

Where business feels at home!

Indian Home Business Gets Bigger

HGH India 2019, the 8th annual edition of India's leading trade show for home textiles, home décor, houseware, and gifts concluded successfully in Mumbai on 5th July, 2019. Exhibitors and visitors once again reported excellent results for their respective business.

HGH India 2019 received an overwhelming response from 35,900 trade visitors (+2.9%) from 500 cities and towns across India, despite heavy rains in Mumbai just preceding the trade show. These serious trade buyers had come to explore and source products from 700 brands and manufacturers (+15%) from 32 countries. Innovations in designs, colours, materials and usage were the key points of discussion at HGH India 2019. Presence of such large number of exhibitors and visitors and excellent business results for both, despite one day's delay in opening of the show caused by heavy rains in Mumbai, clearly reflects the importance of this trade show for brands, manufacturers, retailers, distributors, importers and institutional buyers. Entire industry and trade supported and appreciated the quick recovery of HGH India 2019 from the impact of this natural calamity of flooding and get on with business as usual from the very next day.

HGH India 2019 was spread over three halls, each dedicated to specialised categories of home textiles & furnishings, home décor & gifts and houseware. Visitors praised the clear product-wise division of exhibitors as it helped



Overview of Registration Area at HGH India 2019

them in focussing on specific and relevant products for their sourcing needs. From the exhibitors' perspective, this segmentation assured that every category got high visibility and visitors' attention, irrespective of its location.

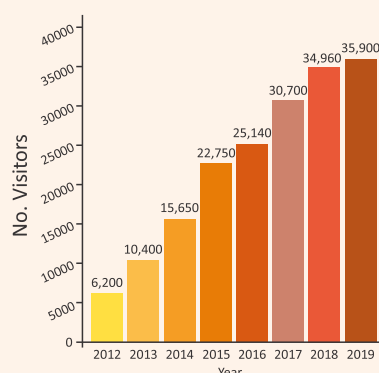
Exhibitors showcased their latest range of furnishing fabrics, curtains, bed sheets & towels, mattresses, blinds, carpets & floor

coverings, decorative made-ups, wallpapers, handicrafts, fragrances & spa products, artificial flowers and grass and decorative accessories. Crockery, tableware, storage, plastics, kitchenware, kitchen appliances, cookware, home appliances, gifts, general houseware, travel goods, cleaning and maintenance products, babies and kids' products, outdoor and

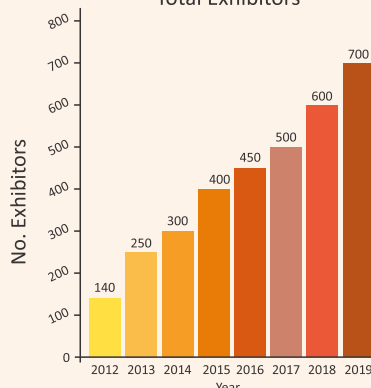
camping goods and a wide range of home décor, home textiles and houseware products.

HGH India enabled the exhibitors present their new designs, innovations and entire product range as well as transact business with their dealers and retailers from across India in a matter of three days. This trade show is today respected for its immense contribution towards the growth of India's domestic home products market. It is a forum to create long-term business associations amongst manufacturers, brands and importers with Indian channel partners, distributors, trade, institutional buyers and professionals in home interiors segments. International players in home textiles, home décor, small furniture, houseware and gifts sectors are increasingly accepting HGH India as an ideal and

Growth in Visitors
Total Visitors



Growth in Exhibitors
Total Exhibitors



Exhibitors from Over 80 Major Cities across India and 32 Other Countries

serious platform to connect with high potential and experienced distributors, importers, brand representatives and business partners in India.

The three day trade show was held on the rescheduled dates of July 3-5, which was originally scheduled for July 2-4, 2019.

Good Business Results

Inaugurating HGH India 2019, the Chief Guest, Mr. Shantmanu, Development Commissioner Handicrafts, Ministry of Textiles, Government of India appreciated HGH India as one of the best trade shows he had ever visited in India and admired its highly professional and businesslike atmosphere.

