

Where business feels at home!

16th edition

Set to explore South, deeper!

HHGH India, the leading trade show for home textiles, home décor, home furniture, houseware, and gifts, is all set to unveil several innovations from 225 manufacturers and brands from across India and other countries at its 16th edition. With 50 new exhibitors, HGH India is being held for the first time in Bengaluru at the Bangalore International Exhibition Centre (BIEC). Scheduled from December 03-06, 2024, this focussed trade show will showcase a diverse range of home textiles, furnishings, home décor, home furniture, houseware and gifts from leading brands, manufacturers and importers.

Spanning over 40,000 square meters across BIEC, the trade show will have a clear focus on strengthening the domestic Indian market. HGH India aims to open up new business opportunities for retailers, OEM suppliers, brands and manufacturers, particularly in the rapidly growing home products market in the five states of South India. Consumption in these states is increasing by over 20% year on year. Most market players are feeling the need to further expand their distribution and retail network in the Southern region. Many Indian companies are increasing their production, marketing, and distribution efforts to cater to local demand, while foreign companies are making a concerted effort to tap into this high-growth region.

This edition of HGH India provides an ideal platform for both Indian and international businesses to explore new opportunities, build connections, and drive growth



within India's vibrant domestic market, with a special emphasis on South India.

Hall 1 will house home textiles, home décor and home furniture, while hall 2 will have a range of houseware and gift products. Qualified trade visitors can either opt for free registration before 27th November at www.hghindia.com or can do spot registration by paying the relevant charges at the venue or online.

HGH India is being held for the first time in Bengaluru at the Bangalore International Exhibition Centre (BIEC)

Knowledge Sharing Sessions

HGH India will host two important Knowledge Sharing Sessions on 4th December for the Sleep industry and houseware industries respectively.

World of Sleep

Continuing to pursue its long-term commitment to the World of Sleep,

the first knowledge sharing session will be held on the second day of 16th HGH India, i.e. 4th December, 2024 from 10.30 am to 1.15 pm. Objective is to bring the stakeholders in the sleep products business, from marketing, manufacturing to retailing, on a common platform and share their ideas and vision on the future of their business.

Involving opinion leaders and industry experts in manufacturing, marketing, retailing and consultancy, the session will consist of five presentations and one panel discussion around the key topic **"Evolving Indian Sleep Market: The Way Forward."**

Good sleep leads to good health, is a universally accepted fact. Consumers are today looking for



sleeping solutions for their individual needs.

This Knowledge Sharing Session at HGH India will impart useful information for the retailers and channel partners on the upcoming market and consumer trends in sleep products like mattresses, pillows, blankets, comforters, mattress protectors, sleeping bags and sleeping gadgets. The experts will also address the role of right music, light, room temperature, colours, aromas and fragrances, air purifiers etc.; in ensuring a good quality sleep.

The session is organised by HGH India and supported by Indian Sleep Products Federation (ISPF).

While the program is free for all HGH India visitors and exhibitors, registration is mandatory. Please scan the QR Code for Registration.

Opportunities & Challenges for Houseware

Houseware is an important category at HGH India, showcasing innovations in kitchenware, appliances, cookware, storage, and more by leading Indian and international brands. It equips retailers and trade visitors with insights on trends, product advancements, and market dynamics, enabling them to meet evolving consumer needs effectively.

With modern materials, technology, colours, design, high performance and convenience demand by today's consumers directing innovations and inventions across all houseware categories, all sub-categories in this segment are experiencing



Sustainability Pavilion

HGH India has always believed in the cause of sustainability. Continuing this belief, in this edition, it has introduced a Sustainability Pavilion, which will not only communicate the importance of sustainable growth for the home sector, but will also introduce sustainable home products from 9 manufacturers through this pavilion, which can be

a revolutionary change at manufacturing, marketing and retail levels.

Rapid developments in products and designs are throwing several challenges and opportunities for the stakeholders in the houseware business, which they need to deal with in their daily business, especially in an evolving market like India.

To enable the stakeholders in this segment, understand the upcoming market and industry trends, HGH India will host a Knowledge Sharing Session on "Opportunities and Challenges for the Indian Houseware Industry over the Next Two Years" on 4th December 2024 from 2.00 pm to 4.30 pm.

