

Where business feels at home!

Home business

# Excitement begins!

15<sup>th</sup> edition of the four-day trade show, HGH India concluded successfully at Bombay Exhibition Center, Mumbai from July 02-05, 2024. The well-established bi-annual trade show for home textiles, home decor, home furniture, houseware and gifts created another milestone with a record number of 42,140 serious trade visitors from 640 Indian cities and towns attending the event. These visitors also included 410 international buyers from 33 countries.

Over 90% of exhibitors expressed high satisfaction with the quality and number of business inquiries as well as spot orders generated. Exhibiting over 2,500 products across home categories by 700 brands and manufacturers from 32 countries, HGH India offered diverse sourcing solutions for buyers. Innovations in products

**“Consumption for home products in India will continue to grow at 15-20% per annum over the next decade and beyond.”**

and designs were at the heart of most exhibitors' display and underscored HGH India's commitment to offer trendy products to Indian retailers and professional buyers.

15<sup>th</sup> HGH India triggered the demand from retailers across home categories, in anticipation of revived consumer buying for Diwali and festive season of 2024. In the longer run, consumption for home



42,120 Trade visitors from 640 Indian cities & 33 other countries attended

products in India will continue to grow at 15-20% per annum over the next decade and beyond. Besides, enhanced quality, innovative designs, and diverse product offerings increasingly finding their way to retail stores and consumers' homes. HGH India reflected a clear trend towards an evolving and maturing Indian home products market.

Inaugurating the 15<sup>th</sup> edition of HGH India, Chief Guest, Smt. Roop Rashi, Textile Commissioner, Ministry of Textiles, Government of India, added, "It is a pleasure and privilege to be at HGH India, a prestigious trade show promoting the industry and trade with a focus on highly promising Indian domestic market. India produces 95% of the world's hand-woven fabrics. The Ministry of Textiles aims that our weavers should produce top-quality products and employment opportunities should be further increased from the current



Home textiles in hall 1 brought several established and new exhibitors under one roof

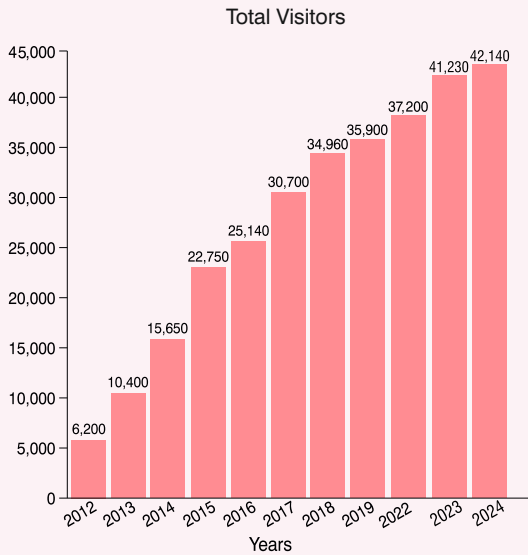
employment to 5.4 crore people in this sector. We support platforms like HGH India for uniting the home textiles, handicrafts, home décor and houseware industries with a focus on India."

ID Ketan Sheth, Chairman, IIID MRC; Ar. Gaurish Chandawarkar, Director, IES College of Architecture; and Ar. Chandrashekhar Kanetkar, Principal Architect, Chandrashekhar Design INC. also graced the inaugural function as

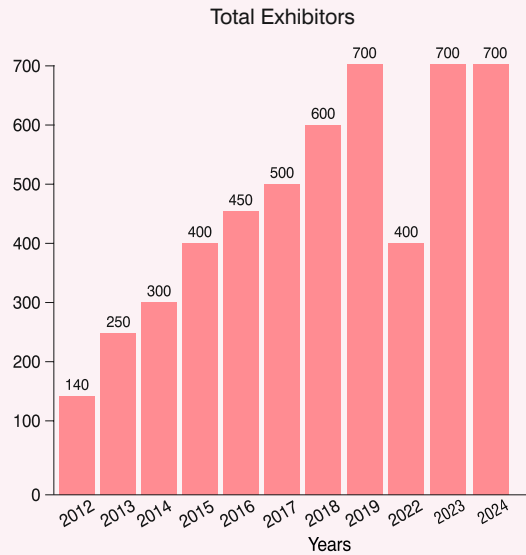
Special Guests.

Ms. Amrit Raj, Development Commissioner Handicrafts, Ministry of Textiles, Government of India also visited HGH India and interacted with several exhibiting handicrafts artisans, craftspersons and handloom weavers. She also visited the Indian Heritage pavilion and was appreciative of the focused and high potential business opportunities created for these sectors by HGH India.

