

Where business feels at home!

15th Edition
HGH INDIA® 2024
HOME DECOR ••• GIFTS ••• HOUSEWARE
AUTUMN / WINTER
JULY 02-05, 2024
BOMBAY EXHIBITION CENTER, MUMBAI



The Tradeshow
designed to
connect you with
the Indian Market

www.hghindia.com

Key Highlights

Edition
Fifteenth
Edition

Venue
Bombay Exhibition
Center, Mumbai

Dates
July 02-05,
2024

Area
50,000
Sq. Meters

Season
Autumn/Winter
2024-25



Your Connection with the Indian Home Market

HGH India, now in its 15th edition, is a bi-annual trade show with a clear focus on the Indian domestic market, offering comprehensive sourcing solutions to trade buyers of home textiles, home decor, home furniture, houseware and gifts. Every year, the industry and trade look forward to HGH India to identify product innovations, upcoming design trends, market updates and new sources. Technological and materials advancements across home products categories are introduced by the exhibitors at HGH India.

HGH India is a platform for international and Indian brands, manufacturers, importers and exporters to launch their innovations and new product lines amongst online & offline retailers, distributors, architects & interior designers, institutional & trade buyers in over 600 cities and towns across India. Over 400 international buyers from 33 other countries also visit HGH India for sourcing. Exhibitors include 700 brands and manufacturers from 32 countries.

15th edition of HGH India will embody Mumbai city's dynamic spirit charged with new ideas and business opportunities to cater to the evolving lifestyle of aspiring Indian consumers. The trade show will focus on

sourcing for festive retail season and trends for Autumn/Winter 2024-25.

If you are an established player in home products market, HGH India will help you launch your new collections and trade schemes amongst your regular channel partners. It will also help you further expand your market reach in the unrepresented territories by connecting you with new retailers, distributors, architects and institutional buyers.

If you wish to enter the rapidly emerging Indian market, HGH India will help you introduce your company and products to over 40,000 retailers, distributors, importers, OEM buyers, architects and institutional buyers across India in just 4 days. You get the first-hand feedback from retailers and distributors on your products, prices, competitiveness and business plans.

HGH India is an international trade show designed to connect its exhibitors with the Indian market. By exhibiting in HGH India, you can connect with well-established, experienced and high potential business partners in India.

If home is your business, be where business feels at home!

Product Portfolio

HGH India brings together a varied range of products classified into following broad categories.



Home Textiles

Furnishing and decorative fabrics, sheers, curtains and blinds, decorative made-ups, bed linen and decorative beddings, mattresses and pillows, comforters and blankets, towels and bath linen, table and kitchen linen, carpets and floor coverings, cushions and fillers, wall hangings etc.

Home Furniture

Entire range of home furniture including bedrooms, living rooms, modular kitchens, study, home lounges, kids' rooms, bathrooms, sun decks, gardens, outdoor and accent furniture.



Home Decor

Wallpapers, wall decorations, blinds, floor coverings, rugs and carpets, bathroom accessories, decorative accessories, artefacts, handicrafts, figurines, table decorations, decorative hardware, clocks, decorative lights and fans, dry flowers and fragrances, artificial flowers and aroma oils, candles & candles stands and other decorative products.



Houseware

Kitchenware, kitchen appliances, cookware, tableware, kitchen accessories, bar accessories, bathroom accessories, glassware, food carriers, dining sets, cleaning and maintenance products, storage, home appliances, security, disposable articles, outdoor and general houseware products.



Gifts

Photo frames, glassware and crystal, barware and cutlery, clocks and watches, personal gadgets, houseware, home textiles, fashion accessories, decorative accessories, jewellery boxes, gifting accessories, celebration and festive products, handicrafts, bags, boxes, gift packaging etc.

Kids' Home

Baby blankets, baby bed and bath products, kids' mattresses and pillows, kids' home utilities, prams and walkers, kids' furniture, cutlery and tableware, water bottles, kids' storage, soft toys, technical and action toys, school articles and stationery, sports, leisure and outdoor equipment, maternity products, baby gift sets, parties and celebration products, festive products, disposable articles, decorative products for kids etc.



