

Where business feels at home!

Spring/Summer 2022 New Business Season Arrives

As the home products trade gets ready to explore innovations and new sources for the 10th time, especially after two years of pandemic impacted businesses, many new entrants to HGH India 2021 will offer a diverse range of never before home products to them. Many well-established leading brands and regular HGH India exhibitors have diversified and added new product lines which complement their existing business. All of them will offer unique, high potential business opportunities and innovative sourcing options to retailers, distributors, interior designers, architects and institutional buyer for the upcoming Spring/Summer Season.

As HGH India 2021 draws closer to its scheduled dates of **Nov. 30- Dec. 3, 2021** at India Expo Centre, Greater Noida, Delhi NCR more and more players in the home textiles, home décor, small furniture, houseware & gifts segments are responding to this opportunity. With Government's vaccination drive in the country having achieved an unprecedented success with over 112 crore doses administered, the third wave of COVID fears now more or less settling down, COVID cases under control post-Diwali, travel restrictions lifted substantially, the trade and industry have overcome the fear of travel. With due precautions, both buyers and sellers are eager to get back to business and make the best of increasing consumer demand across India. Mood to do business has become even more assertive after a highly successful Diwali season sale, which has continued even after Diwali.

HGH India has made elaborate arrangements and will take all precautions to ensure, safety, health and hygiene for all exhibitors and visitors and their staff. All rules and guidelines issued by the Government towards social distancing and SOPs will be strictly followed.

Having said that, we now bring in a detailed segment wise preview of different segments and insight on the key exhibitors exhibiting in HGH India 2021 to help you plan for your visit.

Home Textiles, still growing

Home textiles is the largest and best-established segment of the Indian home products market



Indo Count

with about 50% share in the entire home products sales. And yet, there is still a large growth potential in both urban and rural markets. Increasing consumer & retail base in the upcoming 100 smart cities as well as the tier II and tier III cities particularly hold a great opportunity. Home textiles section at HGH India 2021 will cover full range from bed and bath textiles, furnishing fabrics, decorative made-ups, window dressing, sun protection, mattresses & sleep products, table & kitchen linen, carpets and floor coverings, etc. Yet, this category has only a few brands which are well-known to the trade and consumers. At HGH India 2021, many regular and new exhibitors will showcase their new product range in order to introduce, develop and expand their brand presence across home textiles and home décor categories to add greater relevance to their companies in the Indian market.

Visitors to the home textiles section of HGH India 2021 can expect some very fresh business ideas and opportunities from leading names like Asian Paints, Kurl-on, Sleepwell, King Koil, Peps, Sharadha Terry and Pan Overseas. Regular exhibitors and their category leaders like Maspar, Boutique Living & Layers (Indo Count), Dicitex, Sarom, J & Y Fabrics (Indian Drape), New Castle (Devaa Textiles), will bring in designs & collections for the newly emerging Spring/Summer season in Home.

Maspar, one of regular exhibitors at HGH India

since its inception in 2012 and a well known home textiles brand stated that HGH India helps them not only to sell their products, but also to enlarge their pan Indian sales channel network and consolidate their brand recognition. Maspar produces and distributes a large variety of home textiles from decorative made ups to bed and bath textiles to bath mats, blankets, kitchen and table linen, gift sets, carpets, area rugs, private and business gift sets and more. Maspar's strengths are the color stories for their products, which reinforce a total interior decoration look of for example decorative made ups, bed throws, floor mat etc. Color stories and same high level of quality across products foster cross selling very effectively.

Furnishing Fabrics

Demand for decorative furnishings, upholstery fabrics and curtains is rising in a very competitive market due to the new emphasis of home and due to the increase in households. HGH India 2021 will witness the spirit of constant innovations from well-known furnishing brands like **DCtex Furnishings, J & Y (Indian Drape), Sarom, New Castle, Microfibres, Luxor.**



Aartex

In a segment where business is still quite fragmented, there is a lot of room for brand building and consolidation. Hence, many newcomers like **Asian Paints** and small and mid-sized companies from Mumbai, Delhi, Panipat, Surat, Ahmedabad, Jaipur, Bengaluru, besides established importers will bring excitement and new ideas to this segment. No wonder, home textiles, home decor & furnishing retailers from the entire country have pre-registered in thousands of numbers and are looking forward to explore new products and new business ideas through their existing and new suppliers.