With exhibitors from over 80 major cities and production centres across India and 32 other countries, HGH India 2019 offered a variety of home products with a clear focus on the Indian domestic market. Yet, nearly 150 international buyers from 28 countries, including SAARC countries, Africa, Middle-East, Far-East and China visited HGH India 2019. They came for sourcing of branded products from India and other countries. Both Indian and international visitors expressed satisfaction with the quality, designs and prices of the products and transacted good business.

International and Indian exhibitors felt that participation in HGH India provides them a quick and effective access to the rapidly evolving Indian market. 80% of them said that this trade show has helped them expand their distribution and retail network and choose the right business partners. Over 90% exhibitors found it the apt platform for launching their new collections to their distributor and dealer network across the country in a cost-effective and speedy manner. Many exhibitors used HGH India 2019 to test their new product lines, while others introduced their new trade schemes through this show. Leading brands said that HGH India is now an integral part of their annual business plan.

About 150 first time exhibitors were elated with the success of their first participation. About 80% of them have expressed their desire to continue participation in the next edition.



International Exhibitors at HGH India 2019

Visitors felt that HGH India made sourcing very convenient and cost-effective for them as they were able to reach out to their existing as well as new vendors on the

Increasing presence of international brands and manufacturers

same platform. Presence of leading established Indian and international brands as well as new entrants, upcoming SMEs, handicrafts manufacturers and private label suppliers under the same roof helps them compare products and prices; study wider merchandising options and act on new opportunities simultaneously. They found an increasing presence of international brands and manufacturers from more and more countries an interesting aspect of HGH India, which they attribute to high quality and serious business environment of this trade show.

With their increasing numbers, interior designers, corporate gift buyers, gift suppliers and institutional buyers described HGH India as a source of very innovative and trend correct products, which inspire them for new ideas.

Consistent growth in exhibitors as well as visitors and improving quality of products year after year prove HGH India's growing importance. It is now well-accepted for offering fashion and market trends information, wide sourcing solutions and new business opportunities. HGH India 2019 offering equal opportunities to international and Indian brands, manufacturers, handicrafts and handloom sectors, artisans and

crafts persons to sell their products and services to retailers, distributors, wholesalers, institutional buyers and interior designers across India.

International Exhibitors

About 150 brands and manufacturers from 32 countries other than India presented their products at HGH India 2019 either directly or in conjunction with their marketing or distribution partners in India.

China had the strongest participation. Zhejiang Broad International Convention & Exhibition Co. Ltd. organised a group participation of about 70 Chinese manufacturers and exporters, primarily from the Zhejiang province, who displayed a wide range of products like flasks & bottles, household storage, kitchenware, cookware, glassware, luggage, cleaning & maintenance products, general houseware, blinds, wallpapers, decorative accessories, home textiles and

gifts etc. These exhibitors reported that Indian retailers and importers showed high interest in their products and they had good business results from their participation in HGH India 2019.

Other international exhibitors from countries like Turkey, USA, Germany, Switzerland, Italy, UK, Greece, Korea, Taiwan, UAE, Bangladesh, Thailand, Sri Lanka showcased products like storage, glassware, cookware, kitchenware, kitchen appliances, dinnerware, plastics, hangers, general houseware, furnishing fabrics, mattresses, fibres, wallpapers, wooden flooring, artificial flowers & grass, synthetic floorings, machine-made rugs & carpets decorative accessories and so on. They expressed satisfaction with their participation and felt that the Indian market's potential for their products turned out better than expected. Many could identify several high potential long term import and distribution partners for the Indian market.

With successful business results, many international exhibitors have already confirmed their participation for HGH India 2020.

Indian Exhibitors

Over the last eight years, HGH India continues to play a vital role in developing the Indian market for several Indian brands and manufacturers by helping them showcase their product range to retailers, wholesalers and distributors from across India. It has also helped Indian exporters in entering the rapidly growing Indian domestic market for home textiles,



35,900 Serious Trade Visitors from 500 Cities & Towns Across India

Several Innovations in High Quality Mattresses

home décor and houseware and create their own brands here.