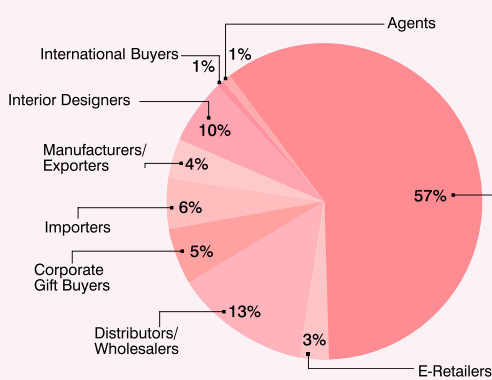
## Growth in Visitors



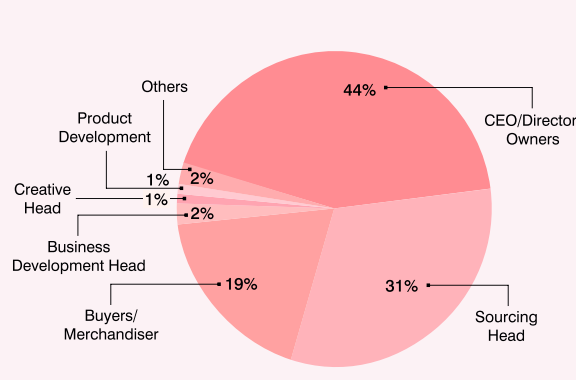
## Growth in Exhibitors



## Visitors (Business Profile)



## Visitors (Job Profile)



## Home Textiles and Furnishings

As the single largest category in the Indian home products market, contributing to over 50% in terms of retail sales, home textiles & furnishings continued to be much sought after at this HGH India. Established brands like Maspar, Spread Home, Micro Cotton, Dane Living, Bianca, Nautica, Bonheur, Bella Casa, Pano, Doctor Towels, Loom, Florista, Rose Petal etc. launched interesting innovations. On the other hand, new entrants in the bed & bath space like Arvind Mills, Superspun and Ratan Textiles received excellent response to their range of bed sheets and made-ups. Spread introduced super luxury bedding in 100% pure silk. Pluchi introduced their new collections of knitted cotton blankets, baby blankets, throws and soft toys.



Spread home introduced their new line of luxury bedding and towels

In the World of Sleep arena, mattresses & pillows received high attention with leading brands like Nilkamal Sleep, Springfit, Serta, Simons, Refresh, Sealy, Peps, Fresh-up, SleepFresh, Flotemp, Dream Master, Latex Green introducing wide sleep solutions.

**“As the single largest category in the Indian home products market, contributing to over 50% in terms of retail sales, home textiles & furnishings continued to be much sought after at this HGH India.”**

Blankets, comforters, mattress protectors, quilts and baby beddings were available in wide range.

Furnishing fabrics and decorative

**“Leading brands made best use of the opportunity for launching their new collections, new ad campaigns and trade schemes amongst retailers and distributors.”**

## Business energised

Both exhibitors and visitors could identify several new business opportunities. International and National Brands, large manufacturers, MSMEs looking for distributors and potential franchisees could find several useful connections. Architects and interior designers could find comprehensive solutions combining furniture, décor and soft furnishings under one roof. Tie up with IIID resulted in attendance by 4,129 architects and interior designers attending this edition of HGH India. This was an increase of 50% in attendance from this segment.



Furnishing fabrics, curtains and blinds evoked excellent demand

Buyers were happy to witness over 120 new exhibitors and numerous innovative collections from regular exhibitors, giving them extensive sourcing opportunities for upcoming retail season.

International brands and manufacturers from 32 countries including Italy, Korea, Turkey, Sri Lanka and Malaysia showcased their products either directly or through Indian distribution partners. A professional, business-like environment attracted serious high-volume buyers to HGH India resulting in robust business outcomes.

Leading brands made best use of the opportunity for launching their new collections, new ad campaigns and trade schemes amongst

retailers and distributors. Refresh mattresses invited its brand ambassador, actor Sonali Bendre at their booth. Celebrity Chef Sanjeev Kapoor's presence at Wonderchef and Harpal Singh Sokhi at Borosil booth drew high visitor attention. Vicky Ratnani, the master chef and Kajal Agarwal, the famous actor from South India were also personally present to launch their brand licensing programs underlining HGH India's significance as a premier industry platform. Lara Dutta, the famous actress, also offered collaboration opportunities with her brand Arias to home products manufacturers and brands through her brand management agency, Swag.



