

Where business feels at home!

Expanding Southern Home Market A Promising Start



16th edition of HGH India, first in South India, had a promising beginning with industry leaders.

As envisaged, the five states of South India turned out to be highly promising and under-explored markets for home products, as seen through the maiden edition of HGH India in Bengaluru. Over 90% of the exhibitors reported high visitor traffic, mostly serious trade buyers from states like Kerala, Tamil Nadu, Karnataka, Telangana and Andhra Pradesh. Many of these retailers and distributors were first time visitors to HGH India, citing Bengaluru being convenient for them to visit this trade show. A survey of the visitors by HGH India team revealed their high fascination and perceived business benefits, specially those coming from tier II and tier III cities, with the wide range of merchandise and innovative products which they could source from across India

in a matter of four days. With nearly 49% of visitors coming from rest of the country, other than South India, it was also proved that Bengaluru is becoming a popular business destination for home category across the country, much beyond South India.

“20,132 serious trade visitors from 500 cities across the country visited first ever show in Bengaluru.”

16th edition of the four-day trade show, HGH India concluded successfully at Bangalore International Exhibition Centre, Bengaluru from December, 03-06 2024. The well-established bi-annual trade show for home textiles, home decor, home

furniture, houseware and gifts, recorded 20,132 serious trade visitors from 500 cities across the country at its first ever show in Bengaluru. They included 74 international buyers from 29 countries.

Exhibitors expressed satisfaction with the quality and number of business inquiries as well as spot orders generated. HGH India hosted 225 exhibitors from across India and other countries including Italy, Germany, Austria, Turkey, USA and Korea. Of these, 50 were first-time exhibitors from various regions, such as Mumbai, Delhi, Hyderabad, Bengaluru, Chennai, Kolkata, Moradabad, Jodhpur, Rajkot, Panipat, and Malappuram, a prominent furniture manufacturing hub in Kerala, which brought in many new business opportunities. HGH India offered

diverse sourcing solutions for buyers. Innovations in products and designs were at the heart of most exhibitors' display resulting in positive response from retailers & professional buyers. 16th HGH India triggered demand from retailers across home categories,

“Over 90% of the exhibitors reported high visitor traffic, mostly serious trade buyers from states like Kerala, Tamil Nadu, Karnataka, Telangana and Andhra Pradesh.”

in anticipation of revived consumer buying for Southern festive seasons.

Most market players support the thought that consumption of home products in India will continue to grow at 15-20% per annum over the next decade and beyond.

Helps the home industry explore South deeper

Enhanced quality, innovative designs, and diverse product offerings are now increasingly making their way to retail stores and consumers' homes. HGH India reflected a clear trend towards an evolving and maturing Indian home products market.

Being the very first edition in South India, it was only in fitness of the occasion that the 16th edition of HGH India was inaugurated by industry leaders and stakeholders in the home business. These Guests of Honour at the inaugural function included Mr. Sudhakar Pai, Chairman, Manipal Group, Ms. Jyothi Pradhan, MD, Manipal Advertising; Mr. K. N. Srikanth, Director (Home, Kitchen & Outdoor), Amazon India; Mr. G. Kannappan, Chairman and Ms. Kiruthika Vikram, President, Sharadha Terry Products Pvt. Ltd.; Mr. Dhaval Shah, Founder-Director, Furnitech Seating Systems (I) Pvt. Ltd.; A S Ramasuwamy, Founder & CEO, Home Fabrics; and Mr. Umesh Gupta, MD, Bergner India.

Business Energised

After an encouraging Diwali season, retailers were in the mood to explore more products and business ideas in Bengaluru. Positive anticipation for the upcoming retail seasons of Onam and Pongal also drove high number of business inquiries. Increasing consumer demand for home products in general, driven by the rising disposable incomes of South Indian consumers was another factor contributing to high business activity by retailers at this HGH India.

A professional, business-like environment created by the organisers as usual, this time at BIEC, attracted serious high-



Home Textiles in Hall 1 brought many new exhibitors & visitors under one roof

volume buyers to HGH India, resulting in robust business outcomes. Leading brands made the best use of the opportunity for launching their new collections, and trade schemes amongst retailers and distributors, especially from South India.

