

Where business feels at home!

Quality results in business

14th edition of HGH India, the bi-annual trade show for home textiles, home décor, home furniture, houseware and gifts, concluded on December 16th, 2023 at India Expo Centre, Greater Noida, Delhi NCR on a positive note. Over 80% exhibitors reported good business for Spring/Summer 2024 retail season. Lesser number of trade visitors at 19,100 from 510 cities and towns across India and 27 other countries, more than satisfied the business expectations of most exhibitors, due to their very high quality. They included senior decision makers from leading retail chains, specialty retailers, online retail chains, distributors, architects & interior design firms. "In fact, we could do better business with bigger buyers from across India," said one of the exhibitors commenting on his own company's performance at the 14th edition.

The four-day HGH India trade show was held from December 13-16,



Smt. Amrit Raj,
Development
Commissioner
Handicrafts,
Government of
India:

"It's a very nice fair, I would say, a very well curated professional business to business event. I'm very happy to see the collections and the good, beautiful India heritage pavilion. Handloom and Handicraft sector is meant for homes and for the hospitality industry. So, I think bringing all the elements of home together makes a lot of sense as it saves a lot of time for trade buyers as they get entire range of products under one roof. Very good idea. Excellent!"

2023. It once again offered a diverse range of over 2,500 home products from 400 manufacturers and brands from 30 countries. All categories like bed & bath, furnishing fabrics, curtains & blinds, decorative made-ups, mattresses, table & kitchen linen, rugs & carpets, kids' beddings, PVC, SPC & wooden flooring, decorative floorings, coir mats, artificial grass and plants, decorative accessories, wallpaper, handicrafts & handloom, home furniture, houseware, cook-ware, kitchenware, tableware and gifts were well-represented in terms of innovations, designs and trends. Over 100 new exhibitors opened new world of sourcing possibilities for trade buyers.

Leading Indian and international brands unveiled their Spring /Summer 2024 range of complete home solutions. Important highlight of this edition were a varied and wide range of handicrafts and hand-woven home textiles for all household applications including decorative, functional and accent. Over 90 exhibitors from across India showcased their offerings through various government sponsored organisations such as National Design Centre (NDC), Kashmir Chamber of Commerce and Industries (KCCI), Export Promotion Council (EPCH), North



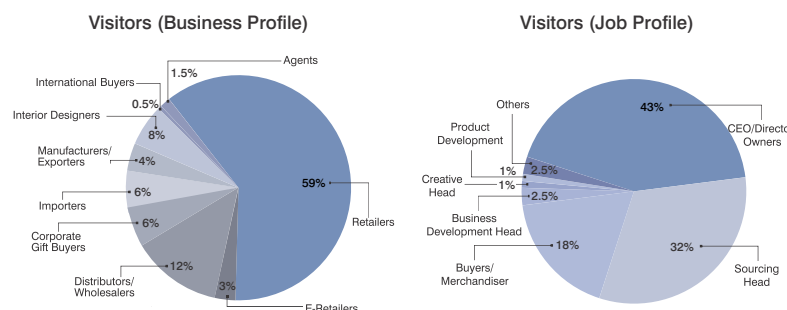
Mr. Sohan Jha, Sr. Director, Office of the DC Handicrafts, inaugurating the 14th edition of HGH India in Greater Noida. Others in the picture: Ar. Sarbjit Singh, Principal Designer, Fab Interiors; Mr. Rahul Gautam, Chairman, Sheela Group; Mr. Alessandro Liberatori, Trade Commissioner, Director of the Italian Trade Agency, New Delhi, Coordinator for India, Bangladesh, Sri Lanka; Mr. Dhawal Shah, Managing Director, Furnitech Seating Solutions; Ms. Veena Roongta and Mr. Arun Roongta, Directors, HGH India.

Eastern Handicrafts & Handloom Development corporation Ltd. (NEHHDC) and Handloom Export Promotion Council (HEPC). Sensing the big emerging opportunity in the Indian domestic market, several leading exporters also exhibited directly from these segments offering their export-oriented collections to the Indian trade buyers. HGH India is by now a well-established trade show known which also connects international brands and manufacturers with experienced and well-established

business partners in the Indian domestic market.