Complete bed sets were showcased by Rosepetal



J & Y launched their new collections with variety of curtains & furnishings

**“Furnishing fabrics and decorative made-ups, readymade curtains and blinds were seen in a wide variety and materials.”**

made-ups, readymade curtains and blinds were seen in a wide variety and materials. From handloom-based cotton furnishings to high performance fabrics, HGH India had a wide range to offer. J&Y, Alkemi, Viento, IFI (Greece), Ima Tekstil (Turkey), Wincrea (Korea), Fine Décor, Purple Maze, Home Fabrics, Topman and Asadeep were amongst the leading exhibitors in furnishings and blinds. Many exhibitors offered window automation, curtain hardware and accessories.

Over 100 leading exporters of home textiles from Panipat, Karur, Delhi, Ludhiana, Chandigarh, Jaipur, Ahmedabad, Coimbatore, Surat, Bhiwandi and Mumbai offered their world class products to Indian retailers, highlighting growing opportunities within India's domestic market.

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Area rugs, carpets, durries, bath mats and a variety of decorative floor coverings were presented by Indian manufacturers as well as importers in options like hand-knotted, hand-tufted, machine-made and hand woven. Several leading manufacturers and brands from Bhadohi, Panipat, Delhi, Jaipur and Agra like Obsessions, Kaleen, VSK Rugs, Shamshi Exports, Grahmoy, China International, Pano, Liberty India, Elegant Weavers, FI Home etc. were present as exhibitors.

Table and kitchen linen were dominated by Karur, the undisputed export leader from India. Handloom Export Promotion Council (HEPC) organised a group participation by 20 leading handloom-based home textiles exporters offering hand-woven solutions in table & kitchen linen, cushion covers, throws, floor cushions, curtains and decorative made-ups.

This year's exhibitors demonstrated exceptional designing and manufacturing expertise and unveiled high-value products.



Pollinations launched wide range of decorative accessories

## Home Decor

Hall 2 of the HGH India trade show saw over 125 exhibitors presenting a wide array of both Indian and international home decor solutions. The diverse offerings included an impressive selection of handicrafts, handmade accessories, wall decor such as clocks and murals, table decor, decorative flooring, door mats, candles, candle stands, aroma oils, potpourri, planters, and modern accessories like vases, figurines, artificial flowers and plants, fragrances, paintings, sculptures, and small accent furniture.

Notably, Bohra Marketing, the exclusive Indian distributor, showcased an elegant range of decorative glass accessories from the Turkish brand NUDE in Hall 4, emphasizing simplicity in design. Pollination introduced a fresh collection of artificial plants, flowers, and decorative accessories. India Circus by Krsnaa Mehta, a Godrej venture, displayed an exquisite range of designer bedding, wallpaper, tableware, dining accessories, accent furniture, and meticulously packaged gifts. Leading brands such as Song of India, Pan Aromas, Iris, and Souflower highlighted their varieties of scented candles, potpourri, aroma oils, and diffusers.

## Home Furniture

The home furniture segment at HGH India garnered significant interest from buyers, with sofas, recliners, seating systems and small furniture proving particularly popular among retailers and distributors. Architects and interior designers were equally impressed by the variety on offer, appreciating

**“Home furniture segment continued to generate very high interest amongst home furnishing, home decor and complete home solutions retailers as well as architect.”**

the appealing designs, quality materials, and competitive pricing.

Leading brands such as Furnitech Luxe, Urban Living, Orange Tree, Crystal Furnitech, Dafl (Dileep Craft), Neudot, Nilkamal, Indian Craft, Saaj, and Versalink (Malaysia) showcased an extensive range of living room, bedroom, kids' room, kitchen, and outdoor furniture. Their offerings included sofas, seating systems, coffee tables, dining sets, and accent furniture. Yamaha, Japan also made a notable appearance with their Disklavier Piano, blending design and functionality to elevate



Home furniture by Orange Tree

home décor. Portable cabins by Versalink, Malaysia evoked high interest from architects and retailers for their innovative design.

Home furniture segment continued to generate very high interest amongst home furnishing, home décor and complete home solutions retailers in addition to home furniture retailers, interior designers and architects. Amongst notable actions in home furniture were presence of leading home furniture exporter Basant from Jodhpur with their domestic brand of modern home furniture and decorative lights brand, Orange Tree, which evoked excellent buyer response. They also won the



Orange Tree, domestic brand from Basant made their debut at HGH India with decorative lights

## Home Furniture generated high interest amongst buyers



Urban Living by Furniturekraft offered wide range of sofas, seating solutions, recliners and pouffes

H-Circle product innovation award on their debut. On the other hand, Furnitech Luxe from Pune won the H-Circle award for the third consecutive time. Dafl from Dileep Craft, Jaipur and Urban Living from Mumbai received excellent response for their new lines of sofas and chairs. Crystal Furnitech (Nagpur), Saaj (Orissa) and Neudot (Dindigul), further proved that furniture manufactured in India was liked very much by all categories of buyers for their design, innovation, quality and prices. Home furniture is bound to increase its presence in future editions of HGH India.

