

Where business feels at home!

Spring/ Summer 2024 Complete Sourcing Solutions

About 400 Indian and International brands and manufacturers specializing in home textiles, home furniture, home décor, housewares and gifts will showcase their products in the 14th edition of HGH India, signifying the event's stature in the industry. Most of them will unveil several new products and designs. Many first time exhibitors will add more dimensions to sourcing and new business connections. Their presence will help retailers in planning their new range for Spring/ Summer 2024 better.

Over 30,000 retailers, distributors, wholesalers, channel partners, interior designers & architects and institutional buyers from across India and other countries are expected to visit for sourcing, trends and market information.

Extensive Government Support

Over the last 13 editions, HGH India has been delivering consistent business results to its exhibitors, helping them connect with retailers, distributors, institutional buyers, architects & interior designers and gift buyers from over 600 cities and town across India and 32 other countries.

Based on excellent business results derived by the exhibitors across handicrafts, handloom and MSME sectors in the previous editions of HGH India, Ministry of Textiles and Ministry of MSME, Government of India and the State Governments of Uttar Pradesh and Haryana continue to lend

wholehearted support to HGH India through their various Market Development Schemes. Export Promotion Council for Handicrafts, National Design Centre, North Eastern Handicrafts & Handloom Development Corporation Ltd. and Kashmir Chamber of Commerce through the support of Development Commissioner Handicrafts, Ministry of Textiles, have organized group participation of 60 Artisans and crafts persons from across the country who will offer exquisite pieces of hand-crafted decorative accessories with high utility, houseware and gifts.

Export Promotion Council for Handicrafts (EPCH), a regular exhibitor at HGH India, is this time organising a group participation of its 10 members across various categories of handicrafts. A wide range of hand-woven home textile products like furnishing fabrics,



bed covers, cushion covers, curtains, table & kitchen linen, durries, rugs, hammocks, floor cushions etc. will be made available by 30 handloom weavers through Handloom Export Promotion Council (HEPC) and National Design Centre (NDC).

Eligible MSMEs can avail of grant for exhibiting in HGH India from the Development Commissioner, MSME, Ministry of MSME, Government of India under their PMS scheme.

HGH India is also approved under the ODOP scheme of Government



of Uttar Pradesh and MDA scheme of the Government of Haryana. Eligible exhibitors with manufacturing base in either of these states can avail of financial assistance from these respective State Governments.

National Design Centre (NDC) was set up by Ministry of Textiles, Government of India, with an



objective to fill up the gap in the areas of Design and Product Development. The Centre also builds and creates design oriented excellence in the handicraft sector and other synergy sectors such as Jute, Silk, Carpet, Handlooms and other employment generation sectors to withstand global competitiveness.

NDC is organising two pavilions for handloom and handicrafts sectors. 20 exhibitors will exhibit a wide range of handicrafts in metal, wood, marble, ceramic, rugs, bamboo, cane and several other materials, through NDC with the financial support from Development Commissioner Handicrafts, Ministry of Textiles, Government of India. Similarly, hand-woven home textiles range



including cushion covers, bed covers, curtains, floor cushions, table linen, tassels etc. will be exhibited by 10 handloom weavers of different styles through NDC with the support of Development Commissioner Handlooms.

Adding a new facet to HGH India in the 14th edition, for the first time, North Eastern Handicrafts &

Handloom Development corporation Ltd. (NEHHDC) will bring a group of 25 artisans, crafts persons and weavers with the support of Development Commissioner (Handicrafts), Government of India. North Eastern states of India have the largest production of Eri and Muga silk in India, besides abundant crop of cane and bamboo. An exquisite variety of well-crafted products are created by the local artisans and craftspersons with these materials as well as bell metal. These include cushion covers, throws, bed covers, cane & bamboo furniture, storage baskets, figurines, decorative accessories, lamps & decorative lights, bags and a range of kitchenware and tableware products. One will find immense sourcing opportunities from North Eastern states at HGH India through NEHHDC.

Kashmir Chamber of Commerce & Industry has organized a presentation of the world-famous Kashmiri handicrafts with 10 exhibitors. They will exhibit their fine expertise in hand knotted silk & wool rugs and carpets, hand-crafted papier-mâché, Crewel work and, wool and silk throws, bed covers, cushion covers and curtains. A variety of walnut wood carved products will also be exhibited.

Home Textiles

Trade buyers can look forward to a wide and innovative range of home textiles & furnishings at the 14th edition of HGH India from December 13-16, 2023 at India Expo Centre, Greater Noida. This includes bed & bath, decorative made-ups, blankets, quilts, comforters, table & kitchen linen, bath mats, furnishing fabrics, blinds, wallpaper, area rugs, floor cushions etc. in fine, luxurious machine-made as well as exquisitely designed hand-woven varieties.

