

## Where business feels at home!

### Indian Home Products Market Increasing Consumption, despite challenges

The Indian home and lifestyle trade is entering the second half of a financial year that has demanded more from every player in the supply chain. Rising costs, supply chain realignments and ongoing global uncertainties have prompted manufacturers, brands and retailers to reassess long-standing sourcing and supply strategies.

For the Indian home trade, this is less a disruption and more an accelerant. Consumption in the domestic market has already been growing faster than distribution infrastructure could keep up with. The global geopolitical situation and uncertainty around supply and prices have, in many cases, made the case for domestic sourcing stronger and more commercially urgent. Retailers who would have defaulted to import-led assortments are having more serious conversations with Indian manufacturers. Indian brands that were built for export are now seeking more opportunities at home.

In its efforts to protect the Indian consumers' rights for better and consistent quality, health and overall well-being, the Government of India

is increasingly pushing for Implementation of BIS standards across product categories for all players - Indian or international. This process is also supporting this shift by raising benchmarks for quality, safety and compliance within the Indian market. This is helping create a more structured and credible ecosystem for domestic manufacturers while improving buyer confidence in locally produced goods. At the same time, international brands and manufacturers offering unique, well-designed and consistently high-quality products with a long-term commitment to the Indian market will find an exciting and rewarding market in India.

Overall, the result is a more agile and responsive trade environment, where the distance between design, manufacturing and retail shelves is steadily reducing.

HGH India 2026 arrives at exactly this moment. The show floor, across three halls at the Bombay Exhibition Centre from June 30 to July 03 reflects a market that is not waiting for conditions to stabilise before it moves.

-Team HGH India



### H-Circle Product Innovation Awards

Now in its fifth edition, the H-Circle Product Innovation Awards have established themselves as one of the most credible recognitions in the Indian home and lifestyle trade, celebrating new ideas in design, functionality, materials and product development. Over the years, the awards have evolved into a respected industry benchmark, encouraging brands and manufacturers to push the boundaries of innovation and market relevance.

This year, HGH India introduces three special recognition categories: Contemporary, Futuristic & Sustainable - to spotlight products and concepts that best represent evolving consumer lifestyles, future-ready thinking and responsible innovation. Nominations are now open.

All nominated products will be displayed in a dedicated showcase area on the show floor in hall 6, offering buyers direct access to some of the most forward-looking product introductions across categories at HGH India 2026.

The winners will be honoured during a special H-Circle awards evening attended by the Jury, leading retailers, brands, designers and trade professionals, creating valuable industry recognition and visibility. For participating brands and manufacturers, the awards go beyond recognition, positioning nominated products within the curated industry conversations taking place across the HGH India show floor.



## Brands Spotlight

HGH India 2026 will bring together a balanced mix of established industry leaders and emerging brands across categories, while leading players will showcase new collections, innovations and expanded product offerings. A growing number of young and design-led brands are also using the platform to introduce fresh ideas, differentiated products and new market perspectives. This combination of scale, experience and innovation continues to make HGH India a relevant reflection of the evolving home and lifestyle industry. This News 2 Edition will showcase the home textile brands and collections coming to HGH India 2026, offering a preview of key trends, innovations and product highlights that visitors can look forward to at the show.

### Home Textiles Hall 6

#### Birla Cellulose

Birla Cellulose, one of the largest producers of cellulosic fibre, will showcase its innovative fibre portfolio led by Livaeco™ Lyocell and Livaeco™ Viscose, developed to combine sustainability, traceability and superior performance for modern home applications. Produced using a closed-loop process with responsibly sourced wood pulp, Livaeco™ Lyocell offers softness, breathability, fluidity and moisture management suited for premium home textiles. Livaeco™ Viscose brings together natural comfort, elegant drape and eco-enhanced credentials, enabling brands and manufacturers to create products that balance style with responsible manufacturing. Through these innovations, Birla Cellulose, will focus on sustainable textiles aligned with evolving consumer expectations.

#### Maspar

Maspar, one of India's leading premium home furnishings brands, will unveil several new launches at this edition of HGH India, including the Imperial Grace vintage collection, Tencel blend bed linen and colour block patch quilts. Inspired by the grandeur of classical European interiors, the vintage collection features rich damask patterns, ornate scrolls and layered textures that create a refined and elegant aesthetic. The Geo Pattern Patch Quilt



introduces a more contemporary direction, combining modern styling with everyday comfort and conscious design. The collection is further complemented by sustainable packaging developed using recyclable and eco-conscious materials.

#### Bellagio

Bellagio and Desenhista, well-known brands by Super Nets & Fabrics consisting of products from around the world and recognised for their contemporary home and furnishing solutions,



will present a broad mix of products across bedding, floor care and home accessories. The showcase includes digitally printed premium bed linen, asymmetrical carpets, outdoor mats, winter fur blankets and quilts, linen-based bedding, along with a new range of stainless-steel bins and serving trolleys. The collection combines performance, visual appeal and everyday utility.