The robust home furniture section at HGH India was bolstered by the support of the Association of Furniture Manufacturers & Traders (AFMT) and the Jodhpur Handicrafts Exporters Association (JHEA). This backing underscores the event's dedication to presenting a diverse array of high-quality home furniture solutions, solidifying its position as a key platform for industry innovation and growth.

**Houseware**

In the houseware hall, visitors were impressed by a wide range of

**“In the houseware hall, visitors were impressed by a wide range of products by Indian and international brands.”**

products by Indian and international brands. From kitchen appliances, kitchenware and cookware to tableware, dinnerware, glassware; from bottles, flasks and lunch boxes to household storage, gardening, laundry bags, ironing boards, cleaning and maintenance products garnered significant attention for their contemporary design and enhanced functionality. Innovative range of lifestyle houseware products made from copper, bronze, cast iron, triply, wood, bamboo, ceramic, terra-cotta, glass, plastic and a combination of materials excited the buyers. Focus was clearly on sustainability, energy saving, recycling and environment protection.

In general houseware, Mawa (Germany) presented a diverse range of hangers, while Asia International (Hong Kong) introduced a wide selection under the Inabox brand. Glasslock and

Lock-n-Lock from Korea displayed their latest airtight containers through their Indian distributor.

Top brands such as Borosil, TTK Prestige, Corelle, Wonderchef, Sanjeev Kapoor, Hawkins, Fabiano, Suryaflame, LLM Appliances, Vidiem, Chef Story, FNS, Vidiem Appliances, Pradeep Stainless showcased new cooking and smart kitchen solutions. International brands like Berg HOFF (Belgium), Tramontina (Brazil), Fiskars (Finland), Pyrex (USA), Ariete (Italy), Nivona (Germany), and Coffee Workz introduced innovations in cookware, food processors, kitchenware, and coffee makers.

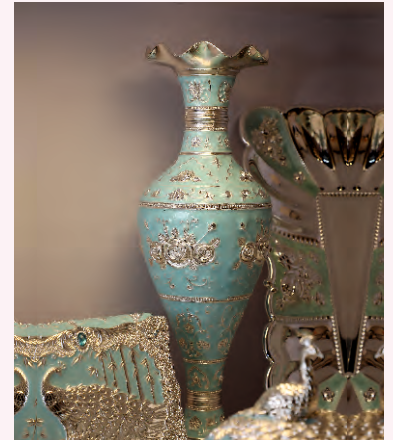
**“Innovative range of lifestyle houseware products made from copper, bronze, cast iron, triply, wood, bamboo, ceramic, terra-cotta, glass, plastic and a combination of materials excited the buyers. Focus was clearly on sustainability, energy saving, recycling and environment protection.”**

In dinnerware, brands such as Clay Craft, Arta Broach Ariane (India), Noritake (Japan), Corelle (USA), Dankotuwa (Sri Lanka), Versace (Italy), Ekani and Whitegold showcased their new bone china, ceramic, and porcelain collections. Leading glassware and crystal brands like Luminarc (UAE), Roxx, Iveo (India), RCR (Italy),

Pasabahce, Lav (Turkey), Nachtmann (Germany), Crystal D'Arques (France) and Zojirushi (Thailand) offered complete ranges either directly or through Indian distribution partners.

**Gifts**

India is one of the biggest and fast-growing market for gifts in the world with annual sales exceeding USD 40 billion. HGH India showcased an extensive range of personal and corporate gift sourcing solutions within the home textiles, home décor, and houseware sectors from leading brands, manufacturers and importers. From exquisite hand-crafted decorative accessories to unique range of cookware,



Premium gifting range by Momentz

**“India is one of the biggest and fast-growing market for gifts in the world with annual sales exceeding USD 40 billion. HGH India showcased an extensive range of personal and corporate gift.”**



Surya Flame brought in several models in gas burners, stoves, electric kettles and wet & dry mixer grinders



Wonderchef launched several new models across cookware, kitchen appliances and kitchen gadgets



Cello showcased wide range of plastic houseware, storage, bottles, opalware, porcelain dinnerware & melamine range

## Artisans & Crafts person brought into mainstream with Government support



Treasure Hunt by Asian Handicrafts, a leading handicrafts exporter unveiled new collections in wall and table decor, gifts and kids room across materials

tableware, wall hangings, table tops to home textile products, bed sheets, bed sets, cushion covers, table linen to a wide range of houseware products like drinking water bottles, flasks, casseroles, dinner sets, cutlery, glassware and modern decorative accessories; the range felt endless across various materials, sizes, and price points. This diverse selection provided gift distributors and suppliers ample opportunities to collaborate with major brands, importers, and distributors to enhance their product portfolios.