DCtex, one of the most renowned brands and manufacturer of furnishing fabrics and home textiles will present an exhaustive range of high-quality and luxury furnishings including Velvets, Chenille, Damasks, Embroidered and Sheer Curtains, Made-ups and much more. A large number of collections in these product groups enable buyers to fine tune their assortment to very different target customers and interior design styles.

Indian Drape with their brand **J&Y Fabrics** is a market leader in transfer printed fabrics, velvets, flat and textured fabrics. They are versatile in upholstery fabrics and curtains with cut length service, thus showing their passion for service to their customers. Mr. Jayesh Dave, Managing Director, said they expect HGH India 2021 to help them explore newer business opportunities in Northern India market and a new emerging buying season, post-Diwali.

Sarom, a furnishing brand well-known for its sense of uniqueness in materials and designs, combining domestic and international range, will bring fresh ideas in drapery, upholstery, leatherette and decorative fabrics.

Bhikshu Fabrics will present as an upcoming product category readymade curtains in various qualities like blackout, polyester velvets, sheers and poly canvas. Bhikshu shows as their core business, fine furnishing fabrics for curtains, sofas, cushion covers, bedcovers and other textile made-ups for domestic market.

Furthermore, visitors at HGH India will also see many new design and product ideas from brands like **Aartex, Asadeep, Fabric Kings, Indigo Industries, Luxor Impex, Sujata** and many others.

Bed & Bath Textiles

With the number of households in India increasing year by year, the demand in this segment continues to grow, despite this segment being the largest and oldest in the Indian home textiles market. Bed and bath textiles need not only to be functional, hygienic and skin pleasing, they should also decorate the bedrooms and bathrooms. HGH India 2021 will bring a very interesting range in this segment from established as well as new entrants.

Indo Count is one of the largest exporters of bed sheets & beddings from India and a leading end-



to-end bedding solutions provider in the Indian domestic market. At HGH India 2021, their brands Boutique Living and Layers will be solely focused on creating all-encompassing sleep

experiences. Their fashion bedding collections include matching and complementary sheets, comforters, duvet covers, quilts, pillows, shams and skirts. The utility bedding section includes mattress pads, down alt comforter, filled pillows and protectors. Indo Count is vertically integrated and manages every step of the production and service process inhouse. The offering is not only geared to retail, but also to institutional customers like hotels.

Krushna Cotex belongs to the textile Deesan Group and has launched the brand **Bonheur**, which offers high quality terry towels in India and internationally. Their products on Display at HGH India will include terry towels, bath robes & slippers, flat towels, beach towels, kid towels, face towels, gift sets.

Sharadha Terry Products, India's leading exporter from Coimbatore and well-known globally for its high-quality luxury towel brand **Microcotton**, will introduce a full range of innovative solutions in this category for the first time, bringing in a whole new business opportunity for retailers and distributors in bed & bath segment.

Pan Overseas, amongst topmost exporters from Panipat for high quality bath mats is launching its brand **Pano** with entire range of bath mats, bath rugs, beddings, rugs and lifestyle, decorative made-ups. Their products bring unique design aesthetics to décor and functionality.

Mattresses and Sleep Technology

Indian consumers are fast becoming more conscious towards the quality of their sleep as part of a healthy life, maintaining fitness and agility. A good, healthy sleep has many components and different phases. Good quality of sleep to a great extent also depends on the choice of the right sleep products by every individual.



Unlike other textile areas, where design patterns and colors are important from a decorative point of view, the textile support of healthy sleep is based on science, technology and materials of sleep products. Meanwhile the world has Sleep Coaches, and Sleep Clinics and Studios, where sleep can be analyzed in multifaceted dimensions to improve its quality. Hence technology and materials drive innovations for a healthy sleep in quick succession. Understanding this growth area is the base for an attractive differentiation in the sleep business with beds. Mattresses and beyond.