HGH India once again tied up with Indian Institute of Interior Designers (IIID), this time with Delhi Regional Chapter. Through this tie up, leading architects and interior designers were associated as professional visitors as well as panelists and speakers during the conference programme on 14th December. Bringing brands, designers, manufacturers, retailers and architects on a common platform helped in widening the perspective of all stakeholders in the business of home products.

Overall, exhibitors across categories reported that high quality of trade buyers at this edition resulted in good business for them. Visitors on the other hand felt that presence of over 100 new exhibitors and several innovative collections by 300 regular exhibitors Spread over four halls, offered them



The Tradeshow designed to connect you with the Indian Market



ample opportunities to explore new merchandising possibilities for the upcoming Spring/ Summer 2024 retail season. Category-wise outcome of business was as under:

Home Textiles

Home textiles continued to be the most important category in the Indian home products market, where its share is over 60 percent. Innovations in home textiles like bed and bath, decorative made-ups, furnishing fabrics, curtains, blinds, area rugs, table & kitchen linen, mattresses, pillows, blankets and baby beds were in high demand. Leading manufacturers and brands like Sleepwell and Kurl-on in mattresses, Sharadha Terry (Micro Cotton, Prime Club) in bed & bath and Liberty India, Loom Home Textiles, Pano, Pluchi and Balavigna in decorative & functional made-ups unveiled their new collections. Hand-woven home textile products, presented in a wide variety from across India, attracted good attention.

Machine-made rugs, mats, SPC flooring & wooden flooring attracted good demand, indicating a shift in consumer preference from handmade rugs. Responsive, Vista, Shamshi Exports, Sapana Polyweave, Shradha Polymats, Abhiram Industries, Eastern Rugs, Apco, Resco Rugs and Asian Rug Mart presented noticeable collections.



While Diwali 2023 sales for retailers in most of these categories was subdued, most of them were positive in their outlook, as they expected the consumers to redirect their spending on home textiles from second quarter of 2024.

Home Decor

Manufacturers, exporters and importers from Mumbai, Delhi, Kolkata, Bengaluru, Hyderabad, Ahmedabad, Jaipur, Jodhpur, Jammu & Kashmir, Moradabad, Saharanpur, Agra, Firozabad, Khurja, Meerut, Noida, Guwahati, North-East, Chennai, Kochi and several other production centers in India showcased a wide range of hand-made and machine-made decorative accessories like vases, figurines, artefacts, artificial flowers & plants, decorative flooring, wall décor, table décor, decorative lights, candles, festive decoration & gifts.

Products from handicrafts and handloom sectors were major attraction for the trade buyers and reported good business from retailers, distributors and corporate gift buyers. Organisations like NDC, NEHHDC, EPCH, KCCI, HEPC, with active support from Development Commissioner Handicrafts and Development Commissioner Handloom under Ministry of Textiles and Ministry of MSME supported the participation of exhibitors from these segments. Over 90% expressed their desire to repeat their participation in the next edition of HGH India.

Pollinations, Four Walls, Vedas, Asian Handicrafts, Curio Crafts, Finesse Overseas, Oorja Wheel, D'cor Asia were amongst the names which stood out for their innovative products.

Home Furniture

Home furniture continued to evince high interest amongst buyers once again. While sofas, recliners and

seating systems were popular amongst retailers and distributors, architects and interior designers too found the range very workable for their projects in terms of designs, materials and prices. Brands like Furnitech from Pune, Recliners India from Delhi and Dileep Crafts from Jaipur offered unique concepts in seating systems. Dileep Crafts introduced good designs of upholstered sofas at affordable prices. Furnitech also won H-Circle award for their Munich sofa.



Other interesting presentations in home furniture were handmade small and accent furniture from Saaj, Cuttack; bedroom furniture like beds, wardrobes and side tables from Neudot, Bengaluru; and baby & kids' beds, study & dining tables, coffee tables and side tables by Oystera from Noida.

Handicrafts manufacturers from Moradabad, Jodhpur, Jaipur, Saharanpur, North East and other parts of India too presented furniture in wrought iron, brass, marble, glass, bamboo & cane, which was well-appreciated by the retailers and architects.