Besides, exhibitors could connect directly with large corporate gift buyers from pharmaceutical, finance, banking, and insurance sectors, along with representatives from large private and public sector corporations. All of them attended HGH India in search of innovative

gifting solutions. Additionally, gift traders and distributors from across the country visited in large numbers, keen to establish back-end sourcing for their new gift collections. This robust participation underscored the event's pivotal role in facilitating business connections and expanding market reach within the gifting industry.

### Extensive Government support

Esteemed organizations including Export Promotion Council for Handicrafts (EPCH), National Design Centre, North East Handloom and Handicrafts Development Centre and HEPC, with support from the Development Commissioner Handicrafts and Development Commissioner Handloom under the Ministry of Textiles and Ministry MSME, played a crucial

role in facilitating exhibitors' participation. National Jute Board too organised a group participation with high quality manufacturers of jute bags, mats and decorative accessories. Their involvement promoted traditional Indian craftsmanship and enhanced market access for artisans, underscoring the commitment to preserving and show-casing India's rich heritage in home decor. HGH India sponsored Indian Heritage pavilion in hall 2, where National



Ms. Amrit Raj, DC Handicrafts, Government of India interacting with a cane & bamboo handicrafts producer

**Development Commissioner Handicrafts and Development Commissioner Handloom under the Ministry Textiles and Ministry MSME, played a crucial role in facilitating exhibitors' participation.**

Award winning craftspersons demonstrated their handcrafting skills in toymaking, bamboo & cane, musical instruments and Kaavi Art (Engraving on wood). This was the eighth consecutive presentation of Indian Heritage by HGH India, which is helping master craftspersons connect with organised retail chains and specialty home retailers across the country.



Artisans, Craftspersons and manufacturers exhibiting through NDC, NEHHDC, EPCH received excellent business response

## Interior Design Conference

With the support of IIID MRC, a conference and knowledge sharing session on upcoming trends in interior designing was held on 3<sup>rd</sup> July, second day of HGH India. This well-attended conference by architects, interior designers, design professionals and retailers, included two presentations and one panel discussion. Ar. Shivang Rajvir, Principal Architect, Dimension Plus addressed on the topic "The implementation of BIM in interior design and architecture profession." Ar. Yatinbhai Pandya, Principal Architect, Footprint-Earth and Dean of CEPT University, Ahmedabad spoke on the topic "Designing for place, people and planet."



IIID Panel discussion in progress. From L to R Mehul Kamdar (moderator), Ar. Mihir Kotak, Mr. Murtaza Manglorwala, Ar. Nisheil Shetty, Mr. Mohit Modi and Ar. Milind Pai

A stimulating and lively panel discussion on the topic "Integrating design and technology for emerging trends in luxury homes/interiors" moderated by Mehul Kamdar, Azure, Technologies, had

the audience of about 100 architects and interior designers listening intently. Eminent panelists were Ar. Nisheil Shetty, Nisheil Shetty Architects; Ar. Mihir Kotak, Fourth Dimension, Ar. Milind Pai,

Hon. Secretary IIID MRC, Mr. Murtaza Manglorwala, Nilkamal Ltd. and Mr. Mohit Modi, Spread Home Products Pvt. Ltd.

**Knowledge sharing | Conferences | Networking Opportunities**



Culture Codes:  
Trend Book for Autumn Winter 2024-25

HGH India launched the Autumn/Winter 2024-25 trends for the Indian home products market under the overarching theme "CULTURE CODES - Identity & Curiosity." The Trends Pavilion in Hall 1 showcased a meticulously curated display of colors, designs, materials, and styles in home fashion, featuring trend-setting products selected from exhibitors. An exquisitely designed and printed Trend Book, encapsulates the upcoming

# Trends 2024-25 "CULTURE CODES"



Glimpses of Culture Codes Trends Pavilion in hall 1

trends for ease of fashion designers, product developers, retailers, architects, interior designers and visual merchandisers. The trends signify the evolving

directions on product demand, influenced by recent social, cultural, and technological advancements in materials, designs and consumer lifestyle.

