

July 02-05, 2024  
Bombay Exhibition Centre, Mumbai

A TEXZONE Event  
www.hghindia.com

Where business feels at home!

## 15<sup>th</sup> edition Brings back business!

2,500 home products + Innovations + Trends 2024/25  
Home Improvement Solutions + New Business Ideas

For the 15th time, HGH India will bring together the leading brands, manufacturers, importers, retailers, distributors, architects, institutional buyers in home industry from 32 countries, to discuss business around innovations, trends and marketing plans for the upcoming Indian retail season. HGH India, the well-established bi-annual trade show for home textiles, home décor, home furniture, houseware & gifts for the Indian market is scheduled for July 2-5, 2024 at Bombay Exhibition Center, Mumbai. Spread over 50,000 sq. meters across 4 halls, the exhibitors are classified in key categories like home textiles & furnishings (hall 1), home décor (hall 2), home furniture (hall 3) and houseware & gifts (hall 4). For your convenience, visitor registration can be done in hall 1, hall 3 or hall 4, depending on your preferred product line and priority.

2,500 **innovative products** will be unveiled at HGH India by leading brands and manufacturers for home retailers, architects, interior designers, distributors and institutional buyers. Amongst 700 Indian and International brands & manufacturers from 32 countries showcasing their range directly or through their Indian partners, will also be new exhibitors from **Germany, Hong Kong, Malaysia, Russia and Ukraine** showing their range of **home furniture, wallpaper, home décor, houseware and interior products**. From India alone **120 new**



**exhibitors** will present their range of furnishing fabrics, bed & bath, made-ups, decorative accessories, home furniture, handicrafts, cookware, houseware, gifts and much more for the first time. Special focus area like **World of Sleep, Home Furniture and Smart Kitchen** will highlight product trends in these categories.

With rising disposable incomes induced by 7% GDP growth, Indian consumers seek better products, more comfort, convenience and superior lifestyle. This is also reflecting in their choice of home products. Younger Indian consumers are not only technology savvy, but also have evolved sense of design, colours and materials, thanks to their education and higher international exposure. Retailers will find several innovative products at HGH India, in line with their demand.

Visitor pre-registrations from over 600 cities and towns across India, clearly reflect overwhelming

From home textiles to home furniture; mattresses to sofas, cushion covers and readymade curtains; accent furniture to decorative accessories; cookware and kitchenware to tableware, HGH India will offer a wide range.

interest of the trade in once again visiting HGH India to explore new business opportunities in the ever-evolving Indian market and stay ahead of their competitors. This response also reflects the trade's high confidence in the upcoming Diwali season retail sales through a variety of home improvement products. Already the indications are that the total number of visitors are likely to exceed 41,240 visitors of last July.

Being held after a period of weak demand since the Diwali of 2023, the forthcoming edition of HGH India is being looked upon by the trade and industry with a lot of hope and optimism. In 2022, consumers had overspent on their homes in the post-pandemic scenario and underspent on areas like personal clothing, travel, socializing and outdoor activities. Hence, they spent a lot more in these areas during 2023-24 and are now going to get back to their home spending during the upcoming Diwali season. This view is also endorsed by several leading retailers, distributors and brands across products like home textiles, furnishings, home furniture, décor and houseware. Hence, the 15th edition of HGH India is expected to give a big push to demand and also revive the market sentiments.

In the meantime, as expected, integration of home textiles, furnishing fabrics, home décor, home furniture and houseware is becoming more visible at retail stores across India. Most retailers are moving towards offering complete home solutions under one roof in order to maximize sales and retain their customers.

As always, HGH India promises to be a rewarding experience for the home business fraternity in terms of sourcing, upcoming home fashion trends, knowledge sharing, market information and new business opportunities. The trade show continues to take a market driven approach by adding new product



categories and new exhibitors, helping the buyers further improve their sourcing options to stay competitive.

