

Where business feels at home!

## Home Décor Wallpapers, floorings, dry flowers, handicrafts, accessories & more

**A**t HGH India 2019, home décor as a category has infinite possibilities in terms of products and designs for walls, floors, ceilings, tables, windows and doors to outdoor environment of balconies, terraces and gardens.

From a variety of floor coverings in textiles, wood, synthetic materials like PVC and Polypropylene to carpet tiles; from a wide range of premium and economy wallpapers to modern range of wall finishes; rubber mats, coir mats, artificial grass and green walls; natural dried flowers & plants to fragrances and artificial flowers; decorative candles, candle stands to aroma oils...a range of decorative accessories like vases, clocks, figurines, artefacts, paintings, murals, table tops; a whole range of uniquely hand crafted products in ceramic, terra cotta, wood, glass, metal, cane & bamboo; well finished modern decorative accessories in steel, glass, plastic and acrylic...chandeliers, decorative lights, lamp shades, garden lights to whole range of garden furniture & outdoor decorative accessories...the inclusions by the exhibitors in home décor category in hall 2 are endless!

Home Décor category has grown by 25% over last edition where retailers and corporate gift buyers will be able to find many new products and new sources. As the consumers increasingly demand a blend of good design and functionality, producers have worked hard to meet their demand



Marshalls

across all products. High emphasis on improved packaging and presentation will also be visible in hall 2 this time.

As Indian consumers increasingly move towards modern and eco-friendly materials like wallpapers over traditional paints, visitors will find several new opportunities in the wallpaper section of hall 2.

Indian exhibitors from Kashmir, Jaipur, Jodhpur, Moradabad, Firozabad, Lucknow, Bhuj, Agra, Rajkot, Delhi, Mumbai, Bengaluru, Kolkata, Chennai etc. will present 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 will display their range of wallpapers, floor coverings, and decorative accessories either directly or through their Indian partners.

**Wallpapers:** Wallpapers is one of the fastest growing categories in home décor in India, with the demand growing by nearly 100% per annum. All segments of consumers, economy, mid and higher end are rapidly switching over to wallpapers from conventional paints, polish and other similar wall finishes. With consumers becoming more health and environment conscious and opting for greater convenience and time saving in decorating their homes, wallpapers will naturally score over any other materials in the years to come. Hence, rising demand for wallpapers is a long-term trend in the Indian market.

All India Wall Paper Coverings Association (AIWA) has organised a large AIWA Pavilion in hall 2 with 20 of its members. They will be exhibiting several innovations like fragrant wallpapers, glowing wallpapers, 3D wallpapers besides the regular range of premium and economical products.



NGC Naffees

# BRINGS OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS

Marshalls, Excel Wall Interiors, H & H Wall Coverings, Adornis, LG, Atco, Artisan Furnishings, InDesign, Shroff Trading, UDC Impex are amongst the leading brands exhibiting in HGH India 2019. Being market leader in India for wallpapers most of these players are expected to unveil several new collections.

Many leading wallpaper companies will also be exhibiting directly in hall 2. New premium range from several international brands like Omexco, Rasch, Caselio, Wallquest, Décorline, The Paper Partnership and BN Walls will be brought in by Dubai based NGC Nafees. Floors & Furnishings (F & F) will showcase the range from, Casamance and Harlequin. Alkemi Décor will also offer a range of premium wallpapers, exhibiting directly.

**Floor coverings:** Modern range of functional and decorative floor coverings substituting conventional rugs and carpets include wooden flooring, vinyl flooring, synthetic carpets and carpet tiles. These floor coverings are gaining increasing popularity amongst Indian consumers for reasons like lower maintenance, wider design options and cheaper prices as compared to rugs, carpets or tiles.

While there are a few producers in India in all these categories, a large part of demand is met through imports. Rosetta, HVT Interiors, Bhikshu Impex, Polyleaf, Tarkett, Chirag International will be exhibiting with synthetic floor coverings. Wooden Flooring will

be brought in by established brands like Marcopolo, Kronotex, Rosetta, Hogar Floorings, Chirag International.

