

Where business feels at home!

Market Energised!



The 17th edition of HGH India witnessed significant revival in demand from retailers across all home categories for the forthcoming festive retail season, driven by their confidence in renewed consumer spending on their homes. It also became evident that in the ever-evolving Indian market, demand for better products, improved quality, innovative designs and branded, premium products continue to grow. HGH India reaffirmed that despite cyclical pockets of low demand, as a long-trend, the home products consumption in India will continue to grow at **15–20%** per annum, across all categories like home textiles, home décor, home furniture, houseware & gifts. Successful debut by many new brands and products, focus on new age designs and materials and more contemporary distribution and retail practices seen at this HGH India made this evident.

With a successful conclusion from July 01-04, 2025 in Mumbai, the 17th edition of HGH India achieved another milestone. A record number of **43,920** serious trade visitors from **710** cities and towns across India, including **478** international buyers from **32** countries attended the event. This was a **4.22%** increase in total visitors and **16.58%** increase in international visitors.

Over 90% of the exhibitors expressed high satisfaction with the quality and number of business inquiries as well as spot orders generated. 700 brands and manufacturers from 32 countries had showcased their innovations across over 2,500 home products, offering diverse sourcing solutions. International exhibitors from USA, Italy, France, UK, Germany, Belgium, Ukraine, South Korea, Taiwan, Sri Lanka, Turkey, UAE etc. discovered that connect with the right Indian partners is their key to success in this high potential market. They found HGH India an apt platform for this purpose.

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Inaugurating the 17th edition of HGH India, **Dr. M. Beena**, IAS, Development Commissioner (Handlooms), Ministry of Textiles, Government of India expressed, “It’s a pleasure for me to be at HGH India for the first time, personally. I’m truly

impressed by the scale, diversity, and celebration of India’s rich heritage. The presence of artisans from across the country reflects the inclusivity and depth of this platform. What stood out most to me was the focus on Home Decor—an area where Indian homes are beginning to embrace beauty and design like never before. HGH India is truly a great trend-setter in the industry.”

Architects & Interior Designers found HGH India both useful and fascinating for their profession. “HGH India has always been a great experience to explore various kinds of products that are not widely visible in the market. These products & innovations help us in scaling our projects. I urge IIID fraternity members to attend HGH India once for gaining immense knowledge on upcoming home market,” endorsed **ID Ketan Sheth**, Chairman, IIID MRC, who was also the Guest of Honour at the inaugural function.

K N Srikanth, OHL, Amazon India, Ar. Dilip Parmar, Dilip Parmar Associate & Architect; Ar. Alpa Shikre, SSA Architects; Ar. Hemanti Sutaria, Prashant Sutaria Architects; ID. Akif Habib, Atelier Habib, Ar. Khozema Chitalwala, Principal Architect, Designers Group also graced the inaugural function as Special Guests.

Visitors Satisfied



Expressing high satisfaction, **Mr. Suleiman Hirani, Founder & Director, Darpan Furnishing, Hyderabad,** which today runs 9 furnishing stores in Hyderabad, commented, “HGH India has

raised the bar over the years, and this edition lives up to its expectations! 17th HGH India is well organised and we got to see new exhibitors & market players today. Due to new entrants joining hands with HGH India large retailers were also been able to connect with them smoothly. HGH India is the only trade show that is providing this platform to the Indian home industry. HGH India is not less than any international trade fair as per the curation & vibes.”



Ar. Neha Garg, Studios & Designs, felt that HGH India was very useful for her profession of interior designing. “I am blown away with the scale of 17th HGH India! I feel proud that India has such a

wide heritage culture in home sector which is catered by the right platform like HGH India. Thank you HGH India, from the Designer community to have this opportunity under one roof,” she commented.

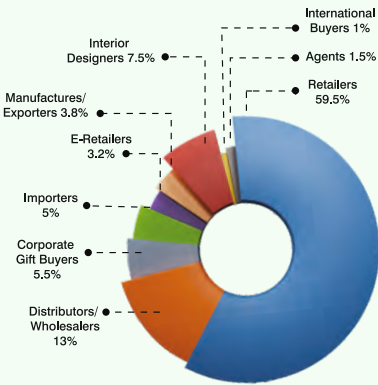


Master Chef Vicky Ratnani endorsed the high quality of products and functionality in houseware and kitchenware products at HGH India. He shared, “I’ve been to exhibitions and shows all

around the world, but finally we don’t need to really travel anymore because everything is available here. Right from contemporary to classic Indian elements, to modern and cutting-edge brands which are here. It’s a very proud moment for us to see that such good innovation and variety is actually happening in the country.”