Exhibitors and visitors could identify several new business opportunities at this HGH India. Brands, manufacturers, OEM suppliers and MSMEs could find new customers, retailers, distributors and potential franchisees, particularly from the Southern region. Architects and interior designers were also able to find comprehensive solutions combining furniture, décor, soft furnishings, and upcoming market trends under one roof.

Buyers were happy to witness various innovative collections, giving them extensive sourcing opportunities. With about 10 manufacturers of home furniture, including many new entrants from Malappuram, Chennai, Jodhpur, and Bengaluru; this category generated high interest amongst the buyers.

In fact, many visitors complained that they were looking for an even wider range of products than they could find. Among the most frequent feedback was that the

organisers should bring in more exhibitors for the next edition, like they get in Mumbai, as they would like to explore greater sourcing opportunities at Bengaluru.

Home Textiles

One of the largest categories 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 edition. Established brands like Micro Cotton, Dane Living, Pano, Doctor Towels, Loom, etc. showcased interesting innovations.

Products like blankets, comforters, mattress protectors, quilts and baby beddings were available in a wide range. Furnishing fabrics and decorative made-ups, ready-made curtains, blinds and curtain accessories were seen in a wide variety and materials. From handloom-based cotton furnishings to high performance fabrics, Wincrea (Korea), Home Fabrics, ID Blinds, Wall Empire, etc. were amongst the exhibitors in furnishings and blinds. Many exhibitors offered window automation, curtain hardware and accessories. Leading exporters of home textiles from Panipat, Karur, Delhi, Jaipur, Ahmedabad, Coimbatore, Surat, Bhiwandi and Mumbai offered their world-class products to

Indian retailers, highlighting growing opportunities within India's, especially South India's home market.

Carpet Export Promotion Council (CEPC) organised group participation for rugs and carpet manufacturers. Area rugs, carpets, durries, bath mats and a variety of decorative door coverings were presented by Indian manufacturers as well as importers in options such as hand-knotted, hand tufted, machine-made and hand woven. Several leading manufacturers and brands from Panipat, Delhi, and Jaipur like Pano, Obsessions, Kaleen and Shamshi Exports etc. were present as exhibitors.

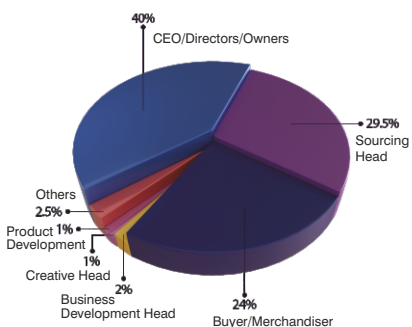
Under the aegis of DC Handloom, Handloom Export Promotion Council (HEPC) organised a group participation by leading handloom weavers offering hand-woven solutions in table & kitchen linen, cushion covers, throws, door cushions, curtains and decorative made-ups.

Being held for the first time in Bengaluru, many first-time exhibitors were able to explore the wide range of handloom-based home textiles for their stores.

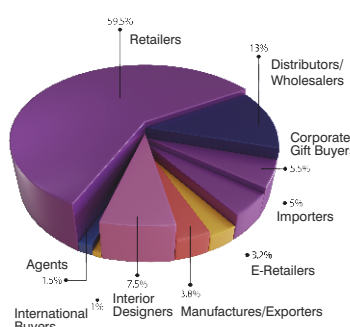
Home Furniture

Along with home textiles, the home furniture segment at 16th HGH India garnered significant interest from buyers with products like sofas, recliners, coffee tables, dining sets, accent furniture, 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 the appealing designs, quality materials, and competitive pricing. Leading brands such as Furnitech Luxe, Supreme Furniture, Saaj, Art Iron,

Visitor (Job Profile)



Visitor (Business Profile)



Furnishing fabrics, curtain, and blinds evoked excellent demand among buyers & visitors



Home Furniture generated very high interest: Furnitech Luxe booth.

Timberland, SKI, Super Living etc. showcased a varied range of living room, bedroom, kids' room, kitchen, and outdoor furniture. Origin, a brand of sustainable furniture made from paper in the Sustainability Pavilion drew high visitor attention.