**Decorative accessories and table tops:** Demand for decorative accessories has been growing by the day in India as it is one of fastest and cost-effective way of changing



Malik Designs

the look of the room, without undergoing refurbishing. Not only do they help decorate but also accentuate certain areas of the room as desired.

Handmade and machine-made decorative accessories like murals, vases, figurines, artefacts, table tops, clocks, mirrors, candle stands, photo frames, magazine racks, boxes and small furniture etc. will be showcased by exhibitors like Sunrise, Ashnam, Gift World, Hyosha, Malik Designs, The Artisan Hub, Piyush Parekh, Noble

Art & Craft House, Noble Furniture, Ganeshi Lal Jwala, Three Sixty and Cocktail.

Export Promotion Council for Handicrafts (EPCH), like every year, has once again organised a group participation of its handicraft exporting members. They will offer to the Indian retailers and corporate

catching on very rapidly in India as reflected in the annual market growth of 25-30% per annum.

Natural flowers and fauna are dried in the natural conditions and then decorated with paint and fine craft skills. Pot pourrie, natural dry flowers, plants, artefacts, natural mood creating floral fragrances, spa products fragrant decorative candles and a variety of gift packs for most of these products make this range very desirable. These products, besides making good decorations, also create a feeling of well-being in the surroundings, and hence are gaining popularity.

Nature's Mania, Rosemoore, Blue Tree Aroma, Songs of India, Iris and Pan Aroma are amongst the leading brands exhibiting at HGH India 2019 in hall 2.

**Artificial flowers, artificial grass & green walls:** All these are fast growing categories in the Indian market. More and more



Bhikshu Impex

gift buyers, a diversified range of high quality, export quality handicrafts in metal, wood, glass, rubber, textiles and other materials from Moradabad, Saharanpur, Delhi, Jaipur, Jodhpur Indore, Noida and Ambala Cantt.

Decorative hardware like curtain rods, door knobs, handles etc. are gaining popularity too. Deco Window, Dolphin, SQU will bring this range of products.

**Fragrance & Dry Flowers:** This is a relatively new category in the Indian market introduced just about five to six years back. But the demand is

manufacturers, brands and importers are entering the field to cater to this increasing demand. Several brands and importers will exhibit in hall 2 and some in hall 1 a wide range of artificial flowers,



Marcopolo



Floor Solution



Rosetta



Rosemoore



Natures Mania



Crystal Corporation

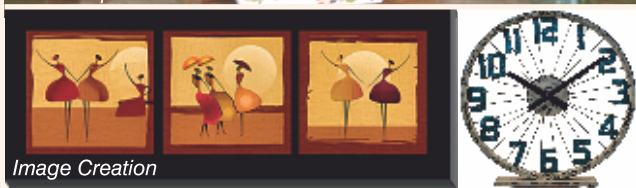
grass, plants, creepers made from fabrics, plastics, paper, rubber and other modern materials, which give near natural look. *Four Walls, Interiors & More, Crystal Corporation, Fyne Surfaces, Heritage, Pollination, Supergrass, Deko Turf and Turf 8* are amongst the leading players exhibiting their range in this category.

Picture of artificial grass or artificial flowers with credit line to the exhibitor

**Bags:** Over the last few years, bags are gaining popularity in the Indian market for several reasons. Touted as an ideal fashion accessory or gift, bags are today offered in a wide range of materials and styles. With an increasing ban on plastics in this environment conscious country, bags are today made with cotton, jute, polyester, leather, rexine and so on. *Aakruti Embroidery, Ludlow Jute, Hitaishi* are some of the prominent players showcasing their range.



## Personal & Corporate Gifts Huge Indian market, still growing



India is one of the most hospitable and socialising countries in the world, where gifting is part of its culture, heritage & social customs. Be it business or personal occasions, India and Indians are amongst the most passionate people about giving and receiving gifts. According to Technopak, India's leading Management Consultants, the total size of Indian corporate & personal gifting market put together is about 250,000 crore today. Of this, corporate gifting market in India is estimated to be 12,000 crore and is growing rapidly.

