

*let's explore south,
deeper!*

15th Edition

HGH INDIA[®] 2024
HOME DECOR ■■■ GIFTS ■■■ HOUSEWARE

DEC 03-06, 2024
BENGALURU

The Tradeshow
designed to
connect you with
the Indian Market



www.hghindia.com

Key Highlights

Edition

Sixteenth
Edition

Venue

Bangalore
International
Exhibition Centre,
Bengaluru

Dates

Dec 03-06,
2024

Area

40,000 Sq.
Meters

Categories

Home Textiles
Home Décor
Home Furniture
Houseware
Gifts



India is growing, South is growing, faster!

While continuing its national character, now HGH India extends your connection deeper into the rapidly growing South Indian market consisting of Karnataka, Telangana, Kerala, Andhra Pradesh and Tamil Nadu.

With about 20% of India's population, the five states of South India contribute 35% of the country's GDP. Their per capita income is about 50% higher than the five North Indian states, giving them much higher purchasing power. This also makes South India one of the most promising and underexplored market for home products. Demand for home textiles, home décor, home furniture, houseware & gifts in these states is growing faster than other parts of India.

Considering the high growth and high untapped potential of the 5 states of South India, HGH India will organise its 16th edition, for the first time, in Bengaluru, India's IT capital and one of the fastest growing metro cities, which is the most popular business travel destination not only in south India, but across India and rest of the world. 16th HGH India will embody Bengaluru's dynamic spirit charged with new ideas, business opportunities and evolving lifestyle of aspiring Indian consumers.

HGH India is a bi-annual trade show with a clear focus on the Indian domestic market, offering comprehensive sourcing solutions for home textiles, home decor, home furniture, houseware and gifts. With this December edition in Bengaluru, the industry and trade can look forward to

discover new dimensions in product innovations, new sources, upcoming design and market trends. Technological and materials advancements across home products categories are introduced by the exhibitors.

Through HGH India international and Indian brands, manufacturers, importers and exporters can launch their brands, innovations and new collections amongst 42,000 online & offline retailers, distributors, architects & interior designers, institutional & trade buyers in over 640 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.

HGH India will help you connect with the Indian domestic market, whether you want to launch your own brand, offer OEM production, launch product innovations, new designs or trade schemes amongst your regular channel partners. It will also help you further expand your market in unrepresented territories by connecting with new retailers and distributors. You can get first-hand feedback from trade buyers on your products, prices, competitiveness and business plans.

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

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.

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.

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.

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.

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.