While the program is free for all HGH India visitors and exhibitors, Registration is mandatory. Please visit www.hghindia.com for Registration.



commercially sourced by the trade buyers. The Sustainable Pavilion is powered by Manipl Advertising.

Located in Hall 1, the Sustainability Pavilion aims to inspire and promote an eco-friendly lifestyle, emphasizing the role home businesses can play in creating a better tomorrow. Exhibitors in this

pavilion will present a range of innovative products that merge sustainability with sophistication, functionality and design.

Featured Partners and Products:

1. EHA: Climate-positive tableware and storage products, where sustainability meets sophistication, offering eco-friendly solutions without compromising on style.

2. Saahas Zero Waste: A social enterprise focused on repurposing residual resources, transforming them into valuable products like tableware, furniture, stationary and construction materials, while supporting community-driven sustainability.

3. Malai: Plant-based vegan leather made from locally sourced coconut water, completely biodegradable and a sustainable alternative to traditional leather.

4. Bluecat Paper: Treeless paper, produced using sustainable resources that minimize deforestation and promote eco-friendly production methods.

5. Quercus: Sustainable wood products that not only provide quality but also sequester carbon, supporting the fight against climate change.

6. Origins: Home accents designed with a cradle-to-cradle approach, ensuring that each product contributes positively to the environment.

7. Lenzing: Lenzing Fibers is global leader in manufacturing wood based cellulosic fibers brand. Their products are made of TENCEL™ & ECOVERO™ fibres that are stronger, naturally soft, and degradable, providing long-lasting comfort.

8. Greenhome Furnishing: Greenhome Furnishing, under the brand name 'ekoscious,' manufactures sustainable home textile fabrics made from 100% organic cotton.

9. SteelCase: Steelcase manufactures specialized office furniture with insight-driven design and services that enhance human potential. They believe that a well-designed, people-centred workplace improves productivity and employee engagement.

The Sustainability Pavilion by HGH India is a platform for companies to showcase their efforts in sustainable design and production, offering visitors an opportunity to explore products that are not only innovative but also environment friendly.

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.

These skills and crafts are used extensively for home textiles, home décor, home furniture, houseware and gifts products to bring a unique sense of culture and heritage to Indian homes.

HGH India will continue to promote India's rich cultural, weaving and craft heritage at this 16th 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 crafts-persons 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 1/2 will be showcasing a live demonstration of their crafting skills by master craftsmen and also National Awardees. 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.



Innovations by leading brands

Almost all exhibitors are expected to launch their innovations and new collections for Spring / Summer 2025 retail season. Many have also created specialised products to the consumer demand in the South Indian market. Some of these companies plans are unveiled hereunder:

Home Textiles

Micro Cotton Cloud by Sharadha

Sharadha Terry Products Pvt. Ltd. is a prominent manufacturer in the textile industry, recognized for its dedication to quality and innovation. The MicroCotton brand was developed with the aim of redefining luxury and design, providing a complete bath experience that focuses on comfort, performance, and aesthetic appeal.

The Cloud 2.0 Towel by Micro Cotton exemplifies this vision.



Made from the softest and most absorbent material, it efficiently absorbs moisture, offering exceptional comfort whether stepping out of the shower or relaxing by the pool. The towel features a 50% extra plush design, ensuring superior softness and absorbency. Additionally, MicroCotton is committed to sustainability, promoting eco-friendly practices in the production of its products.

Sharadha Terry Products Pvt. Ltd. continues to deliver high-quality products that combine luxury, functionality, and environmental responsibility.

PANO

PAN Overseas, a leading exporter from Panipat also known as Pano, offers a refined collection of home essentials that effortlessly blend style and practicality, making your living and bathroom spaces both beautiful and functional.

At the 16th HGH India, Pano will be launching an exquisite range of product categories including:



Bath Accessories: Stylish soap dispensers, tumblers, trays, and toothbrush holders that combine practicality with contemporary design.

Dust Bins: Beautifully crafted bins that add sophistication while keeping your kitchen or bathroom organized.

Bathmats: Soft, durable mats that offer comfort and safety, available in a variety of colors and patterns to match any décor.

Storage Baskets: Functional and chic baskets for storing essentials, keeping your space tidy and stylish.

Pano's products are designed to improve your home, making it more organized and visually appealing.