Overall both the number and quality of visitors at the 17th edition of HGH India, improved further, as reflected in the graphics.

Visitors (Business Profile)



Trends 2025-26
“Emotion in Motion”

HGH India unveiled Home Fashion Trends 2025-26 for the Indian market under the central theme “Emotion in Motion.” The trends were divided in four sub-themes- Future Fizz, Majestic Lagoon, Burgundy Bloom and Chai & Biscuits, each catering to different segment of consumers and lifestyle. These trends were well-curated by an experienced design team and presented in form of a Trend Book as well as through the Trends Pavilion located in hall 6. The Trend forecast brought information on colours, designs, materials and styles for the upcoming retail season and also showcased their applications through

products selected from the exhibitors.

Exhibitors & Visitors praised the Trends Pavilion, providing clear insights into these trends across various product categories which will help them further to develop innovative products for the Indian market.

Mr. Chalo Thong from **Thai Consulate** commented, “The experience of 17th HGH India has been marvellous. HGH India has helped us to navigate the trends and adapt it in our lifestyle. Trends 2025-26 caught our eyes because it gives insights on how brands & manufacturers will develop their products, focusing innovations, designs in the home market.”



Extensive Government Support

Based on the consistently 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. About 60 micro and small enterprises exhibiting across product categories were supported by Ministry of MSME.

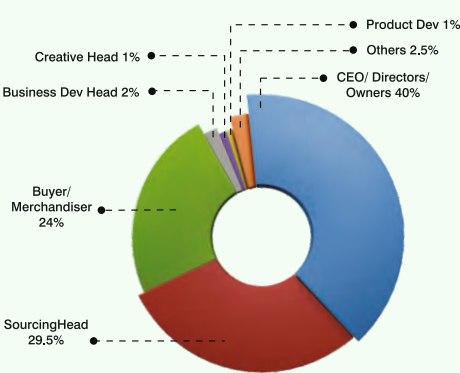
“17th HGH India was a well-organized & planned trade show for both New & Emerging brands. It is an ideal platform to showcase products to existing as well as potential business partners, associates and customers under one roof. HGH India proves to be an excellent show to learn and get in-sights on the latest trend,

updates, overall improvement on Indian home market and also to understand the competitors,” **Mr. Nitish Jain, Chef Story** expressed.

“Overall, 17th HGH India was a very well organised exhibition. Witnessed various trade buyers visiting the show. They personally liked our products and we received multiple enquiries from distribution, online sales, exporters and foreign importers,” **Mr. Ankit Agarwal, Prime Housewares Ltd.** endorsed.

“We have received a great response at the 17th edition of HGH India. The footfall at this edition was great, increasing the demand of our sales, which is going have a huge impact on our turnover for the upcoming year,” **Mr. Amit Sharma, AVI Lifestyles Pvt. Ltd.** expressed.

Visitors (Job Profile)



FURNISHING FABRICS | BED & BATH | JUTE PRODUCTS

Similarly, under the aegis of Ministry of Textiles, Development Commissioner Handicrafts continued support to HGH India by showcasing highly creative products by artisans through National Design Centre (NDC), and also exporters and artisans through Eastern UP Exporters' Association (EUPEA) and Carpet Export Promotion Council (CEPC). Development Commissioner Handloom supported the participation of manufacturers and exporters from handlooms sector through Handloom Export Promotion Council (HEPC).

Most exhibitors who exhibited under these Government schemes expressed positive business results from this edition.

Home Textiles

Home textiles witnessed several innovations in design, materials and functionality through well-established brands as well as many first-time exhibitors. Brands like Spread offered high performance features in comforters, pillows and bed sheets in addition to launching their super-luxury range of beddings and towels. Raymond Lifestyle returned to HGH India after a decade with a complete range of premium and luxury beddings. Dane Living offered their unique range of ultra-soft, ultra-absorbent and lightweight towels. Doctor Towels, also winner of H-Circle Product Innovation Award at this show for their Banana X Cotton towels, introduced interesting innovations in flat towels. Platina India, a new brand of premium bed sheets launched at this HGH India by Hayagreevas,

"International exhibitors from USA, Italy, France, UK, Germany, Belgium, Ukraine, South Korea, Taiwan, Sri Lanka, Turkey, UAE etc. connected with the right Indian partners."