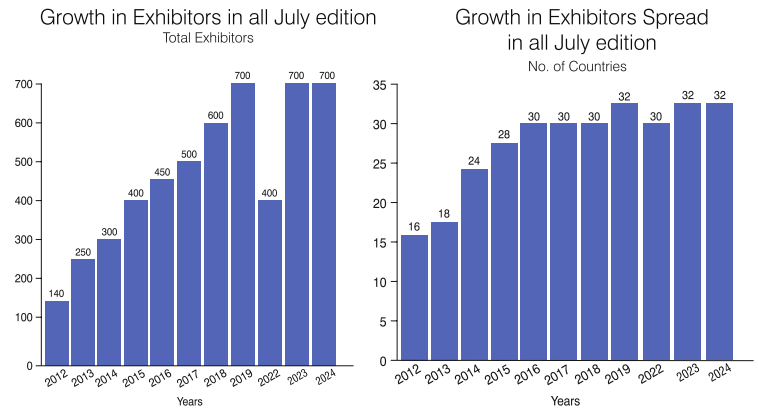
INNOVATIONS
TRENDS
PRODUCTS
SOURCES



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

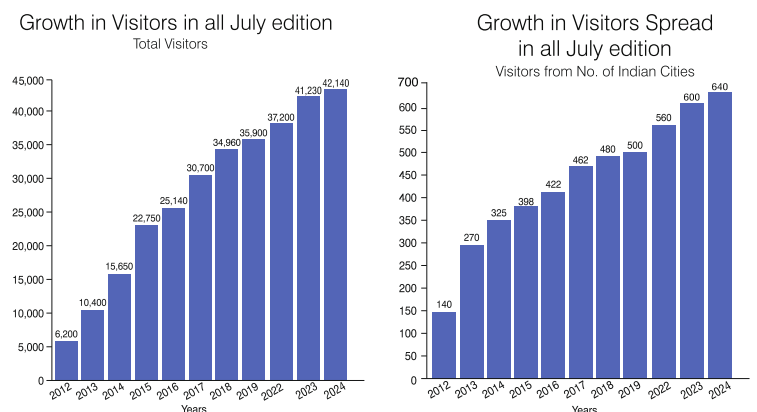


Exhibitors at HGH India include Indian and International Brands, Designers, Manufacturers, Distributors, Importers and Private Label Suppliers.

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, Houseware 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.
- High potential International Buyers from 33 Countries

Visitor Growth



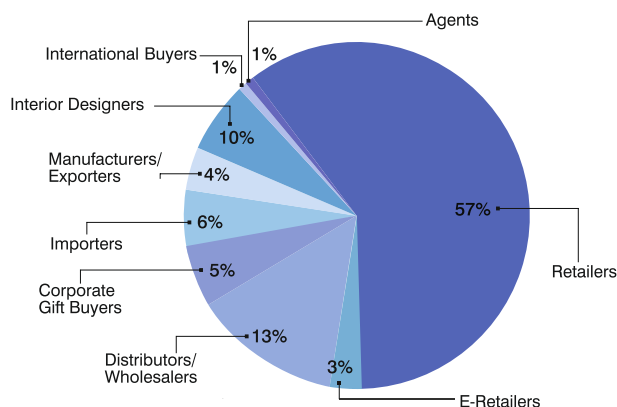
HGH India visitors include all categories of trade buyers like Home Retailers, Importers, Distributors, Trade representatives, Institutional buyers, Franchisees, Architects & Interior designers, and International buyers.

- 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.

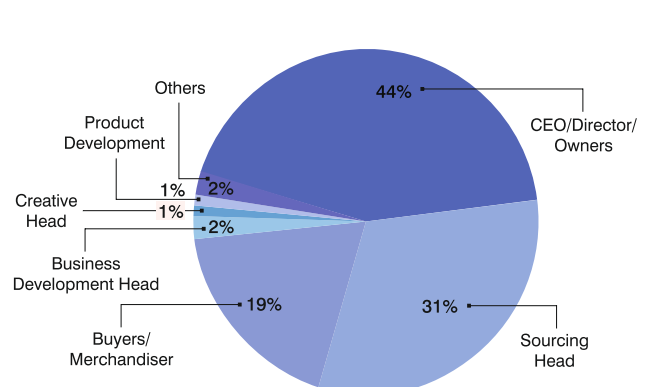
HGH India Plus

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, December 03, preference will be given to a select set of high-volume buyers under the HGH India *Plus* programme. The next three days, December 04-06, will be open to all trade visitors (including HGH India Plus visitors).

Visitors (Business Profile)



Visitors (Job Profile)



World of Sleep

With Indian consumers becoming more aware of investing in superior sleep products, their demands from retailers are increasing. World of Sleep was introduced at HGH India to enable retailers update themselves on the latest products, innovations and upcoming trends in sleep products. Over the last six editions, retailers have gained enormously from World of Sleep concept, which reflects in increasing attendance at this pavilion.

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 these core sleep products, brands and retailers are now getting sensitized to 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 good quality sleep.

World of Sleep provides a unique opportunity for brands and manufacturers to promote their innovative products amongst retailers and distributors across India.