At the eighth edition of HGH India, 550 regular and new Indian exhibitors showcased their design innovations and new products for the upcoming festive and winter retail seasons. First time exhibitors were particularly excited to find an instant market connection at the national level. Indian exhibitors exhibited a wide range across product categories like bed & bath, furnishing fabrics, curtain, blinds, rugs & carpets, vinyl and wooden flooring, wallpapers, artificial flowers, grass and fragrances, handicrafts, decorative accessories, cookware, kitchenware, kitchen appliances, tableware, storage, plasticware, stainless steel houseware and general houseware exhibited for the first time. The tradeshow provided a true reflection of upcoming business opportunities, product, market and design trends in the Indian market. Growing number of exhibitors for the eighth consecutive year proved HGH India's widening role in opening up the Indian domestic market for home products. Exhibitors across the category reported good business results.

Home Textiles

Home textiles demand in India is growing by 15-20% per annum, creating increasing opportunities for existing as well as new retailers. India's leading specialty stores like Jagdish Stores, Bharat Furnishings, Skipper, Surprise, Drapes Avenue, Ashoka Furnishings, Darpan, Pride, MA Jacob,

Dreams, Kejals from cities like Mumbai, Delhi, Ahmedabad, Jaipur, Kolkata, Bengaluru, Chennai, Pune, Hyderabad and 500 cities and towns across India came for sourcing at HGH India 2019. The top categories under home textile that saw traction were furnishing fabrics, curtains & blinds, bed sheets, bed sets, mattresses & pillows, towels, bath mats, bath accessories, decorative made-ups, rugs & carpets, table & kitchen linen – all housed at Hall 1.



Mattresses & Sleep Products

Over 19 leading brands and manufacturers exhibited in HGH India this year with several innovations in spring, memory foam, coir and other varieties of high quality mattresses and pillows. Readymade mattress demand in India has been doubling year after year in India during the last 5 years leading to constant entry of new products, new brands and new range entering the market every day. Retailers, distributors, institutional buyers and interior

designers need to keep pace with this dynamic segment.

HGH India 2019 helped visitors understand innovations and latest developments from well established brands like Kurl-on, Springfit, Duroflex, King Koil, Centuary and Nilkamal. Besides, established regional and upcoming players like Memoir, Coirfit, Dr. Back, Repose, Relaxwell, Magenta, Sleepmax also offered a diverse range of mattresses and pillows for different

collections in form of new catalogues as well as running length fabrics. Well-known Indian brands like D'Décor, DCTex, F & F, Rumours, New Castle, KC Fabrics, Jay Durga, V & J, Gem Collections, Reliable Drapes, Zynna, Pret-Fab, Fabric Engine, Luxor Vaya (UTM), launched their new collections for curtain, drapery, upholstery and decorative fabrics for 2019/20 retail season. Established international brands like IFI (Greece), Designers' Guild (UK), Zimmer + Rohde (Germany), Casamance (France), Harlequin (UK), Microfibres (USA), Sertex (Turkey), were also present either directly or through their Indian distribution partners.

Bed & Bath

Bed sheets is the single largest product segment amongst all home textiles sold in India with a share of 50% in total retail sales. HGH India 2019 hosted over 40 exhibitors in this segment including leading brands like Bombay Dyeing, Trident, D'Décor, Maspar, Micro Cotton, Bella Casa, Bonheur, DCTex, Sassoon, Bianca, CAPS, Mark-Home and Florida. Stylla and Softweave introduced their product innovations and new designs to the trade. Besides, several leading manufacturers and aspiring brands from Mumbai, Delhi, Ahmedabad, Surat, Ludhiana, Panipat, Jaipur, Coimbatore, Karur and Kunnur either debuted their brands in India's domestic market or offered private label manufacturing facilities to retailers and established brands.

Digital prints, high performance



Furnishing Fabrics: Continued to be One of The Largest Segment at HGH India

Blinds are Gaining Popularity Over Curtains

bed sheets with finishes like fragrances, anti-bacteria, gift packs, kids designs, licensed characters etc. were new forays made in this segment besides a wide range of regular prints, embroideries, percales and woven designs in dobby, jacquard and satin stripes etc.

Table & kitchen linen

Table & kitchen linen is currently one of the smallest segments of the Indian home products market due to the cooking and dining habits of the Indian households. However, demand in this segment is growing rapidly specially amongst the young, urban consumers who are influenced by the Western lifestyle.

At HGH India 2019 Bianca, Winmark and Kunal Enterprises from Mumbai, Maspar from Delhi and Chennai Hometex from Chennai brought branded range of table and kitchen linen, including gift packs. In addition, there was the Indian range of handloom and powerloom based table and kitchen linen from Karur. Besides, a number of Chinese exhibitors in hall 2 and hall 3 presented low maintenance range of mittens, table covers, place mats, table linen and kitchen linen in laminated textiles, PVC and coated fabrics.

