

JULY 1-3, 2016 MUMBAI, INDIA

ATEXZONE Event

Where business feels at home!

Fifth Edition

More exhibitors, new opportunities

Source from 100 new exhibitors, 30 countries Major Indian brands to launch innovations



n a matter of 5 years since its inception, HGH India has emerged as a trusted trade show for home textiles, home décor, houseware and gifts for both Indian trade buyers and sellers from India and other countries. More than double the number of incoming enquiries over last year from new Indian and international exhibitors as well as new visitors, is the biggest proof of the trade show's usefulness to the trade, brands, industry and importers.

HGH India 2016, 5th edition of the annual trade show is scheduled for July 1-3, 2016, at Bombay Exhibition Centre, Mumbai, India. Two months ahead of the show date, it is already clear that HGH India 2016 will be the biggest ever edition of the trade show with products from over 450 manufacturers and brands from about 30 countries on display. Several new Indian and international exhibitors from countries like Germany, Italy, France, Belgium, UK, USA, Australia, Turkey, China, Hong Kong, Japan, Korea, Taiwan, Thailand, Malaysia, Vietnam, Bangladesh etc. will showcase several new

product concepts for modern lifestyle to the Indian market for the first time.

Besides, regular exhibitors, 80% of whom will be exhibiting again this year, will launch their many innovations and new collections at HGH India 2016. Many new Indian and international product categories and suppliers will be witnessed for the first time, making their visit even more exciting for the retailers, distributors and institutional buyers.

Serious trade visitors, including Indian retailers, importers, wholesalers, distributors, architects, and institutional buyers from over 425 cities and towns across India are expected to visit. Going by the current high interest, number of visitors is expected to go up by about 25% over the last year's 22,750.

Especially designed for the rapidly growing Indian home fashion market connects potential business partners in India with the exhibitors from about 30 countries in a focused business environment.

Primary objective of HGH India is to enable Indian department stores, hyper markets, eretailers, specialty retailers, franchisees, boutiques, importers, wholesalers, distributors, institutional buyers and potential business partners source and connect with Indian and international manufacturers, brands, importers, exporters and distributors.

HGH India 2016 will also help the visitors identify upcoming fashion trends and market trends for 2016/17. Trends Pavilion under the theme COGNIZANCE is a must visit area for anybody who is seeking to do serious sourcing for the next retail season.

The trade show enables exhibitors showcase their innovations and new collections simultaneously to their existing & potential customers and trade from across India.

Since its first edition in 2012, HGH India has been attracting over 90% of repeat exhibitors and visitors, year on year, reflecting its strength as a perfect platform for both sellers and buyers.

After four successful annual editions, HGH India has now firmly established itself as a world-class, professional, trend setting and result-oriented trade show. Scheduled at the beginning of sourcing season for Indian trade & institutional buyers, HGH India has maintained consistent growth and high quality of its exhibitors and visitors.



HGH INDIA 2016: SOURCE FROM 450 BRANDS & MANUFACTURERS

Indian Market

With upwardly mobile, young and aspirational consumers with rising income in an economy growing between 7-9% annually, market opportunities for global as well as Indian market players are never ending.

Overall, the demand for home products in India is growing at 20-25% per annum. Within this, the demand for home textiles, blinds, floor coverings and wall papers is increasing by 20% to 30%; for houseware by 15% to 20% and gifts by 10% to 15% per annum.

In this huge, but highly diversified market, connecting with reliable and

sustainable business partners is a major challenge faced by Indian and international brands and manufacturers. HGH India offers precise solution to this problem in categories like home textiles, furnishings, home décor, houseware and gifts. The trade show connects its exhibitors with top sourcing decision makers amongst India's established retailers, importers, distributors, wholesalers and agents.

More information on HGH India 2016, scheduled for July 1-3, 2016 can be found online at www.hghindia.com.

















Good Results from HGH India 2015

HGH India 2015 witnessed several high-powered brand and product launches, trade schemes and new campaigns. Hundreds of new designs and products with innovative features were unveiled by different exhibitors. A major launch by the Trident Group; another by celebrity Chef Sanjeev Kapoor; a new bed linen line by Dicitex Furnishing and host of new and innovative collections by the exhibitors kept the momentum going throughout the three days

of the last edition.

