

Where business feels at home!

## HGH India 2017 Four major home product groups

**H**HGH India 2017 scheduled for July 4-6, 2017 at Bombay Exhibition Centre, Goregaon (W), Mumbai is now all set to welcome largest ever number of trade visitors and exhibitors to enable them transact business for the upcoming 2017 festive and retail season for the Indian market.

This trade show is a potent platform for international exhibitors to find high-calibre and experienced marketing and distribution partners in India. It also connects exhibitors with the right, long-term importers and buyers, which is often a challenge in a vast and diverse country like India. The show is specially designed to connect the exhibitors with the Indian market for home textiles, home décor, houseware and gifts.

HGH India will once again delight visitors with its professional services and convenient hall layout which is not only pleasing and spacious, but also facilitates easier comparison of products and prices, making sourcing convenient for visitors. Products are exhibited in well-classified, pre-determined areas in defined halls for Home Décor, Home Textiles (Hall 1), House & Kitchen Ware and Gifts (Hall 5).

Visitors can find a wide range of innovations and new sources as under:



clocks, decorative lights & fans, table tops and decorative accessories and small furniture

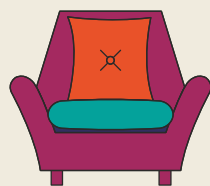
**Houseware (Hall 5):** tableware, kitchenware, cookware, kitchen utilities, home & kitchen appliances, bathroom utilities, storage items, cleaning & maintenance items, outdoor living

**Gifts (Hall 5):** business gifts, computer & fashion accessories, customised and personal gift articles, leather items, handbags, photo articles, toys and of course packaging and giftable items, jewellery boxes.

Year after year, HGH India continues to grow in terms of its number of exhibitors, visitors and product profile. Now in its sixth annual edition, this trade show's growing popularity can be attributed to its highly focussed

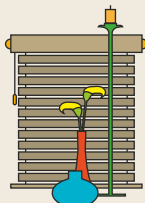
business-oriented approach, constant innovations in terms of products and designs by its exhibitors, strict control over its quality of visitors and professional, businesslike environment.

HGH India's emphasis on trend information and market research brings vital information to its exhibitors and visitors, further supporting their business efforts.



**Home Textiles (Hall 1):** bed & bath linen, decorative beddings, bath accessories, mattresses, upholstery & curtain fabrics, decorative fabrics, cushion covers, durries & floor coverings, table & kitchen linen, as well as other textiles for applications in interior home decoration.

**Home Décor (Hall 1):** Wallpapers, blinds, rugs & carpets, wooden & synthetic floorings, fragrances, mirrors, frames, glassware, artificial flowers, candles,





HOME DECOR ■■■ GIFTS ■■■ HOUSEWARE

**HGH India 2017**  
Timings (July 4-6, 2017)

For Exhibitors  
08:00 am to 07:30 pm (All days)  
(During the trade show days)

For Visitors  
4<sup>th</sup> July: 9:00 am - 06:30 pm  
5<sup>th</sup> July: 9:00 am - 06:30 pm  
6<sup>th</sup> July: 9:00 am - 05:00 pm



# Kitchenware for more convenience, efficiency



Like their international counterparts in the developed world, consumers in India too are increasingly becoming aware of cooking healthy, quickly and safely. Besides, Indian kitchens are also becoming trendy and high technology oriented. Hence, in addition to the traditional range of cookware and kitchen tools, consumers now prefer to buy more advanced kitchenware and appliances which make cooking convenient and efficient. With this, the demand for high quality products in these segments is today growing at over 20% per annum, making this country one of the most lucrative market for international brands and product innovators. Well-known international brands like Joseph Joseph, Kilner, Typhoon (UK),

Pedrini (Italy), Trudeau (Canada), Mason Cash, Poly time, Avsar, Renga, Titiz (Turkey), Hike (China), and TVS (Italy) will showcase their range at HGH India 2017.

Taking a cue, market leaders in India too have started offering a much wider range of kitchenware, cookware, kitchen appliances and home appliances, which are targetted at buyers preferring more modern, urban lifestyle. Well-known brand like TTK Prestige, Borosil, Baltra and Roxx will show their latest range to the retailers.

Besides, a wide range of bakeware, kitchen storage, food storage and cleaning will also be shown by brands like Borosil, Elia Glass, Glasslock, Pyrex, Krosno.

HGH India 2017 will clearly reflect Indian consumers' changed approach towards their kitchen and provide ample opportunities to the retailers to reorganise their store merchandise in tune with the changing consumer profile. Both international and Indian brands and manufacturers will be showcasing the widest ever and most varied range of products to make Indian kitchen more

convenient and efficient.

With Government of India proposing to construct 2 crore new houses under "Housing for all by 2022" scheme and each household spending even a low average of Rs. 5,000/- on kitchen appliances, this category alone will see an additional demand worth Rs. 10,000 crore.

## Storage & general houseware



In view of the rapidly urbanizing lifestyle, nuclear families, health consciousness and smaller sizes of average homes causing pressure on reduced spaces, Storage and general houseware are evolving categories in the Indian market.

Several Indian and international brands and manufacturers will bring a wide range of solutions in these categories in materials like plastic, stainless steel, aluminum, wood and combination of materials. Keeping food at regulated temperature and fresh, cooked

or raw is becoming a bigger challenge, which also demands newer solutions. Many new products providing these solutions will be available to retailers at HGH India. Space saving general household storage will be another major category in demand this year.

International exhibitors offering storage and houseware products include Curver, DKW, Box Box, Ucsan Plastik, Howards, Hi-Pas Plastik, Brabantia, Lukes, Ege Ironing Boards & step ladders, Titiz and Topcu Plastik amongst others.

Leading Indian exhibitors include Varmora, Joyo, All time plastic, Paras Plastics and many others, who will offer innovative range.