Coimbatore, drew high buyer attention for their unique blends of weaving, embroidery and design work. Maspar, the well-established brand offered Shop-in-Shop opportunity for their brand to retailers and also introduced comprehensive



solutions for interior designers and architects for their projects.

The brand-new hall 6 for home textiles also housed other leading brands like Arvind, Nautica, Bianca, Pluchi, PANO, Liberty and Golden Flooring. Paramount Textiles, Oodaii by Amravathi Textiles and other new entrants too received excellent responses to their range.

Floor & Furnishing (F&F) introduced their new collection of premium furnishing fabrics and wallpaper. Designer Resource, Topman, Eastern Silk too impressed with their wide range of curtain, upholstery and soft furnishing range for residential and commercial interiors. Wincrea from Korea offered a contemporary range in blinds, from Ukraine brought unique range of wallpapers.

Shiva Texyarn unveiled sustainable performance-driven products like mattress protectors, micro-fibre towels, base wallpapers and anti-skid mats, etc.

Aksa, amongst global leaders in specialty fibres for home textiles, rugs and furnishings introduced their entire range of fibres.

Decorative made-ups, bed sets, cushion covers, blankets, comforters, mattress protectors, quilts and baby beddings were available in wide range from exhibitors from Panipat, Delhi, Mumbai, Jaipur, Kolkata, Bengaluru and Karur. Furnishing fabrics and decorative 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.

Area rugs, carpets, durries, bath mats and a variety of decorative floor coverings were presented by brands and manufacturers in options like hand knotted, hand-tufted, machine-made and hand woven. Several leading manufacturers and brands from Bhadohi, Panipat, Jaipur, Delhi and Agra like VSK Rugs, Grahmoy, PANO, Geocommerce Retail etc. were present.

Table and kitchen linen were dominated by Karur, the undisputed export leader from India. Exhibitors demonstrated their exceptional designing and manufacturing in this segment, as well as a wide range of decorative made-ups.

Home Furniture & Home Decor

A wide range of Home Furniture & Home Decor solutions were offered in hall 3 by leading brands & manufacturers. Orange Tree from Jodhpur brought for the third time, their exceptional range of world-class innovations in contemporary furniture and decorative lights. They also won the H-Circle product innovation award for their Elara Coffee Table. Crystal Furnitech from

"Leading brands & manufacturers made best use of the opportunity for launching their new collections and trade schemes amongst retailers & distributors."

Nagpur brought high quality solid wood furniture for bedroom, living room, dining room and general household utilities. Furniba from Jodhpur, Jaipuria Emporium (Jaipur), Viyom Lifestyles (Ahmedabad), Lilys Furniture from Malappuram (Kerala), Rubco (Kerala) offered good quality of furniture manufactured in their own factories in India. This opened doors for thousands of architects, interior designers and retailers to source furniture for their projects.

Complementing the furniture in hall 3 were a variety of decorative accessories, decorative lights. Fig Living and Orange Tree showcased contemporary decorative lights from their export



INNOVATIONS | TRENDS | PRODUCTS | SOURCES | OPPORTUNITIES



collections to the domestic retailers and Architects. Ekaani, Nude, Pollination, Naturally Yours, Interiors & More, Poshnplush, Essen Speciality, Image Creation, Mewa Crafts, Sculptico showcased range of decorative accessories such as vases, figurines, artificial flowers and plants, planters, fragrances, paintings and sculptures, table decor, wall décor, clocks and murals, floor décor, candles, candle stands, photo frames and so on.

Leading brands such as Iris, Pan Aromas, Tara Global highlighted varieties of scented candles & balms, potpourri, aroma oils and diffusers.

Houseware & Gifts

With a strong presence of leading Indian and international brands in cookware, kitchenware, kitchen appliances, tableware, glassware, storage, general houseware across materials and diverse usage, houseware in hall 4 offered wide options to buyers in terms of innovations, designs, materials and prices.

From cutting, chopping and mixer grinders to frying pans and pressure cookers, from serveware to dinnerware, drinking bottles to tiffin boxes, water storage to organisers and shoe racks, the variety was infinite for buyers to scout and source from.

In kitchenware, brands such as Anjali Kitchenware from Mumbai, unveiled new pressure cooker collection on emphasising nutritional impact on daily cooking. Asian Plastoware, SKI Plastoware, Dozo Services and more presented exquisite glassware, storage essentials and more, designed for the modern kitchen.

