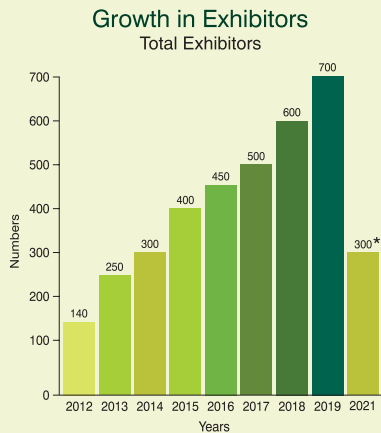
Mr. Shantmanu, Development Commissioner Handicrafts, Ministry of Textiles, Govern-

ment of India, the Guest of Honour, said, "It was a really wonderful experience for me coming back to HGH India, which has its own brand strength that adds value to both the location and the trade show. Many times we assume that advanced products are meant for overseas buyers, but that has changed over a period of time. Domestic market has a huge demand for good quality, innovative products. Since HGH India covers all home segments like bed and bath, furnishings, home décor, kitchenware, houseware, garden ware, gifts and others, the trade show appeals to all kinds of buyers and has been a great success."

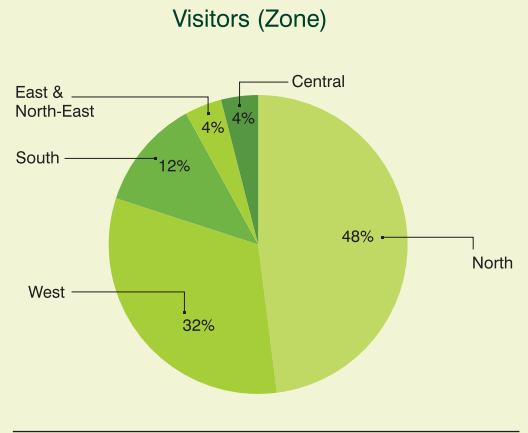
Many leading brands and manufacturers as well as retailers appreciated the organisers' decision to host HGH India 2021 in a new venue and new dates. They accepted the findings of HGH India research before the show that December is clearly emerging as a second sourcing season to address the Spring/Summer demand for home products. As the volume of business has increased across all home product categories, retailers and distributors prefer to divide their sourcing in two seasons to ensure that they carry the latest merchandise in their shops as well as to mitigate the risk of unsold stocks.

**21,300 Serious Trade Visitors from 460 Cities & Towns Across India**

# Truly National Presence of Visitors and Exhibitors



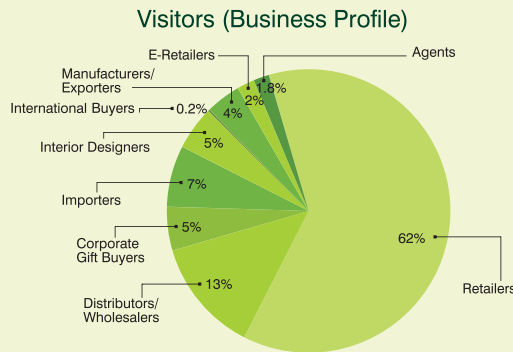
\*Despite subdued business activities due to Covid Pandemic.



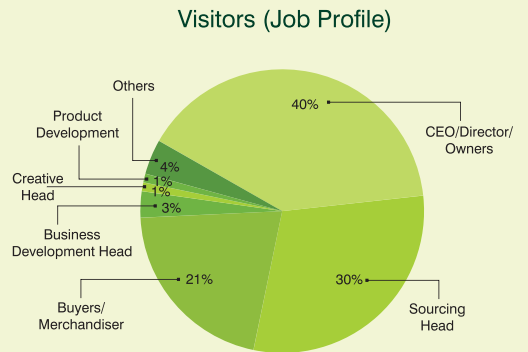
Restrictions on international travel, visa and travel advisories issued by several countries adversely affected the presence of International exhibitors at HGH India, despite their high interest in exhibiting. Yet, some countries could manage a small representative participation. Italian Trade Agency (ITA) put up a catalogue show by six well-known Italian furniture and decorative accessories companies, which generated high interest. Similarly, the Malaysian Timber Council (MTC), which represents the wood, timber and furniture industry of Malaysia, also received high number of enquires by Indian importers for Malaysian furniture. Besides, companies from Germany, Spain, Turkey, USA, Japan, China, UK, Korea, Taiwan and several other countries, presented their products through their Indian distribution partners.