Home furniture segment continued to generate very high interest amongst home furnishing, home décor & complete home solutions retailers in addition to home furniture retailers, interior designers and architects. Among notable home actions, making a debut, Art Iron from Palakaparamba, Kerala, showcased a variety of modern home furniture products to the Indian market.

Home Décor

Home Décor bestowed diverse offerings included an impressive selection of handicrafts, handmade accessories, wall decor such as clocks and murals, table decorative, decorative flooring, door-mats, candles, candle stands, aroma oils, potpourri, planters, and modern accessories like vases, artificial flowers and plants, fragrances, paintings, sculptures, and small accent furniture. Notably,

Leading exhibitors such as Home Accent, Zenith Overseas, Arvind Handicrafts, Halos Creations, Ecotex, IRIS, Pan Aromas, Golden Oak and more highlighted their varieties of scented candles, potpourri, aroma oils, and diffusers.

Home decor played a vital role in the 16th edition of HGH India, showcasing the latest trends and innovations in the industry. With an impressive range of products, from traditional handicrafts to modern accessories, the event highlighted how evolving designs and sustainable materials are shaping the future of home decor. The introduction of new trends, such as eco-friendly home accents and smart decor solutions, further elevated the show's impact, reflecting the growing demand for unique and functional designs in Indian homes.

Houseware

Hall 2 featured several leading Indian and International houseware brands in, across sub-categories like cookware, kitchenware, kitchen appliances to tableware, dinnerware, glassware. From bottles, flasks and lunch boxes to



Hall 2 witnessed new cookware range from Bergner India.

household storage, gardening, laundry bags, ironing boards, cleaning and maintenance products gained significant attention for their contemporary design and improved functionality. An innovative range of lifestyle houseware products made from copper, bronze, cast iron, triply, wood, bamboo, ceramic, terracotta, glass, plastic and a combination of materials excited the buyers, retailers & visitors. Top brands such as, TTK Prestige, Bergner, Hawkins, Fiskars, United Ekta, Salford, Vidiem Appliances, showcased new cooking and smart kitchen solutions.

In tableware, leading brands such as BP Bharat, Stehler, Naturally Yours, Luminarc, Roxx, Union Glass, Duralex offered complete ranges directly or through Indian distribution partners. Additionally, one of the appealing dinnerware brand at the HGH India trade show was Kansyam, a high-quality Kansa and Bronze dinnerware manufacturer from Gujarat that curates universal bronze metal products for enhancing everyday dining experience.

Being the first edition in Bengaluru, the houseware category's presence was smaller than expected, but looking at the business response, is clearly set to grow in the next edition.

Government Support

Based on the good business results delivered to MSMEs, artisans, craftsmen, handloom weavers and exporters from various clusters, Ministry of Textiles and Ministry of MSME under Government of India continued to support HGH India

through their various institutions.

Development Commissioner Handicrafts supported participation of exhibitors through National Design Centre (NDC), Eastern UP Exporters' Association (EUPEA) and Carpet Export Promotion Council (CEPC). Development Commissioner Handloom supported the participation through Handloom Export Promotion Council (HEPC). National Jute Board (NJB) under Ministry of Textiles, also exhibited with their members.

Besides this HGH India continued to be approved under PMS scheme of the Ministry of MSME, Government of India; ODOP scheme of Government of Uttar Pradesh and MDA scheme of Government of Haryana, which benefit eligible exhibitors.

Most of the exhibitors who exhibited under these various schemes of the Governments, expressed positive business results for themselves from the 16th edition in Bengaluru.



Arvind Handicrafts showcased traditional Indian selection of handicrafts, handmade decorative accessories and more.



Wide range of rugs by Rugs Overseas at CEPC Pavilion.

Sustainability Initiative

HGH India has long championed sustainability, and continuing this commitment, it introduced a Sustainability Pavilion in this edition. The Sustainability Pavilion at the 16th edition of HGH India, not only highlighted the importance of sustainable growth within the home sector but also featured sustainable products from eight manufacturers that trade buyers can source commercially. Powered by Manipal Advertising, the Sustainability Pavilion aims to promote eco-conscious solutions within the industry.