At HGH India 2021, there will be a special Sleep Technology Pavilion under the brand **World of Sleep** in hall 14 where retailers will get an

opportunity to understand the advancements in sleep products. **World of Sleep** is a joint initiative by **HGH India** and **ISPF** (Indian Sleep Products Federation). Core product for a healthy sleep is the bed system with its mattress. In the Sleep Technology Zone leading brands like **Kurl-on, Sleepwell, King Koil, Peps, Nilkamal**, will unveil their range of innovations in coir, spring, memory foam, rubber foam and therapeutic mattresses, pillows and mattress protectors.

Besides, several upcoming brands like **Fresh Up, Home Scapes, Spinemat, Comphy** and many others will also bring multiple dimension of choices and new business opportunities for the trade in this segment.

Houseware: smarter, more modern

The houseware market in India is growing, diversifying and upgrading remarkably year after year, resulting into an increasing demand for variety, quality and volumes of products across all segments like kitchenware, cookware,



kitchen appliances, tableware, storage, cleaning, health & hygiene and general houseware products. The change in cooking and dining habits from traditional to more modern households on one hand, and adapting to latest technology on the other hand are leading to a larger variety of houseware than ever before. The change towards more mechanized kitchen appliances, more modern crockery and dinner sets are stirring new business opportunities and new positions in the market.

Cookware

Indian cooking is adapting more to urban and international cooking style. Driven by health consciousness, convenience and home fashion trends, Indian consumers are seeking among others pressure cookers of international standard, frying pans and branded products for the entire range of cookware. Retail needs to adapt to new cookware products, to reach out to modernizing consumers and young target groups.

Autopress India presents the leading brand **Stahl** for a wide variety of stainless-steel utensils, frying pans, pressure cookers, woks in all materials, non-stick cookware etc. **United Ekta, Ok Industries, Nolta, Cello, AWK, SNB Enterprises** and **Bhanoba Enterprises**, will exhibit latest non-stick cookware and kitchenware.



Smart Cooking pavillion in hall 10 presented by HGH India will focus on advances and directions cookware is taking in India, keeping in mind the new consumer demands.

Tableware

In the field of ceramics, crockery, glassware, cutlery, serveware, barware HGH India will offer a variety of new products, new designs and new ideas with exhibitors coming in from Jaipur, Khurja, Mumbai, Delhi, Gurugram, Kolkata and several other cities and towns across India.



Clay Craft

Clay Craft is introducing innovation with their newest collection of dinnerware and serveware. Here they aim to introduce the widest variety of tabletop ceramic to the Indian market. "We are also excited to showcase our latest collaboration with International brand. Other new collections include in collaboration with the international brand 'Mr. Men Little Miss', which offers a quirky range of characters on coffee mugs, new monochrome collections Happiness Is and India Circus Designer tableware," says the Company.

Corelle markets a wide variety of well-known and trusted glassware and dishware products. Corelle itself is a tempered glass product, consisting of two types of glass laminated into three layers. Their design reflects modern American and South-European taste and appeals especially to non-traditional Indian households.

Roxx, the leading brand with headquarter in Kolkata will offer whole new range in tableware, glassware, storage, bottles, kitchenware and so on in premium as well as mass market segments.

Bharat Potteries, Stone Sapphire India, Hitkari and **U.P. Ceramics** will present bone China and melamine tableware, cookware, dinnerware, storage items, bottles and air purifiers etc.

Storage & Plastics

Visitors can expect a variety of innovations in designs and products at HGH India 2021 from several leading players in the rapidly growing houseware segments of storage, plastics, general houseware and cleaning & maintenance.

Cello, Signoraware, Jaypee, will offer a wide range in plastic houseware products for kitchen, storage, bathroom, cleaning and general household usage.

Blinds & Window Décor

For modern Indian homes blinds have become an integral part of décor and home design. Window blinds as a category are multifunctional. Basically, they serve (1) as protection against viewing from outside and (2) protection against

light. More differentiated they protect against sun and heat from outside, however they might also protect from outside cold. They can be mounted inside and outside, and the materials used range from paper, to textiles, aluminum, wood, and steel. Usually they come also with a technology for opening and closing, which can be automated. In the last two decades, blinds have increasingly substituted curtains in modern homes, offices, hotels etc. because they can be often more effective in their protective functions, are often connected to a control system, and they can be cleaned in an easier manner.