Going by the high quality, innovative designs and good value for money, visitors' expectations have already risen quite high from the home furniture segment at the forthcoming 15th edition of HGH India in Mumbai.

Houseware

Leading International and Indian brands and manufacturers showcased their innovative range of houseware products, including cookware, kitchenware, kitchen tools, kitchen appliances, tableware, glassware, kitchen storage, bottles, food storage, laundry, general houseware and specialised products for kids in hall 9.

Visitors appreciated a very wide range in specific products like pressure cookers, frying pans,



dinnerware, cutlery, household storage in plastic, stainless steel, wood, cane, bamboo and textiles. New range of copper, wood and plastic in products like casseroles, drinking bottles, lunch boxes and household storage drew lot of attention from visitors as they not only had a contemporary, eco-friendly look, but also much improved functionality.

Hawkins, United Ekta, Fabiano, Suryaflame, OK, Pray Lady, Premier showcased their new range of cookware and kitchen appliances. Think Kitchen presented a wide range of imported cookware and tableware. They also brought several international brands like Joseph Joseph, Amefa, Denby Potteries, Brabantia, Kitchen Aid and Typhoon. Renga from Turkey presented innovative kitchenware and storage solutions. Modware, Decorati, R. K. Potteries, Bansal Pottery also brought in storage, crockery, ceramic and terracotta range. Visitors could source many new products in this segment.

Gifts

HGH India offered a wide range of personal and corporate gifting solutions across categories like



home textiles, home décor and houseware across a variety of materials, sizes and price-points. It also offered a wide range of choice between branded, private label and customised gifts offering flexibility in minimum order quantities (MOQ)

for small as well as big buyers. Gift distributors and suppliers could find several opportunities to align with big brands, importers and distributors, to enhance their product portfolio with their customers.

Buyers seeking gifting solutions at HGH India included corporate gift buyers from pharma, finance, banking, insurance and large corporates across categories like PSUs, aviation and FMCG. Similarly, Gift traders and distributors visited in large numbers from across the country to create back-end sourcing solutions for their new gift collections.

Some important names in this segment were Iris, Ek Do Dhai, Archies, Grace Handicrafts, Pomme, Lofa and Decorati.

World of Sleep



World of Sleep once again created remarkable impact on visitors. The pavilion showcased innovations in mattresses and pillows by leading brands and manufacturers across India. Over 15 sessions of training on Consultative Selling of mattresses conducted by ISPF were attended by over 200 retailers. Guest sessions on Blissful Sleep were also presented by Professor

Jack Hwong, founder, FloTemp Zone Mattress, Taiwan.

The display of innovative sleep products like mattresses, smart beds, comforters, duvets, electric bed warmers and special pillows like for travel and pregnancy

was welcomed by retailers and distributors. They wanted to know more about the functionality and comfort benefits of innovative sleep products. World of Sleep also spread awareness on recycling of mattresses.

Handloom & Handicrafts

During her visit, Mrs. Amrit Raj, Development Commissioner (Handicrafts), Ministry of Textiles, Government of India, interacted with the artisans and weavers at Indian Heritage and various pavilions organized by NDC, NEHHDC, EPCH, HEPC, KCCI. She appreciated the products displayed by the artisans and was satisfied with the good response reported by the artisans.

Mr. Vivek Kumar Bajpai, Additional Development Commissioner (Handlooms), Ministry of Textiles, Government of India also visited and interacted with the handloom exporters, entrepreneurs and artisans who reported very good business response. A group of 20



exhibitors showcasing handwoven home textiles through HEPC reported very good response from Indian retail chains and interior designers.

First time exhibitor, Swagata Gautam from House of Locals, Assam, said, "We work with a lot of artisans in North-east and Himachal with materials like pine needle, water hyacinth, bamboo cane and water reed and manufacture products in home decor, lighting and furnishings categories. This is my first time exhibiting at HGH India and it's been a great response. We've had a lot of buyers. Knowing market feedback is very beneficial for us to grow."

Design, presented creatively designed installations reflecting their vision of future architectural designs. Amongst them, JD Institute of Design won H-Circle award for their Installation, Wired Imprints.