#### Nautica

Nautica, known globally for its lifestyle-led approach to home and living, will showcase Nautica Nomad, a premium car fragrance spray developed for instant freshness and



long-lasting scent delivery. The brand will also present Dome Wall Clocks featuring a clean architectural aesthetic suited to modern Indian interiors, along with the Sea Flow Gift Box, a curated gifting set built around coordinated gym towels and bottles for lifestyle and corporate gifting.

#### Bianca

Bianca, a leading Indian home textile brand with a strong nationwide retail presence, will introduce Ninoco Spain - Bamboo Infant Collection, a baby collection made from 100% bamboo fabric. The range includes hooded

towels, swaddles, carriers, bibs, burp cloths and gift sets designed as soft and skin-safe solutions for newborn care. Bianca will also showcase Car Aroma, an essential oil hanging diffuser created using pure essential oils for long-lasting fragrance without chemicals.

#### Pano

Pano, a brand focused on home utility and furnishing solutions, will present a diverse range of products including bath mats, shower mats, outdoor mats, laundry baskets, storage baskets, trash cans, bath accessories, table mats and trivets. The collection combines functionality, contemporary aesthetics and durable everyday use.

#### Pluchi

Pluchi, recognised for its contemporary home textile and gifting collections, will introduce a new home textile collection centred around innovative textures, contemporary jacquard



patterns, premium soft-touch fabrics, quilted bedcovers, fresh colour palettes and gifting ranges. The collection spans bedcovers, comforters, throws, cushion covers and coordinated bedding solutions designed for evolving retail preferences.

#### Premier Fine Linens

Premier Fine Linens, backed by over eight decades of textile manufacturing expertise and exports across global markets, will showcase Blue Dahlia, its premium home textile brand designed around modern comfort, intelligent design and accessible luxury. Developed with a strong focus on fabric performance,



breathability, weave structure and sleep comfort, the collection reflects the brand's approach towards thoughtfully engineered bedding and home textile solutions for contemporary Indian homes.

**Pacific Cotton**

VTM, with nearly eighty years of textile manufacturing expertise, will showcase Pacific Cotton, its premium bed linen brand developed around quality craftsmanship, comfort and sustainable manufacturing practices. A vertically integrated and GOTS- and OEKO-TEX-certified mill, the company specialises in a wide range of fabrics across dobby, twill, jacquard, plain and satin weaves, with fibre offerings including cotton, organic cotton, Tencel, Lyocell, bamboo, linen and hemp. The collection reflects the brand's continued focus on high-quality bed linens, responsible production and contemporary home textile innovation.

**BKS Fabrics**

BKS Fabrics from Palladam, near Coimbatore, is a globally focused textile company specialising in fine home and institutional bed linen and table linen solutions for hospitality and residential markets. Backed by advanced manufacturing capabilities and international



quality standards, the company offers a comprehensive range of bed linens and customised linen solutions designed around comfort, durability and long-term performance. Combining contemporary design, superior finishing standards and resistance to frequent commercial laundering, BKS Fabrics continues to deliver reliable textile solutions tailored for global hospitality and home textile requirements.

**Swaas**

Swaas by Greenhome Furnishings, a sustainability-led home textiles manufacturer based in Coimbatore, will showcase its premium bed linen brand built around conscious comfort, natural fibres and women-led manufacturing. Founded in 2012, Swaas offers elegant and skin-friendly bed linens made using cotton, bamboo, linen, hemp and Tencel, combining comfort, affordable luxury and responsible living for modern homes.

**KKP India**

KKP India, a South India-based home textile and bedding solutions company, will showcase a wide range of products including bed sheet sets, fitted sheet sets, duvet sets, comforter sets, filled pillows, quilts, mattress protectors and full bed sets. The collection is designed

around comfort, functionality and coordinated bedding solutions suited for modern homes and retail requirements.

**Loom Home Textiles**

Loom Home Textiles, the domestic brand from one of India's leading exporters, Shabari Cottons Private Limited, has been developing home textile collections inspired by the weaving heritage of Kannur, Kerala since 1994.



Blending traditional craftsmanship with contemporary Japanese and European design influences, the brand will showcase quilts, bedspreads, cushions, throws, bath and dining linens, tote bags, lifestyle accessories and sustainable fabric collections crafted using cotton, bamboo, hemp and Lyocell blends. Backed by integrated in-house manufacturing and sustainability certifications including SA8000 and OEKO-TEX, the collection reflects comfort, texture, functionality and responsible manufacturing for modern lifestyles.

**Oodaii**

Karur-based Amaravathi Textiles, a leading exporter of home textiles and furnishings across the world, will showcase Oodaii, its contemporary home textile brand focused on weaving-led design and material innovation. At this edition of HGH India, the brand will



introduce its new Vintage Collection inspired by nostalgic interiors, earthy palettes and timeless textile techniques, with strong emphasis on yarn-dyed fabrics, textured Jacquard bedding and lightweight Gauze weaves. The showcase will also feature innovative Waffle Terry towels alongside a curated range of bedding and bath products including bed covers, comforters, bed sheets, throws and towels designed around tactile textures, breathable comfort and versatile modern styling.