Decorative Made-ups

Indian consumers are showing an increasing fascination for well-designed made-ups for decorating their living spaces thus increasing domestic demand at 20-25% per annum.

India is already well-known all over the world for producing high quality products and infinite designs and varieties in decorative made-ups

like cushions, cushion covers, curtains, bed covers, duvet covers, quilts, throws, comforters, shams, bolsters, sofa covers, cords, tassels and other decorative home textiles. 61 exhibitors, including leading brands, many of whom have also established a high reputation in the international markets through regular exports across the globe, showcased their highly creative range. Some of the well-known names included Anna Simona (Textrade), Maspar, Loom (Shabari International), House of Incas, Veriza, Tex n' Craft, (TexStyles), Bianca, Pan Overseas, Gopalas, Saprose, Elegant Weavers, Home Plus Retail, Jayakrishna, Aadyam (Grasim Jan Seva Trust). Truly world-class products were made available to Indian retailers, interior designers through HGH India 2019.

Truly world-class products were made available to Indian retailers

Carpets & Floor Coverings

Overall 37 exhibitors including brands, manufacturers and importers exhibited in this rapidly growing category. Functional floor coverings included wooden flooring, vinyl flooring, synthetic carpets, artificial grass and carpet tiles. Some of the leading brands in these product categories present at HGH India were Hego, Kronotex, Rosetta, Marcopolo, Manav Exim, Super Grass, Four Walls, HVT, Interiors & More and Heritage, A large part of demand in these categories in India is met through imports as there is very little domestic production.

On the other hand, carpets and area rugs are rapidly growing in popularity as an element of home décor for today's modern consumer. High luxury and warmth offered by rugs is resulting in market a growth of 30-35% per annum for this category. Some of the leading exhibitors offering a wide range of international machine-made carpets included Obsession, Divine, Qaaleen, Karpets by RKS, Hafizia and Onyx from countries like Turkey, Belgium, Iran, Egypt and China.

Carpet Export Promotion Council (CEPC) organized a group participation of its 19 members at HGH India for the seventh time catering to the demand of hand-knotted and hand-tufted rugs and carpets for the niche domestic market. Most exhibitors showing through CEPC returned happy with the business results. Pure silk and silk blended carpets from Kashmir attracted a lot of attention. The Kashmir Chamber of Commerce & Industry, Srinagar (J&K) also organized a group participation of its 8 members for the second time who displayed handmade silk carpets, shawls etc.

Home Décor

Home décor category grew by over 25% at HGH India 2019 clearly indicating the growing market in India for products like blinds, wallpapers, rugs & carpets, wooden and vinyl flooring, artificial grass, artificial and natural flowers, fragrances, decorative candles, handicrafts, decorative accessories, decorative lights and so on. Home décor products are also gaining huge popularity amongst corporate gift buyers,

who could find many new products and new sources at HGH India 2019. It was, in fact, one of the most diversified categories in the show, comprising a near-infinite variety of products like figurines, artifacts, artificial flowers and more.

Indian exhibitors from Kashmir, Jaipur, Jodhpur, Moradabad, Firozabad, Lucknow, Bhuj, Agra, Rajkot, Delhi, Mumbai, Bengaluru, Kolkata, Chennai etc. presented an exotic range of handmade and machine-made decorative items. International manufacturers and brands from Belgium, UK, Germany, Italy, France, The Netherlands, Spain, USA, Korea, Singapore, China, Taiwan, Vietnam and UAE also displayed their range of wallpapers, floor coverings, and decorative accessories either directly or through their Indian partners.

Blinds

Already a preferred choice for covering office windows, with the Indian homes becoming smaller in size blinds are gaining popularity over curtains as they consume less space. This product segment is witnessing a rise in motorisation, as customers are increasingly looking for automation in their homes. D'Décor, India's leading brand unveiled their entire new range at HGH India 2019. Well-known international brands like Toso (Japan), Forest (Netherlands), Somfy (France), Pankoul (UAE), Space Co. (Korea), and leading manufacturers from China like Xi'An Zhong, Lanxi Baolong, A-OK and Zhenjiang Deshenglong were also present. Other premium Indian brands like NBT, Nova, Deco Window, Touch Blinds, Shades,



Carpets & Modern Floor Coverings are gaining Popularity

Wallpapers: One of the Fastest Growing Categories at HGH India



Viento and Kazage showcased their new range of blinds.