"Sustainability is not just a trend; it is a responsibility we all share. At HGH India, we are proud to present the Sustainability Pavilion, a platform that showcases eco-friendly innovations in the homeware and lifestyle sectors. This initiative reflects our dedication to fostering sustainable practices within the industry. I am pleased to announce that the Sustainability Pavilion will remain a key feature of HGH India, promoting a greener future for our planet and encouraging our community to adopt environmentally conscious solutions," said Mr. Arun Roongta, Managing Director, Texzone Information Services Pvt. Ltd., the organisers of HGH India.

The Sustainability Pavilion sought to inspire and promote an eco-friendly lifestyle, emphasizing the significant role that home businesses can play in creating a better tomorrow. Exhibitors showcased a variety of innovative products that combine sustainability with style, functionality, and design.

Some of the sustainable products exhibited in the Sustainability Pavilion included climate-positive



Ms. Jyoti Pradhan
Executive Director,
Manipal Adv.

"Sustainability is not a choice anymore, it is necessary to make it a part of our lifestyle." HGH India helps bring retailers, trade, industry and influencers, all on the same platform, along with manufacturers, suppliers and the ecosystem. Sustainability is hard-coded into the Indian DNA. The reason why you don't hear people talking about sustainability is because we live it in our lives every day. Look at the Indian kitchen. It's a zero-waste concept. Dal becomes rasam, rasam becomes sambar, sambar becomes sambar rice. We thank HGH India for helping us bring this concept to the markets to have a sustainable future.



Introducing Sustainability Pavilion by Manipal Advertising, adopting Sustainability as a cause.

tableware & storage products by EHA; community-driven sustainable products made from construction metals by Saahas Zero Waste; Plant-based vegan leather made from locally sourced coconut water by Malai; Treeless paper produced with sustainable resources by Bluecat Paper; and Sustainable wood products from seizing carbon by Quercus. In addition, home textiles made from



Sustainability initiated included products like climate-positive tableware by EHA



100% organic cotton by Green-home Furnishing were also exhibited. Lenzing Fibre showcased the features of their sustainable fibres.

The Sustainability initiative by HGH India served as a platform for companies to showcase their commitment to sustainable designs and products for homes, and providing visitors with unique opportunities to explore both innovative & environment friendly products.

Indian heritage

HANDICRAFTS | KHADI | COIR | JUTE

Indian Heritage has assumed various forms of aesthetics in the hands of talented artisans & craftsmen for centuries. From handicrafts to art, paintings, printings, embroidery, Indian handwork in various forms has diverse history. These skills and crafts are extensively used in home textiles, home décor, houseware, and gifts, bringing a unique sense of culture and heritage to the Indian homes.



Channapatna Toys by Ms. Sukanya N M Neelasandra, Kaavi Art by Dr. Janardhan Rao Havanje



HGH India has been promoting these rich heritage products since 2018 to support Indian artisans to market their products such as decorative accessories, handmade

carpets, handlooms, coir & jute products, fashion accessories, and Khadi based home products. At the 16th HGH India, retailers, institutional and gift buyers can

explore these unique and variety of handmade products for sourcing. They can add distinctive value to their stores. These products represent a mode of generating employment that is not disruptive of the fabric of everyday life.

The Indian Heritage Pavilion featured four artisans showcasing traditional Indian art forms passed down through generations. Highlights include Sanjhi Paper Art by Mr. Ram Soni, Kaavi Art by Dr. Janardhan Rao Havanje, Mysore Painting by Mr. Shashank Bharadwaj, and Channapatana Toys by Ms. Sukanya N M Neelasandra, renowned for their craftsmanship.

Redefining Sources!

Knowledge Sharing Sessions

Continuing its conference programme, HGH India hosted two insightful Knowledge Sharing Sessions on the second day of the trade show. These sessions delivered by industry leaders and subject experts, offered valuable insights to the delegates.