Products from 28 countries were on display. Participation of international brands like **Zwiesel** glassware from Germany, storage-cleaning range from Spanish brand **Juypal**, cookware and cutlery from Italian brand **Rossetti**, besides new ranges from **Harlequin**, **Casamance**, **Designers Guild**, **Zimmer** + **Rohde**, **Forest**, **Nachtmann** and many more added to the attraction of the show. More than

25 exhibitors from China made their India debut at the show.

New products, design innovations and wider range in existing as well as new sub-categories in home products were showcased by regular and new exhibitors from India, Italy, Germany, Spain, Belgium, France, UK, Czech Republic, USA, Canada, Australia, China, Taiwan, Korea, Thailand, Russia, Jordan, Turkey, Hong Kong, UAE and other countries.



Home Textiles Association of India

HGH India 2015 is fully supported by Home Textiles Association of India, the most representative body in India for home textiles and furnishing retailers. The trade show hosted the General Body Meet of the association

Jagdish Khandelwal, President Home Textiles

Association of India said "HTA will focus on supporting all schemes and programmes for general welfare and business promotion of its members and with our focus on 'Made in India', we want to showcase to our domestic consumers as well that our products are at par with the best in the world. HGH India team deserves credit for the farsighted effort at creating a platform where manufacturers of home products who want to sell in India and Indian retailers-traders who want to source can meet under one roof in a professional environment and transact business."



GET OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS



Vikram Chitnis,

Home Stop, Mumbai

This year HGH India show is more diversified and evolved in terms of product categories. The lighting and service standards are also much improved. On the

very first day impression is all-round positive.



Kriti Sanon,

Brand Ambassdor - Trident Group

When I came here it's been a totally different experience. The crowd, the space that it provides you with, there is something very nice. Even when you are walking

you are seeing so many people and so many brands around. It's a whole new different experience for me, usually events and brand launches don't happen like this, but I guess this is the perfect place to launch, because this is where the market is, this is where the people come for these kind of brands, these kind of home décor.

Visitors' Take



Dilip Gandhi,

Director - Bharat Furnishing

Compared to previous editions, this year the booths look completely different in terms of size, participant as well as decoration. At HGH India we met

many manufacturers who we haven't met before. Now we get to meet many new manufacturers at this show every year. All manufactures showcase new products here we get to see them and place orders as well. It's beneficial for us to meet so many manufacturers at one place.

Bhanu Upadhyay,

Walmart India, Delhi NCF

Whatever product varieties and categories we have been wanting to source, a large part of it is available at HGH India. We will certainly like to associate in a better way with the show in future.



Hiru Thakurdas,

CEO - Home & Footwear, Future Group

Four years I am coming to HGH India and every year there is a tremendous progress and change in terms of categories, products and size. New vendors, new exhibitors, new categories,

new products like this time I have seen floorings, kitchen, house ware, new vendors of bedding and is well organized and much better than last year.



Hans Udeshi,

Max Hypermarket India, Bengaluru

I have visited HGH India before. The exposure of categories we get to see here is of international level. I must admit that the show is growing year after year.

HGH India is very beneficial for us in terms of sourcing a large variety and range of products at one place.

Zheng Di, CICETE,

Ministry of Commerce, China

This show is much more professionally organised than most international trade shows we have participated in the US and Europe. Our exhibitors had

very good number of visitors on the first day itself. We are exhibiting first time in India and the response far exceeds our expectation.

Wichai Poositranusorn,

Managing Director - DKW, Thailand

Our feedback from HGH India is getting better and better. We are quite happy to see the high potential in Indian market and will come here more and more. This year, the fair is better organized and bigger. We see more customers.

Juan Jose Valor,

JuypalHogar SL, Spain

"It's a good show, we are participating first time in India. There were good number of visitor enquiries. We look forward to more interactions after the show."

Daisuke Kidokoro,

Sales Manager - Toso, Japan

In HGH India, we meet lot of Indian customer who are interested in our products. I personally see this as a very good opportunity to expand our brand and products in Indian market.



