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Preview the future!

Besides design and home fashion trends for 2024-25, the 15th edition of HGH India will also reflect several upcoming market trends emerging from changing consumer preferences and lifestyle.

Indian consumers are increasingly moving towards readymade, ready-to-use products for their homes, which are well-designed, well-coordinated, convenient and come with performance guarantee of a brand. This changing preference of Indian consumers, largely influenced by the international exposure and rising disposable income is directly impacting the home retail scenario in India. To adapt to this mega trend, retailers, interior designers and distributors must change their own merchandising and sourcing strategies across categories like home textiles, furnishing fabrics, home furniture, home décor and houseware, for which HGH India will provide ample opportunities.

For example, in case of decorative made-ups and furnishing fabrics, consumers are showing preference for readymade branded furniture, readymade curtains, cushion covers, coordinated bed sets and so on. Besides, they want their soft furnishings, furniture, decorative accessories, dinner set and even cookware, kitchen appliances and kitchenware perfectly harmonized in terms of colours, designs and materials. Retailers and brands will have to offer comprehensive solutions in order to stay relevant in the consumer's mind.

This also means that sourcing should focus on providing integrated and coordinated home



solutions. Customisation will slowly make way for ready made, ready-to-use products. Branded products will get preference over unbranded ones as consumers seek performance guarantee and lifestyle association, which both can be provided by strong and established brands. Price would continue to matter in a competitive market, but will not be the only influencer in sourcing. Design, innovation, sustainability, comfort and convenience are now additional factors to be considered, even if they come at a slight premium.

Across categories, 15th HGH India will offer a wide range of home products under one roof, making range planning and sourcing easier and integrated, in line with these upcoming trends.

Home Textiles and Furnishings

Exhibitors in this hall will be renowned brands, exporters, and manufacturers from across India. Located in hall 1, they will offer to the buyers at HGH India, a wide and innovative range of sourcing

solutions in home textiles, furnishing fabrics, blinds, wallpaper, bed sheets, bed sets, towels, bath mats & accessories, table & kitchen linen, hand-woven home textiles, comforters, blankets, decorative made-ups like cushion covers, throws, curtains, area rugs, bed covers, pillows etc. for Autumn/Winter 2024-25. Buyers can access the manufacturing skills and high value products from manufacturing centres like Mumbai, Bhivandi, Surat, Delhi, Ahmedabad, Panipat, Ludhiana, Jaipur, Karur, Chennai, Hyderabad, Bhadohi, Bengaluru, Coimbatore, Meerut, Indore and many other parts of India.

Indian consumers are increasingly moving towards ready made, ready-to-use products for their homes, which are well-designed, well-coordinated, convenient and come with performance guarantee of a brand.

Leading brands in bed & bath like Spread Home, Maspar, Micro Cotton, Arvind, Bella Casa, Bonheur, Nautica, Bianca, Shayan, Rose Petal, Ratan, Superspun, Florista, Doctor Towel and Prakash Cotton Mills will launch their new collections.

In furnishing fabrics, Leatherette, blinds and wallpaper segment, brands like J & Y, IFI, Alkemi, Home Fabrics, Somfy, Viento, Purple Maze, Topman, Fine Décor, Asadeep and many more would be introducing their new collections.

Obsessions, Liberty India, Kaleen, Pano, Shamshi and many more will be unveiling their wide range of rugs and floor coverings. Many of them will also bring bath accessories, bath mats, poufs, dust bins and a range of decorative textiles, small furniture and houseware.

With several leading home textile exporters to Europe and USA diverting their attention to the rapidly emerging Indian domestic market, Indian distributors and retailers can now source from a world class range of these products through HGH India.



Micro Cotton is today a world-famous brand for terry towels and bed sheets, which are manufactured in Coimbatore, India by Sharadha Terry Products Pvt. Ltd. These master pieces in fine cotton are ultimate in luxury produced with specially selected preferential cotton to create the product with extraordinary chic comfort. Next generation technology aligns the cotton fibres perfectly parallel to give the towel its luscious softness and long-lasting luster. Exported to leading brand and retailers in USA, Europe and many other countries, Micro Cotton and Prime Club range will be offered to Indian retailers and distributors through HGH India.