From home textiles to home furniture; mattresses to sofas, cushion covers and readymade curtains; accent furniture to decorative accessories; cookware and kitchenware to tableware, HGH India will offer a wide range and will also give merchandisers and buyers an opportunity to make their new collection in home textiles, home décor, home furniture, houseware and gifts; all under one roof.

In home textiles, several leading brands like Maspar, Spread Home, Micro Cotton, Arvind, Bianca, Nautica, Bonheur, Pano, Ratan Textiles, will launch their new premium lines of bed, bath and made-ups. In furnishing fabrics, blinds & curtains, buyers can look forward to a combination of innovations + design + value from brands like J & Y, IFI (Greece), Alkemi, Home Fabrics, Viento, Fine Décor, Purple Maze, Topman and many others.

Obsessions will introduce its new range of rugs as well as dust bins and bath accessories. Kaleen and Florista too will bring in latest collections of area rugs.

With over 2500+ products from India, Germany, Italy, U.K., France, Belgium, Switzerland, USA, Canada, Japan, Russia, Ukraine, China, Malaysia, Thailand, Sri Lanka, Korea, Taiwan, Brazil, Australia, UAE,...and more, HGH India will trigger several new business ideas for visitors across categories.

**HGH India July 2024  
Timings for Visitors**

- 02<sup>nd</sup> July. : 09:00 am - 06:30 pm
- 03<sup>rd</sup> July. : 09:00 am - 06:30 pm
- 04<sup>th</sup> July. : 09:00 am - 06:30 pm
- 05<sup>th</sup> July. : 09:00 am - 05:30 pm

**Government Support**

**B**ased on good business results in the previous editions of HGH India, Development Commissioner Handicrafts, Ministry of Textiles, Government of India has extended wholehearted support to artisans and craftsmen from across the country to participate in HGH India, through various implementing agencies working under its umbrella. Export promotion Council for Handicrafts (EPCH) has organised a group participation of 20 handicrafts artisans and manufacturers from different clusters specializing in unique crafts. Another 20 exhibitors under the umbrella of North East Handicrafts & Handloom Development Corporation (NEHHDC), supported by will showcase a wide range of handcrafted home décor and home textiles products in cane, bamboo, wood, eri silk, tassar silk. National Design Centre (NDC) is also bringing 20 exhibitors whom it has extended design and product development support.

Similarly, Development Commissioner Handloom, Ministry of Textiles has extended support through Handloom Export Promotion Council and National Design Centre. Both these organisation have organised group participation of hand-woven home textile products.

HGH India continues to be on the list of approved trade shows by Ministry of MSME, Government of India by virtue of which eligible small and micro units registered with the Ministry can avail of partial reimbursement of their expenditure on exhibiting in HGH India. HGH India is also approved under the ODOP scheme of Government of Uttar Pradesh and MDA scheme of Government of Haryana. FAME TN under the Ministry of MSME, Government of Tamil Nadu is also supporting participation of 10 exhibitors from that state.



**IIID Partnership**

**H**GH India continues to collaborate with the Indian Institute of Interior Designers (IIID), Mumbai Chapter to share the extensive benefits of HGH India with the architecture and interior design fraternity and IIID members. As a supporting professional institute, IIID will help highlight the diverse business offerings at HGH India to its members. This tradeshow attracts exhibitors from across India and 32 other countries offering a wide range of home furniture, furnishing fabrics, decorative made-ups, flooring, home décor solutions, mattresses, tableware, kitchen appliances, cookware, and general houseware. For architects and interior designers, HGH India presents an invaluable opportunity to discover coordinated design and sourcing solutions for their projects. The event facilitates direct connections with manufacturers, brands, distributors and craft centers, allowing professionals to find integrated home design solutions under one roof.



**I.D. Ketan Sheth**  
Chairman, IIID, MRC

“As Chairman of IIID, I find HGH India highly relevant and useful for the entire Architects and interior designers’

fraternity. Not only they can find a wide range of sourcing solutions for soft furnishing, furniture, decorative accessories, furnishing, mattresses and a wide range of tableware, smart kitchen from India and many other countries, they can also study the upcoming home fashion trends in terms of colours, designs, materials and style. I feel that by attending HGH India, architects, especially those practicing interior design can find several solutions and long-term partners under one roof.