Houseware

Bergner Impex India Pvt. Ltd.:

Bergner Impex Pvt. Ltd. is a trusted brand in the cookware industry, known for its commitment to combining innovation with quality. With a focus on creating products that enhance cooking efficiency and flavor, Bergner offers a range of cookware designed to meet the needs of modern kitchens.



At the 16th HGH India, Bergner is all set to launch a South Indian cookware range which is a true blend of tradition and innovation, designed for the modern home and bringing the flavours of the South to every Indian kitchen. The new range of cookware is made with premium, food-safe materials. More than just functional, it is crafted to enhance the cooking experience with a healthy, chemical-free approach. From South Indian specialties to everyday essentials, the range celebrates tradition, wellness, and modern kitchen innovation.

Kansyam

Introducing Kansyam, a unique bronze alloy primarily composed of copper and tin, which has been highly valued for its exceptional properties and uses since ancient times.

Kansyam is known for its remarkable durability and resistance to corrosion, ensuring a long lifespan for products made from it. These qualities make it a reliable material for both traditional and modern applications.

In addition to its strength, Kansyam possesses excellent resonance, which is why it is commonly used in the creation of musical instruments, bells, and other sound-producing objects, providing a rich and lasting sound.

The alloy's eco-friendly nature is another key benefit. Kansyam is easy to cast and mold, making it a sustainable choice in production processes with minimal waste.

Beyond its physical attributes, Kansyam is believed to offer various health benefits, such as improving skin conditions, aiding digestion, and promoting better sleep. It is also referred to as Kansyam Buddhivardhakam, meaning "intellectual growth," highlighting its broader significance.

HGH India invites brands, exhibitors, and retailers to explore various advantages of Kansyam, as

we continue to bring timeless innovations to the home industry.

East Coast Distributors Pvt. Ltd.

East Coast Distributors Pvt. Ltd. is a leading brand in the import and distribution of daily-use tableware. Over the past 22 years, the company has built one of the strongest Pan-India distribution networks, with ROXX® having 250 distributors and over 20,000 retailers. ROXX® supplies directly



to all major modern retail and large-format stores across India, and its products are available on all leading e-commerce platforms.

The company holds a strong presence in the hotel and hospitality segment. ROXX® proudly carries the "Make in India" badge with its ROXX Pro range. ECD serves as the national distributor for the world-renowned French brands LUMINARC and CRYSTAL DARQUES in India. Additionally, the company offers Crestwood, an imported premium product available in pure gold and plain design categories.

United Ekta Group

At the 16th HGH India, United Ekta is focused on redefining industry standards with its diverse range of high-quality products & services. Premium range of cookware, including Die-cast aluminium, Triply, and Ceramic collections, designed to meet the evolving needs of today's consumers.

Rena Kutz Kitchenwares Pvt. Ltd.

Rena Kutz Kitchenwares Pvt. Ltd. is a joint venture between a German company and an Indian family with



over 50 years of experience across three generations in the metal industry. They specialize in crafting premium stainless-steel kitchen tools, knives, baking accessories, and unique kitchenware.

Rena will be launching the following new collections at the 16th HGH India.

Harvest Collection

Crafted from fine porcelain, the Harvest Collection honours the journey from soil to table. With its elegant ash and ivory tones, each piece contains nature's richness, offering a timeless, graceful design perfect for every meal.

Terrain Collection

The Terrain Collection captures the essence of the wild with safari-inspired designs. Featuring rugged textures and organic shapes, it echoes the beauty of savannah landscapes. With earthy hues and natural contours, this collection brings the spirit of adventure to your table, inviting you on a journey through nature.

Experience the fusion of craftsmanship and nature with Rena Kutz Kitchenwares.

How to reach the venue?

Bangalore International Exhibition Centre (BIEC) is located at 10th Mile, Tumkur Road, Bengaluru. Madavara Metro Station on Green line is located just outside BIEC, from where free shuttle service has been arranged by HGH India till the Entry Plaza. Green line of Bengaluru Metro is well connected by other Metro lines at various points, which you can check at the Boarding station or in a Metro map.

The venue is also easily reachable by Taxi from Kempegowda International Airport and Bengaluru City Railway Stations as well as City Centre. Pay & Park Car Parking facilities are available at the venue with ample capacity.



REFINING EVERYDAY LIFE



HALL - 2

BOOTH - D25/E01