Maspar is a leading Indian brand in bedding and decorative textiles consistently providing holistic and innovative design solutions in this category. Well-known in the international markets for its high-



quality products, Maspar will once again be launching a new range of bed sheets, bed in the bag, gifting bed sets and coordinated furnishing and decorative textiles solutions.

Arvind Limited, renowned for its high-quality apparel fabrics and innovation, has entered the Bed Linen and Towels segment and will present their latest range at the upcoming HGH India. A company communicate states that "Our entry into the Bed Linen and Towels



market is guided by a commitment to innovation, sustainability, and quality." Arvind believes in sustainable practices and therefore uses eco-friendly materials and processes to reduce impact on environment.

Product range, besides jacquards, dobby designs and prints from 120 TC to 1000 TC, includes solid dyed collection with over 100 carefully chosen shades to match any décor. Stylish and designer pillow covers combine aesthetics with functionality. Arvind will also offer dohar, comforters, full range of towels to complete the bed & bath story.

Arvind is working towards establishing a strong presence in the Indian home textiles market.

Spreadhome will surprise retailers with several new launches for retailers in the luxury bedding segment. For example, their bedding ideas in 100% silk for the discerning buyers could be great addition to the luxury range for retailers. Besides, new range of comforters, duvets, pillows, storage solutions, trolleys and new launches from Spreadhome will provide new dimensions to premium segment retailers for their sourcing.

Besides, the Spreadhome will also showcase international brands like Tom Tailor (Beddings) Pierre Cardin (Blankets) and Biederlack (Blankets).

Bianca Home will launch **Nautica Home Clocks, Bottles** through this HGH India. Bianca Home launched Nautica Home in India in July 2022 with a Bed & Bath collection. Building on this successful collaboration, Bianca Home is now expanding into other segments of the home category with the introduction of wall clocks and bottles.

The Nautica Home wall clocks and bottles will be presented to the trade for the first time. "We are excited to have partnered with Nautica and to introduce wall clocks as a product category for Nautica Home for the first time in the world," said a spokesperson from Bianca Home. "Each piece is a work of art, designed with inspiration from nautical themes,



suitable for every Indian home." Bianca Home will also be launching Nautica Home bottles cater to the fashion-forward Indian consumer and are designed with the same nautical inspiration.

The wall clocks and bottles, priced between INR 1500 to INR 2500, cater to the mass premium segment, ensuring high-quality craftsmanship and design that align with Nautica's heritage. Founded in 1983 by designer David Chu, Nautica has grown into a renowned global lifestyle brand with a presence in over 65 countries. The brand continues to be defined by its original vision of reimagined nautical style, creating high-quality fashion that delivers versatility and comfort.

J & Y Fabrics backed by its parent company Indian Drape, a pioneer in transfer print technology, is a leading player in furnishing &



decorative fabrics. From sheer elegance to sumptuous luxury, their curated collection of fabrics, tailored for curtains and upholstery, reflects a commitment to sophistication and refinement.

Sheers fabrics softly diffuse sunlight, creating a luminous ambiance perfect for drapery and window treatments. J&Y Fabrics offers endless possibilities for light-filled interiors. **Velvets** add opulence and style to upholstery, cushions, and curtains. J&Y Fabrics' velvet collection in a wide range of hues and finishes, ensures a touch of decadence in every setting. **Jacquards** fabrics elevate upholstery and curtains with intricate patterns and timeless allure, ensuring sophistication in every thread. Woven fabrics for upholstery and curtains enco-

mpass a variety of textures and patterns, providing a foundation for elegant interiors. **Cotton Linen Blends** combine comfort with durability and exude a relaxed yet refined aesthetic, perfect for upholstery. J&Y Fabrics offers a range of textures and weights to suit diverse design preferences. **Embroidered Fabrics** add artisanal flair, show-casing intricate detailing and personalization. This collection includes a variety of techniques, ensuring a unique touch to interiors.

Complementing these core offerings is a versatile range of fabrics from chenille to high-performance textiles.