The themes resonate deeply with Indian consumers, who seek a harmonious blend of traditional values, modern technology, and global influences in their lifestyles. Visitors to the Trends Pavilion praised its ability to provide clear insights into these trends and their application across various product categories. The central theme, "CULTURE CODES - Identity & Curiosity," is further articulated through four distinct sub-groups: Saffron Sky, Gorgeous Garden, Candy Country and Intuition Island. These sub-groups span across home textiles, furnishing fabrics, home décor, home furniture, houseware and gifts, offering a comprehensive guide for sourcing trend-aligned products from suppliers for Autumn / Winter 2024-25.

## World of Sleep

World of Sleep once again highlighted innovations in mattresses, pillows, comforters and other sleep products helping in better sleep. Leading brands and exhibitors from these categories contributed to the World of Sleep pavilion, which is now a regular feature at HGH India. World of Sleep pavilion was put up by HGH India with the support of ISPF, which focused on innovations and upcoming trends in sleep products. Leading brands like Nilkamal Sleep, Springfit, Simmons, Serta, Refresh, Sealy

(USA), Peps, Fresh up, Sleepfresh, Comfortis, Dream Master (Thailand), Flotemp (Taiwan), Latex Green (Sri Lanka) were present as exhibitors in hall 1 and showcased their wide range of sleep solutions for different needs.

Visitors at HGH India could find an extensive array of sleep products, featuring all types of mattresses like memory foam, spring, coir, latex, foam and specialty mattresses; ergonomic pillows and state-of-the-art sleep technologies and accessories. Advancements in sleep health, aiming to educate consumers and retailers on creating optimal sleep environments, ultimately enhancing overall health and well-being.

To bring to fore the need for a multi-faceted approach to sleeping



Knowledge-sharing session on World of Sleep in progress. From L to R: Ms. Soniya Potdar, Mr. Uttam Malani, Mr. Ritesh Nagpal, Mr. Govind Shrikhande and Mr. Amit Sarda

solutions to improve sleep quality, HGH India organized a focused knowledge-sharing conference and panel discussion under the title World of Sleep: Diverse Influencers. This initiative, supported by the Indian Sleep Product Federation (ISPF), featured eminent panelists and speakers. Ms. Soniya Potdar, Studio Purple Interior Design moderated a lively panel discussion, where the panelists were Mr. Uttam Malani, Executive Director, Century Fibre Plates Pvt. Ltd.; Mr. Govind Shrikhande, Retail Professional; Mr. Ritesh Nagpal, AGM Furnishings, Asian Paints Ltd. and Mr. Amit Sarda, Managing Director, Soulflower Co. Ltd. Mr. Rajiv Bagayatkar, Consultant, made a presentation on Consumer behavior and expectations towards

sleep solutions.

The knowledge sharing session offered valuable insights and directions to provide wider solutions for a better sleep quality.

World of Sleep also conducted a Consumer sleep behavior survey at the pavilion where respondents shared useful information about their sleeping habits and sleep pattern. For example, 72% respondents get to sleep between 6-8 hours, whereas 18% sleep between 5-6 hours and 10% less than 5 hours. Only 52% follow consistent sleep schedule over one full week. 50% prefer a room temperature of 22-24° C, while 33% like to sleep in temperature of 20-22° C.



World of Sleep pavilion in hall 1

# H-Circle Product Innovations Awards

## H-Circle Product Innovation Awards



Winners of H-Circle Awards, HGH India July 2024

**H**-Circle Product Innovation Awards, instituted and sponsored by HGH India to encourage and recognise innovations in design, materials and functionality of home products, received an overwhelming response, reflecting the realization by the Indian home products industry to frequently introduce innovative designs and product ideas to stay ahead of competition. These were the third consecutive awards. All the nominations were displayed in H-Circle Nominations pavilion in hall 1 by HGH India. The awards

ceremony was held on 2<sup>nd</sup> July at the Grande.

Supported by the Institute of Indian Interior Designers (IIID) Mumbai, H-Circle awards garnered 66 nominations from across categories. A distinguished independent jury consisting of Dr. Avinash Shende, IIT Bombay; Mr. Bikram Mitra, Trampoline Design; Mr. Murtaza Manglorwala, Nilkamal Ltd; ID. Hasamukh Shah, IIID MRC, meticulously evaluated the entries. The winners were conferred during the Award function.

