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INDIA EXPO CENTRE, GREATER NOIDA, DELHI NCR

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HGH India 2022 Ready for Business

HHGH India 2022, eleventh edition of this international trade show designed to connect its exhibitors with the rapidly growing Indian home products market, is all set to welcome trade visitors from over 500 cities and towns across India. HGH India is focussed on home textiles, furnishing fabrics, home furniture, home décor, houseware & gifts. Products from over 400 leading brands and manufacturers from all over India and 30 other countries will be exhibited. After its successful North India debut in Greater Noida last year, HGH India is geared up once again for business.



Product innovations and new designs for 2022-23 for bed & bath, mattresses, decorative made-ups, furnishing fabrics, blinds, wallpapers, carpets, handicrafts, decorative accessories, houseware, storage, cookware, kitchenware, kitchen appliances, tableware and a wide range of home products will be offered to the trade.

July is the prime sourcing season for the home trade in India. Hence, July 12-15 is the right time for the buyers to plan their merchandise for the upcoming Diwali and festive retail seasons.

Bed & Bath: Several New Options

Bed & bath is the single largest category for home textiles sales in India. Over 50% of all home textiles sold in India are bed sheets, making them the single most important product for the retailers and distributors.

Interestingly, the market for bed sheets continues to grow by 12-15% per annum due to still low per capita consumption in the country. Hence, there is still an untapped growth potential by brands, manufacturers, distributors and

retailers in the bed & bath category.

Despite the potential, strangely, only a handful of recognised national bed & bath brands are present in the Indian market. Sensing the opportunity a number of high quality manufacturers and

exporters, who are well-established in the global markets like USA and Europe, have decided to enter the Indian domestic market with their own brand of premium bed & bath range through HGH India 2022.

Indo Count Industries Ltd., India's largest exporter of high-end bed sheets, is already present now for some time with its brands Boutique Living and Layers, will launch their new collections for the season. Spread Home, well-known for imports of premium European bed & bath products and retailing through upmarket furnishing and large format retailers will unveil their new collection for Spread Home, Esprit, Tom Tailor, Pierre Cardin and other brands. In addition to their regular range, Bianca, the rapidly growing player in bed linen, mattresses and made-ups will launch its licensed range of Nautica bed sheets. Sassoon will offer a wide choice of printed and designer range of bed & bath products with licensed characters



Bianca



Eurospa



Pano

from Walt Disney, Chhota Bheem etc. Bella Casa from Jaipur, an established manufacturer for high quality bed sheets and top of the bed lines will unveil their new collections. Visitors will be able to see a good range of baby bed, sheets, blankets, sleep products and towels from several brands like Pluchi, Bella Casa etc.

This edition of HGH India will witness entry of Premier Fine Linen and K. G. Linen, both leading bed sheet exporters from Coimbatore. Devtara Industries, one of the well-established process houses from Ghaziabad with their brand Shayan and Jindal Texofab from Ahmedabad will once again exhibit with their range of printed bed sheets. Coimbatore Cotton Concepts will showcase new range of terry towels under their brand Doctor Towels. Paramount Textiles from Madurai, Mauria Udyog from Delhi, Bhagwati Textiles from Surat, PV Silk from Salem and many other exhibitors from across India.

Besides leading exporters from Panipat like Pan Overseas with their brand PANO and Tex Styles with their brand Veriza will offer a wide range of bed covers, bath mats and decorative top-of-the-bed linen. In addition, several handloom and powerloom sector players too will showcase their range of creative home textiles, making sourcing interesting.

Thus, HGH India 2022 will offer a wide range of sourcing solutions and innovations in bed & bath categories in hall 14 and 15.

Spread Home’s International style

Spread Home Product at HGH India 2022 brings in an array of Bed, Bath, Home Decor, Accessories, Bath Accessories. A new range of hard goods – free moving furniture materials like steel, wood, bamboo expanding into products lines like butler trays, bar cabinets, storage cabinets etc.