The market is driven by automation and design innovations on the one hand, and by the type of new constructed room, where they can be mounted on the other hand. Blinds fit clearly better in a more modern and functional design style than a traditional or romantic design style. Well-established Indian players like **Deco Window, Viento, Kazage, Nova, Touch Blinds, Marcopolo, Marshalls, Atco, Artex Overseas** will present a complete range of vertical blinds, venetian blinds, roller blinds and roman blinds. They will also showcase their latest range in blinds & curtain decoration accessories, automation, drapery and mechanisms. Visitors will be able to explore new technologies and trends to leverage upon the business potential of this modern product group.

Wallpapers in high demand

The Indian Wallpapers market is expected to grow by 30-40% p.a. over the next few years, say the market experts. Driving force for this healthy growth are growing urban population, changing lifestyle and better design preferences due to increasing disposable incomes. Wallpapers are starting to get traction in the market and its variety has developed in terms of material with different features, qualities and varied price points. HGH India will present market leaders **Marshalls Wallcovering, Asian Paints** and **Atco Interiors**.



Erismann

Royal Wallpaper will bring the German brand **Erismann. Taheri Décor**, specialist in decorative glass films and Wall Empire, specialized in customized wallpaper will also showcase their innovations. Besides, several other wallpaper importers and national distributors will also showcase their international range of wallpapers.

Marshalls Wallcovering is the most important specialist in wallpapers in India. They offer at HGH India 2021 a huge variety of designs and materials, with a focus on European designs. Marshalls is exclusive importers of wallcoverings

from some of the best companies in Europe and USA such as Grandeco, Rasch, Sirpi, Zambaiti, Omexco, Marburg and Casadeco.

Carpets and Floorcoverings as emerging category

Carpets and other floor coverings are benefitting tremendously from the trend to improve homes and decorate new homes, offices, shops etc.. They are growing as an important category in the domestic home products



CEPC

market. One of the most important strength of area rugs and carpets is that they not only decorate, but also functionally contribute to rooms in terms of dimming noise and cold substantially. With highly value-centric consumers in India, this market is experiencing high growth across all segment of floor coverings from luxury to premium, from decorative to functional and modern to traditional. Both natural and synthetic rugs and floor coverings are growing in demand.

India's handmade carpets are the most important contributions in the world market with over 40% share. They are admired for their skilfull handicraft and traditional decors, often updated to modern taste. Though export is vital for Indian manufacturers, many are paying increasingly attention to the rapidly growing domestic market. HGH India will witness a well-represented selection of handknotted, hand tufted and hand-woven as well as machine-made area rugs and carpets. Leading names like **Kaleen, Village Weavers, White Eyes, Narayan Carpets** will showcase a comprehensive range. **Carpet Export Promotion Council (CEPC)**, like in previous years, will bring in a group of 20 leading manufacturers and exporters of handmade carpets from leading production centres like Bhadohi, Varanasi, Jaipur, Bikaner, Agra and Delhi etc.

Also other leading manufacturers, importers and exporters are presenting their collections like **Qaaleen, Rugs Concept, Supergrass**. For Example **Rugs Overseas**, specialized in handknotted carpets, exhibit not only traditional designs, but also their new range "Turkish Carpet", and the collections "Abstract" and "Modern Art", inspired by modern design.

Kaleen Lifestyle has a reputation as a domestic broadloom manufacturer of machine made carpets, which is an outstanding position in the Indian carpet producing industry. They present their machine made carpets alongside with high quality hand made rugs, thus presenting carpets and floorcoverings as part of a quality lifestyle.

Coir Board and **National Jute Board** have organized a group participation by manuf-

acturers of coir and jute sectors respectively, with their members showcasing coir door mats, jute and jute blended carpets, flooring, shopping and fashion bags and decorative accessories.

Home Décor widens

From wallpaper & wall décor to a variety of decorative accessories for floors, tables, walls and ceiling, including candle stands, decorative candles, fragrances, pot pourrie, artificial



flowers & grass, figurines, vases, photo frames, artwork, artefacts, murals, HGH India will offer a wide range from India's leading handicrafts centers like Delhi, Mumbai, Moradabad, Firozabad, Agra, Saharanpur, Luknow, Jaipur, Jodhpur, Kashmir, Rajkot, Hyderabad.