World of Sleep

Evolving Indian Sleep Market: The Way Forward

The first session on the above topic was attended by a packed house of manufacturers, brands and retailers from the Sleep business. Despite widespread advocacy for the importance of sleep, many individuals, especially in India, suffer from disturbed and unhealthy sleep patterns due to excessive social media consumption and poor habits. Several misconceptions around sleep need to be addressed, such as the myth that snoring indicates deep sleep, when it is actually a disorder. These myths require correction through proper guidance and knowledge.

The session included five presentations and a panel discussion on the theme “Evolving Indian Sleep Market: The Way Forward,” featuring experts and opinion leaders in manufacturing, marketing, retailing, and consultancy.

Notable industry leaders, including Mr. Rakesh Chahar (*Director, Sheela Foam*), Mr. Hari Prasad Balasundharam (*Managing Director, The Kadri Mills (CBE) Ltd.*), Mr. Priyaranjan Kumar (*Sales and Marketing Professional*), Mr. Shubbam Sharma (*Chief Growth*

Officer, Pepperfry), Mr. Harshil Salot (*Founder, The Sleep Company*), Mr. Sitaram Kumar (*CEO, Home Centre*), Mr. Chinmay Bhatt (*Customer Care Associate & Head-Home, Shoppers Stop*), Ms. Vandana Rao (*Co-Founder, Colosseum*), and Mr. Suleman Hirani (*Founder and MD, Darpan Furnishings*), shared valuable insights on market and consumer



Mr. Rakesh Chahar, Director, Sheela Foam portrayed his thoughts on the Sleep industry

trends in sleep products such as mattresses, pillows, blankets, comforters, mattress protectors, sleeping bags, and sleep gadgets. They also discussed the importance of factors like music, light, room temperature, colour, aromas, and air purifiers in promoting good quality sleep.

The session was organized by HGH India and supported by the Indian Sleep Products Federation (ISPF)

Houseware Conference

Exploring Opportunities & Challenges in the Indian Houseware Industry

The houseware category is a key focus at HGH India, highlighting innovations in kitchenware, appliances, cookware, storage solutions, and more from leading Indian and international brands. It provides retailers and trade visitors with valuable insights into trends, product advancements, and

significant changes occurring in manufacturing, marketing, and retail sectors.

The knowledge-sharing sessions featured prominent industry leaders, including Mr. Parth Bhavsar, *Manager, Category Management Kitchen, Amazon India*; Mr. Sumit Patra, *VP and Business Head (Non-food), Reliance Retail*; Mr. Umesh Gupta, *Director, Bergner Impex (India) Pvt. Ltd.*; Mr. Sitaram Kumar, *CEO, Home Centre*; Mr. Shobhit Singh, *Director, Stone Sapphire India Pvt.*



Knowledge sharing session on Opportunities & Challenges for Indian Houseware Industry over the next two years. From L to R Rajiv Merchant (Moderator), Jayesh Dedhia, Shobhit Sharma, Sitaram Kumar, Umesh Gupta, and Sumit Patra.

market dynamics, enabling them to effectively address the evolving needs of consumers. Innovations in modern materials, technology, colours, design, and performance are driving transformations across all houseware categories, with

Ltd.; and Mr. Jayesh Dedhia, *Director of One Stop Retail Pvt. Ltd.* They shared valuable insights on the rapid developments in products and designs, which present both challenges and opportunities for stakeholders in the houseware business.

The houseware industry in India is set for substantial growth over the next two years. Driven by increasing urbanization, a growing middle class, and rising disposable incomes, the demand for premium, functional houseware products is expected to rise. Consumers are increasingly seeking innovative, sustainable, and aesthetically pleasing solutions for their homes. HGH India recognizes this as an optimal moment for brands and manufacturers to expand their presence, leverage emerging trends, and foster long-term customer loyalty in this dynamic market.



Knowledge sharing sessions on World of Sleep awakened engaging audiences.

Where business feels at home!

Exhibitors & Visitors' Comments

Visitors Comments



Mr. Suleman Irani
Founder & CEO,
Darpan Furnishing

We attend a lot of national and international exhibitions and HGH India, in its last 13 years of journey, has provided us with a lot of opportunities to understand various brands from several parts of India. As a brand, it is very difficult to source going to various parts of India, but HGH India has eased our difficulties by bringing such connections under one roof.