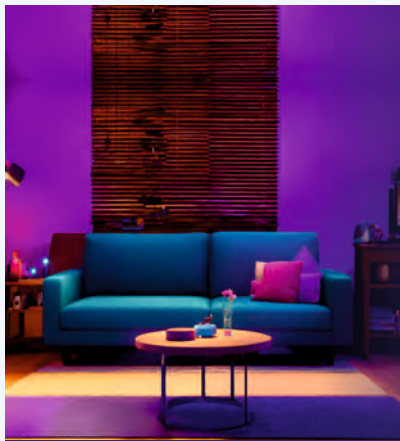
Home Furniture

After a very positive response from buyers, HGH India will once again expand its range of home furniture in the forthcoming 16th edition in Bengaluru.

With consumers seeking complete home décor solutions under one roof, more and more retailers across home categories are adding full range of indoor, outdoor and accent home furniture to their merchandise.

16th edition of HGH India will continue to have a high focus on Home Furniture in hall 3, alongside modern decorative accessories and handicrafts. 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 to help retailers, architects & interior designers to 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.



Walls and Windows

With the advent of new materials and technology, innovations in walls, windows and sun-protection categories are becoming more rapid than ever before. This includes products like wallpapers, blinds, curtains, furnishing, window automation, wall finishes, wall decorations, window decorations, curtain rods, sun-protection films, insect protection nets, awnings etc.

There is a vast untapped potential for these products in the Indian market. To highlight the innovations and to draw special attention on Indian and global advancements in these segments, 16th HGH India has included Walls & Windows as a focus area for special promotions. Manufacturers, brands and importers of these products can specially benefit by exhibiting this year with these products.



Smart Kitchen



Alongside their lifestyle in general, kitchens for Indian consumers too are turning smarter. From kitchen appliances to cookware to serveware, everything is being designed for greater convenience and comfort. 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. 16th 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.





Engaging 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.

Indian Heritage



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 nine editions now, Indian Heritage at HGH India has been successfully connecting artisans, craftsmen and manufacturers of these products with Indian retailers, traders & gift buyers. HGH India has been supporting the special promotion of Handicrafts, Handlooms, Handmade Carpets, Khadi, Coir and Jute products under its Indian Heritage program. 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 and Development Commissioner Handlooms.

Trends Spring/Summer 2025



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 640 cities and towns across India.

These include hoardings, advertising on LED screens, advertising in the trade show catalogue, 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.

Conference Program



H-Circle Product Innovation Awards

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

An independent and professional jury evaluates all the nominations to decide on the winners of these awards. H-Circle Awards are presented at a special presentation ceremony during HGH India.



HGH India will depict actualization of Trends for Spring/Summer 2025 in terms of colours, designs, materials and styles for home textiles, home décor, home furniture, houseware and home styles. Over the years, trends forecasted by HGH India have proved very useful for product designers, manufacturers, brands, retailers and interior designers in designing their new collections as well as merchandising for their retail stores.

Spring/Summer 2025 Trends will be a continuation of the *Culture Codes* trends forecasted in the previous season. Hence, our trends team will bring in more research-based market information on these trends have actualized in the retail stores.

Business Support & Facilities

With wide experience and expertise on the Indian and International markets, HGH India team continues to make your participation process rewarding and delightful.

From providing fashion trend forecasts to market trends to organising retail tours and one-to-one business meetings; HGH India extends support to all participating exhibitors' business processes. We also assist in conveniences like hotel and travel services, free shuttle bus, logistics support, a variety of unique lounges, restaurants and cafeteria, business centre, media centre and catering services to enable you focus on your core business.

HGH India hosts a series of seminars, presentations and panel discussions on relevant and futuristic topics for the benefit of the industry and trade in conjunction with leading organizations. In the last edition of HGH India, topics like Artificial Intelligence, Sustainability, Luxury interiors in urban living, BIS Standards in potable water bottles and Upcoming trends in World of Sleep were dealt by experts from these fields. Exhibitors and visitors can attend these sessions by online pre-registration on HGH India website. HGH India organizes these knowledge sharing sessions in collaboration with renowned professional institutions and trade bodies like IIID and ISPF. Attendees will find these conferences and seminars useful in finding directions for their business strategies.

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