“Houseware & Gift brands elevated this edition, making it a focal point for retailers, distributors & corporate buyers seeking premium & value-driven product lines for sourcing all under one roof.”

The cookware segment saw strong participations like Bergner from Mumbai, who presented a high-performance cookware range combining Tri-Ply with a ceramic coating. In addition, leading brands like TTK Prestige, Hawkins, Chef Story, AGI Greenpac Ltd., Le Creuset and more showcased innovations, durability and functionality in their products.

In kitchen appliances, brands like United Ekta, Suryaflame and more showcased innovative electric solutions enhancing everyday cooking ease. The cutlery & serveware segment was

served by brands like FNS International, Seeba Industries, presenting stainless steel and designer options for home.

Tableware & crockery also stood out, with brands like La Opala, Clay Craft, Kitchen Aid, Vola Global, Whitegold and so on. In addition, Four Brown Folk Decor introduced luxurious tea experience with the Magique collection. Cello World, Bohra Marketing, Jaypee Marketing offered a mix of storage, serving, and gifting solutions that met both utility and aesthetic appeal.



Together, these brands elevated the Houseware category, making it a focal point for retailers, distributors, and corporate buyers seeking value-driven, premium, and diverse product lines for sourcing all under one roof.



PANEL DISCUSSIONS | SUSTAINABILITY PAVILION | MARKET TRENDS



HGH India Interactive

HGH India Interactive, an initiative by HGH India served as a dedicated platform for knowledge sharing, case study discussion, and thought leadership by industry leaders.

HGH India Interactive brought together brand professionals, manufacturers, distributors, retailers, architects and interior designers to exchange insights on evolving consumer behaviour, market disruptions and innovation strategies.

With support from IIID MRC, Day 1 featured a conference on how global exposure, travel, and media are shaping Indian home and lifestyle preferences.

Three sessions, including talks by Ar. Apoorva Shroff, Mr. Rajiv Shroff, followed by a panel discussion on The New Luxury. This panel explored themes like personalisation, craftsmanship, and conscious design with speakers from design and architecture backgrounds.

Day 2 featured engaging sessions that explored key trends, innovations, and leadership in the home industry.

It started with a presentation by Mr. Rohan Agarwal, Redseer, who shared data on India's economic growth and how it's affecting demand for premium home products and influencing purchasing behaviour.

"HGH India Interactive brought together brand professionals, manufacturers, distributors, retailers, architects & interior designers to exchange insights on evolving consumer behaviour & innovation strategies."

This was followed by Panel Discussion 1, where industry experts explored the measured pace of premiumisation in the mattress category, influenced by rising competition from D2C brands and private labels. Panelists included Mr. Uttam Malani, Century Mattresses; Mr. Abhishek Sharma, Bhagwati Foam; Mr. Karan Singla, The Sleep Company and Mr. Naushad Mansoori, Maharashtra Foam & Fabrics; moderated by Mr. Rajiv Merchant.

Panel Discussion 2 featured dynamic next-gen retail leaders who have successfully transformed

legacy businesses in home textiles. Speakers included Mr. Deepesh Darla, Darla Home; Mr. Chiranth B, Soul Space; Mr. Sidharth Lath, Deco Home; Mr. Ujjwal Arora, Drape Shoppe; and Mr. Sarvesh Patel, Vishvesh Textiles; moderated by Mr. Rajiv Merchant. The panel explored themes of innovation, digital adoption, and retail expansion.

An Interactive Session on Cello: An Inspiring Growth Story, offered attendees a closer look at the journey of Cello World Ltd. Mr. Gaurav Rathod, Joint Managing Director, discussed the company's evolution and strategic roadmap for 2030 in conversation with Mr. Arun Roongta.

The day concluded with Panel Discussion 3 which brought together emerging leaders from the houseware retail sector—Mr. Sanjay Lalwani, Shri Ram Ghar Sansar; Mr. Sumit Chaudhry, Chaudhry Crockery House; Mr. Abhinandan Jain, The Chef Store; and Mr. Vaibhav Gupta, DH Kitchen Hub; moderated again by Mr. Rajiv Merchant. Discussions focused on innovation, customer experience, and growth strategies in the evolving houseware space.

Sustainability Pavilion



Continuing its efforts to promote eco-friendly products for Indian homes, this edition presented a Sustainability Pavilion with exhibitors offering a variety of home products made from recycled and sustainable materials. Exhibitors like Peela Patang, Origins, Mingle & Mix, Bambrew and Buoyancy Plastics for Change presented a varied range of innovative products combining sophistication, functionality and design.