Additionally, HGH India stimulates valuable networking opportunities, allowing architects and designers to establish direct connections with manufacturers, suppliers and fellow professionals, which can lead to fruitful collaborations and enhanced project outcomes.

See you at HGH India from July 2-5 at Bombay Exhibition Centre”

**H- Circle  
Product Innovation Awards**



H-Circle Awards, launched by HGH India last year, have gained high respect and popularity in the home products trade and industry just with two editions. Aimed at

recognizing and encouraging innovations in design, materials and functionality in home products in India, H-circle awards are open to nomination by all exhibitors, free of cost. One exhibitor can nominate maximum of two products, subject to meeting the stated guidelines.

The awards consist of a trophy and citation conferred during H-Circle award function to be held on 2nd July at the Grande hall at HGH India in the presence of leading retailers, all nominees, exhibitors, other dignitaries and VIP invitees. The winners can use the award for their own marketing and promotions.

H-Circle awards are not comp-

etitive in nature, but are meant to recognise the deserving efforts in innovations across various product categories like home textiles, home furniture, decorative accessories, handicrafts, houseware and gifts. Exhibitors can refer to the nomination form for more details.

An independent five-member jury, consisting of leading retailers, product designer, architect, interior designer and academician, will evaluate the nominations to determine the winners. Besides all the nominees, trade and industry leaders, leading architects and IIID guests will be invited to attend the H-Circle Awards night. Attendance will be strictly by invitation only.

H-Circle awards are instituted by HGH India and in this edition are executed in association with Indian Institute of Interior Designers (IIID), HGH India strives to promote innovation and creativity, aiding buyers in identifying promising suppliers.

Interior Design Conference

Continuing its association with IIID, MRC, HGH India will once again organise a conference program which will include presentations and panel discussions. The conference is scheduled for 2.00 pm to 5.00 pm on 3rd July, 2024 in hall 3, the sessions will impart knowledge on various topics. Attendance is open to architects, interior designers and all exhibitors and visitors of HGH India. While there is no fee to attend this conference, registration is mandatory. If you wish to attend, you can register online on the show website [www.ghhindia.com](http://www.ghhindia.com).

Topics & Speakers

1. Presentation: 2.30 pm- 3.00 pm

**Topic:** BIM & AI Together: Influence of AI in interior design profession / The implementation of BIM in interior design & architecture profession

**Speakers:** Ar. Manish Dikshit, Partner, Aum Architects  
Ar. Shivang Rajvir, Chief strategist, Dimension Plus

2. Presentation: 3.00 pm-3.30 pm

**Topic:** Designing for Place, People and Planet.

**Speaker:** Ar. Yatinbhai Pandya,  
Footprints- Earth, Dean of CEPT University, Ahmedabad

3. Panel Discussion: 3.35 pm- 4.30 pm

**Topic:** Integrating Design & technology for emerging trends in Luxury homes/ interiors

**Moderator:** Mr. Mehul Kamdar, Founder, Azure Technologies  
**Panelists:** Ar. Nisheil Shetty, Founder and Principal Architect, Nishiel Shetty, Architects,  
Ar. Bhavna Jacob, Proprietor, Bhavna Jacob Architects,  
Ar. Mihir Kotak, Principal Architect 4th Dimension,  
Mr. Murtaza Manglorewala, Associate Vice President (Group Product Head), Nilkamal Limited,  
Mr. Mohit Modi, Director, Spread Home Products Pvt.Ltd.

HGH India visitors can find detailed brief on topics of these events on HGH India website [www.ghhindia.com](http://www.ghhindia.com)

CULTURE CODES Trends 2024-25

“CULTURE CODES - Identity & Curiosity” identify with the Indian consumers, who look for a blend of Indian traditions with modern technology and global influences in their lifestyle.