Paramount from Moradabad will bring in their latest range of international decorative accessories collections in metal & brassware, glassware for the Indian retailers too.

Vedas from Ranchi will as always, once again introduce a very innovative range of accent and small furniture, wall décor and decorative

accessories.

EPCH (Export Promotion Council for Handicrafts) has organised a group participation of its several members, who will offer a wide range of handicrafts and decorative solutions.

Besides, with an extensive support from Development Commissioner Handicrafts, Ministry of Textiles, Government of India, organisations like **UPEA, Chhattisgarh Hast Shilp Vikas Board, NECTAR** and **Directorate of Handloom & Handicrafts, Kashmir** will bring in the hidden treasure of Indian Heritage arts and crafts for retailers to source from.

Indian Heritage pavillion in Hall 10, sponsored by HGH India, will also demonstrate several rich Indian arts and crafts by **National Awardees** in the field of wood carving, metal engraving, pottery, embroidery and so on for application in variety of decorative and houseware products.

Small and Accent Furniture

This newly evolving category of small furniture is a focus point for HGH India 2021. A hybrid model of work from office and home has evolved as a long-term phenomenon gaining more acceptability also in India. Additionally living space in cities is becoming much more costly. Thus spaces in homes are getting even more dense and furniture needs to be space saving and small. On the other hand, rooms shall stay attractive, which gives room for accent furniture to raise attention and give



image for the whole room.

Many leading brands like **Asian Paints, Kur-on, Vedas** will reveal their secrets in this category for the first time to the trade, opening a variety of new business opportunities for retailers and distributors, complementing their existing businesses. **NECTAR** will open new sourcing opportunities for sourcing in bamboo and cane furniture, decorative accessories and houseware products from several highly skilled manufacturers from the **North East Region** of India.

Despite hinderances caused by travel restrictions and lockdowns across countries, Six Italian companies will showcase their furniture range through a catalogue show organised by the Italian Trade Commission in New Delhi. Similarly, Malaysian Timber Council (MTC) will also present a catalogue show for Malaysian Furniture exporters and provide all information to Indian importers through their booth at HGH India. These are likely to grow further in future editions of HGH India.

PHOTO SPOT

Professional Photography for your products

Appealing, realistic photography is an essential aspect of a well-groomed presentation of any home product be it bed & bath linen, decorative made-ups, furnishing fabric, blind, decorative accessories, blinds, wallpapers, carpets or any aspect of kitchenware, cookware, kitchen appliances, ceramic & pottery or an item of general houseware.

Aesthetic, vivid pictures are heart of any good visual presentation by a brand, manufacturer or retailer. In today's competitive markets, they are an essential first step towards a proper introduction of your product in the market.



In order to provide to the exhibitors and visitors of HGH India 2021 a glimpse of the difference a good photography can make to the marketing and visual presentation of their products, especially for those aspiring to popularise their brands or products at the national level or acquire leadership in their market, HGH India will continue this year too its unique project in association with renowned photographer Shiraz Chand under the title Photo Spot.

In hall 15, near the Trends Pavilion, HGH India and Fotografiks have jointly set up a photography studio with different lifestyles like living room, bed

room, kitchen and bathroom.

Visitors and Exhibitors can take their products to this studio with prior appointment on first come, first served basis and get one professional picture photographed free of cost, which can be used by them for any promotional or commercial purposes. It will help them understand the difference good photography can make to their visual presentation and marketing effort.

At Photo Spot there will also be a display of professional photography of home products done by Shiraz Chand over the years, which will not only be visual treat, but also help the visitors appreciate and understand the importance of good photography in their visual merchandising and promotional efforts.

This is one more effort by HGH India to support the home industry's marketing effort and further professionalizing the product presentation by retailers and smaller brands.

Scan the QR code to watch HGH India video



Trade Visitors!

Register online by **20th November, 2021** on www.hghindia.com and **save ₹ 1,000/-*** entry fee

*If you fail to pre-register free before 20th November, 2021, you will still be able to visit HGH India 2021 by doing Spot-registration at the venue for which you have to pay Rs. 1,000/- (including GST) as entry fee.

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