"HGH India has helped sustainable brands like us to showcase mainstream, we were overwhelmed with response. Not only visitors and trade buyers were attracted by this, but also brands & manufacturers were fascinated about the concept and wanted to learn about it further," **Mr. Pinto, Peela Patang** endorsed.

HGH India supports Sustainability as a way of life and will continue to promote innovative approaches in this direction by start-ups as well as established brands.

DECORATIVE MADE-UPS | GENERAL HOUSEWARE | GIFTS

H-Circle Product Innovation Awards



Sr.	Company	Brand	Category	Product
1	Suntech Industries	Sipko Blinds	Home Textiles (Furnishing & Blinds)	Customised Zebra Blinds
2	Atishay Foam	Atishay Foam	Home Textiles (Bedding)	CoolRest Memory foam pillow
3	Doctor Safe Towel Factory Pvt. Ltd.	Doctor Towel	Home Textiles (Bath)	Banana x Cotton Towel
4	BAP Creations Pvt. Ltd.	Ekaani	Home Textiles (Decorative Made-ups)	Maroon Cushion
5	VSK Rugs	VSK Rugs	Home Textiles (Rugs & Carpets)	Carpet
6	Inmark Exports Pvt. Ltd.	Fig Living	Home Décor	Tote Table Lamp
7	Orange Tree Home Pvt. Ltd.	Orange Tree	Home Furniture	Elara Coffee Table
8	Bergner Impex India Pvt. Ltd.	Bergner India	Houseware (Cookware)	Hitech Giro X Dosa Tawa
9	Le Creuset	Le Creuset	Houseware (Tableware)	Flamme Doree Signature Round Casserole
10	Borosil Ltd.	Borosil	Houseware (Kitchen Appliances)	BEST 3.6L Air Fryer
11	Rajprabhu Traders Pvt. Ltd.	LocknLock	Houseware (Storage)	Freezer Safe Container
12	Fns International Ltd.	FNS	Houseware (Kitchenware)	Cutlery Set
13	Seeba Industries Pvt. Ltd.	Monbento	Houseware (General Houseware)	MB Warne black Onyx
14	Universal Knitwears	Pomme	Gifts	Fruit Basket Educational Toy

Instituted by HGH India & supported by Institute of Indian Interior Designers (IIID), H-Circle Product Innovation Awards received an overwhelming response by the Indian home products industry to frequently introduce innovative designs & product ideas to stay ahead of competition.

All the nominations were displayed in H-Circle Product Nominations arena in hall 6. The awards ceremony was held on the first day of the trade show, July 01, 2025 at the Grande.

H-Circle awards garnered 102 nominations from across categories. A distinguished independent jury consisting of **Mr. Suleiman Hirani, MD, Darpan Furnishing; Ms. Vandana Rao, Co-founder, Colosseum; Ar. Anil Chavda, Principal Architect, Anil Chavda & Associates; Ar. Pratik Jain, Principal Architect, Agliers; Dr. Avinash Shende, Associate Professor, IDC School of Design - IIT Bombay**, evaluated the entries.

The winners were conferred during the Award function held later in the evening which included:

Omni Reach Zone

The Omni Reach Zone highlighted how rising competition is driving brands and retailers to adopt an omnichannel strategy. Exhibitors and visitors agreed that combining online and offline touchpoints is key to meeting changing customer expectations. Discussions revealed a clear shift toward bridging the gap between physical and digital retail through new partnerships.

“Participating through the Omni Reach Zone

has been valuable. It's a strong initiative by HGH India that truly helps bridge the gap between online success and offline retail presence, making it easier for brands like ours to enter and grow in the Indian home market,” expressed **Mr. Brijesh Patel**, Founder & Director, **My Armor Wellness Pvt. Ltd.**

Omni Reach Zone helped immensely online and offline players to expand their businesses beyond their defined territories.



Next Editions

The 18th edition of HGH India will take place at Bangalore International Exhibition Centre (BIEC), from November 25-28, 2025. Being held for the second time in Bengaluru, HGH India will enable the exhibitors to expand in the rapidly growing market of South India.

The 19th edition of HGH India will take place at the Bombay Exhibition Center, Mumbai. The trade show is scheduled from June 30-July 3, 2026.

HGH India is a well-established trade show designed to connect with experienced and high potential business partners across India.