Wallpapers

Wallpapers is one of the fastest growing categories in home décor in India, with the demand growing by nearly 75% per annum. All segments of consumers, economy, mid and high end are rapidly switching over to wallpapers from conventional paints, polish and other similar wall finishes. All India Wall paper Coverings Association (AIWA) organised a large AIWA Pavilion in hall 2 with 20 of its members. They exhibited several innovations like fragrant wallpapers, glowing wallpapers, 3D wallpapers besides the regular range of premium and economical products. Marshalls, Excel Wall Interiors, H & H Wall Coverings, Adornis, LG, Atco, Artisan Furnishings, InDesign, Shroff Trading, UDC Impex are amongst the leading brands who exhibited in HGH India 2019. Being market leader in India for wallpapers most of these players are expected to unveil several new collections.

Decorative Accessories

Demand for decorative accessories in the Indian market has been growing in India as it is one of the fastest and cost-effective way of changing the look of the house. Not only does it help decorate but also accentuates the room as

desired. Some of the Handmade and machine-made decorative accessories present at HGH India murals, vases, figurines, artefacts, table tops, clocks, candle stands, photo frames, magazine racks, boxes and etc.

Houseware

The houseware segment too has been witnessing consistent growth at HGH India. This category was moved to a bigger Hall 3. With rising incomes, Indian consumer demand in all sub-categories of houseware has been growing annually between 20-25%. New specialty retailers were seen sourcing products ranging from kitchenware, tableware, cookware, kitchen appliances, home appliances to security, bath accessories, plastic storage, maintenance, cleaning & hygiene and outdoor & garden products. An important trend noticed was integration of houseware with home décor and home textiles at retail level due to changing buying habits of consumers, leading to increased demand from home textiles and home décor retailers for houseware.

Cookware

Driven by health consciousness, convenience, comfort and home fashion trends, consumers in India are seeking high quality, international standard pressure cookers, frying pans, kitchen appliances and the entire range of cookware. Meyer, Bergner, Korkmaz, Vinod Steel, United Ekta, OK Cookware, Stahl, Maharaja, Borosil, Brilliant, Nolta, Avon, Jagdamba, Bhalaria, Samrat and Glare are amongst the brands who presented a wide range of innovations from ceramic coated, induction cooking to multi-layer,



non-stick and stainless steel cookware. Along with one cookware manufacturer from Russia and six from China brought a wide range of cookware to choose from in hall 3.

Kitchenware & Kitchen Appliances

As Indians adapt to more urban and more international cooking style in their kitchens, they are increasingly adapting to a wide range of international and modern kitchenware and kitchen appliances. From water purifiers, steamers, tea kettles and coffee makers to mixers, hand blenders, grinders, juicers, toasters, sandwich makers, microwave ovens, induction stoves, cooking range, food warmers, rice cookers, electric ovens & grills, ice cream makers; modern kitchen appliances and automation are increasing finding their way into Indian homes.

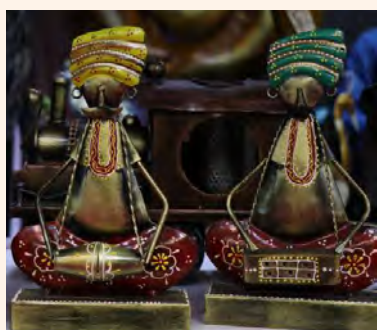
At HGH India 2019, a wide range of kitchen appliances were presented by Borosil, Bialetti, Coffeeworkz, Melitta, Hario, Vinod, Skyline, Brilliant, Roxx and some Chinese manufacturers, making it a diversified and comprehensive sourcing forum in this category.

Plastics & Storage

The market for plastic kitchen storage, food storage & tiffin carriers, bottles, kitchenware, dustbins, small furniture, household accessories, cleaning & maintenance products and general houseware in India is growing between 15-20% per annum. The demand is also shifting towards higher quality, better designed, branded products, creating room for more innovations in designs and styles by the manufacturers and brands. Taking a cue, this category at HGH India 2019 saw the first time entry of well-established, leading brands like Polyset, Ratan, Signoraware, Trueware, Mainetti and Pinnacle.