Rugs & Carpets

With increasing preference of Indian consumers for floor coverings in general and area rugs in particular, the demand for machine-made as well as hand knotted, hand-tufted, hand woven area rugs and durries continues to grow at over 20% per annum. Coupled with this a weak export demand is leading to many leading exporters diverting their attention to rapidly growing domestic market. HGH India will have over 30 leading brands, importers, manufacturers and exporters showcasing a wide range of rugs and carpets.



Obsessions will bring their latest collection of imported rugs. Other leading rugs brands like Pano, Kaleen, Liberty India, RKS Rugs, Grahmoy, Shamshi, Elegant, FI Home and several other manufacturers from Bhadohi, Panipat and Jaipur will present their latest range of area rugs, carpets, durries and other decorative floor coverings.

Home Furniture

Visitors can find a wide range of home furniture in hall 3. With growing demand for readymade furniture in Indian homes, more and more furnishing, home décor and complete home solutions retailers are adding home furniture to their merchandise. Hence, home furniture category introduced in HGH India in last July is gaining popularity amongst retailers, architects and interior designers, as they find furniture, décor, soft furnishing solutions under one roof and are able to plan comprehensive solutions for their customers.



Orange Tree Home

HGH India's focus is on high quality, well-designed home furniture, both contemporary and traditional. Leading brands like Furnitech Luxe, Urban Living, Yamaha (Japan), Orange Tree, Crystal Furnitech, Dileep Craft, Neudot, Nilkamal, Indian Craft, Saaj, Versalink (Malaysia) will showcase their range of living room, bedroom, kids' room, kitchen, outdoor furniture range including sofas, seating systems, coffee tables, dining, accent furniture and so on. Orange Tree will also present their range of decorative lights. Furnitech will also introduce their pet-friendly furniture range in addition to their regular range. Harshdeep will offer planters and garden furniture. Creative Spaces will showcase accent furniture in metal and wall décor. Malaysian Furniture Council will have a promotional booth to connect Indian furniture importers with Malaysian Furniture manufacturers

and exporters. Yamaha will showcase their Disklavier Piano which adds design, lifestyle and functionality to the décor.



Dileep Craft

Nilkamal will exhibit their furniture range alongside Nilkamal Sleep mattresses in their booth in hall 1. Also, in hall 1, M.H. Polymers under their brand Fresh up- Home Solutions will, besides mattresses, bring sofa-cum-beds, wooden beds, shoe racks, cabinets, study table etc.

Home furniture section in HGH India is supported by Association of Furniture Manufacturers & Traders (AFMT) and Jodhpur Handicrafts Exporters Association (JHEA).

Home Décor

Over 120 exhibitors in hall 2 will offer a comprehensive range of Indian and international home décor solutions including handicrafts, hand-made accessories, wall décor like clocks and murals, table décor, decorative flooring, door mats, floor decor, coir & jute products, decorative lights, candles, candle stands, aroma oils, potpourri, planters, modern accessories like vases, figurines, artificial flowers & plants, fragrances, aroma oils, paintings and art, sculptures and small accent furniture and so on.



Alkemi Decor Design

As the sole distributor in India, Bohra Marketing will present a range of elegant decorative glass

accessories from the Turkish brand NUDE in hall 4. This idea of simplicity is the guiding principle behind NUDE. It is reflected in the design aesthetic, mindset and culture behind the brand.

Pollination will once again unveil their new collection of artificial plants, flowers and decorative accessories. India Circus by Krsnaa Mehta, a Godrej venture, will present designer range of bedding, wallpaper, tableware, dining, accessories, accent furniture and gifts with well-designed packaging. Song of India, Pan Aromas, Iris, Souflower will bring scented candles, potpourri, aroma oils and diffusers.

Floorgarden, Travancore Cocoturf, Kreo Concept, Comis, Dolphin Rubber, Coircraft, Eastern Rug Mills from Kerala and Cocobi, Coconut Product Impex from Tamil Nadu would exhibit innovative range of coir, rubber and coir + rubber door mats.