Well-attended Conference

HGH India, in association with IIID organized a lively presentations and panel discussion under its conference program on the second day of the show involving leading architects, retailers and manufacturers.

Attendees witnessed an insightful presentation on 'Luxury Interiors'



Left to Right: Mr. Hemant Sud, Mr. Rajan Malhotra, Mr. Dhawal Shah, Ar. Sumati Agarwal, Ms. Leila Erfan, Ar. Suditya Sinha.

Over the years, HGH India has been helping MSMEs, handicrafts and handloom sectors to strengthen their market reach.

Innovations by Young Designers

HGH India sponsored the participation of some design institutes recommended by IIID Delhi to enable young designers showcase their creative abilities to the trade and industry. The students from four institutes, JS Institute of Design, JD Institute of Fashion Technology, Satyam Fashion Institute, AAFT-School of Interior

by Ar. Love Choudhary, Principal Architect, Architect and Design Studio (AND Studio). Ar. Rajeev Agarwal, Principal Architect, Rajeev Agarwal Architects, discussed the transformative potential of "Urban Living Spaces."

A lively panel discussion on the topic "Collaborative approach to design & manufacturing under emerging market dynamics" was witnessed, bringing out diverse views from the panelists and need to expand the overall market size for well-designed products. Five

Italy Gets Good Results

Italian companies presented a diverse range of products like digital floor coverings, upholstered furniture and decorative glass accessories and coffee-makers, which drew high visitor attention. Exhibiting under the aegis of Italian Trade Agency, New Delhi, these exhibitors reported very good business results and could establish the long term potential for their products in the Indian market.

Mr. Alessandro Liberatori, Trade Commissioner, Director of the Italian Trade Agency, New Delhi, Coordinator for India, Bangladesh, Sri Lanka said: "Italy is a worldwide leader in the sector. So, for Italian companies, India is becoming a very important market. We want to increase our presence in this market. More and more Italian



brands are coming to India and we have been receiving big feedback, very important and positive feedback from the market.

"We have been taking part in HGH India for the last four years. We really believe in this platform for the

design furniture and accessories sector. In the last four years, we have been increasing our trade. Our export to India last year it has been \$73.3 million, and we have been the fourth largest exporter to India in this sector. And in the first nine months of this year, we have been increasing our ranking to the third position, we have been receiving a big support from HGH in the last four years. This is the reason why we are here, actually. We see big potential in the Indian market for the coming years. So, we are planning to continuously participate in this exhibition in the coming year, possibly with an increasing number of companies. So, we'll certainly be cooperating with HGH India in the coming year," Mr. Liberatori said.

distinguished panelists were: Mr. Rajan Malhotra, Executive Vice President, Reliance Retail Ltd; Ar. Suditya Sinha, Architect, Space Matters; Mr. Dhawal Shah, Managing Director, Furnitech Seating Solutions; Ar. Sumati Agarwal, Creative Head, Studio Arc.S; and Ms. Leila Erfan, Director and Principal Designer, Aria Interior Design Pvt. Ltd. Mr. Hemant Sud, Founder, Abraxas Interiors, was the moderator.

Views were shared on how collaborative efforts between designers, manufacturers and retailers could enhance product development, streamline production processes and drive sustainable market growth for all. Importance of adapt-ability, development and shared visions to capitalise on market opportunities for well-designed products was highlighted by the panelists.



Product Innovation Awards



Instituted by HGH India to encourage and support innovations across all home product categories, H-Circle Product Innovation Awards once again received overwhelming response in terms of nominations as well as attendance to the awards function on December 14. Non-competitive in nature, H-Circle awards recognise innovations in product concepts, design and functionality. H-Circle awards in this edition were supported by the Institute of Indian Interior Designers (IIID), Delhi.

An independent four-member Jury consisting of an eminent architect, interior designer, product designer and retail professional judged 52 nominations to decide on the final 10 winners across categories like home textiles, décor, home furniture, houseware & gifts. Well-established as well as aspiring designers, brands & manufacturers were amongst the nominees.