Anish Doshi,

Textrade International Ltd

"We were in to exports earlier. I visited HGH India last year and got inspired to explore the domestic market. That's why chose to exhibit at this show and

the response has been very good."

This year, we shall build on our learnings from our initial experience and would offer our world-class range of made-ups to discerning Indian retailers.

Exhibitors' Take



Nimish Arora,

Managing Director, Dicitex Furnishings Ltd.

HGH India has helped us grow our business across the country. In the coming edition, HGH India 2016, we shall be launching

many innovations and new product lines like a range of exquisite Italian wall papers and foil printed furnishing fabrics. Our dealers can expect more innovations in our bed linen collections as well.



Rajneesh Bhatia,

Business Head (Domestic), Trident Group

"Trident is an established global player in the Terry Towels. We decided to venture into the Indian domestic market last year with

our complete range of home textiles catering to all segments. We could not think of a better platform than HGH India to do that."

In the coming edition, we propose to launch several exciting new products, which will help the trade offer a wider range from Trident to their customers.



Sanjeev Kapoor,

Managing Director, KhanaKhazana Pvt Ltd

I am very happy to say that HGH India has in a very short span of timecreated a very nice environment and a platform for

the industry to not only visit, but to create a perspective, which is very international in approach. Quality of facilities and positioning of HGH India are things you see when you go overseas. I am very happy that not only Sanjeev Kapoor brand but Wonderchef and FoodFood our TV channel are associated with HGH India. This association will keep on growing from here on.



Dipali Goenka,

Managing Director, Welspun Retail

We are looking forward to a major presentation of our new range to the trade through HGH India 2016 and are confident that retailers will find it

very rewarding for their business.

I have seen the footfalls at HGH India increase by 50%. With the GDP of our country going up by about 7.5 to 8%, the Indian market will grow rapidly The response has been overwhelming for Spaces, Welspun's brand in India. Last year we grew by around 35%. This year we have a promising growth of around 65%. You can imagine at what speed the Indian market is growing and evolving. HGH India is contributing to this growth.



Vijay Agarwal,

Chairman, Creative Portico

HGH India, I think it was the need of the hour. I am very impressed with what I am seeing here today. I think it was important for people to get exposed to what home

fashion is and how your home can be beautified. Along with what you wear, home is also important. HGH has played that role. I think in future also they will do great. I hope this will grow into a really large thing.



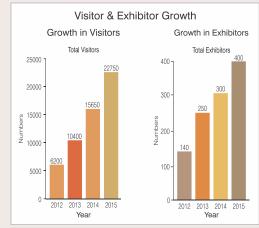
Kuldeep Wattal,

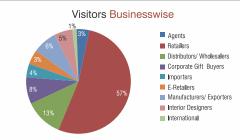
Chairman - CEPC

Over the years this show will be one of the biggest show in India as far as home textile and carpet sector is concerned. As per carpet export promotion council

is concerned, this is the first time I am coming to the show, but my participants have grown over the year. They are ready to be a part of the show in the coming years as well in a very big way.

TRENDS 2016/17 ■ SOURCING ■ NEW BUSINESS ■ OPPORTUNITIES













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*	D. How did you learn about this Trade Show? ☐ Internet ☐ Email ☐ Website ☐ Direct Mailer ☐ Newspaper ☐ Hoardings ☐ Advertisements ☐ From Exhibitor ☐ From Organiser ☐ Word of Mouth ☐ Other (Please Specify) ☐ From Organiser ☐ Word of Mouth	ò
	E. Have you visited any previous edition of HGH India? □ HGH India 2013 □ HGH India 2014 □ HGH India 2015 □ All Editions □ None	
	Important notes: 1) Incomplete form in any respect will not be accepted. It is mandatory to fill the column Invited by. 2) HGH India is strictly a Trade Show. Therefore entry to consumers is not allowed. No retail purchase permitted. You can be disqualified if found doing retail purchases. 3) Children below 15 years are not allowed Duly filled form to be sent by Fax: +91-22-2421 4116 or Email: visitors@hghindia.com or by post latest by 10th June, 20 to the address mentioned below. You can also register online at www.hghindia.com>visitors>visitor registration	

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