



Catalysing Change:
Consumer Insights, Premiumisation
& Next-Gen Leadership



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While the program is free for all HGHI India visitors and exhibitors,
Registration is mandatory.

HGH India Interactive – Knowledge Sharing for Industry Growth: The home products industry in India, traditionally composed of small to medium enterprises, often operates with limited access to high-level consumer research and insights. This has created a gap in structured knowledge exchange and strategic direction for the sector.

To bridge this gap, *HGH India Interactive*—an initiative by HGH India—serves as a dedicated platform for knowledge sharing, case study discussion, and thought leadership in the home products domain. It brings together brand professionals, manufacturers, distributors, retailers, architects and interior designers to exchange insights on evolving consumer behaviour, market disruptions and innovation strategies. The theme for the upcoming sessions is

“Catalysing Change: Consumer Insights, Premiumisation & Next-Gen Leadership”.

This topic will be explored in-depth through presentations and panel discussions during the trade show. *HGH India Interactive* carefully curated topics and speakers to provide meaningful, actionable insights tailored to the realities of the Indian home market. *HGH India Interactive* is planned for 1st and 2nd July 2025 at The Grande, Bombay Exhibition Center, Goregaon, Mumbai.

Day 1 Tuesday - 1st July, 2025 at The Grande, NESCO

The fast-paced evolution of Indian consumers under the influence of global exposure, travel, and media on trends of home fashion and lifestyle originate luxury segments. Architects and interior designers are key influencers in home investments, often setting trends for luxury segment. To analyse the same, in collaboration with Indian Institute of Interior Designers (IIID), MRC HGH India Interactive presents:

1.00 pm **Registration**

Session 1

Time	2.00 pm to 2.30 pm
Activity	Presentation 1
Topic	How Details Define Design - Elevating Spaces
Speaker	Ar. Apoorva Shroff, Lyth Design

Session 2

Time	2.30 pm to 3.00 pm
Activity	Presentation 2
Topic	The Finishing Touch: The Importance of Accessorising in Completing Interior Design Projects
Speaker	Mr. Rajiv Shroff, Associate Director (Interior Design), Talati & Partners LLP

Session 3

Time	3.15 pm to 4.00 pm
Activity	Panel Discussion
Topic	The New Luxury: Personalisation, Craftsmanship and Conscious Design
Panelist 1	Ar. Milind Pai, Milind Pai Architect
Panelist 2	Ar. Neha Garg, Studio Jane Designs
Panelist 3	Ar. Gunjan Bajaj, Gutika - House of Design
Panelist 4	ID. Soniya Potdar, Studio Purple Interior Design
Moderator	Ar. Nirmala Banaji, Banaji & Associates
3.55 pm	Q&A

Hi-Tea

Day 2 Wednesday - 2nd July, 2025 at The Grande, NESCO

Time	1:00 pm
Activity	Registration
Time	2.00 pm to 2.05 pm
Activity	Welcome Address
Speaker	Mr. Arun Roongta, MD, Texzone Information Services Pvt. Ltd.

Session 1

Time	2.05 pm to 2.30 pm
Activity	Presentation
Topic	Masstige and Premium Segments in the Indian Home & Furnishings Market: A Strategic Overview- India's macroeconomic drivers—GDP growth, urbanisation, real estate development, and rising nuclear families—that support home product expansion. To present relevant macro statistics and premiumisation trends.
Speaker	Mr. Rohan Agarwal, Partner, Redseer Strategy Consultants

Session 2

Time	2.30 pm to 3.15 pm
Activity	Panel Discussion 1
Topic	Raising the Bar: Unlocking Premiumisation in the Indian Mattress Industry- The uneven pace of category development, with some sectors within home products advancing faster than others. Premiumisation of category has been below expected levels in the mattress industry due to advent of competition from D2C companies and popularity of private label. To address the challenge, panel discussion comprising leading industry voices is organised in partnership with ISPF (Indian Sleep Products Federation)
Panelist 1	Mr. Rakesh Chahar, Chairman, ISPF
Panelist 2	Mr. Uttam Malani, Executive Director, Centuary Mattresses
Panelist 3	Mr. Abhishek Sharma, Managing Director, Bhagwati Foam Limited
Panelist 4	Mr. Naushad Mansoori, Partner, Maharashtra Foam & Fabrics
Moderator	Mr. Rajiv Merchant, CEO, Texzone Information Services Pvt. Ltd.
3.10 pm	Q&A

Session 3

Time	3.25 pm to 3.40 pm
Activity	Book Launch - Guest - Mr. Rakesh Chahar, Chairman, ISPF
Title	The Retailer's Sleep Bible
Author	Mr. Devang Dalal, Director, Bianca Home

Hi-Tea 3.40 pm to 4.00 pm

Session 4

Time	4.00 pm to 4.45 pm
Activity	Panel Discussion 2
Topic	Legacy to Leadership: Young Entrepreneurs Shaping Home Fashion- Next-Gen Retail Leaders in Home Textiles Highlighting innovation, digital adoption, and market expansion by young entrepreneurs. Featuring five rising retail leaders from across India who have transformed legacy businesses through category diversification, store expansions, and brand makeovers.
Panelist 1	Mr. Deepesh Darla, Partner, Darla
Panelist 2	Mr. Chiranth B, Partner, Soul Space
Panelist 3	Mr. Sidharth Lath, Partner, Deco Home
Panelist 4	Mr. Ujjwal Arora, Owner, Drape Shoppe
Panelist 5	Mr. Sarvesh Patel, Partner, Vishvesh Textiles
Moderator	Mr. Rajiv Merchant, CEO, Texzone Information Services Pvt. Ltd.
4.40 pm	Q&A

Session 5

Time	4.45 pm to 5.15 pm
Activity	Interactive session
Topic	Cello: An Inspiring Growth Story - One-to-One interaction with Mr. Gaurav Rathod, Joint Managing Director, Cello World Ltd. and Mr. Arun Roongta, shares the brand's growth journey and roadmap for 2030. Cello is one of the largest and most successful brands within home category and Mr. Gaurav has led the expansion of many new initiative successfully in the last 10 years.

Session 6

Time	5.15 pm to 6.00 pm
Activity	Panel Discussion 3
Topic	Next-Gen Houseware Playbook: Strategies for Growth & Innovation- Next-Gen perspective on Houseware Retail Featuring five dynamic retail leaders, this session explores innovations, customer engagement, and expansion strategies by Next-Gen leaders within the houseware category
Panelist 1	Mr. Sanjay Lalwani, Owner, Shri Ram Ghar Sansar
Panelist 2	Mr. Sumit Chaudhry, Owner, Chaudhry Crockery House
Panelist 3	Mr. Abhinandan Jain, Managing Partner, The Chef Store
Panelist 4	Mr. Vaibhav Gupta, Director, DH Kitchen Hub
Moderator	Mr. Rajiv Merchant, CEO, Texzone Information Services Pvt. Ltd.
5.55 pm	Q&A

Time	6.00 pm to 6.15 pm
Activity	Vote of Thanks