

Where business feels at home!

## Exporters to offer International Collections

As the Indian consumer evolves further demanding superior quality, international colours and designs and high performance in all segments of home textiles they buy, retailers need to respond to this evolving customer need.

Over the decade, 300 well-established export houses have successfully entered the Indian domestic market through HGH India. Today they own brands which are well-established and well-recognised by Indian retailers and consumers.

HGH India will unveil the widest ever range of international home textile products offered by leading Indian exporters of bed sheets, towels, duets, comforters, decorative beddings, quilts, summer blankets, curtains, throws, cushion covers, table & kitchen linen, bath mats & rugs, area rugs, durries, door mats and a variety of decorative made-ups.

In the forthcoming edition, some home textiles brands to be exhibited by these exporters include Maspar, Pluchi, Micro Cotton, K. G. Denim, Doctor Towels, Bonheur, Pano, Liberty, Kaleen, Balavigna, Gauvins. International brands like Microfibres from Turkey too are exhibiting.



Enrya



Pano

Besides, regular domestic players like Asadeep Furnishings, Elegant Weavers, Devtara, Lacasa, Bhikshu Fabrics, Marvin Leather, Home Fabrics, Valam Home, Labham, Cortina and Home Story etc. will also showcase their new collections in bedsheets, towels, decorative made-ups, furnishing fabrics, curtains and a variety of home textiles.

Similarly many exporters of handicrafts, decorative accessories, home furniture, mattresses, pillows, rugs & carpets, stainless steel houseware, kitchenware and cookware; plastic and general houseware, tableware and other home products too have turned their attention to

the Indian consumers, as they see the business opportunity within the country growing larger and more profitable. This will be a win-win situation for these exporters and Indian retailers, who may be able to reduce their dependence for world-class products and designs on imports alone.

HGH India is all set to facilitate the growth in domestic market for entire range of home textiles, home décor, home furniture, houseware & gifts. With over 25,000 retailers having already pre-registered, the four-day trade show from December 13-16, 2022 is bound to bring the business action to Mumbai for the forthcoming Spring/Summer 2023 retail season.

## Many Specialised Groups Exhibiting

Several national and international group participations have been organized by leading International and Indian trade promotion agencies, opening huge sourcing opportunities for Indian retailers, distributors, interior designers and institutional buyers. HGH India will once again connect the buyers with unexplored creativity, product innovations, designers and craftsmen in home textiles, home décor, houseware, home furniture and gifts.



EPCH Pavilion

Italian Trade Agency, representing Italian National Pavilion is bringing 9 well-established Designers and manufacturers across categories like home furniture, decorative glassware, porcelain and artefacts, decorative accessories, wall décor, wooden flooring and interior design concepts.

Export Promotion Council for Handicrafts (EPCH) is organizing a group of 20 exhibitors from centers like Delhi, Moradabad, Agra, Saharanpur, Khurja, Jodhpur & Jaipur, many of whom will be first time exhibitors at HGH India. North East Centre for Technology & Research (NECTAR) will showcase a variety of options in handicrafts from the North Eastern region of India in materials like bamboo, cane, wood, silk, natural beads & stones. National Design Centre, Delhi, will connect with modern adaptations of various crafts by Indian craftsmen from across India. Indian Institute of Carpet Technology will host exquisite handmade carpet manufacturers from centres like Bhadohi, Varanasi, Agra and Jaipur. National Handloom Development Corporation (NHDC) will support handloom weavers and manufacturers of hand-woven home textile products like cushion covers, bed covers, curtains, table & kitchen linen from various parts of the country.

EPCH has also organised presence of handmade toys for the first time in the Kids Home section of HGH India.

# In Focus at HGH India

HGH India has always acted as facilitator and catalyst of business growth and specific categories with high potential in the Indian market. Continuing these efforts for the benefit of both exhibitors and serious trade buyers, the 12th edition of HGH India will once again pay focussed attention to some specific categories with vast untapped business potential. These are World of Sleep, Home Furniture, Smart Kitchen, Wall & Windows and Kids' Home.

## World of Sleep

a joint initiative by  

The initiative of World of Sleep Pavilion in the last two editions of HGH India has made a remarkable impact on visitors. It garnered appreciation as a trending opportunity to witness the latest trends and innovations in the Sleep Industry.

