

# HGH INDIA 2015

Homedécor ■■■ Gifts ■■■ Houseware

JULY 14-16, 2015 BOMBAY EXHIBITION CENTRE



A TEXZONE Event

Where business feels at home!

## Fourth Edition Exciting Innovations

**H**GH India 2015 show is all set to scale new heights at its 4th edition scheduled for **14-16 July 2015** at Bombay Exhibition centre in India's business capital, Mumbai. The event is designed exclusively to connect Indian and International brands & manufacturers with Indian retailers, importers, wholesalers, institutional and trade buyers in the specialized categories of **home textiles, home decor, housewares** and **gifts**.

Over the years, since its launch in 2012, HGH India has completed remarkably successful three editions. The number of exhibited brands, manufacturers and importers have grown from 140 in the first edition to nearly 400 in the upcoming fourth edition. Similarly the number of trade visitors has swelled from 6,200 in 2012 to 15,650 in the third edition, which are likely to go up further by at least 25% this year. Interestingly, over



80% of visitors and exhibitors have consistently repeated their presence in HGH India year after year, clearly establishing high quality of business potential of this trade show for both buyers and sellers. In terms of physical size, the trade show has grown by over 400% since its inception.

New products, design innovations and wider range in existing as well as new sub - categories will be showcased by regular and new exhibitors at HGH India 2015 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. Many leading Indian brands will be launching their new collections and completely new product categories through HGH India. Lot of freshness in variety, depth and design offerings is what the visitors can certainly expect at this fourth edition.

Government of India's "Housing for all by 2022" scheme is likely to see construction of over 30 million new homes over the next 7 years. In terms of purchasing power parity (PPP) based GDP, India is already the world's 3rd largest economy, next only to USA and China. With a projected annual GDP growth between 7-9% over the next 5 years and population of about 1.28 billion dominated by the young, India will remain one of the fastest growing global markets for all products over the next 15-20 years. Such an emerging economic scenario and demographics are bound to provide further boost to demand for home textiles, furnishing, home décor and houseware products, where current growth is already placed at a healthy 25% per annum.

Upwardly mobile young Indian consumers below the age of 30 years, who constitute 65% of country's total population, are showing increased preference for high quality and branded products across their day to day lifestyle. Retailers and channel partners across categories therefore need to shift their focus on this changing consumer preference and increasingly need to associate with branded, high quality and innovative products- be they Indian or international.



INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

# HGH INDIA REFLECTS HUGE INDIAN MARKET

HGH India enables retailers, distributors and institutional buyers from 325 cities and towns covering all states of India, to compare products, prices and deliveries instantly and make their sourcing efficient, competitive and cost effective, thereby making it truly a national event for sourcing by serious Indian market players.

95% of HGH India visitors are qualified buyers. All categories of retailers like Department stores, hyper markets, specialty stores, EBOs, discount stores and online retailers for home textiles, houseware, home décor

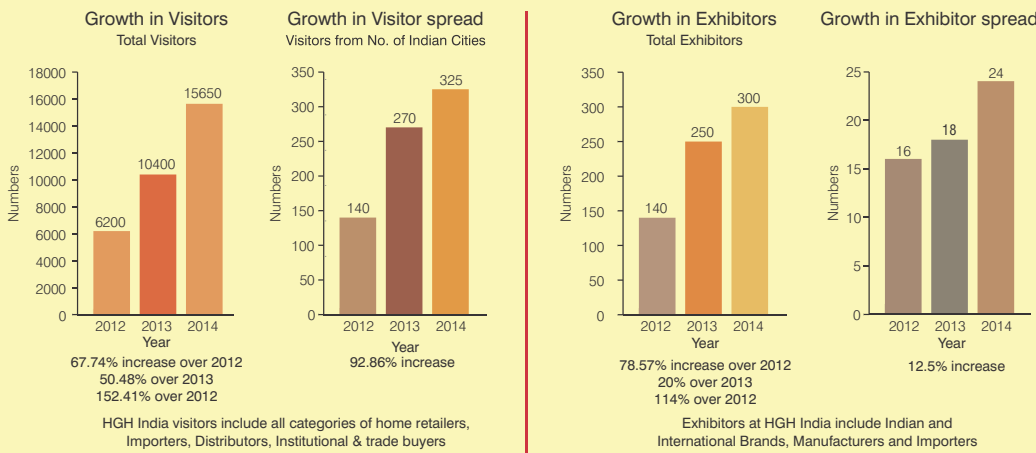
& gifts are represented at HGH India as buyers. Besides, distributors, importers, trade representatives, wholesalers and institutional as well as corporate gift buyers too visit HGH India in large numbers. 90% of them are senior level business decision makers. Ranging from economy to premium and luxury segments, including branded, mass produced and hand crafted products, HGH India offers a wide range of sourcing solutions for all segments of retailers catering to different consumer segments in the rapidly growing urban, semi-urban and rural Indian market.