Yet the gifts market in India remains one of the most unorganised ones, with only a handful of brands and retail chain catering to the demand. However, like everything else, gifting market too is changing profile in India. Personal gifting as a culture is on the rise, with number of gifting occasions increasing from Anniversaries, Weddings, Birthdays, Valentines' Day, Rakhi, to Mother's day, Father's day and so on. Besides, consumers want to now buy gifts from stores which are unique, stylish, personalized, in tune with their preferences, and reflect their status as well.

As the HGH India Research team discovered, for India Inc.'s corporate world too, gifts are moving from "promotional" to "emotional". Companies in sectors like Pharmaceutical, Telecom, Information Technology, Finance, Insurance, Hospitality, and Media, are increasingly opting for gifts which strike a more personal and emotional chord with the recipient, be they employees, customers or business associates. People today look for innovative ideas with a personal touch, keeping the profile of the recipient in mind.

Corporate gift buyers, corporate gift suppliers, distributors, wholesalers and gift retailers are constantly on lookout for innovations and new gifting ideas, which is a never ending process. Home products essentially make some of the finest gifts, when it comes to emotional gifting-be it corporates or personal gifts.

High quality, branded gift products, specially related to home textiles, home décor, houseware, home accent and fashion accessories are important aspects of HGH India's product lines. As stated on several occasions, HGH India primarily focusses on the

emotional and not promotional gifts market. Besides offering diverse solutions to large corporate gift buyers, the trade show also facilitates organising of backend supplies for gift traders, wholesalers and retailers looking for gift packs and giftable products with emotional connect with the recipient.

HGH India 2019 will offer a variety of branded home textiles like bed sheets, towels, table & kitchen linen, bed-in-a-bag, kids & babies blankets, rugs in hall 1. A wide range of houseware products like flasks, bottles, ceramic & crockery, glassware, fine cutlery, food carriers, kitchenware, kitchen appliances and household articles from leading brands and importers as well as international brands from all over the world will be available in hall 3. Home Décor section in hall 2 will also offer a wide range of gifting solutions in form of decorative accessories like vases, clocks, table tops, handicrafts, decorative glassware, bags etc. alongwith appropriate gift packaging solutions like gift boxes, wrappers, ribbons etc.

*Archies, Aarya 24 KT, Sunrise, Gift World, Tuelip, Cocktail, Ek Do Dhai, Image Creation, ADS, John's Umbrella, Ludlow Jute, Hitaishi, Ratan Paper* are some of the leading Indian manufacturers and importers with high focus on gifting solutions. Besides, all exhibitors in home textiles, home décor and houseware halls will offer a variety of customised or readymade gift solutions.

14 Chinese exhibitors in hall 2 and hall 3 will bring a wide range of gifting products. *Yiwu Haili Plastic Products* will showcase Photo Frames. Other exhibitors will offer a wide range of houseware, decorative accessories, fashion accessories, jewellery and jewellery boxes, hand Bags, leather Accessories, gift packaging solutions.

## Experiences with HGH India



**Shalini Tondon**  
General Manager,  
Shoppers Stop

I think each year it becomes better and better because not that I only see my existing suppliers but lot of new things, new innovations and also lot of new people from different countries. Honestly, it saves a lot of time for me because in one platform I do see and meet lot of existing suppliers and also able to find new ones. So it's a one-time annual activity where I spend 2 to 3 days and I get to see all the new developments from my known people and also some new things. I think biggest USP is that this is the only show offering this kind of platform and is remarkable the way it is organised. I think it is comparable to any international show that I visit. The assortment that I get to see across all of home categories, I don't think anything is missed when it comes to my home buying activities!



**Rajesh Mishra,**  
General Manager India &  
West Asia, Corelle brands

HGH India is a platform which give us opportunity to meet up each and every customer who is into various channels and showcase our products to them. So this is the one platform which helps us to showcase our brands to all the individuals. HGH India is something which is wonderful, fantastic and gives us lots of opportunities to meet a people and talk about our brands.



**Adelheid Deltour,**  
BergHOFF -  
Chief Executive Officer

Berghoff is a very well-distributed over six continents but in India we haven't taken any step yet. But we see and we feel actually that the market is changing a lot in India and I think it is the second fastest growing market in Asia now. So this show is the very first step for Berghoff as a brand in India and our expectations are very high. We expect to hopefully find a partner in this show who can help us penetrate this market. This can be either an importer or importer-cum- distributor helping us to cover distribution for whole of India. We had a massive response to our presence here, so that has been great. We have been able to get in touch with lot of people, importers, distributors and retailers who told us about the Indian market. So it has been very interesting for us to be here.