## High quality visitors

21,300 serious trade visitors from 460 cities and towns, including 40 international visitors from 19 countries, visited HGH India 2021 for sourcing, trend information, market updates and to meet their business partners, personally. They included large format home stores like Home Centre, Home Town, Big Bazar, Reliance, More, Westside, Star Bazar, D-Mart, Home Stop, Home



Box, Spar, Metro; online retailers like Amazon, Flipkart, Fabfurnish, Pepperfry, Urban Ladder, Myntra, Nykaa, Snapdeal; specialty stores in home textiles, home decor like Jagdish Stores, Bharat Furnishings, Surprise, Naveen Bharat, Darpan Furnishings; houseware, cook-ware, kitchen appliances & gifts like One Stop, Mahaveer Stores, Maharashtra Stores; current and potential franchisees. Visitors were excited to meet their suppliers and see a vast range of innovations across home categories in physical form after a gap of almost two years. Exhibitors leveraged HGH India 2021 to re-establish and expand their distribution and retail network not only in metros and A class cities, but also in



Tier II and Tier III regions.

Contrary to the expectations that HGH India in Greater Noida will attract major visitors only from North India, only 48% visitors came from North India, while 32% were from West, 12% from South, 4% from East & North-East and 4% from Central India, making HGH India 2021 a high potential trade show with a national reach.

## Good business for exhibitors

Over 300 brands and manufacturers from India, Italy, Belgium, Germany, USA, China, Turkey, Malaysia, Korea, Taiwan, Bangladesh, Sri Lanka and many other countries exhibited directly or through their Indian marketing partners. Enthused by the business results, over 90% of the exhibitors confirmed their coming back to HGH India 2022 with bigger spaces, clearly establishing excellent business results derived by them. HGH India really helped them reconnect with their customers in a businesslike and professional environment, which was much needed after the huge gap forced by the Covid pandemic.

HGH India 2021 was spread over four halls, each dedicated to specialised categories Hall 9 Houseware & Gifts, Hall 10 - Home Décor & Gifts, Hall 14- Home Textiles & Mattresses and Hall 15 – Furnishings and Decorative Fabrics. Visitors praised the clear product-wise division of exhibitors as it helped them in focussing on specific and relevant products for their sourcing needs. From the exhibitors' perspective, this segmentation assured that every category got high visibility and visitors' attention, irrespective of its location.

Several Government dignitaries and Trade representatives of other countries also visited the trade show and appreciated the international quality of the overall show, exhibitors' products

## Indian Heritage

Bringing sectors like handicrafts, hand-made carpets, handloom, jute, coir, khadi, cane & bamboo under one roof, under the Indian Heritage programme, is helping these sectors create their distinct identity as Heritage products, with increasing value.

For the fourth successive year, HGH India continued to promote the market opportunities for India's well-deserving artisans, hand-weavers and crafts persons by sponsoring and creating a dedicated pavilion, where they and their skills could be introduced to the top retailers of India. The response from visitors was overwhelming to the live demonstration of unique crafts like wood carving, metal art, pottery, phulkari embroidery by National Awardees at the Indian Heritage pavilion.

A variety of decorative accessories, home textiles, houseware & gift products were



offered by these Awardees to the retailers, who expressed high interest in long-term tie-ups, besides some trial spot orders.

Extensive support from Development Commissioner Handicrafts, Ministry of Textiles, Government of India and active participation by well-known organisations like EPCH, CEPC, NECTAR, UPEA, National Jute Board, Coir Board and several state boards and industry departments made Indian Heritage a highly fruitful exercise.

## Indian Heritage products like handicrafts & carpets evoked high demand



## Exhibitors and Visitors endorse new Greater Noida venue wholeheartedly

### HGH India 2022: July 12-15, Greater Noida

With a very positive feedback from the exhibitors and visitors on the new venue, India Expo Centre on one hand and continued uncertainty on availability of Bombay Exhibition Centre at Nesco in Mumbai due to creation of Covid facilities by the local authorities, it has been decided to continue the 11th edition, HGH India 2022 at the same venue. Accordingly, HGH India 2022 will be held over four days at India Expo Centre, Greater Noida, Delhi NCR from July 12-15, 2022. You can find further details and updates at [www.hghindia.com](http://www.hghindia.com).

HGH India Plus...the initiative launched last year, will enable exhibitors to discuss business with high volume buyers on the first day i.e. 12th July. Entry on this day will be restricted only for HGH India Plus members. All other regular buyers and trade visitors will be able to visit HGH India 2022 from July 13-15, 2022.

**World of Sleep** will continue to give trade visitors an insight into the technology-driven innovations that have come to characterize healthy sleep products like mattresses, pillows, bed sheets, comforters, sleeping gadgets to create the right mood and environment. Growing consumer awareness on the health benefits of good quality sleep will further propel innovation in this sector. World of Sleep is a joint initiative by HGH India and Indian Sleep Products Federation (ISPF).