## Who Should Visit HGH India?

- ◆ Specialty stores
- ◆ Department stores
- ◆ Franchisees stores
- ◆ Traditional stores
- ◆ Hyper markets
- ◆ Home decor retailers
- ◆ Home decor boutiques
- ◆ Furnishing stores
- ◆ Home textile retailers
- ◆ Houseware retailers
- ◆ Hardware stores
- ◆ Novelty stores
- ◆ Gift stores
- ◆ Corporate gift buyers
- ◆ Gift suppliers
- ◆ Institutional buyers
- ◆ Interior designers
- ◆ Professionals
- ◆ International buyers
- ◆ Importers
- ◆ Distributors
- ◆ Wholesalers
- ◆ Trade representatives

*Sourcing heads, merchandisers, senior buying decision makers will find innovative range of home textiles, furnishings, home décor, houseware and gift products from Indian and international brands, manufacturers, editors and importers.*

## Visitor & Exhibitor Growth



## HGH India 2014 Visitor Profile

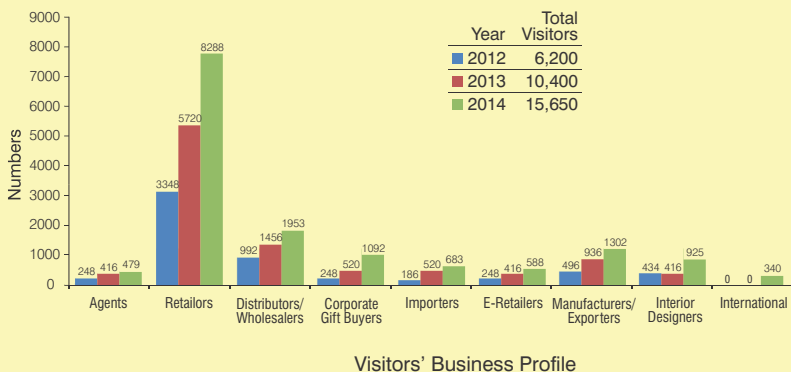
15,650 serious trade visitors from 325 cities and towns across India at HGH India 2014 were 50% more over last year. Majority were large format stores, specialty and online retailers, distributors, institutional buyers, corporate gift buyers and interior designers looking for sourcing latest products, innovations and suppliers.



## Why should you visit HGH India?

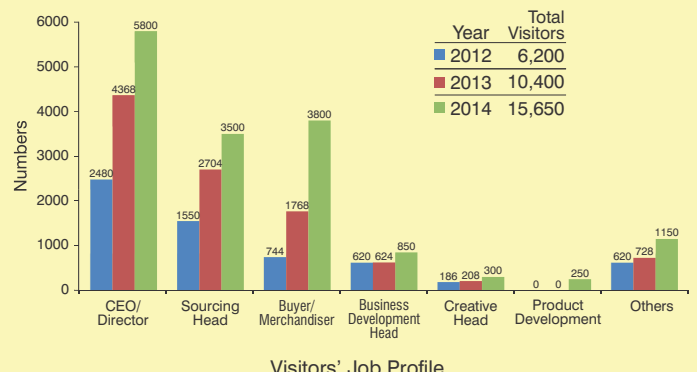
- ◆ Source for upcoming retail seasons
- ◆ Get updates on fashion and product trends
- ◆ Discover new products and innovations
- ◆ Enhance variety and find new suppliers
- ◆ Optimize your vendor base
- ◆ Make your sourcing more efficient and time saving