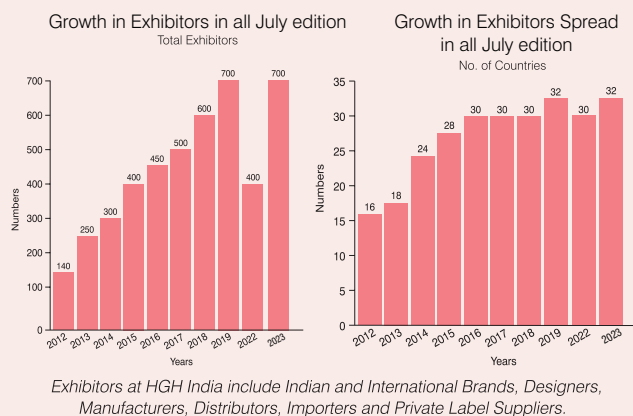
Services

Store and interior design services, visual merchandising and window display services, display aids and retail furniture, lighting and hardware solutions, retail management software, cash counting and registers, design software, digital printing equipment, IT hardware, software and consumables, loyalty programmes, online platforms, social media solutions, advertising and communications, POP solutions, fabric hangers and catalogues, packaging and promotional aids, logistics services, trade publications, books, trend information and associations.

Exhibitor Profile

- Leading Indian and International brands, manufacturers, importers & exporters from Home Textiles, Home Décor, Home Furniture, Houseware and Gift industries.
- International exhibitors from over 32 countries including China, Japan, Germany, Korea, USA, France, Denmark, Spain, UK, Switzerland and Australia.
- Indian exporters and brands from around the world looking to enter the Indian market, establish their distribution networks or long-term business partnerships.

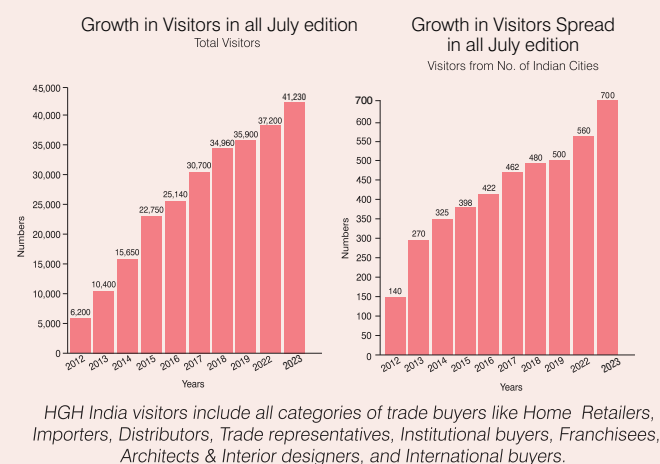
Exhibitor Growth



Visitor Profile

- Senior decision makers like Business Owners, Directors, CEOs & Sourcing Heads, Merchandising Managers etc.
- Large format stores like Department stores, Hypermarkets, Discount stores, Traditional retailers, Online retailers etc. who sell home products.
- Variety of industry specialty retailers: Furnishing stores, Home Textiles stores, Mattresses stores, Home Furniture stores, Home decor retailers, Interior Design stores, Home boutiques, House ware retailers, Kitchen & Home Appliances stores, Babies & Kids' stores, Gift stores etc.
- Channel partners like national & regional Distributors, Wholesalers, Franchisees, Importers etc.
- Private label, White label and OEM buyers like brands, retailers and institutional buyers.
- Architects & Interior designers.
- Gifts Suppliers & Corporate gift buyers; Institutional Buyers, Hospitality Industry Associates etc.

Visitor Growth



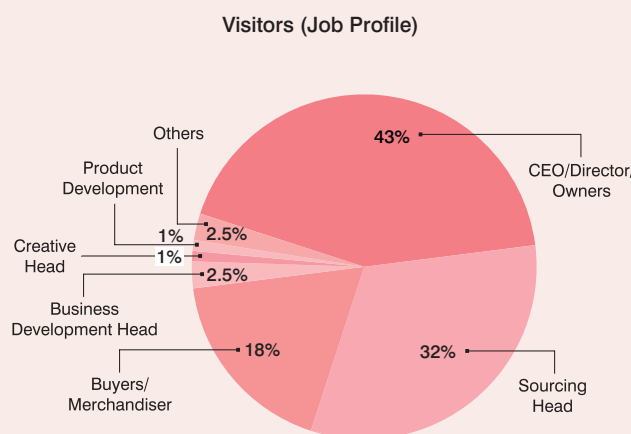
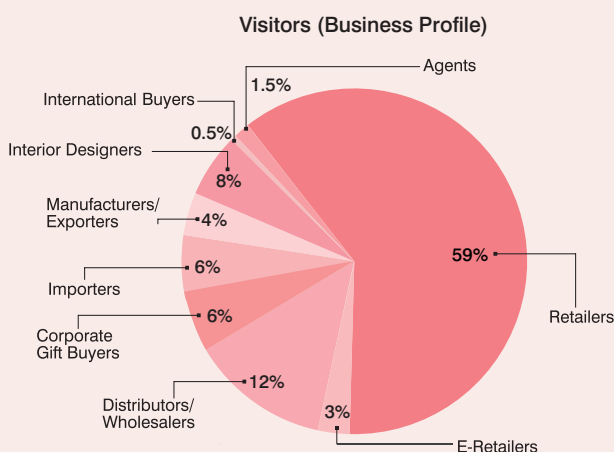
- High potential International Buyers from 33 Countries Buying Houses/Agents, Design Studios & Institutes, Export Houses, Designers & Merchandisers, Fabric Sourcing Teams, Industry & Trade Associations, Professionals & Consultants, Diplomats & Officials, Trade Media & other related stakeholders.