Houseware

General houseware is yet another important sub-category within the houseware hall 4, where visitors can find a diverse range of functional and home improvement solutions for their stores. This section will also offer multiple distribution and brand representation opportunities.

General houseware consists of storage, containers, dust bins, plasticware, food carriers, water bottles, cleaning and maintenance solutions, organisers, hangers, bath accessories, travel goods, back to school products, disposables, brushes, mops, air purifiers and a variety of products used in a household for day-to-day living.

In general houseware leading brands like Cello, Jaypee, Signoraware, Asian, Varmora, Paras Homeware, Pipal, Actionware, Sunshine and many others will offer variety of innovations. Mawa (Germany) will exhibit directly with a variety of hangers. Asia International (Hong Kong) will bring a wide range of houseware under their brand Inabox. Obsessions, the well-known Indian brand for area rugs will also offer an innovative, international range of bath mats, bath accessories, dust



Borosil

bins etc. in their booth in hall 1. Obsessions will also for the first time introduce a whole new range of international laundry baskets. Spread in hall 1 will also exhibit their range of laundry basket, trolleys, umbrellas etc. Glasslock and Lock-n-Lock from Korea, will bring their new range of airtight containers through their Indian distribution partner.

Smart Kitchen

Smart kitchen pavilion in hall 4 will showcase a wide range of innovations in kitchen appliances, cookware, kitchenware kitchen tools to make cooking healthier, hygienic, convenient and faster.

Leading Indian brands like TTK Prestige, Wonderchef, Sanjeev Kapoor, Hawkins, Fabiano, Suryaflame, Borosil, LLM, United Ekta, PNB Kitchenmate, Vidiem, Chef Story, FNS, AWK, ROCA will showcase their innovations and



Wonderchef

new cooking and smart kitchen solutions. Amongst international brands BergHOFF (Belgium), Tramontina (Brazil), Fiskars (Finland), Pyrex (USA), Bialetti, Ariete (Italy), Aerolatte (UK), Nivona (Germany), Coffee Workz and many others will launch their innovations in chimneys, cooktops, cookware, food processors, kitchenware, coffee makers etc. Linrog Industrial Group from Russia will present their range of enameled cookware under their brand Lysvenskiye Emaili.

HGH India has also put up a Smart Kitchen theme pavilion showcasing upcoming trends in Smart Kitchen.

Richardson Sheffield is a British brand shaping the global knife market since 1839. It's mission is to make beautiful, top-quality design accessible and affordable for everyone. The brand's designs range from accessible starter sets to top-notch knives for professional chefs- offering superior quality and value at every level.



Ever-evolving with the latest trends and next generation, Richardson Sheffield knives are exceptionally hand-finished using the finest materials for lasting performance and durability. They are manufactured to extremely high-quality standards around the world. Richardson Sheffield offers a full range of knives to fit all functions from slicing and dicing.

Prestige will showcase its Ceraglide Ceramic Cookware. Good cookware can significantly enhance your culinary experience, ensuring that your dishes come out perfectly cooked and full of flavour. With Prestige launching its new Ceraglide Ceramic Cookware range, this experience is now all set to be taken to greater heights. Crafted with ceramic coating, the Ceraglide advanced ceramic cookware is designed for swift cooking at high temperatures so that you can make your cooking as delicious as possible. every time. With non-stick properties that reduce oil usage and are free from harmful chemicals like PFA & PFAO, it also offers a healthier cooking option.

Ceraglide Ceramic Cookware range combines functionality and elegance that focuses on safety, durability, and health.

Tableware

15th HGH India will house several leading Indian and international brands in this category with their new collections in hall 4. Besides, many first-time exhibitors will also offer their unique range of dinnerware, tea sets, cutlery,

serveware and a full range of tableware in ceramic, bone china, porcelain, glass, crystal glass, opal glass, copper, stainless steel, bronze, wood and many other materials.