Leading brands like Sleepwell, Kurl-on, Springfit, Centuary, Serta, Simon, Spring Air, SleepMax, Repose, Libra continue to support World of Sleep in the forthcoming 12th edition of HGH India. For the third time, World of Sleep will provide visitors insights into the technology-driven innovations that characterize healthy sleep. Besides, several upcoming brands and manufacturers like Comphy, Amoura, RDP Foam, Famous Foam will present themselves with their individual USPs.



A joint initiative by HGH India and Indian Sleep Products Federation (ISPF), World of Sleep will help the visitors understand innovations and technological trends in sleep products across categories.

Good sleep leads to good health, is a universally accepted fact. World of Sleep pavilion at HGH India will impart useful information for the retailers and channel partners on innovations in sleep products like mattresses, pillows, blankets and comforters. In addition to good quality of these core sleep products, brands and manufacturers are discovering the importance of products like mattress protectors, sleeping bags, sleeping pods, sleeping gadgets and the right music, light, room temperature, colours, aromas and fragrances, air purifiers etc. in ensuring a good quality sleep.

World of Sleep pavilion at HGH India will educate retailers and trade visitors on upcoming trends in sleep products and prepare them to provide better information to consumers on best-suited sleeping solutions for individual needs.

At the World of Sleep pavilion, experts will share research findings on good quality sleep and its relevance to better health, sleep hygiene, comfort, reduced stress levels and productivity. Consumers are today looking for sleeping solutions for their individual needs. Retailers must keep pace.

World of Sleep is a unique opportunity for the retailers to directly connect with the brands and manufacturers to understand unique features of their products.

Added attraction would be free Retailer Training Sessions by Professional team with a duration of 20 minutes for each session. Since the seats are limited, all registered visitors for HGH India can also register for these

seminars. If you have already registered as a visitor click on the link below to register for the seminar.

[https://docs.google.com/forms/d/e/1FAIpQLSdM\\_7kzKDRJWhI93\\_EtCoGdECbyeqJ9syWyyLERD0LI9Rkabw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdM_7kzKDRJWhI93_EtCoGdECbyeqJ9syWyyLERD0LI9Rkabw/viewform)

If you have still not registered as a visitor, please click here <https://www.hghindia.com/eng/otp-registration/> and register before 5th December, 2022, to save Rs. 1,000/- spot registration charges. After this you can register for the training session on the above link.

## Home Furniture

an initiative by HGH India

In the forthcoming edition, HGH India will further expand its range of home furniture to add functionality and accentuate décor of the house.

Amongst 9 Italian exhibitors in the Italian National Pavilion in Hall 1, four will be exhibiting well-designed home furniture like tables, chairs, sofas & cabinets, wooden flooring and customised furniture.

As the time-constrained consumers seek complete home décor solutions under one roof, retailers across home categories are keen to add full range of home furniture to their stores. Furnishing, home décor & furniture retailers, interior designers, architects, distributors and interested franchisees will have the opportunity to explore modern, traditional and accent furniture from Indian and International brands and manufacturers.

Home furniture will include complete range of living room, dining room, bedroom, kitchen, study room, bathroom, home office furniture, accent furniture, outdoor & leisure furniture. These include products like sofas, recliners, dining tables, beds, wardrobes, coffee tables, consoles, cabinets, side tables, home office tables, chairs, bean bags & pouffes, rocking chairs, stools, swings, kids' furniture, garden furniture, outdoor furniture, racks & trolleys, bar cabinets & storage chests, dressers & mirrors, book shelves & magazine holders, showcases and display units etc.



Technological advancements are leading to creation of sophisticated furniture in materials like wood, bamboo, cane, plastic, rattan, wrought iron, steel, brass, glass, stone, acrylic, recycled materials...

Increasing urbanisation, smaller houses and rented accommodations are influencing furniture buying pattern of Indian consumers. People today desire to reinvent the look of their homes with high frequency, at low cost.

Consumers today prefer readymade furniture and soft furnishings which are co-ordinated with each other. In the post-pandemic era, demand for home-office and space saving furniture is also increasing.

Complete home stores, furnishing stores, home décor stores and online retailers are becoming new destinations for furniture buying, in addition to conventional furniture stores and customisation.