HGH India Plus

HGH India being a 4-day trade show, provides exhibitors the space and scope for greater level of interaction with high potential buyers. On the first day of the show, July 02, preference will be given to a select set of high-volume buyers under the HGH India Plus programme. The next three days, July 03-05, will be open to all trade visitors (including HGH India Plus visitors).

Note on Visitors:

HGH India attracts over 41,000 trade visitors from 600 cities and towns across India and 33 countries. Presence of 2,886 Architects and Interior Designers from all over India reflects increasing design innovations at HGH India. More than 700 manufactures and brands from 32 countries launches their new collections and trade schemes for their channel partners across India.





World of Sleep

With gaining popularity amongst retailers over the last five editions, World of Sleep pavilion at HGH India will continue to impart useful information for retailers and channel partners on innovations in sleep products like mattresses, pillows, blankets and comforters. In addition to good quality of these core sleep products, brands and manufacturers are discovering the importance of products like mattress protectors, sleeping bags, sleeping pods, sleeping gadgets and the right music, light, room temperature, colours, aromas and fragrances, air purifiers etc. in ensuring a good quality sleep.

World of Sleep at HGH India will continue to educate retailers, distributors and trade visitors on upcoming trends in sleep products through interactive sessions at the dedicated pavilion. It is a unique opportunity for brands and manufacturers to promote their innovative products amongst retailers and distributors across India.

Home Furniture

Retailers across home categories are now adding full range of indoor, outdoor and accent home furniture to their stores as the consumers are seeking complete home décor solutions under one roof. After a very positive response from buyers, HGH India will further continue with the Home Furniture hall where a wide and varied range of living room, dining room, bedroom, kitchen, study room, bathroom, home office furniture, accent furniture, kids' furniture, outdoor & leisure furniture will be showcased which will help retailers, architects & interior designers source from wider options.

Indian and International home furniture brands and manufacturers across categories will find an opportunity to connect with well-established home & furniture retailers, interior designers, architects, distributors and potential franchisees across India.



Floor Décor

With demand for floor coverings in India growing at 20% per annum, retailers are now allocating increasing floor space to this category.

With advent of technology and materials, innovations in functional and decorative floorings get introduced in the market at high frequency in all floor covering categories like carpets, wooden floorings, SPC flooring, Carpet tiles, artificial grass, bath mats, door mats, vinyl flooring, synthetic floorings, kids room flooring and so on.

Floor Décor at HGH India will focus on introducing innovations and trends in floor coverings to the retailers and educate them on innovative materials and technologies used, which in turn will help them communicate with the consumers more effectively.

Smart Kitchen

Smart Kitchens are becoming a reality amongst Indian households. Today's modular kitchens are more intelligent with smart appliances, gadgets and voice assistant. Cookware and kitchenware manufacturers too are taking the cue to introduce smarter products. 15th HGH India will focus on the innovations in modular kitchens, kitchen appliances, cookware and kitchenware which make cooking faster, healthier, environment friendly and convenient.

Smart Kitchen pavilion will once again appraise the retailers, distributors and trade buyers on innovations being introduced by brands and manufacturers from India and other countries. It will help them understand the upcoming trends and product innovations in modular kitchens, cooking, cookware, kitchen appliances and kitchen tools.



Kids' Home

In today's urban lifestyle, the kids' home shopping is getting combined with general weekend household shopping. Hence, sale of kids' products shifting beyond the conventional kids' stores. With better awareness and affordability amongst consumers, demand for innovative, well-designed and good quality babies and kids' products in India is growing at 20% per annum. As kids' home market grows in volumes and parents seek better quality products, new doors of opportunities are opening for brands and manufacturers.