### Winners July 2024

Sr No.	Company	Brand	Category	Product
1.	New Poona Cotton Factory, Pune	Comfortis	Home Textiles	Mattress
2.	Maspar Industries Pvt. Ltd., Delhi	Maspar	Home Textiles	Quilt Set
3.	AVI Clothes Pvt. Ltd., Jaipur	Avi Sales	Home Textiles	Mattress Protector
4.	Saaj, Cuttack	Saaj	Home Decor	Trolley
5.	Home Story, Indore	Home	Home Decor	Sofa & Curtain Fabric
6.	VSK Rugs, Panipat	VSK Rugs	Home Decor	Carpet
7.	Orange Tree Home Pvt. Ltd., Jodhpur	Orange Tree	Home Furniture	Shelving Unit
8.	Furnitech Seating Systems Pvt. Ltd., Pune	Furnitech Luxe	Home Furniture	Sofa
9.	Furniturekraft International Pvt. Ltd., Mumbai	Urban Living	Home Furniture	Sofa
10.	Maya Appliances Pvt. Ltd., Chennai	Vidiem	Houseware	Stove
11.	LLM Appliances Pvt. Ltd., Chennai	LLM	Houseware	Dosa Maker
12.	M.M. Plastoware India Pvt. Ltd., Thane	Good Day Smart Homeware	Houseware	Sara
13.	Universal Knitwear, Sonipat	Pomme	Gifts	Lion Gift Set
14.	Bhalaria Metal Craft Pvt. Ltd., Thane	Bhalaria	Gifts	Ferris Wheel
15.	Godrej & Boyce Mfg. Co. Ltd., Mumbai	India Circus by Krsnaa Mehta	Gifts	Snack Platter & Coffee Mug Set



**Sanjeev Kapoor**  
Celebrity Chef

I've been coming to HGH India exhibition for many years now. It's good to see something like this of international standards in India. We have multiple brands like Wonderchef or Sanjeev Kapoor brand which is licensed to different manufacturers across products, be it glassware, cookware, tableware or serveware under which we offer different products. We are proud partners with HGH India for many years and very happy that both brands, Sanjeev Kapoor and HGH India have evolved. I would say both are understanding their consumer needs and delivering them. I always believe that partnerships are important. I always believe that relationships are important and I'm very happy that whatever brands, companies that we work with at HGH India has always benefited us and I'm sure with our presence, HGH India too has benefited.



**Kajal Agarwal**  
Actor

I am super excited and very happy to be launching licensing program for my home and living brand Kateeka on HGH India platform. HGH India is truly a pioneer and a market leader when it comes to trade shows, giving so many Indian as well as global brands an opportunity to showcase their valuable products under one roof. We couldn't be happier that we are launching our brand in partnership with HGH India. I invite different brands and manufacturers under the umbrella of HGH India to collaborate and become partner with us to create a meaningful, sustainable, beautiful and aesthetic brand for home, living and lifestyle.



**Vicky Ratnani**  
Celebrity Chef, Founder Speak Burgers

I'm really excited about launching my brand licensing program at HGH India. The kind of integration we are looking for is about contemporary yet traditional, functional and definitely a bit of lifestyle as well. I think in today's day and age everybody loves and is very conscious about what they wear, what they eat, where they eat, how they cook, where they cook and how do they serve that. So I think with my culinary expertise and working with 37 different naturalities and travelling the world over 10 times, I think I'm quite ready to launch a brand in partnership with some great players to bring about the whole philosophy of this into this world. I thought this would be a great platform to launch it because HGH India trade show is so well organised. It's got some great players here and one can easily come here, focus on business and definitely come out with some great networking. Congratulations and would love to come back here again.

### Visitors' comments



**Chinmay Bhatt**  
CCA & Head, Home Stop, Shoppers Stop

I think I've been visiting the fair since inception. A good... very good exhibition. The floor plate is perfect because it caters to various categories and the way it is designed it's seamless for any buyer to browse. What I've also liked is overall there is a good demonstration and there is a good participation and interaction for the trade buyers to know what the product and the categories are. So yeah, great to be here again. And now HGH India is moving to Bengaluru in its next edition. South is one of the fastest growing markets. Education and literacy in terms of home products, good home products is very-very high so I think South should be lapping up this fair! Let's explore south a little more, deeper!

## Celebrities sparkle at HGH India



**Rajan Malhotra**  
*Head of Buying and Merchandising,  
Non-food items, Reliance Retail*

This is my seventh year of visiting HGH India. During the initial shows, it used to be a two-hour affair for my team to meet all the exhibitors and today at this 15th edition, my team has spent 3 days trying to meet every single exhibitor, trying to understand their product and find new sources for supply. I have seen the show grow from strength to strength and it provides us with a great platform to meet old and new suppliers all under one roof. A show of this caliber is a wonderful opportunity for all key stakeholders in the retail industry to come together and I hope to see more of them at HGH India, more often.