**Ankit Gupta,**  
Director, Marcopolo

We carry our brand Marcopolo and are showcasing our vertical garden range. We have also introduced our vinyl flooring and wooden flooring. Last year I started with 35 sq. mtr. Booth. This time I expanded it to double. We had many distributors from this platform and it's a great experience.



**Vinod Khandelwal,**  
General Manager, Buying &  
Merchandising, @home

Every time we find some new suppliers and new vendors which are supporting us in our growth story as well as HGH India's growth story. Some of the suppliers are from India others from overseas. So we are getting suppliers from both sides and it is helping us.



**Shreevar Kheruka,**  
Managing Director,  
Borosil Glass Works Ltd.

We have been participating in HGH India since inception and I think every year our booth is also getting bigger and bigger. That reflects more number of visitors as well as growing stature of this trade show. We find it a good platform to show all our new products and new offerings. All our customers are coming here-be it specialty retailers or large format stores. Everybody is here so we think it is a good platform for our industry.



**Umesh Gupta,**  
Vice Chairman, Bergner

We have been doing trade shows internationally. I never knew that India has this platform! Bergner is a kitchenware solution provider worldwide. We have come to India with Vikas Khanna as our brand ambassador. We have launched the hi-tech prism which is a tri ply cookware with the nonstick coating. We are the first company will be giving 10 years guarantee on a cookware or nonstick coating, a perfect dream for a Indian women.



**Ajay Talwar,**  
Vice-President-General  
Merchandise & Electronics,  
Spar India

We also go to China but India has become the destination with this show for houseware. So we come over here, identify new articles and new suppliers so that they can be a part of our business. I will say every year we see something unique, different and new suppliers come on board. These guys are really lovely and we get good prices so that we offer our customers best of the prices.



**Deepak Agarwal,**  
Director, Clay Craft India

HGH India is the only exhibition we take part in for our domestic retail and new launches. We design and do product development to launch at HGH India. Through HGH India we target conventional retailers as well as modern retail and launch our new products

simultaneously. We are the sole authorized licensee for the *Chef Sanjeev Kapoor's* brand. We have recently collaborated with brand *India Circles* which is a designer brand from *Krishna Mehta* in Mumbai and are also licensees for USA based brand *Happiness*. So these are the three highlight point for us and we are the exclusive licensee for all these brands.



**Alokendra Banerjee,**  
CEO, The Bombay Dyeing &  
Manufacturing Co. Ltd.

This show is excellent and the right forum to meet our customers and the people who are connected with you in the trade. So it is a nice platform to introduce your products, talk about them and take them forward. We are really happy with the show. The participation helps us to showcase and create more awareness about our products. We hardly do any bookings here, as we are completely sold out till autumn/winter. But HGH India helps dealers understand what the company is doing. For example, we have just introduced an innovative concept called "Make your own bedsheet" wherein you can send in your design and for only Rs. 1999/- we make a bedsheet as per your design and ship out within 30 days. We introduced this concept in HGH India.



**Daria Shilova,**  
Export Manager,  
Abrasive Technologies,  
Russia

I represent a Russian company Abrasive Technologies. We come from Saint Petersburg, we create non-woven materials basically viscose and abrasive material. So we have met many great people here. We hope that we will make business here with the Indian businessmen and we hope that we will find a niche for our products, for lemon moon products here in the Indian market because we believe that the Indian market is one of the most evolving at the moment in the world. We hope that in the Indian families and housewives would use our products for cleaning utensils for cleaning crockery because the core area of our products is very great and it suits the needs of the Indian housewives.



**Priyanka Arya,**  
Owner, Artisan Furnishing

Artisan is a wallpaper company which imports luxury as well as economical wallcoverings. It is the first time we exhibiting at HGH India. It has been a beautiful journey and a beautiful experience. From the moment we actually entered HGH India, I must say it is really well organized with the minutest of details being taken care of. Overall the response has been terrific.