Several well-established exporters who have made their mark in the leading global markets like USA, Canada, Germany, UK, Italy, France, Switzerland, Scandinavia, EU, Russia, Japan, Australia etc. have launched their brands in the Indian market to meet the increasing demand for high quality products by Indian consumers. At this edition of HGH India, many of these exporters of home textiles and made-ups will be present with their rapidly growing brands internationally and in the Indian domestic market. These include



Micro Cotton (bed & bath), Pano (Decorative made-ups, bath mats & Rugs), Enrya (Decorative made-ups, bath mats & rugs), Asian Handicrafts (kids furniture, soft toys, photo frames, decorative accessories & gifts) Elegant Weavers (bath mats), Pluchi, SJLT, Universal Knitwear (knitted cotton blankets, kids beddings and soft toys), Loom Home Textiles (Table & kitchen linen, beddings and

Decorative made-up), Sarla Blankets & Beyond (Mink & flannel blankets, dohar, bed sheets, foot mats), CR Homes (Bedding, Kids' beddings, decorative made-ups) Airwill Home (bed sheets, decorative made-ups, table & kitchen linen), Balavigna (Decorative made-ups), Antik (Bed sheets, towels, cushion covers, blankets), Best Home (bath mats), Tex Fab Living (bath mats) and many more.

Kids' range of knitted home textiles, bedding, blankets pillows and soft toys and giftable products will be showcased by Pluchi, Universal Knitwear and Asian Handicrafts.

Decorative Furnishings



In furnishing fabrics, companies like Vista Furnishing, Home Fabrics, Elite Living, Chamundi Silk will offer their new range. Real leather hides for upholstery and furnishings for luxury end of the market will be offered by well-established exhibitors like Marvin Lifestyle, Stanley and Vinyork. Leading handloom exporters from Karur, Kannur, Panipat, Baghpat and other specialised centres will offer a wide range in hand-woven cotton and linen furnishing fabrics and made-ups.

Exhibitors like Vista Blinds and Amor Blinds will showcase their latest range of blinds and blind automation.

Full range of wallpaper will be showcased by Marshalls, Fedora and Wisdom.

Area rugs & Decorative floorings

Demand for both handmade and machine-made area rugs and other forms of decorative floorings like wooden flooring, vinyl flooring, SPC and laminated flooring,



artificial grass, outdoor flooring solutions and specialised floorings for kids, gyms etc. continues to grow amongst Indian consumers leading to more and more retailers increasing floor space in their stores for this category.

Leading manufacturers and exporters of area rugs, PVC flooring, vinyl flooring, wooden, laminated and SPC floorings, artificial grass and a range of specialised floor coverings have

turned their attention to the rapidly growing Indian domestic market. Many of them will be present in this edition with their home flooring solutions for indoor and outdoor applications. Well-established manufacturers and exporters from Panipat, Bhadohi, Jaipur and Delhi like Pan Overseas, Shamshi Exports, Flooring India, Floorplay & Resco Rugs, Enrya, Moraj Home will be showcasing their wide range of rugs.

Home Décor

Home Décor section in hall 10 at HGH India will offer a wide and innovative range of decorative accessories in brass, steel, wrought iron, other metals, wood, glass, ceramic, cane, bamboo, coir, jute, textiles and many other materials. Besides, a range of decorative floor coverings, table tops, wall hanging, door mats etc. will also be on offer by leading handicraft exporters like Asian Handicrafts, Vedas, Craft India, Curio Craft, Finesco, HMI Associates, Indian Artisanat, Orient Exports.

Decorative flooring in a variety of materials will be showcased by brands like Responsive (PVC, SPC, LVT, Vinyl flooring and synthetic leather), Sapna (PP mats, machine-made rugs), Shradha (mats), Coir Craft (door mats), Dekorr, Fourwalls and Azz (Artificial grass, artificial flowers, garden decor),

Houseware

From kitchenware, cookware and kitchen appliances to tableware, glassware, storage, cleaning and general houseware trade visitors will be able to find complete sourcing solutions under one roof in hall 9.

Leading Indian cookware brands like Hawkins, Fabiano, Stufa, United Ekta, Kencook, Mintage, Vardaan Cookware, Premier, United Ekta, JB, Pray Lady, Premium (Varun Stainless), OK Industries and many others will exhibit from different parts of India to offer a comprehensive range with innovative features.

International tableware & kitchenware range will be offered by Think Kitchen, Seeba, Ameffa, Renga, Decorati, London Pottery and Richardson Sheffield. D.C. Ceramics, Kitchencraft, R.K. Potteries, Naturallyours, Satraj Ceramics, and many other Indian brands and manufacturers too will

World of Sleep

a joint initiative by **HGH INDIA** | **ISPF**

Several leading brands and first-time exhibitors will together make a visit to the World of Sleep area in hall 14 exciting and informative, besides full of new business opportunities.

Sleepwell, India's leading mattress & sleep products brand will unveil their innovations and future brand strategies with the trade. Kurl-on will be present under its new leadership for the first time, revealing its upcoming product lines and business plans to the trade.