### Increasing Presence of all Business Segments



Visitors' Business Profile

### Increasing Presence of Decision Makers



Visitors' Job Profile



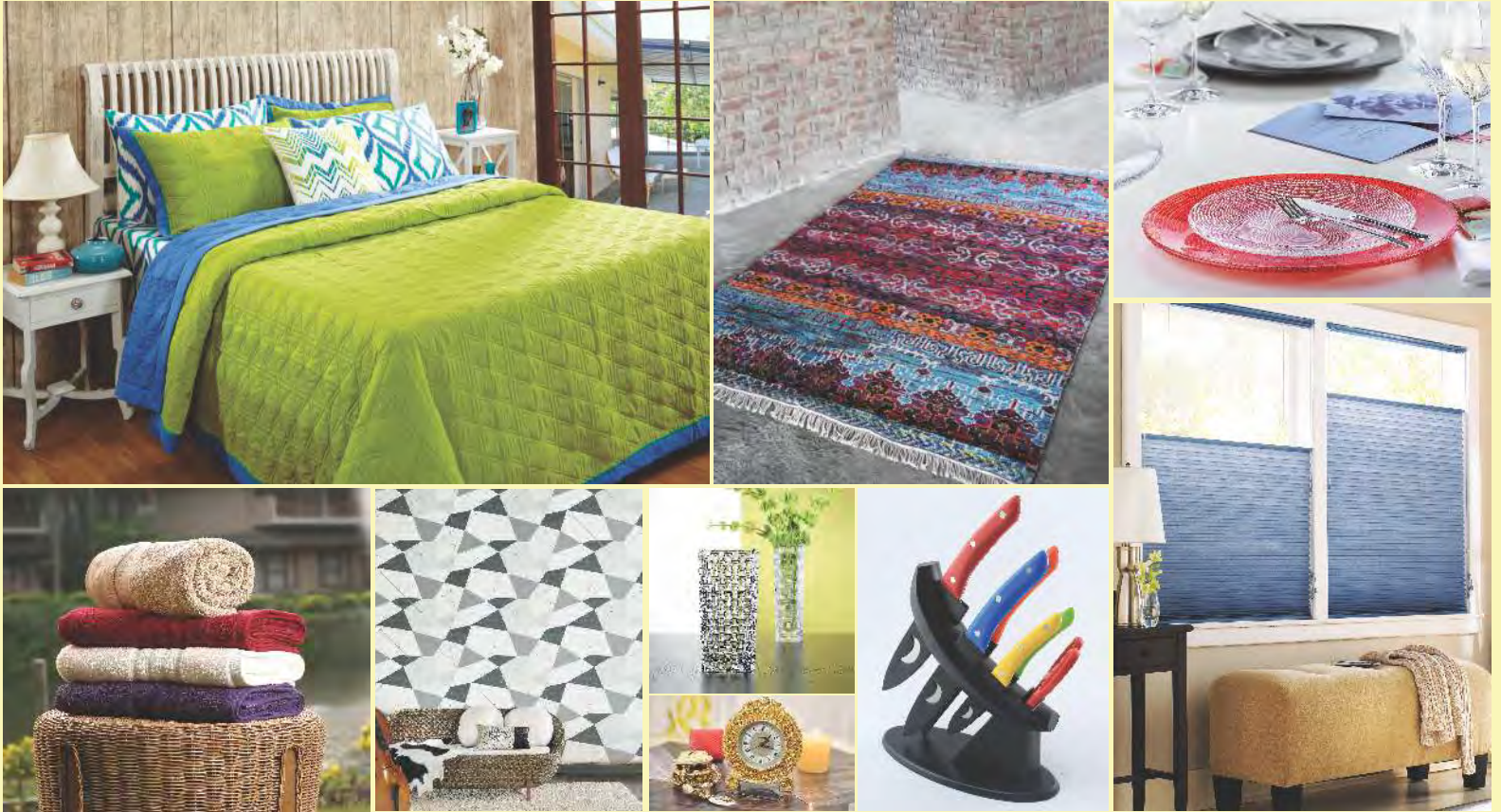
# HGH INDIA INTEGRATES HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS

Entry of modern retailers in business and ever increasing international exposure of Indian consumers are revolutionising Indian home retailing. Today, all Indian retailers, the Large Format Stores (LFS), franchisees, specialty stores, boutiques and online retailers have started following a practice of integrated merchandising in home category. This

makes their stores look trendier and offer comprehensive solutions to their customers. Integration of product categories like home textiles, furnishings, home décor, houseware and gifts at the retail level is certainly a strong emerging trend in the markets the world over.

With three successful editions, HGH India is

endorsed by its visitors and exhibitors as a highly professional, business focussed trade show which not only unveils Innovations but also sets the Trends for next season. Professional, business-like atmosphere of the trade show, where no consumers are allowed and no retail sales is permitted, trade buyers get complete attention from the exhibitors.



## EXHIBITOR'S OPINION

"Flow of visitors just goes on. More important is that the quality of the visitors is absolutely top business class. HGH India is all very well organised and highly business focussed."

*Dipali Goenka,  
Managing Director, Welspun India Ltd.*

"Wonderful show! It's my first time participation and I am thinking I should have been here earlier. HGH India team has been doing a great job. Keep it up! For the first day it feels like the best day already, so much business in first few hours is simply fantastic."

*PS Sudan,  
Director, Radiance London*

"HGH India 2014 has seen a larger number of buyers and suppliers and I can confidently say that we will continue be a very extensive part of it. It is a very important event for our industry and as the show gets larger, it's going to further expand the market for the furnishing industry in a growing country like India."

*Nimish Arora,  
Managing Director, Dicitex Furnishings Ltd.*

"It's a great show and a great exposure to be here. In many other shows, first day is always a lazy turnout, but at HGH India the start has been a full show. It's a great platform to meet our existing dealers as well as new ones. Most important, there are no unwanted visitors except from the trade and retailers"

*Mukul Goyal,  
Director, Tattva Art Hardware*

"It's getting bigger and better for us. Our entire year's business we can do here. We are representing several international brands in India and these imported goods are creating new demand, they are not a threat to domestic production."