The company brings to India global fashion, focussing on the high end consumer segment.



Making luxury available in India with International brands like Spread, Esprit, Tom Tailor, Pierre Cardin and Spirella.

Co-ordinated product sets including bed sets, room curtains, and décor of the room. Luxury bed linen in 700- 1000 thread count made from Italian & Egyptian cotton. Use of technology helps in fine threads with Pure luxury, Durability Plant fibre bedsheets like Bamboo, Botanic Cotton which is cool, soft and friendly to skin.

Indo Count leads innovations

Rapidly growing brands Boutique Living and Layers by Indo Count Industries will launch several innovative features in their new collections of high quality bed sheets and top-of-the bed lines.



Kalpavriksha

Kalpavriksha collection will consist of bamboo and cotton blended sheet sets. Bamboo is 40% more absorbent than even the finest organic cotton, wicking moisture away from the skin much faster and keeping you dry and comfortable. Like cotton, bamboo fibre is naturally breathable & highly absorbent. It is super light in weight & has a silky soft feel and natural sheen. It is odor free, sweat absorbent and an effective UV protectant. It has in-built anti-bacterial & anti-microbial properties, making it a great option of bedding. With several of its benefits, bamboo cotton sheets are not less than Kalpavriksha.

Kalpavriksha range of bed sets, duvet covers will be offered in 300 TC (Thread Count) Cotton and Bamboo blend. The range will also include towels.

Heritage Walk

Heritage Walk collection is being launched to celebrate the crafts of India, its rich history & heritage, a legacy of cultures blended with the handicrafts that have inspired for years. Heritage walk is a visit to these lane of diverse textiles, witnessed in our culture. A strong reflection on how diverse India is how colourful are its people and their ceremonies. Know your roots take this heritage walk, says the designer of this collection.

Bed sheet sets in this range are Khadi printed accompanied by digitally printed pillow covers.

KASHMIRI copper and brassware

The storyline - Kashmiri Copperware and Brassware are notable forms of craft from North India. “The process of making of a copper or brassware goes through many artisans who are specialized in a particular technique. The process involves Khar – the smith, Naqash – the engraver, Zarcod – the gilder, Roshangar – the polisher and Charakgar – the cleaner or finisher.” As beautiful and intricate as the craft is, it needs much of the limelight.

Coimbatore Cotton Concepts

Coimbatore Cotton Concepts, a global company started in the year 2003, designs, curates collections and manufactures home textiles, along with textile accessories for kitchen & table linen, decorative made-ups, bedding, floor seating and accessories. Innovative new collections will be launched at HGH India 2022 under their brand Doctor Towels, The Indian Towel Company. The company is accredited with certifications from Sedex, OekoTex, GOTS and SA8000.



Premier launches fine linens

Premier is a leading bed linen manufacturers based in Coimbatore with over 75 years of industrial expertise a family run women empowered organization with all necessary socio ethical compliance in place. A vertically integrated company from spinning to made-ups has over 6000 associates and 150 Retail & hospitality customers across the globe. Premier Group's annual sales exceeds USD 250 million.

Always engaged in exports, this producer of very fine bed sheets from 144TC to 1000TC in wide range of fabric weaves Satin, Percale, dobby, jacquard, prints etc. will make their Indian domestic market debut through HGH India 2022 under their brands Blue Dahlia, West Brooke and Premier Fine Linens.



Rugs and floor coverings



RKS



Obsessions

With consumers increasing their spending on beautifying their home floors, area rugs, carpets and synthetic flooring are becoming increasingly important categories for most home furnishing and home décor retailers across the country. Consumer spending on these segments is growing by 20% year on year.

Traditional hand-knotted rugs continue to hold

their ground in the luxury and premium end of the market. At the same time their cheaper counterparts like hand-tufted and machine-made carpets are seeing a rapid increase in demand.

Brands like Kaleen and RKS will unveil their new range of luxurious hand-knotted and hand-tufted rugs in wool, silk and viscose. Saral Home will introduce their new collection of machine made

synthetic rugs and kids carpets as well as innovative range with licensed characters under their brand Easy Living.