In fine dinnerware brands like Clay Craft, Noritake, Dankotuwa, Versace, Ariane, Sonaki Ceramic, BP Bharat, Ekani, Whitegold will present their new range in bone china, ceramic and porcelain. Some the leading glassware and crystal glass brands in this section offering complete range are Luminarc (UAE), Roxx, Yera, Iveo (India), RCR (Italy), Pasabahce, Lav (Turkey), Nachtmann (Germany), Crystal D'Arques (France), Union Glass, Zojirushi (Thailand) either directly or through their Indian distribution partners.

Corelle, the world-famous USA brand will bring their new collection through Stone Sapphire. Larah and Cello will bring dinnerware and tableware in Opal glass. Cello, Dinewell, Dinesmart, Iveo and Terraware will present melamine and polyresin range in tableware. Husk Panda will present husk-based tableware and containers.

High quality, well designed cutlery will be offered by FNS, AWK, Sanjeev Kapoor, Shapes and VIP. Barware range from Nude (Turkey) and many other Indian manufacturers from Moradabad, Mumbai and Delhi will also be available to buyers.

Iveo is renowned for its uncompromising quality in borosilicate glassware, melamine dinnerware & crockery, and cookware made from aluminum and steel. Iveo products are crafted with precision and care for desired durability and functionality. Targeted at the premium consumer, Iveo offers a curated range designed to enhance the culinary experience.



Pasabahce (Şişecam), today the world's second-largest glassware producer, has a strong global distribution network with a range of over 20,000 products and exceptional production capacities.

Pasabahce meets the demand from three key segments - household, HORECA and industrial. The brand specializes in automated as well as handmade products. Paşabahçe is amongst Turkey's most popular consumer brands and its portfolio also includes Nude, Borcam and Zest Glass. The company has a huge customer base across 140 countries. In India, Pasabache is distributed by Bohra Marketing.

Gifts

HGH India will offer extensive solutions for both personal and corporate gifting market. While bigger corporate buyers can source directly from manufacturers and brands, the trade show would be a good sourcing platform for corporate gift suppliers and distributors across categories like branded and designer bed & bath, table & kitchen linen, decorative accessories, photo frames, candle stands, candles, aroma oils, potpourri, handicrafts, cookware, glassware, cutlery, tableware and a wide range of utility and decorative home products.



Leading gift suppliers will be able to establish back-end supply chain with reliable and innovative manufacturers and importers from all over India.

Bed sheets, towels, cushion covers, bed sets and other home textiles for gifting will be offered by Maspar, Bianca, Nautica, Arvind, Spread, Pluchi and so on. Treasure Hunt from Asian Handicrafts will offer a wide range of handicrafts, photo frames, coasters, table decoration, kids and babies accessories etc. Paper me from Ratan Paper will offer high quality, handmade gift boxes, gift bags, wrappers, envelopes, stationary etc. FNS, AWK, Sanjeev Kapoor, VIP, Nanobot, Jindal Lifestyle, India Circus by Krsnaa Mehta, Clay Craft,

Corelle, Cello, Borosil, Roxx, Pasabache and many other brands as well as OEM manufacturers will also provide branded as well as customised gifting solutions.

Kids Home

With rising disposable income, Indian parents increasingly spend on specially designed and created home textiles, home décor, home furniture, houseware, home activities and toys for children. Be it furniture, bedding, cutlery, wallpaper, dinnerware, floor covering or any other products that engage and make a child special at home; are bought by consumers. Retailers must respond to this shopping trend and provide space to these products in their stores to encash on this rising trend.

HGH India has been focusing on Kids' Home category since 2022 to help retailers and distributors find more suppliers offering kids' home product lines.



Facilities & Services

HGH India provides various facilities and services to its business visitors and exhibitors to make their attendance to the trade show convenient and comfortable.

These include Free Shuttle Bus connecting with various points like airports and railway stations, business centre, car rental, hotel booking, various free lounges, prayer room, restaurants and cafeterias etc. More details and Shuttle bus schedule can be found on the show website www.hghindia.com under the Visitor > visitor facilities.

HGH India July 2024 Timings for Visitors

02nd July : 09:00 am - 06:30 pm

03rd July : 09:00 am - 06:30 pm

04th July : 09:00 am - 06:30 pm

05th July : 09:00 am - 05:30 pm