Mr. Sitaram Kumar
CEO,
Home Centre India

I think HGH India has been our integral part of sourcing, and it's been 10+ years we've been sourcing through this trade show. Being from Bengaluru myself, I am very happy for HGH India being held in Bengaluru because there are a lot of South penetrated brands, retailers & distributors who would like to come and meet with them. I think it's a great move altogether.



Mr. Shubbam Sharma
Chief Growth Officer,
Pepperfry

HGH India has been doing a tremendous work in improving the overall home market ecosystem and benefiting all the players. Whenever I meet the superiors from HGH India team, I received informative insights about the industry. In this edition, the knowledge sharing sessions curated by top player of the industry has helped to know more about the home industry.



Ms. Vandana Rao
Co-founder, Colosseum

HGH India is one of our go-to places whenever we want to know about the home market trend or upcoming market products. Also, I really liked the adaptation of Sustainability cause which we are looking forward to more visibility.



Mr. Manan Gada
Director, Society Stores

I've been to HGH India for the last 6 years & visiting now in Bengaluru have been a great opportunity for all retailers, wholesalers, and manufactures of home industry to meet and connect with each other and help their business grow. Held first time in Bengaluru the trade show is organized very well, I hope the further Bengaluru editions would be as big as Mumbai.



Ms. Shweta Thakkar
Manager
Jaypore E-Commerce

What I really liked about HGH India is the Gov. sponsored booths which were into handicrafts. I loved seeing & meeting the artisans doing the work themselves. I ended up picking a lamp which was completely hand-crafted & made on the leather, a very unusual concept & I happened to get attracted to it. Beautiful experience! The conferences I think were the hero of the entire show.



Mr. Pranav Arora
Co-founder, Vaaree Home

Being my 10th edition at HGH India, I think with every passing year HGH India is evolving. Initially they were catering Mumbai & the Northern market, now they've dived into Southern market. I think this is a very good move by HGH India organizers. All and all, this is a beautiful platform to explore & create home business opportunities!

Exhibitors Comments



Mr. Umesh Gupta
Managing Director,
Bergner India

South Indian cuisine has become a beloved food across the whole country, a truly happy meal for all. This realization led to the creation of the Samsara range, which we are proud to launch today at HGH India. The concept was to modernize traditional cookware, starting with South India, and the response has been overwhelmingly positive. A heartfelt thanks to HGH India for being an incredible support over the years, helping bring vision to life.



Mr. K. N. Srikanth
Director, Amazon India

I think HGH India is a great destination and we love the opportunity to be here. One of the great things at HGH India is to meet emerging brands & technology, which allows us to provide new innovations and good quality products to the customers. Home, being an important focus category for us, HGH India is an extremely relevant event for us. Thank you HGH India for bringing these opportunities now in Bengaluru too.



Ms. Kiruthika Vikram
President, Sharadha Terry
Products Pvt. Ltd.

We are a 90-year-old home textile company based in 40 countries around the world. HGH India is a great platform which provides us support by meeting with several customers & retailers and great organisers support. The trade show has helped us launch luxurious products in the Indian market.



Mr. Theodore Mohanty
BDM, Blind Matrix

Making a debut at HGH India, we had a significant experience as we got great response from the visitors. Along with visitors, exhibitors who are from the same industry are happy with our home product software. We look forward to more editions of HGH India.



Mr. Viral Shah
Director, Kansyam

The 15th HGH India in Mumbai was fabulous! And joining it to the Bangalore edition has also been great; we are happy and looking forward to more such editions.

17th HGH India, July 01-04, 2025, Mumbai

17th edition of HGH India will take place at Bombay Exhibition Center, Mumbai, from **July 01-04, 2025**. This edition will have several Focus Areas for special promotion like **World of Sleep, Walls & Windows, Home Furniture, Kids Home, Floor Décor** and **Smart Kitchen**.

HGH India has adopted **Sustainability** as an important cause. Charged with new ideas and business opportunities, the forthcoming edition of HGH India will focus on sourcing for the next festive season and Home Fashion Trends for Autumn / Winter 2025-26.