Pan Overseas from Panipat, under their brand Pano, will introduce a sophisticated international range of rugs, durries and bath mats, manufactured in their facilities in India, but inspired by their design sense for the American and European markets.

Obsessions will showcase its very innovative range of imported, machine made carpets, bath mats and door mats in a variety of materials to suit the taste of different segments of the consumers. Similarly, Studio HF will also bring an import-based range of rugs under their brand Florista.

Flooring India, Shamshi Exports and many other indigenous manufacturers will also offer large varieties for retailers to complete their range.

In segments like indoor synthetic flooring, PVC flooring, floor tiles, outdoor and artificial grass as well as functional floor coverings for different lifestyles, several importers like Evergreen Bamboo, Crystal Corporation, Aavana Greens, Pollinations, Direct Décor, Azz Corporation and Tulsiani International will offer apt solutions and wide sourcing options in terms of quality and prices.

Home Furniture

Being introduced for the first time in HGH India 2022, indoor and outdoor home furniture will make one of the most interesting range to visit for most retailers, whether they currently deal with furniture, or are focussed only on furnishing fabrics, home textiles, home décor or complete home solutions; more and more of their customers are seeking innovative solutions in decorative and functional furniture from them. Hence, more and more retailers across home categories are adding furniture to their line of merchandise. Besides, architects and interior designers visiting HGH India can expect to find co-ordinated solutions between furniture, wall & floor decor, decorative accessories and soft furnishings, since all these categories are present at the show.

Brands like Weave Craft, Supreme Industries, Spread Home, Crystal Furnitech, Nolaram will for the first time introduce a wide range of outdoor and indoor furniture.

Supreme Industries Ltd., the leading plastic moulding company in India, will unveil their range of superior quality, contemporary designer plastic furniture for day to day living. Range would include moulded, upholstered, lacquered furniture like chairs, tables, dining, storage cabinets and kids'

furniture. Weave Craft will showcase range of outdoor patio umbrellas, ropes & straps collection, wood & woven rattan furniture, retractable roofings, synthetic woven furniture and gazebo.

Crystal Furnitech from Nagpur will bring interesting range of coffee tables, nesting tables, sofa sets, bedroom furniture, modular kitchens, dining sets and small furniture in

wood. Nolaram from Churu, Rajasthan will exhibit entire range of wooden home furniture like beds, consoles, cabinets, dining, nesting tables, lounge chairs and so on.

Besides, small furniture, kids furniture and household utility items, which are now increasingly required by furnishing retailers will also be present.



Crystal Furnitech

Home décor: Changing with times

Home décor as a category has existed for centuries, but it gets contemporised almost every 10 years- influenced by lifestyle, cultural and technological changes. Decorating one's home as per today's taste is a challenge most consumers face and accept it happily. With more time spent at home in recent years for living, working and socializing, people are continuously reinventing their ideas of home décor, be it their walls, floors, ceiling or tables.

No wonder, consumers are making it a hobby to buy products to make their homes aesthetically more pleasing and functionally more efficient at the same time. More money is being spent than ever before on improving the look and feel of homes, clearly creating a new age opportunity for retailers, manufacturers, brands and importers in home décor sector. HGH India 2022 will reflect this social change in terms of product offerings by the exhibitors.

From importers of wallpaper to a variety of natural and synthetic rugs



& floor coverings, handicrafts to modern decorative accessories, artefacts to figurines, aromas, candles & fragrances, table decorations to decorative lights... the range is never ending.

Visitors will be able to explore a wide range from Moradabad, Firozabad, Saharanpur, Khurja, Jaipur, Jodhpur, Agra, Delhi, Ranchi, Rajkot and several other production centres from across India. Besides several manufacturers and importers will showcase modern decorative products and materials from India, China, Europe, Japan, Thailand,

Vietnam and several other countries. For example, Excel Home Décor will offer many innovations in wallpapers.