For the first time, an exclusive hall is being introduced to showcase **Home Furniture** which is an integral part of home décor. Through this new initiative by HGH India, Indian and International home furniture brands and manufacturers across categories like modern, traditional and accent furniture will find an opportunity to connect with such well-established home & furniture retailers as well as distributors from across India. Most of the large format home stores, home décor and soft furnishing retailers increasingly desire to extend their merchandise into this category.

Through **Smart Kitchen**, HGH India 2022 will focus on the innovations in modular kitchens, kitchen appliances, cookware and kitchenware which make cooking faster, healthier, environment friendly and convenient. Objective is to reduce human intervention, provide convenience and up the hygiene quotient. Smart Cooking is the way forward. Smart Kitchen would appraise the visitors on innovations by brands and manufacturers worldwide and enable them understand the upcoming trends and products in these sectors.

**Kids' Home** at HGH India 2022 will be a specialised section for babies & kids' home products spanning from bedding, furniture, décor, toys, prams, bathroom accessories, houseware, health & hygiene and so on.

Shopping habits are undergoing a transformation with consumers preferring to buy kids' products alongside their routine household purchases for convenience and saving time. Besides the specialised kids' stores, the regular home textiles, furniture, houseware retailers and Large Format Stores, most of whom are regular visitors at HGH India, are keen on expanding their kids section.

As children spend more time at home due to the pandemic-induced lifestyle, consumers want to make their kids living space in conformance to needs such as quality sleep, play, study, comfort and hygiene.

HGH India 2022 has included **Walls & Windows** as a focused area for special promotions. Manufacturers, brands and importers of these products can specially benefit by exhibiting this year as these products will be in focus. Wall & window decorations, which include products like wallpapers, blinds, curtains, furnishing, window automation, wall finishes, wall decorations, window decorations, curtain rods etc. are a rapidly growing category in India. To highlight the innovations and to draw special attention on Indian and global advancements in these segments,

HGH India 2022 for the first time will introduce a whole new **Outdoor** hall with products like garden & outdoor decor, artificial grass, outdoor furniture, beach umbrellas, swings, hammocks, sports bottles, backpacks, sleeping bags, ice boxes, barbeque, grills, tents, camping & trekking gear etc. With growing preference for outdoor lifestyle, people are spending more money and time in areas like home garden, balcony, roof tops, swimming pools, beaches, picnics, parks, trekking, adventure outings and holidays. All such activities are opening up the outdoor market in India.

and their presentation. HGH India 2021 was supported by Development Commissioner Handicrafts, Ministry of Textiles, Ministry of MSME and the Government of Uttar Pradesh, through their various market promotion schemes.

Visitors and exhibitors rated HGH India 2021 highly on parameters like aesthetics and design, physical trade show infrastructure, product innovations, trend information, visitor facilities and its business-like environment. Hence, the takeaways for exhibitors and visitors from HGH India were very positive. They are now looking forward to the eleventh edition of HGH India on a bigger scale and with a wider perspective.

#### Trends 2021-22

Trends for 2021-22 presented under the central theme "Onwards, RESET TOGETHER!" were deciphered under four sub-groups- Home & Roots, Good Vibes On, Greenfluencer and Golden Hours.

They carried a clear message for all designers and brands in the post-Covid market scenario- "Standing together and affronting adverse conditions is our challenge today! Nonetheless, we develop tender feelings: a new respect for the beauty and value of nature as well as friendship and empathy towards the people around us.



When the World, as it used to be, is falling apart, when everything in your life changes, it does not help to worry or fall into depression. Every change opens new chances and new ways of looking at things. We can make a difference by taking the future into our hands, for us and our kids, by taking out the very-best of it!"

Focussing on the changed value of their homes in human lives for ever and need to reset life with a positive spirit in all aspects, was a clear message the Trends carried for all the visitors and exhibitors.

Presented through a well-produced Trend Chart and their interpretation in actual products of exhibitors through a Trend Forum in Hall 15, Trends 2021-22 helped the visitors find a clear direction for designing, sourcing and product development.



## Concept of two buying seasons in a year for home gets established



# Excellent business results for 90% exhibitors & visitors

## Exhibitors' Comments



**Abhishek Jain,**  
*AGM, Asian Paints*

This is our first participation in HGH India. It has been a fantastic experience in terms of footfalls and trade participation received. To provide a complete home solution, Asian Paints has ventured into furnishing fabrics, furniture, decorative lights which are retailed from our Beautiful Homes stores or partner stores.

We participated at HGH India intending to make the trade and consumers aware that we are into a variety of home décor categories. This objective was met successfully. At HGH India we have been able to connect with many trade partners and like-minded individuals to explore further business possibilities.