Sheela Foam, which now owns brands like Kurl-on and Furlenco, in addition to their own brand Sleepwell, said, "We strive to offer best-in-class comfort to our consumers through a harmonious blend of technology, innovation and over a century of rich experience that our brands bring together.

At HGH India December 2023, our brands Sleepwell + Kurl-on + Furlenco have showcased products and concepts that are revolutionizing the world of sleep and home comfort under our theme of plus+."

Romapuf, Latex Green (Sri Lanka), Urbanbed, Flotemp (Taiwan), Sleepyhead, Healthcub, AVI Sales will showcase their range of latex, spring & foam mattresses, pillows, mattress protectors, comforters, baby sleep products, bed in a bag, neck pillows, travel pillows, rolling mattresses etc.

Educational seminars for retailers in association of Indian Sleep Products Federation (ISPF) will be held at regular frequency on all four days of HGH India in the World of Sleep Pavilion. Schedule for the same can be found on HGH India and ISPF websites.



offer crockery, glassware, dinnerware, cutlery, kitchenware and so on.

Several exhibitors including Harbor Trendz (Mumbai), Modware (Indore), Renga (Turkey) will offer a wide range of storage and general houseware.

Home Furniture

After a successful launch of home furniture in July 23 in Mumbai by HGH India, leading brands will present their innovative range of home furniture for living room, bed room, kids' room, kitchen, accent furniture and outdoor usage for the second time.

Many exhibitors in the Italian National Pavilion under the aegis of Italian Trade Agency (ITA) will showcase their unique range of designer home furniture, home décor accessories and kitchen appliances.

Pune based, Furnitech, winner of H-Circle Award for its innovative furniture in the last edition, will once again unveil its new range of luxurious seating systems, recliners and accent furniture. Recliners India, leading manufacturers and well-known brand, will showcase a wide range of recliners for the second time. Furlenco, well-known brand in the country which sells as well as rents out furniture through an organized network will be present with unique business propositions for dealers and distributors under its new leadership.

Dileep Craft the well-established brand for home lifestyle and décor products known for its creative ideas and well-crafted products,

will launch its new range of sofas and furniture in the Indian market for the first time through this edition of HGH India.

SaaJ, Senses Lifestyle, Neudot and other furniture manufacturers from different parts of the country will offer sourcing solutions for branded products as well as OEM supplies.

Gifts

Gifts for both corporate gift buyers and gift distributors will be available in wide range across categories like houseware, home décor and home textiles. Besides gift items like photo frames, coasters, personalised stationary, eco-friendly and recyclable household products and bags will be presented in abundance. Some of the leading exhibitors in this category will be spread across all the four halls. They include Archies, Asian Handicrafts, Ek Do Dhai, Nighty Almighty, R.R. Enterprises, who are specialised gift manufacturers. Besides, majority of the exhibitors will offer gifting solutions within their own product range like bed sheets, cookware, tableware, glassware, decorative accessories etc.

Trade visitors can expect to gain valuable insights into upcoming market trends, discover new products and discuss business with established as well as emerging brands and manufacturers. For exhibitors, HGH India offers a unique opportunity to showcase their innovations and product offerings to a diverse and serious trade visitor, fostering brand visibility and business growth.



Indian Heritage

HANDICRAFTS | KHADI | COIR | JUTE

in
Hall 10



Indian heritage has assumed various aesthetic forms in the hands of talented artisans, craftsmen and weavers for centuries. From handicrafts to art, paintings, printing, embroidery, Indian hand work in various forms has a very diversified and resilient history. These skills and crafts are used extensively in home textiles, home décor, houseware and gifts products to bring a unique sense of culture and heritage to Indian homes.

HGH India has been promoting these rich heritage products under the brand "Indian Heritage" since 2018 to support Indian artisans in marketing their products such as handicrafts, decorative accessories, hand-made carpets, handloom & Khadi based home textiles, bamboo & cane products, coir & jute products, houseware, gifts and fashion accessories. This is being done in association with various individual companies, theme pavilions, trends pavilion and group participation of various national award winning artisans and craftsmen through various Government sponsored agencies and institutions. The highlights of this segment lie in the effort to promote age-old art, craft and culture.



At the 14th edition of HGH India, retailers, institutional and gift buyers can explore these unique and varied products for sourcing on a regular basis. They can add distinctive value to their stores, alongside the regular range. These products represent a mode of generating employment that is not disruptive of the fabric of everyday life.

A pavilion titled Indian Heritage in hall 10 will be showcasing a live demonstration of their crafting skills by master craftsmen and also National Awardees themselves. They will be creating exquisite hand-crafted products using their high skills in the field of pottery, wood & metal craft, handloom embroidery, wooden toys, cane & bamboo and so on for application in variety of decorative and houseware products. This pavilion is sponsored by HGH India with the purpose of promoting these fine skills amongst retailers and distributors from all over India.