Indian consumer demand in all sub-categories of houseware has been growing 20-25% annually

The visitors could choose from a very wide Indian and international range for retailing, institutional buying, corporate gifting as well as promotional items from this segment located in hall 3.



Cookware: Driven by Health, Convenience, Comfort and Fashion

Gifts: Focus on the Emotional and not Promotional Gifts Market

Gifts

Valued at over USD 30 billion per annum, India offers one of the biggest gift markets in the world. HGH India 2019 offered high quality, branded gift products, specially in the categories like home textiles, home décor, houseware, home accent and fashion accessories. HGH India primarily focusses



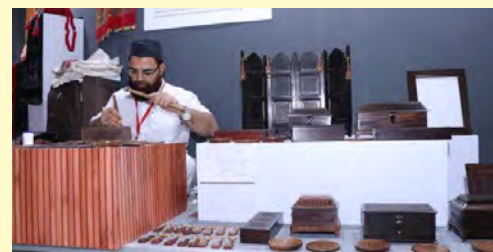
on the emotional and not promotional gifts market. Home Décor section in hall 2 offered a wide range of gifting solutions in form of decorative accessories like vases, clocks, table tops, handicrafts, decorative glassware, bags etc. along with appropriate gift packaging solutions like gift boxes, wrappers, ribbons etc. Targeted towards the corporate sector, leather products like watch boxes, jewellery boxes, trays, bar sets, bags, wallets, and more were also available.

Indian heritage

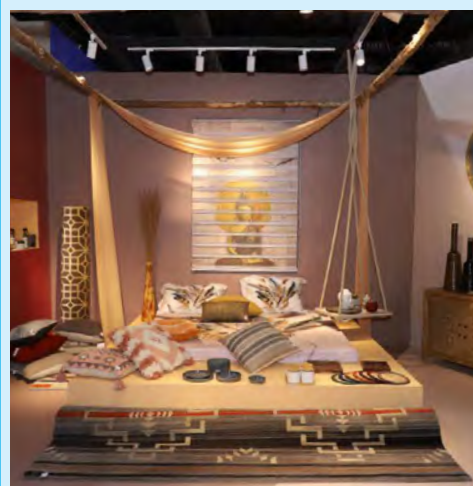
HANDICRAFTS | KHADI | COIR | JUTE

Handicrafts ■ Carpet ■ Khadi ■ Coir ■ Jute

With the wholehearted support from Development Commissioner Handicrafts, Ministry of Textiles, Government of India, HGH India continued its aggressive promotion of Indian handicrafts, artisans and cottage sector for the second year. Live demonstration by national award winning artisans & craftspeople of their unique hand-crafting skills like textile block printing, terracotta pottery, metal crafting, wood carving and lac crafting in the Indian Heritage Zone sponsored by HGH India attracted high visitor interest. Carpet Export Promotion Council (CEPC), besides organising a group participation of its members manufacturing hand-woven and hand tufted rugs & carpets also facilitated live demonstration of hand-knotted carpets. Bringing sectors like handicrafts, handloom, handmade carpets, coir, jute, khadi, cane & bamboo etc. under the common umbrella of Indian Heritage with the support of various Government organisations



like EPCH, HMCM, CEPC, COHANDS, KCCI, NSIC, NEHHDC and MHHDC, HGH India 2019 once again effectively demonstrated its firm commitment to support these sectors and realise their high potential for value-addition and national brand building through better marketing efforts.



HGH India forecasted Home Fashion Trends for 2019-20, which offered advance information on colours, designs, materials and styles for the next year under the overall theme of BEYOND SHAPES- Universal Future.

Designed especially for the Indian domestic market, these trends were divided into four sub-groups- Flight of Fancy; The Flaneur; Juicy Beats and Tribal Safari. Visitors and exhibitors were delighted with HGH India trends and found them very useful for their product development and designing and sourcing of new collections across all categories of home products.

These trends were presented through a well curated Trends Pavilion and a high quality Trend Book. Visitors and exhibitors could witness these trends for their business benefits in terms of better sourcing and improved marketability of their products and designs. They particularly appreciated the audio guide and activities at the trends pavillion which helped them understand the trends better.