**Rakesh Chahar,**  
*Director, Sleepwell*

Feeling very good to be at HGH India 2021, it is great to meet people after a long span of two years. We showcased a new retail format that is going to be future retail for Sleepwell. HGH India is the right opportunity to showcase the future retail look to the retailers. Many Sleepwell dealers also visited and they were very happy with the feel of our booth. We were able to generate interest amongst them to upgrade their store to this new retail format.



**Kiruthika Vikram,**  
*President, Sharadha Terry (Micro Cotton)*

Micro Cotton is present around the world in over 36 countries and have entered the Indian market recently. We are very excited about our products' presence and performance in the Indian market. We are exhibiting in HGH India for the second time and find it a great opportunity to meet our customers, interact with them and showcase our new collections. It has been a good experience!



**Rajarshi Roy Choudhury,**  
*G.M., Kutchina*

Since HGH India 21 had focused on smart cooking we thought it would be a great opportunity to display our products here and we expected a great response. We got real response from dealers, modern trade and OEM buyers. It was an overall good experience for us. Kutchina believes in upgrading technology and feels that Smart cooking in the Indian subcontinent is very essential.



**Rajiv Merchant,**  
*President Retail, Indo Count (Boutique Living)*

Very pleasant experience where we could see only serious buyers are coming. The venue is great in terms of infrastructure. Buyers have come in good numbers. My retail friends were tired of virtual meetings and were badly missing a physical meeting. So HGH India 2021 became a great platform to meet all of them together and generate good business prospects for mutual benefit.



**Jyothi Pradhan,**  
*Chief Executive Officer, Kurl-on*

It is my first HGH India show and I am super excited to be here. This is the show we have been waiting for, for the past 18 months. The quality of footfalls is really good as people are taking time out going through the RTPCR test and taking care as per all the COVID protocols. The organizing team is taking care of all the stakeholders' health and safety. People are coming here with a focus on business



**Anurag Jain,**  
*Managing Director, Jaypee Plus*

It's a wonderful experience coming to HGH India. I was a little scared that people might not turn up due to the COVID scare, and also because the show was held after a gap of 2 years. But we were pleasantly surprised with the excellent response we got. Dealers came from all over India, especially from South India. We also got overseas buyers from Dubai and Kuwait.



**Ajay Kapoor,**  
*Managing Director, Hitkari*

The response for us in the show has been quite overwhelming. There has been a pan India presence of buyers, much better than I had anticipated keeping COVID and other things in mind. It has been amazing and encouraging to be a part of the HGH India show.



**S.S. Kundu,**  
*Head Sales, East Coast Distributors Pvt. Ltd.*

HGH India is a very important platform. In 3-4 days, we could showcase our brands and entire new range to both our existing and new buyers. Large format retailers (LFS) could see the entire range and price brackets at a glance. Taking off from HGH India show, we can proceed further in business with large format stores, corporate stores, distributors and traditional retailers.

## Visitors' Comments



**Ajay Antal,**  
*CEO, Home Box, Dubai*

This trade show is geared up for upcoming vendors. Buyers like us, who are from Home stores chain, look for new vendors who manufacture in India across home categories. HGH India 2021 was great for this purpose. We had a very focussed approach. We could connect with many such vendors who we think, we can develop further. Overall a brilliant experience at HGH India.



**Chinmay Bhatt,**  
*Chief Category- Homeware, Home Town*

It is great to be back in a physical trade fair after a long gap and see old and new people around. In my opinion, it makes a lot of sense to have two fairs in a year. Internationally, two fairs in a year, for spring-summer and autumn-winter is an accepted trend. The concept is catching up in Indian home market too. The bi-annual fair will also make the exhibitors come out with ranges every six months so for us, there will be something new to offer to the consumers.



**Shalini Tandon,**  
*VP, Brand Management & Sourcing, Nykaa*

I am super excited to be back at HGH India, which I have been visiting from the very beginning. I am very delighted with this new location, North of India. What I liked were the new concepts that HGH India launched. They made the visitors far more aware of things. As always, the show touched the consumers very well- be it around sleep technology, smart cooking, or other focus areas. Everything was very well curated. That is why I always want to be back here to see what new is happening in the industry, meet all old colleagues, business partners and find new partners.



**Jayesh Dedhia,**  
*Director, One Stop*

For me coming to HGH India is a compulsion because it is the only useful trade show taking place in the Indian home and kitchen industry. It was nice to meet many homeware companies after a long time and re-establish our connection. We were satisfied to see many new products and innovations. Post- COVID buying habits of consumers in cookware and other home segments have changed drastically. I was very pleased to visit companies like Sthal, Maxima, Cello with such wide product range. Corelle too came with a new range. We were looking for suppliers for home textiles, particularly bed and bath, and found good solutions!

**New Exhibitors ■ New Visitors ■ New Categories**