**Smart Kitchen**  
—an initiative by HGH India—

Kitchens will continue to gain further strength in this edition of HGH India. Market leaders like Wonderchef, Glen, Hawkins, U-Cook, United Ekta, Sanjeev Kapoor, Rena, Fiskars, Nolta, Awkenox, Vikas, Brilliant, Shri & Sam, Roca will launch

their innovations with improved designs, better functionality and more convenience in cooking and kitchen management. Visitors will be able to understand and see their complete range of products.

Smart Kitchens are becoming a reality amongst Indian households. Today's modular kitchens are more intelligent with smart appliances, gadgets and voice assistant. Cookware and kitchenware manufacturers too are taking the cue to introduce smarter products. HGH India 2022 will focus on the innovations in modular kitchens, kitchen appliances, cookware and kitchenware for faster, healthier, environment friendly and more convenient cooking.

Smart Kitchen pavilion in Hall 3 will appraise the retailers, distributors and trade buyers on innovations being introduced by brands and manufacturers from India and other countries. It will help them



understand the upcoming trends and product innovations in modular kitchens, cooking, cookware, kitchen appliances and kitchen tools.

From chopping to grating, cleaning to food preparation, blending to food processing, baking, steaming or sautéing, boiling to frying, toasting to roasting, icing to decorating...all kitchen activities are witnessing revolution in materials, processes, convenience and comfort. Automation, nutrition, hygiene, health and environment are the new key words in cooking.

Hygiene and health safety at all stages of food storage, preparation, processing and serving are new demands that will drive innovations.

At HGH India 2022, a special pavilion for Smart Kitchen will showcase upcoming trends to update the retailers and trade visitors.

**Walls & Windows**  
—an initiative by HGH India—

As consumers opt for greater style and convenience inside their homes, they seek innovative materials and technologies to combine aesthetics and functionality on their walls and windows. From simple wallpapers, blinds and curtains, the focus is shifting to automation, advanced sun protection materials, personalised designs and expression of one's taste and personality.

Wallpapers, blinds, curtains, wall finishes and window automation are rapidly growing segments in India. Being one of the oldest categories in the Indian furnishing market, Walls & Windows need to reinvent and adapt to modern designs, technology and functional hardware. Wallpapers too need a more modern touch like digital printing and improved materials with superior designs. Be



it economy, premium and luxury- all segments are experiencing the advent of new materials for better performance and decorative ideas. These innovations may prove game changers for retailers & distributors in products like wallpapers, blinds, curtains and window treatments.

Walls & Windows pavilion in Hall 1 will highlight Indian innovations and global advancements in these categories.

Exhibitors in Walls & Windows include Microfibre, Asadeep, Home Fabrics, Viento, Valam Fabrics, Valam Home Décor (Curtains & curtain fabrics) Viento, Nova, G.D. Gupta, Sipko, Vision Blinds, Intima Décor, Omikron Trionics, Flowin (blinds), Marshall, D-Wall, Munshi, S.C. Sheth, Eximus (Wallpaper), Kohinoor, Dolphin, 567, R.T. International, Virti, Hevaa (Curtain Rods & blind components) and many others.

**Kids' Home**  
—an initiative by HGH India—

**With changing lifestyle and shopping habits of younger Indian parents for their kids, brands and manufacturers in this segment need to redefine their retail and distribution strategy to reach their products beyond Kids or Toys Stores...**

As kids' home market in India grows in volumes and parents seek better quality, child-friendly products, this segment opens up doors of new opportunities.

HGH India 2022 will introduce a specialised section for babies & kids' home products spanning from bed & bath, furniture, décor, flooring, toys, prams, hobbies, home activities, outdoor, sports & adventure, bathroom accessories, houseware, health & hygiene and so on.

Demand for innovative, well-designed and good quality products in this segment is growing in India at about 15% per annum. Shopping habits too are undergoing a transformation with consumers preferring to buy kids' products alongside their routine household purchases for convenience and saving time. Besides the specialised kids' stores, the regular home textiles, furniture, houseware retailers and large format stores, most of whom are regular visitors at HGH India, are keen on expanding their kids section.

As children spend more time at home with their gadgets-driven lifestyle, consumers want to make their kids living space in conformance to needs such as quality sleep, play, study, comfort, hygiene and safety.

Kids' Home section in Hall 1 will showcase a wide range of products like baby blankets, baby bedding, towels & bath products, kids' mattresses & pillows, kids' home utilities, prams & walkers, kids' furniture, cutlery & tableware, water bottles, kids' storage,



soft toys, technical & action toys, educational toys, kids' accessories, school articles & stationery, sports, leisure & outdoor equipment, maternity products, baby gift sets, parties & celebration products, festive products, disposable articles, decorative products for kids etc.