The jury members were: Mr. Rajan Malhotra, Executive Vice President, Reliance Retail Limited; Dr. Charu Monga, Assistant Professor, Department of Design, IIT Delhi; Mr. Rishu Anand, Chairman, IIID, DRC and Mr. Nilanjan Bhowal, Principal Architect, Design Consortium.

The lively award function was hosted by HGH India in a glamorous outdoor winter lawn setting at India Expo Centre, alongside the well-looked forward networking dinner.

Winners December 2023

Company	Brand	Category	Product	City
Tirupati Coir Pvt Ltd	Coirfit	Home Textiles	Ortho Koil Mattress	NCR- Ghaziabad
Expressions Arts & Crafts Pvt Ltd	Expressions	Home Textiles	Bed Warmer	CMR- Ambala
D'cor Asia	D'cor Asia	Home Décor	Bamboo Lamp Shade	Delhi
Kaiten Concepts LLP	Oorja Wheel	Home Décor	Glass Oorja Wheel	Jaipur
Furnitech Seating Systems Pvt Ltd	Furnitech Luxe	Home Furniture	Munich Sofa	Pune
Seeba Industries Pvt. Ltd	Thinkitchen	Houseware	Dreamfarm Fluicer	Mumbai
JB Enterprises	JB	Houseware	Saira Rose Gold Hot Pot	Chennai
Mintage Steels Ltd	Mintage	Houseware	Leather Swing Bin Pioneer	New Delhi
Universal Knitweaves	Universal	Gifts	Knitted Soft Toy Dino	Sonipat
JD Institute of Fashion technology	JD Institute of Fashion technology	Institute	Installation of Wired Imprints	Greater Noida

Trends Spring/ Summer 2024 Exploring Spaces



HGH India presented Spring/ Summer 2024 trends for the Indian home products market under the central theme "Exploring Spaces". A well-curated Trends Pavilion in hall 14 showcased colours, designs, materials and styles in home fashion alongwith trend-correct products selected from exhibitors. Spring/Summer 2024 trends reflect upward mobility in the consumption pattern of Indian society across all home categories. This trend is the result of social, cultural, and technological advancements over the last 2-3 years.

These trends are also encapsulated in a Trend Card. Trends Pavilion, well-appreciated by the visitors, helped them to understand these trends better and see their actualisation in real products.

"Exploring Spaces" are deciphered into three sub-groups, Charming Breeze, Wanderlust, and Sunset Cocoon. They are applicable to all categories of home textiles, furnishing fabrics, home décor, home furniture, houseware & gifts. One could witness a thematic display of products from different home categories under each trend theme which acted as a perfect guide to source trend-correct products from the suppliers for Spring/Summer 2024.

Visitors' Quotes



Rajan Malhotra,
Executive Vice-President, Reliance Retail Limited:

"It's always a privilege to come to HGH India and meet new manufacturers, see new brands, see new products and appreciate the great history of our country with products from all across India. These are things that you get to see only at a place like HGH India. I think for us retailers, it is important to continuously seek new avenues to ensure that we give the best quality merchandise to consumers. We don't keep our expectations very high. Even if our team finds one good supplier, it saves us a huge amount of time and effort. HGH India is a great platform for us to meet our ecosystem and interact with them closely."



Ashwani Kumar Sharma,
Chief Merchandising Officer, Metro Cash and Carry:

"I visit HGH India regularly. The trade show has become a destination for people to take a look at the new merchandise on offer. What we see today is world class merchandise made in India, that can be exported and competes well with China. HGH India is giving an apt platform to the handloom and handicraft sector to show their art to the buyers from the World. HGH India is one stop destination for sourcing new products, exploring market trends and expanding retail businesses, both locally and internationally."



Ar. Love Chaudhary,
Principal Architect, CEO, AND Studio

"Delivering a keynote presentation at HGH India, in collaboration with IIID, was a phenomenal experience. I went around and visited all the booths and found out that architects and designers might miss out the opportunity if they do not attend HGH India. The kind of articulated home décor pieces were on display, I feel all the architects and interior designers should visit, as it would provide great exposure to explore home decor market, which is an integral part of our job and design fraternity."

See you at 15th HGH India, July 02-05, 2024, Bombay Exhibition Center, Mumbai