More details of the trends can be found in the Trend Book 2019-20 titled Beyond Shapes.



Home Fashion Trends Forecast for 2019-20

Equally High Satisfaction Expressed by Visitors and Exhibitors

Chief Guest



Mr. Shantmanu, IAS
*Development
Commissioner Handicrafts
Ministry of Textiles,
Government of India*

"In the last eight years of operation, HGH India has displayed clear, increasing progress. Their focus, much like ours has always been on the artisans, craftsmen, carpet weavers and handicraft workers. Trade show like this help in providing exposure to them. Watching the biggest names of the industry together on one unified platform, helps them understand the kind of opportunities available. While HGH stands for Home Décor, Gifts and Houseware, for me it stands for Higher, Go Higher."

Exhibitors' Comments



Dhruv Agarwal
*Managing Director,
Stahl*

It's been a fantastic show. I have seen it expand three times in size over the last 2 years. We have seen many of our customers and a wide mixed of potential customers distributors and retailers from across the country. We don't get a nice opportunity like this to showcase our brand to the buyers. So it is fantastic for Stahl - a premium show for a premium product!



Amit Gupta
*Director Marketing,
Veriza*

"This is our fifth year at HGH India and we feel it is the right platform to launch new brands. Veriza was launched at HGH India, and it has been a great journey since then. We have seen great team spirit here, especially how the organisers managed to overcome the flooding in one day. Everybody has been supportive, and the whole industry has come together as one."



Piyush Parakh
*Director,
Artypillar*

"HGH India 2019 has been a good show. The team has worked really well, and allowed visitors to come in unaffected, and we hope to see more success next year. We have been participating in HGH India since 2016, and have received a good response since then."



Jacob George
*Director,
SBU west, Duroflex*

It is the first time we are exhibiting in HGH India. The response was very good. We usually attend lots of international tradeshows. It is quite comparable to those standards. Really happy with HGH India 2019!



Hans van Aken
*General Export Manager,
Forest Group,
The Netherlands*

"We have seen more customers this time, than last year. HGH India is a good place for us to market our goods. Over the last six years, it has only become better as it grows. Through HGH India, we get a lot of enquiries from all over India, and because of the trade show, our brand has become bigger and stronger in the Indian market."



Gaurav Sureka
*Director,
Ascent Decor
Private Limited*

HGH India team worked very hard to deliver results, overcoming natural calamities. I really appreciate their team efforts to bring the show back online. So, hats off to them, they have pulled it off very nicely and thank you so much for keeping us on track.



Rajnish Arora
*Vice Chairman,
Dicitex Furnishings*

This is the eighth successive year of our participation and I have seen HGH India grow every year! I'm so happy to see 700 exhibitors here. People now look upto HGH India for new ideas, innovations and a source of newest trends and direction where industry is heading. I am looking forward to HGH India 2020.



Abhinav Mahajan
*Director,
Maspar*

The response at HGH India 2019 has been tremendous, and we have built a big customer base here. We have seen a lot of growth, as a result. Thanks to HGH India, we have been able to reach out to retailers, and showcase our products. This inspires us to keep coming back.



Ebru Bayramoglu
*Head of Global Business
Development, Home &
Interior Textiles, Lenzing*

Coming to HGH India is a very good experience. Here, we get an understanding of the Indian market, and this is important to me. We supply not only to the Indians consumer via our value chain partners, but also to the international market via Indian producers which are exporting to the US, Europe, and other countries.



Sanjana Arora
*Business Head,
Blinds and Retail Domestic,
D'Décor*

Personally, this is my first year experiencing HGH India and I'm very impressed with the overall turn-out. The show has been delightful. We have received great response from buyers coming in from different parts of India, especially the Tier 2 and Tier 3 markets. Many Architects interacted with us and showed interest in our latest range of blinds. The beauty of HGH India is that it is the only show in India which brings all our patrons under one roof.



Karan Sharma
*Director,
Marshalls*

We regularly exhibit in HGH India. This itself proves our confidence in this Tradeshows. We do lot of business. When several trade visitors appreciate our range and do their bookings, it is a confidence booster for us. We love exhibiting again and again because it enables us meet our old time dealers once a year. The show helps in creating brand awareness for Marshalls and differentiates it from importers. That makes a good sense!