**Bharat Haria**  
*Partner, Mahavir Home Store*

I make it a point to be here at HGH India every year and that is non-negotiable. HGH India has grown year on year and I see it at par with the best international trade shows, especially the facilities provided here for the exhibitors as well as the visitors. Entry of new exhibitors in every edition brings newness to the show. The energy at the show is lively and now that HGH India is venturing South which is a very potential market, I wish the team the Best of Luck for their new chapter.

## Exhibitors' comments



**Adish Jain**  
*Managing Director, FNS International*

We have two brands, FNS and Montaivo. FNS was started in 2005 with the vision of creating a premium cutlery brand in India, where we can give customers international quality at Indian affordable prices. FNS is now a 19 year old brand and we've now branched into many more products like casseroles and dinnerware and wide range of cutlery. Today we are perceived as one of the most premium dining brands in India. I don't remember how many years we are associated with HGH India now, I think since the very first edition! And I think it's been an excellent experience. HGH India is one platform, where all premium brands are present. It's the right platform to be there for all kitchenware and dining companies. I think, without exaggerating, I would say that if any company wants to expand its brand visibility in India, HGH India is the best platform to be at. It's been my pleasure to be associated with HGH India. It has done excellent work to really promote Indian brands and helped them reach Indian retailers.



**Aruni Mishra**  
*CEO, Tramontina India*

Tramontina is a 113-year-old brand from Brazil with presence in around 120 countries globally. We had an effective launch of our cookware and kitchenware range through HGH India, which is an amalgamation of leading brands. We could interact with high quality visitors which helped us learn and grow. I have witnessed HGH India grow significantly since its inception in terms of visitors and exhibitors. It has risen to the highest international standards and we are proud to be a part of it.



**Deepak Chaudhary**  
*Head-Product Development, Arvind Ltd.*

Arvind has a big basket in the bed linen segment, bed and bath. We have covered bed linen, bedsheets, duet cover and the towels also. We have 100+ years of experience in cotton textiles. And we take care of the highest standards in sustainability and good business practices.

Annually, we publish the sustainability report also. So, this is the Arvind. I think I need not to explain what Arvind is in the Indian market and international market. We have all types of products right from the dhoti, saree, blouse to bottom weight, shirting and denim and now into bed linen and home textiles. The first piece of denim was made in India by Arvind only. Thank you HGH India, for giving us this platform to showcase our product and our company. It's a very good platform. I think, the response we have got here is excellent and we should continue to participate in HGH India regularly.



**Amitabh Shukla**  
*Sr. Vice-President, Cello*

We are quite regular exhibitors at HGH India. Like more or less every year we are participating and it is one of the largest and best exhibitions for houseware industry. I think going to Bengaluru is a good initiative because we do have HGH India in Greater Noida we have HGH India in Mumbai, so South was the only place which was left. This is a fantastic exhibition, so everyone should be privy to it. I think it will be grander, it will be bigger with better footfalls, more clients!

## 16<sup>th</sup> HGH India in Bengaluru

16<sup>th</sup> Edition of HGH India has been scheduled from December 03-06, 2024 at Bengaluru International Exhibition Centre (BIEC), Bengaluru. This 16<sup>th</sup> edition, recognizes the growing potential of South Indian markets. Recognized as one of the largest and most influential trade shows, HGH India has chosen Bengaluru which is recognized as the Gateway to South, besides having emerged as the third most important city in India for its youthful lifestyle, rich cultural heritage, thriving economy and strategic location.

rapid urbanization, increasing disposable incomes, and evolving consumer spending on home improvement products. Bengaluru, often hailed as the Silicon Valley of India, attracts a diverse and affluent demographic, making it an ideal hub for showcasing innovative home products and cutting-edge designs. HGH India aims to facilitate meaningful connections between manufacturers and retailers, fostering new business opportunities and collaborations.

By venturing into Bengaluru, HGH India endeavors to create a new destination for doing business for the entire home fraternity across India and also help the buyers from across the country explore newer sourcing options. It will also help its exhibitors reach deeper and wider in the South Indian states in particular, burgeoning demand for high-quality, stylish home products, thereby catalyzing growth and fostering new business opportunities for Indian and international brands, manufacturers, retailers, importers distributors.



The southern states of Karnataka, Tamil Nadu, Kerala, Telangana and Andhra Pradesh hold immense importance due to their



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