Pluchi will be presenting a highly creative range of knitted soft toys, baby & kids' beddings, baby towels, accessories, comforters, gift sets etc. They will also showcase their range of Disney/ Marvel/ Starwars licensed babies & kids' products. Kids bed linen, shaped cushions, shower curtains, pillows, quilts will also be showcased by Happy Home Linens. Century Mattresses will bring an exclusive kids mattresses collection. Bonheur and Doctor Towels will unveil their kids towels lines. Sharadha Terry, one of the finest producers of towels in India, will launch both bed sheets and towels for kids under their brand Micro Cotton. EPCH has organised a group participation of handmade wooden toys manufacturers, kids furniture and other kids & baby products. Many other regular exhibitors too will be showcasing specialised kids range.



## Increasing Government Support

Over the last one decade, HGH India has not only grown in size and stature, but has delivered consistently good business results to its exhibitors and visitors. Today, this trade show is recognised in India and globally as an effective window to the Indian domestic market connecting its exhibitors with over 36,000 serious trade buyers from over 500 cities and towns across India. Exhibitors at HGH India include well-known international and Indian brands, designers, large manufacturers, MSME units, importers and exporters. From market leaders and topmost Indian brands to multinational players from 32 countries across continents have been exhibiting in HGH India regularly.

Handicrafts, Handloom and Cottage sectors have been one of the biggest beneficiaries of HGH India, finding a long-term gateway to India's national market. More and more of such small manufacturers are getting connected to well-established offline and online retail chains year after year. Over 70% of the 37,000 serious trade buyers from 550 cities and towns across India have made HGH India part of their annual calendar for sourcing, trends and market information. Of the top 100 retail chains and distributors in India in the home category (including offline & online retailers), 95% visit HGH India regularly. Over 90% of HGH India visitors are senior decision makers. Besides, trade buyers from about 28 countries, primarily emerging markets in Asia and Africa too have been visiting HGH India regularly, creating an untapped export potential for Indian products in the categories of home textiles, home décor, houseware & gifts.

Recognising the strength and efficacy of HGH India to connect small & medium enterprises with the national and international retailers, importers and institutional buyers, Ministry of Textiles and Ministry of MSME under Government of India; Development Commissioner Handicrafts and



Development Commissioner Handloom under Ministry of Textiles, Government of India; Government of Uttar Pradesh, Government of Haryana have approved HGH India amongst the few trade show for which the eligible exhibitors can claim a market development grant or subsidy under their various schemes, bringing down their effective cost of participation.

Over 12 Editions, HGH India has clearly emerged as a trusted choice and most preferred trade show for those exhibitors and visitors who have a focus on the rapidly emerging Indian market for home textiles, furnishing, home furniture, home décor, houseware & gifts. Clearly, all stakeholders in these businesses -Government, Private or International- feel at home with HGH India!

## Trends 2022/23

Trends forecasted by HGH India have proved very useful for its exhibitors and visitors over the years. In this edition, HGH India will continue to work on the forecast from the previous July 22 edition, after adapting to the corrections and short term changes in the consumer taste. A new Trends pavilion in Hall 1 with innovative products for the 2022/23 period will showcase a new actualised range of products, which retailers can take inspiration from for the new sourcing. These trends carried over from the last edition, reflect the influence of social, lifestyle & technological changes on home products market. Every year, HGH India forecasts upcoming colours, designs, materials and styles which are likely to play a key role in home fashion and lifestyle trends in the Indian market.

“WINDS OF CHANGE” - the trends brought to you by HGH India are a well-researched integration of strongly emerging colours, designs and materials for the year 2022/23. You will find comprehensive design directions in this trend book to create or source your new collections for the coming seasons. These trends describe the design elements for 2022-23 for the Indian market in four groups – Healing Green, Eco Artist, Purple Avenue and Peaceful Amber. HGH India Trends for 2022/23 are applicable across all home categories- home textiles, furnishing fabrics, home décor, accent furniture, houseware & gifts.

### Healing Green

हीलिंग ग्रीन ▼



### Eco Artist

इको आर्टिस्ट ▼



### Purple Avenue

पर्पल एवेन्यू ▼



### Peaceful Amber

पीसफुल एम्बर ▼