**Excel Home**

Excel Home from Kolkata, known for its furnishing fabrics and décor solutions, will introduce The Bazar Collective, a celebration of eclectic interiors where coordinated fabrics and wallcoverings come together to create immersive, globally inspired spaces rich in comfort, culture and craftsmanship. Structured around four design narratives, the collection combines prints, jacquards, dobbies, embroideries, plains and trims to create a layered and eclectic offering for modern interiors. Excel Home is also a well-established player in wallpapers and will launch its new range at its booth in Hall 6

**Marshalls Design Studios**

Marshalls Design Studios, backed by Marshalls' long-standing legacy in India's wallcoverings industry, will showcase original wall design solutions through murals, wallcoverings and custom-designed



collections supported by advanced manufacturing and digital printing capabilities. With over five decades of experience, Marshalls continues to strengthen its design ecosystem with new collections and regular additions for homes, hospitality groups, retail chains and commercial spaces.

**Doctor Towels**

Doctor Towels from Coimbatore, focused on performance-led bath linen solutions, will present the Aluferrn Terry Bath Towel and Bamboo Slub Bath Towels. The Aluferrn range



combines plush absorbency with clinically tested SKIN SHIELD Technology, while the bamboo blend towels are designed around softness, breathability and everyday comfort.

**Grhamoy**

Gauvins Home, a well-established exporter of home furnishings and floor coverings from Panipat, launched Grhamoy as its brand for the Indian domestic market. Grhamoy will showcase a contemporary range of carpets,



rugs and designer doormats curated for modern living spaces in hall 6. The brand will also introduce its new Bed & Bath Collection featuring bed sheets, comforters, dohars, pillows, cushion covers and towels developed using pure cotton, cotton-rich blends and bamboo yarn. In addition, Grhamoy will also present its Shop-in-Shop retail display concept featuring racks, gondolas and carpet stands designed to support organised and visually appealing retail presentation solutions for high-street retailers.

**Peps**

Peps, one of India's well-known mattress and sleep solution brands, will showcase Cirrus, India's first Sag Resistant 100% rubberised coir mattress patented by the brand and developed to deliver long-lasting shape retention and



consistent support. Built with innovative Sag Resistant technology and enhanced with 4X latex spray, the mattress is designed to minimise sagging while supporting better spinal alignment over extended use. Crafted using 100% rubberised coir sourced from rural India, the collection reflects Peps' focus on natural materials, breathability, durability and healthier sleep environments through sustainable sleep surfaces.

**Aiko Home**

Aiko Home by Atishay Foam, a comfort and sleep solutions brand backed by AtishayFoam's manufacturing expertise, will showcase a premium range of sleep products

collection includes luxury memory foam mattresses, cool gel pillows, ergonomic cushions, travel neck pillows and advanced comfort solutions developed using innovative foam technology and premium materials. Focused on comfort, spinal support, pressure relief and cooling performance, the range combines functionality, wellness and contemporary aesthetics for modern homes and hospitality spaces.

**Orest**

ISK International, a moulded foam and comfort technology company, will showcase Orest, its premium comfort solutions brand developed around advanced foam innovation and modern sleep technology. Backed by expanded



manufacturing capabilities and specialised precision machinery, the company will present a wide range of memory foam and comfort products including the new Gel Series, heating range, baby and kids collection, and premium pet beds. Orest will also highlight advanced cooling fabrics, customised foam solutions and ergonomic comfort products designed for evolving consumer and hospitality requirements.

**Homeful Style**

Backed by over four decades of manufacturing expertise, Homeful Style is launching a new home textile brand focused on verified quality, contemporary design and transparent product communication. A key highlight is the brand's proprietary Truth Label initiative, which



provides direct access to NABL-certified testing data covering parameters such as thread count, GSM, shrinkage and colour fastness. Launching at HGH India 2026, the brand will showcase a curated range of bed, bath and comfort products developed for evolving retail, institutional and modern consumer requirements.

**Bhadohi Carpets**

Bhadohi Carpets, recognised for its machine-made rug collections, will showcase a premium range of carpets designed around modern aesthetics, elegant textures and



versatile colour palettes. Combining quality craftsmanship with contemporary styling, the collection offers durable and design-led flooring solutions suited to both modern and classic interior spaces.

**Sapana Carpet-Mats**

Sapana Carpet-Mats, a long-established player in floor covering solutions, continues to focus on a broad assortment that includes chatai mats, doormats and carpets across more than 500 SKUs. The collection is built around style, utility and variety, catering to both functionality and mass-market appeal.

**Visitor Registration**

Stay connected with us and save the dates for the upcoming exhibition.

**June 30 – July 03, 2026**  
Bombay Exhibition Center,  
Mumbai

**Register Free**  
before  
**20<sup>th</sup> June, 2026.**



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*Besides the brands described above, there will be more exhibitors in categories such as home textiles, mattresses, rugs, bed & bath, furnishing fabrics, decorative made-ups, blinds & curtains in Hall 6, along with exhibitors from home décor, home furniture, and houseware categories. International exhibitors from Italy, France, China, UK, and Singapore will also be profiled in the upcoming editions of HGH India News.*