Umesh Gupta
*Director,
Bergner, Austria*

At HGH India we get actual potential customers and interact with all of them. Good leads are coming in. It's a great platform, definitely! We propose a healthy kitchen for Indians. A healthy kitchen is a healthy living and that's how we will make some contributions to the Indian society.

JULY 7-10, 2020 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.

HGH India 2020: Many Initiatives

With a great response to this year's edition, HGH India is all set to return with its ninth annual edition which will be a four day tradeshow scheduled for July 7-10, 2020 at Bombay Exhibition Centre, Goregaon, Mumbai. Find details and updates at www.hghindia.com.

HGH India Plus...the new initiative will help in bringing even more serious focus on business. It will enable exhibitors to discuss business with bigger buyers on the first day i.e. 7th July. Entry on this day will be restricted only for HGH India Plus members. All



SMALL FURNITURE



SLEEP TECHNOLOGY



SMART COOKING



SWACHH BHARAT

other regular visitors will be able to visit from July 8-10, 2020.

An exclusive hall is being introduced to showcase Small Furniture which accentuates the decor and adds to the functionality of the house.

Another category in focus will be Sleep Technology where visitors will discover global innovations and

technological trends in sleep products like mattresses and pillows.

HGH India 2020 will also focus on Smart Cooking. Addressing the demand for cookware, kitchen tools and kitchen appliances which makes cooking faster, healthier, environment friendly and more convenient. Blending

the conventional with modern technology

Yet another focus area for the coming edition will be Swachh Bharat. Introducing innovations and creating awareness about products that will make indian homes cleaner, healthier and more hygienic and will also help in protecting the environment

Visitors' Comments



G.P. Tirodkar
Vice President,
Technical, Adonis
Laboratories Pvt. Ltd.

"I have been visiting HGH India for the last four years. It is very good and well-organised. It is great to see a variety of innovative products and exhibitors here. To me, it has always been a special event, and every edition just gets better. I look forward to HGH India 2020."



Deepak Nirmal
General Manager,
General Merchandise
Buying & Merchandising,
Aditya Birla Retail Ltd.

This is my fourth visit to HGH India. Opportunities that retailers get to source from national and regional vendors keep bringing me back.



Suleman Hirani
Partner,
Darpan Furnishings

I would like to congratulate the HGH India team, for pulling off the event, despite the rain. I have found a lot of new manufacturers from Jaipur and Jodhpur. I like the way the booths have been set up; they are very attractive. I have greatly benefited from interacting with new vendors and suppliers, whom I would not have been able to reach, if not for HGH India.



Shalini Tandon
Customer care Associate &
Trading Manager- Buying &
Merchandising,
Shoppers stop Ltd.

Every year I am excited. I would say my time has always been worth it and this time also it is worth it. A lot of new things have happened this year. I am glad to learn about your Swachh Bharat promotion at HGH India 2020 as we have a cleanliness section in our home store where we sell a lot of cleanliness items. If HGH India can help us and can show us some direction on that, then why not? It is going to be a great section for our stores and our customers.



Shalu Zala
Chief Manager,
Brand & Marketing-
Reliance Retail Ltd.

Every time I come here, I see new things. HGH India understands the needs of retailers and importance of new markets. It understands their business requirement and caters to all segments of the market. It is one of the most successful & evolving fair I have seen.



Vinod Khandelwal
General Manager - Head,
Household Buying & E com
Business, @home -
Nilkamal Ltd.

I have been coming here since the first edition in 2012. As a buyer, I will always feel that something is missing, but I have seen the show grow bigger

every year, and increase the international presence. HGH India has covered a good spectrum of brands, and should definitely add more in the years to come.



Gaurav Khatri
Partner,
BIG Imports and Gifts

"HGH India is a brilliant and versatile show. I am a regular visitor since beginning and find an array of products. I would like to credit the way this show is organised."



Prakash V. Pathak
Partner,
Bonito Beautiful Furnishings

"I am one of the oldest visitors of HGH India coming here since the first edition in 2012. It is a fantastic trade show. I make it a point to come all the way from Pune to witness its increasing excellence every year. New products are introduced every year. Amount of options we can order from are great. Annual innovations are commendable."

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