*Rajiv Merchant,  
Managing Director,  
Indian Home Variations and Distributions Ltd.*

"HGH India has been growing every year primarily because manufacturers and brands find it a perfect platform to meet new buyers, retailers and distributors from across India,"

*Rajesh Mahajan,  
Managing Director, Maspar Industries Pvt Ltd.*

## VISITOR'S OPINION

"This show was a requirement of the industry. Entire range of Home products has been brought in at one place. I am sure the industry will get a big boost from HGH India. Retailers across the country will benefit for their sourcing."

*Jagdish Khandelwal,  
Chairman, Jagdish Stores, Delhi.*

"HGH India is going to be the big event in the home product industry. It is an excellent sourcing platform for the retailers and channel partners servicing the domestic market and also international brands seeking entry to the Indian market will find this show very beneficial."

*CK Nair,  
COO, Home Stop.*

"We have had terrific experience at HGH India where home products from all top manufacturers and brands are available at one place. Earlier, we used to waste much time & effort hunting merchandise for the busy Diwali season. The offerings are so unique that last HGH India event we ended up sourcing from about 90% of the exhibitors. No other show offers such unique opportunity."

*Sanat Patel,  
Proprietor, Vishvesh Textiles, Chennai*

**JULY 14-16, 2015 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.**

## WHAT'S NEW!



**Candle & Fragrances**  
Emerging as  
major categories in India

**Wallpapers**  
Global innovations  
arrive in India

**Houseware**  
New Indian &  
international players

**Wall covering**  
New range  
redefine retailing

**Window Blinds**  
Growing consumer  
demand triggers  
market growth

**China Pavilion**  
20 Exhibitors majorly in  
Home Décor Wallpaper,  
Bags & many more  
ranges and items

**Jyupal**  
Spanish brand with  
complete range of  
Houseware

**Rossetti**  
Globally renowned Italian  
brand with its latest  
offerings in Cookware &  
Kitchen accessories

**Floor coverings**  
Now catch  
Indian retailers' attention

## Visitor Registration Form



Mr.  Ms.  Mrs.

Name \_\_\_\_\_

Designation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Pin Code \_\_\_\_\_ State \_\_\_\_\_

Telephone (Off.) \_\_\_\_\_ Fax \_\_\_\_\_

Mob 1 \_\_\_\_\_ Mob 2 \_\_\_\_\_

Email 1 \_\_\_\_\_ Email 2 \_\_\_\_\_

Website \_\_\_\_\_

### A. Type(s) of your Business (Please tick )

#### Retailer

- Department Store  Traditional Store  
 Mail Order House  Boutique  
 Hyper Market  Cash and Carry  
 Discount Store  Other \_\_\_\_\_  
 Speciality Stores(MBOs) \_\_\_\_\_  
 Speciality Stores(EBOs) \_\_\_\_\_

#### Trade Representative

- Sales Agent  
 Brand Representative  
 Distributor  
 Importer  
 Wholesaler

#### Buyers

- Interior Designer  
 Corporate Gifts  
 Gift Suppliers  
 Buying Houses

#### E-Commerce

- Online Retailers  Other \_\_\_\_\_  
 TV Shopping \_\_\_\_\_  
 Mail Order

#### Industry

- Manufacturer  
 Brand Owner  
 Exporter

#### Others

- Service Provider  
 Trade Association  
 Government

### B. Products of your interest

#### Home Décor

- Ceiling  Floor  
 Wall  Decorative Accessories  
 Windows  Lifestyle

#### Houseware

- Cookware  Maintenance  
 Kitchen Appliances  Cleaning  
 Tableware  Storage  
 Bathroom  Outdoor

#### Home Textiles

- Sleeping  Living  
 Bath  Furnishing  
 Table & Kitchen

#### Services

- Trade Publication  Visual Merchandising  
 Institutional  IT Solutions  
 Retail Management  Other Support Services(Specify) \_\_\_\_\_  
 Logistic

#### Gifts

- Corporate  
 Personal  
 Festive

### C. Purpose of your visit

- Source International Products  Source Indian Products  Find New Suppliers  
 Meet Current Suppliers  Find Agent / Distributor  New Business Opportunities  
 Product Innovations/Trends  Market Information  
 Other (Please Specify) \_\_\_\_\_

### 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) \_\_\_\_\_

### E. Have you visited any previous edition of HGH India?

- HGH India 2012  HGH India 2013  HGH India 2014  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 1st July, 2015 to the address mentioned below. You can also register online at [www.hghindia.com](http://www.hghindia.com)>visitors>visitor registration

### Organized by: Texzone Information Services Pvt. Ltd.

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### Exhibitor Contact

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