Deshaj by Excel Wallpapers

Excel Home Décor, a leading brand and importer of wallpapers with headquarter in Kolkata will launch its new exciting collection of Deshaj wallpapers at HGH India.

Deshaj is a tale of indigenous India and its magnificent timeless beauty in forms of tradition, art, colour and aesthetics. The exquisite elegance of the Indian Art forms depicts different tales and stories. The designs in this collection tries to

create a mood having a balance of Indian vivid and muted colours on the canvas of the walls which tells stories of the Indigenous India.

Deshaj collection is inspired by the tales of timeless Kalamkari textiles focusing on the Machilipatnam style of florals. Kalamkari is a beautiful and timeless traditional Indian art form which literally means "to decorate with a pen".

Nature's Ragas- Wallpapers inspired by the music of nature

Toile Indienne is an award-winning design studio. Its collections are seen in luxury interiors in London, Paris, Tokyo and Toronto. Excel will launch Toile Indienne's latest collection of wallpapers, inspired by the music of nature- Nature's Ragas, in colours that capture the mood and emotion of Indian classical ragas. The Nature's Ragas Collection draws on sources from art, architecture, textile and jewellery - temple jewellery from South India, Rajasthani and Tanjore paintings, Mughal architecture and Art Nouveau to create rich and enduring patterns that evoke the most pleasurable of the rasas.

Houseware evolves in India

Indian economy is forecasted to grow between 8-10% per annum, over the next few years. The country has a population of 1.35 billion people, of which 65% are below the age of 30 years. Young Indians are educated, well-travelled and aspire to adapt to an international lifestyle. All these factors make India a high potential market for Indian as well as global players. Therefore, many leading Indian importers and large industrial houses are looking at the Indian domestic market more seriously than ever before.

Experiencing demand growth in most home categories between 15 to 20 percent, more and more brands, manufacturers and retailers are investing here to design, produce and market their home products and expand their retail and distribution network.

Hybrid working is now acknowledged as a long term trend. Home now remains busier and the centre of comfort and safety for work and socializing, as both continue to be in hybrid mode. As consumers are expected to spend more time



indoors, going forward, they would take a closer look at their homes more frequently and will seek change in their kitchen, living and bedroom environments. Hence, retailers in home category are bound to do well in the years ahead. New categories like home office furniture, accent furniture and decorative accessories will increasingly blend with home textiles, furnishing and home décor at retail level.

Indian consumers are now more open to spending on modern kitchenware, kitchen tools, cookware and kitchen appliances for reasons of health, hygiene, convenience and time-saving. Products like steamers, rice

cookers, sandwich makers, slow juicers, food processors, water and air purifiers, vegetable & fruit cleaners are doing particularly well.

With home being the centre for partying and socialising, tableware as a category too has evolved. Demand for premium dinnerware, glassware, crockery, cutlery, serveware, table linen has seen a growth of over 25% in the consumer and retail segments, even as HORECA demand faced stagnation during the last two years.

Smaller towns have grown faster both online and offline. Tier II and Tier III cities' consumers too now aspire to live the urban lifestyle and are ready to switch over to better designed, better quality, branded products.

Ratna Home Products

Ratna Home will launch their new collection of stainless steel dry fruits, masala and kitchen storage boxes in geometric themes like square, rectangle, hexagon. At HGH India 2022, the brand will also introduce Kids plate with interesting designs, where kids will enjoy their meals with fun.

Ratna has bonded stainless steel with bpa free plastic with trophy-shaped, multi-purpose cutlery holder.

Stahl

The Versatil Pressure Cooker by Stahl is designed to be the future of pressure cooking. It's clasp-on lid is easy to operate, a breeze to cook with and helps make it a cooking eco-system by itself. Made in the finest quality triply, the pressure cooker is fast, safe and an absolute beauty.



It is elegant, yet robust. Beautiful, yet reliable. The Versatil cooker will appeal to buyers looking for differentiating features in the basic look and feel of a pressure cooker.