CULTURE CODES- the trends for Autumn/ Winter 2024-25 will depict the expected product innovations in terms of colours, designs, styles and materials in terms of above consumer expectations. Reflecting the changing preferences of Indian consumers across market segments. HGH Trends will be once again presented through a well-curated Trend Book and their actualization in products through the Trends Pavilion in hall 1.

These trends are based on thorough research by an experienced international design team and will be very useful for HGH India exhibitors and visitors for their product designing and merchandising new collections for the upcoming season.

CULTURE CODES trends are designed especially for the Indian market and apply across all home categories- home textiles, home furnishings, home furniture, home décor, houseware and gifts. They



are classified into four sub-groups:

- 1. Saffron Sky
- 2. Gorgeous Garden
- 3. Candy Country
- 4. Intuition Island

Trends Pavilion located in Hall 1 at the 15th HGH India 2024 will showcase trends represented in real products developed by participating HGH India exhibitors thus initiating an array of ideas for different aspects of home design, lifestyle, home décor and home improvement. CULTURE CODES Trends pavilion is a must-visit for retailers, manufacturers, brands, architects, interior designers and product designers to stay ahead of the competition.

Indian heritage HANDICRAFTS | KHADI | COIR | JUTE

Indian heritage has assumed various aesthetic forms in the hands of talented artisans, craftsmen and weavers for centuries. From handicrafts in metal, wood, ceramic, terracotta, glass, textiles, cane, bamboo and various natural and eco-friendly materials; to art, paintings, printing, embroidery, Indian hand work in various forms has a very diversified and resilient history.

HGH India will continue to promote India's rich cultural, weaving and craft heritage at this 15th edition of HGH India under the brand **Indian Heritage**. This initiative by HGH India since 2018 has been effectively supporting Indian



artisans in marketing of their products such as handicrafts, decorative accessories, home furniture, handmade carpets, handloom & Khadi based home textiles, bamboo & cane products, coir & jute products, houseware, gifts and fashion accessories. Indian Heritage promotion is supported by Development Commissioner Handicrafts, Development Commissioner Handloom, Ministry of Textiles and Ministry of MSME, Government of India; various individual companies, theme



pavilions, trends pavilion and group participation of various national award-winning artisans and craftsmen through various Central and State Government sponsored agencies and institutions. The highlights of this segment lie in the effort to promote age-old art, craft and culture.

Through Indian Heritage, Retailers, architects, interior designers, institutional and gift buyers can connect with highly skilled and talented craftspersons from across

India and source their varied products regularly to add distinctive value to their stores. Besides, it also helps in generating income for the well-deserving artisans, weavers and crafts-persons and ensuring occupation for them, preserving the cultural and socio-economic structure of the country.

A pavilion titled Indian Heritage in hall 2 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.

## World of Sleep

**W**orld of Sleep pavilion by HGH India with the support from Indian Sleep Products Federation (ISPF) located in Hall 1 will continue to focus on innovations in mattresses, pillows and comforters towards improving the sleep quality and comfort. As Indian consumers recognise the importance of sleep in improving the quality of their daily life, the sleep solutions industry in India is experiencing high growth.

The sleep solutions segment in India has evolved beyond beds and mattresses, now encompassing a wide range of products such as eye masks, ear plugs, white noise machines, sleep tracking and breathing devices, anti-snoring sprays, and ergonomic pillows etc. which ensure quality sleep for the consumers. With increasing awareness of the mental, physical, and economic costs of sleep insufficiency, consumers are actively seeking new solutions to improve their sleep quality. However, In India, the sleep industry is still largely dominated by mattresses and bed sheets, which form a significant part of the market. The segment is projected to grow at a compound annual growth rate (CAGR) of 20 per cent.

Major mattresses and pillows brands such as Springfit, Nilkamal Sleep, King Koil, Refresh, Peps, Sealy, Fresh up, Simmons, Serta, Sleepfresh and many more will be exhibiting under the World of Sleep section located in hall 1. Besides, visitors can also find mattress protectors, comforters, beddings and other sleep products in this section.