Kids' Home at HGH India offers a unique opportunity for brands, manufacturers and importers of kids' bed & bath products, bedding, furniture, décor, toys, prams, bathroom accessories, houseware, health & hygiene to collaborate with home retailers and distributors to tap this opportunity.

Trends Autumn /Winter 2024-25



The above pictures are from previous editions of Trends

HGH India will unveil trends for Autumn/Winter 2024-25, depicting colours, designs, materials and styles that will be in vogue for home textiles, home furniture & décor, houseware and home styles. This initiative by HGH India not only informs industry professionals but also inspires them to push boundaries and set new trends.

From a well-designed trend book to a well-curated Trends Pavilion, these trends will be presented to the visitors in a variety of ways for better understanding. Through interactive workshops, seminars, and networking opportunities, exhibitors and visitors gain valuable insights and forge connections that drive the industry forward.

By presenting these trends in diverse formats, HGH India facilitates a deeper comprehension among stakeholders, fostering informed decision-making in the development and presentation of collections. This multifaceted approach not only informs but also inspires the users, guiding the creation of captivating and trendsetting innovations for Autumn/Winter 2024-25 in the realm of home décor and style

Indian Heritage

Since 2018, HGH India has been supporting the special promotion of Handicrafts, Handlooms, Handmade Carpets, Khadi, Coir and Jute products under its Indian Heritage programme. India's rich cultural, craft and weaving heritage reflects across these products. Indian Heritage promotion is also supported by Government of India, Ministry of MSME, Ministry of Textiles, Development Commissioner Handicrafts, Development Commissioner Handlooms, EPCH, CEPC, HEPC, KCCI, National Jute Board, Coir Board, NECTAR, IICT, NDC, NHDC, NEHHDC, individual companies, theme pavilions, trends pavilion and group participation of various national award-winning artisans and craftsmen through various Government agencies and institutions.

Indian Heritage is an initiative by HGH India to provide a professional marketing platform for India's rich heritage products which are aesthetically designed and skillfully hand-crafted by artisans, craftsmen and weavers for centuries. Their skills and crafts, applied to home textiles, home décor, home furniture, houseware, kids' products and gifts bring a unique sense of culture and heritage to Indian homes.

Active for seven editions now, Indian Heritage at HGH India has been successfully connecting artisans, craftsmen and manufacturers of these products with Indian retailers, traders & gift buyers.



H Circle Awards



H-Circle Product Innovation Awards have been instituted by HGH India to recognize and encourage innovations in home products in terms of designs, materials, applications and functionality. HGH India exhibitors from all product categories are eligible to nominate their products for these awards.

An independent jury consisting of renowned professionals from diverse yet related fields decides on the winners of these awards. H-Circle awards are presented at a special presentation ceremony held during HGH India.

Conference Program



HGH India hosts a series of seminars, presentations and panel discussions on relevant and futuristic topics for the benefit of the industry and trade. Exhibitors and visitors can attend these sessions by online pre-registration on HGH India website. HGH India organises these knowledge sharing sessions in collaboration with renowned professional institutions and trade bodies. Attendees will find these conferences and seminars useful in finding directions for their business strategies.

Advertising & Branding

Exhibitors can avail of several pre-show advertising and promotion opportunities like HGH India website banner, newsletters and sending out invites to potential buyers.

Similarly, during the trade show, several branding opportunities are available to promote and consolidate your brand position in the trade which visits from 600 cities and towns across India.

These include modern skyline, hoardings, advertising in the trade show catalogue, advertising on digiland, ceiling flags inside the halls, pathway pole flags, pylons and specially created advertising opportunities.

Details of available options and prices can be asked from HGH India sales team.



Private Events

Besides several facilitating and informative activities like VIP buyers' meet, networking events, trends pavilion, presentations and media meet, several exhibitors also host their private events at HGH India like product launches, brand ambassador visits, dealers' meets and press conferences.

Facilities & Support

With wide experience and expertise on the Indian and International markets, HGH India team ensures that your participation in this trade show is beneficial and delightful.

From providing trend information and market reports to organizing retail tours, from match-making to one-to-one business meetings to networking dinner, HGH India supports the exhibitors' business process. On other hand, physical conveniences like hotel and travel services, free shuttle bus service, logistics support, a variety of unique lounges, restaurants and cafeteria, business center, prayer rooms, media center, catering service and Wi-Fi service are created for visitors and exhibitors to enable them focus on their business.

Organised by:

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