## Cleaning & hygiene

With Government of India emphasizing on "Swachh Bharat" and all segments of urban and rural Indian consumers rapidly accepting this philosophy, health, hygiene and cleaning are the subjects of new found consciousness amongst Indian consumers. Demand in these segments is growing by over 25-30% per annum.

HGH India 2017 has, for the first time has expanded the cleaning and well-being category. The trade show has added several new products like air purifiers, water purifiers, humidifier, boot dryers, ozone generator, PTC heater, Sensor trash cans, Compressed towels, Cleaning trolleys, Brooms, Mops & brushes, Mop buckets, Laundry bags, baby diapers, adult diapers, sanitary napkins, wipes, etc. in the

category of cleaning and hygiene products.

Visitors can find a wide range in these categories in hall 5 with exhibitors like Quanzhon Union, Quanzhou Dongjie, Fujian Nashida, Fuzhou Ninestars from Taiwan, Ugular Plastik and Abdik Plastiks from Turkey; and DongGuan Excel, Guangzhou Haike, Zhongshan Ai'er, Guangzhou Roson from China.

# Tableware, a rapidly growing category

**T**ableware and dinnerware sections located in Hall 5 and 5 A have continued to expand for the fourth consecutive year at HGH India, clearly reflecting a growing market for crockery, dinnerware, drinkware, cutlery, pepper mills, bar accessories and other similar products in crystal, glass, ceramic, porcelain and melamine in India.

Leading international brands from Europe in crystal and glassware like Nachtmann, Bormioli Rocco, Crystalite Bohemia, Durobor, Cristal Darques, Spiegelau, Walther Glassware, Borgonovo, Kudos, Luminarc will be present through their Indian partners. Similarly, well-known international brands for tableware from other parts of the world like Noritake, Dankotuwa, Corelle, Ocean, Lucky Glass, Superware will showcase their latest range through their Indian trade partners.

Visitors can also explore a wide product range from leading Indian brands, many of them market



leaders in their respective categories. They will unveil their new collections through HGH India 2017. These include market leaders like Borosil, Bharat Potteries, Clay Craft, Larah, La-Opala, BP

Bharat, Grey Rose, Sonaki, Servewell, Dinewell, Roxx, Lyra Glassware, Hansa to name a few. FNS, Sanjeev Kapoor, AWK will also show their new range of stainless steel and lifestyle cutlery.

# Innovative wallpapers



**W**allpapers continue to lead the growth of home décor market in India, with demand annually going up by over 50% across all segments like economy, premium and luxury. With Indian consumers seeking to replace paints and fabrics with wallpapers, furnishing fabrics, home décor and hardware stores across the country are

increasingly stocking wallpapers in addition to their traditional merchandise.

Visitors will be able to see the latest design trends from brands like Marshall's, Nilaya from Asian Paints, Casamance, Designer' Guild, F & F, Divine, LG, Wall King, Greenteriors, H & H, Adonis, Arte, Cole & Sons, Osborne & Little and many other brands.

Considering that India still does not manufacture any wallpaper and the entire demand in all price and quality segments is met through imports, the country will continue to offer a huge opportunity for international brands and manufacturers on one hand and Indian wallpaper importers and retailers on the other. HGH India continues to reflect this trend.



# Fragrances, potpourri, candles & spa

**D**emand for products like fragrances, aroma oils, dry flowers, potpourri, decorative candles and well-being and spa products is growing at over 25% per annum in India. These are relatively new product lines are gaining increasing popularity with Indian consumers and therefore the retailers. They are also becoming popular in the institutional, personal and corporate gifting segments.

Urban Indian consumers in particular are becoming conscious of health, well-being and relaxed lifestyle and are adapting such contemporary products. Lifestyle and home retailers are now finding these products exciting to add customer pull in their stores.

At HGH India, leading brands like Nature's Mania, Nyassa, Rosemoore, Song of India, Pan Aromas will showcase their complete range. Most of these players have been leading exporters and have now turned to Indian domestic market with good response.



## Gifts



**C**ulturally, India has been a high spending country on gifts. Yet this market is highly unorganised and underdeveloped, specially at the point of retail, due to lack of sufficient effort by the stakeholders. Very little has been done in the areas of development of good gift packaging, specialised retail structure, product development and marketing.



And yet, currently valued at over USD 30 billion per annum, the Indian personal and corporate gifts market is one of the most lucrative in the world. Both personal or "emotional gifting" and corporate or "Promotional gifting" markets still continue to grow at over 20-25% in India.

A large number of gifting solutions are available

at HGH India for corporate and institutional gift buyers. Gift traders and suppliers too can network with a wide of manufacturers and brands in categories like bed linen, towels, decorative made-ups, glassware, ceramics, plastics, cookware, bar accessories, decorative accessories, candles, fragrances, handicrafts, packaging, corporate gift items and so on.

Archies the pioneer of organised gift market in India, will be exhibiting at HGH India 2017, with a new initiative to be discovered by visitors at the show. Other exhibitors in this segment offering unique gifting ideas include Malhar, Ethnic Clocks, Cocktail, Ek Do Dhai, Gaabiah, Four Walls, Sakshi Handicrafts, Apeejay Exports, Taiwanese companies

## A TEXZONE Event

**H**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, houseware, 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.

## Services for Visitors & Exhibitors at HGH India 2017

- Vip lounge
- Fruit lounge
- Popcorn lounge
- Ice cream lounge
- Food court
- Hot lounge
- Kids care area
- Business centre
- Car hire
- Courier services
- Hotel accommodations
- Left luggage
- Medical services
- Parking (visitors)
- Prayer room
- Restaurants / cafeterias
- Taxi
- Travel services
- Umbrella service
- Free shuttle bus service