**Nilkamal Sleep** offers a range of premium quality, technology-driven sleep solutions that will cater to everyone. The brand has designed a range of mattresses to meet the unique sleep needs of every individual. At HGH India, Nilkamal will offer a wide range to choose from.

**Deep Sleep** for an elevated sleep experience with added comfort features and premium fabrics. **Couple Pro** Mattresses featuring innovative technology that minimizes motion transfer, ensuring an undisturbed sleep for both partners. **Luxuria** for hotel-like comfort with luxurious materials and superior support. **Health Pro** for targeted orthopedic support and pressure relief, promoting better spinal alignment and overall well-being. **TECHNO Sleep** is engineered with advanced sleep-tracking sensors and integrated AI that monitors your sleep patterns, and provides support in real-time to suit your body's needs.

Nilkamal will also introduce its revolutionary **Bounce Foam** mattresses. Its unique, patented technology combines the plush comfort of memory foam with the gentle bounce of a spring mattress, providing an unparalleled zero-motion transfer sleep experience. Its superior air circulation is best suited for India's tropical climate.

**Sealy India** started their manufacturing unit in Hyderabad and they are launching their First



Mattress (Made in India) in HGH India J24,

Founded in 1881, Sealy is a renowned global brand in the mattress industry. In India, Sealy has been catering to the diverse needs of consumers seeking premium bedding solutions. With a rich heritage dating back to the late 19th century, Sealy has consistently focused on innovation and quality to deliver the best possible sleep experience.

Sealy mattresses feature advanced comfort layers designed to cradle the body and alleviate pressure points, promoting deeper sleep and relaxation. With a focus on spinal alignment, Sealy mattresses offer optimal support to ensure proper posture and reduce discomfort during sleep.

Utilizing high-quality materials such as memory foam, gel-infused foam, and innerspring systems, Sealy mattresses deliver durability, resilience, and long-lasting comfort. Features such as cooling gel technology, responsive support coils, and motion isolation systems contribute to an uninterrupted and restorative sleep experience.

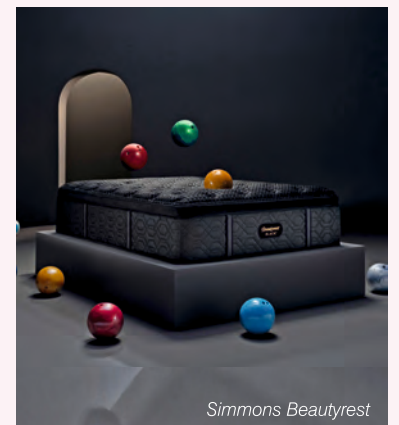
At HGH India, Sealy will unveil a wide range of mattress options to suit diverse sleep preferences.

**Springfit**, India's leading premium mattress brand will offer elegant, luxurious sleep solutions from worldwide. The brand's products range from Memory Foam, Pocket Spring to Organic latex mattresses prioritizing comfort and health. Its latest product portfolio offers Wellness Collection, which focuses on healthy sleep.

**Organa**, a USA-based brand, will offer organic latex mattresses for rejuvenating sleep. Available in the USA, France, Italy, Canada, Thailand, & India, the range comprises latex mattresses,

pillows, and toppers, ensuring sustainable comfort. In India, the brand is represented by Springfit.

**Simmons Beautyrest**, another renowned luxury mattress brand for superior comfort, support, and durability with patented technology



and innovative design will be offered by Springfit.

**Serta**, a leader in premium mattresses offers top-quality sleep solutions with a 90-year legacy of innovation. Its newest products at HGH India will include two luxury pillows: I Latex - Organic and Antarctic, designed for cool eco-friendly comfort.

Trade Visitors!  
**Register online by**  
**20<sup>th</sup> June, 2024**  
**and**  
**save ₹1,000/-**  
**Spot Registration fee**  
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