

HGH INDIA 2018SM

HOME DECOR ■ GIFTS ■ HOUSEWARE
JULY 3-5, 2018 MUMBAI, INDIA



A TEXZONE Event

Where business feels at home!

The Excitement Continues

The massive influx of visitors on day 1 of the 7th annual edition of the HGH India 2018 trade show for Home Textiles, Home Decor, Gifts and Houseware organised by Texzone Information Services Pvt. Ltd. continued on day 2. There was a large amount of excitement witnessed amongst visitors as well as exhibitors across all 3 halls at The Bombay Exhibition Centre that had a versatile display of products under Home Textiles (Hall 1), Home Décor (Hall 2) and Gifts and Houseware (Hall 3).

Furthermore, with the platform that HGH India has provided yet again to the domestic market, new and renowned associations such as AIWA (All India Wallpaper Coverings Association), EPCH



(Export Promotion Council for Handicrafts), EVSID (Turkish Houseware Manufacturers and Exporters Association), Golden Seal, HMCM (Handicraft Mega Cluster Mission) and HKTDC (Hong Kong Trade Development Council) also witnessed active participation on day 2.

Even with regular participants, there was an upswing in the presentation of products being displayed across all halls.



Additionally, new exhibitors in all categories presented new thoughts, concepts and products to buyers. This was a continuation of innovative and integrated home product ranges and concepts by brands and manufacturers.

With HGH India's focus on the domestic market, the formation of the home products industry as a diverse, but integrated community was reinforced. Interactions on new products, new



trade schemes, and developments in retail and manufacturing could be tightened to enable long term partnerships.

Leaders' Strong Presence in Home Textiles

Like every other year, HGH India's 7th annual edition too, witnessed a strong passion among exhibitors with regards to versatility in home textiles and furnishings. Leading brands such as Welspun, Trident, DCtex Furnishings, Maspar, Bombay Dyeing and GM Fabrics among many

other known names were part of the home textiles display at Hall 1 and left a lasting impact on visitors. Their innovation was prominent in their offerings such as bed sheets, covers, blankets, curtains and blinds, pillows, rugs, bath linen and bath accessories along with coir and jute offerings.



Eclectic Range of Carpets

A generous space at Halls 1 and 2 has been dedicated to a number of well-known brands that exhibited a vast range of diverse carpets- hand tufted and hand knotted, rugs, durries, vinyl flooring, wooden flooring, carpet tiles, artificial grass along with several types of synthetic carpets and floor covering products to 'floor' retailers.

Some of these leading brands included Welspun, Divine, Sassoon and RKS that unveiled brand new collections of machine-made carpets to a host of visitors at HGH India 2018 on day 1 and 2 to enhance their connection with them. Other brands such as Green Turf, Hego, Heritage, Deck Up, Supergrass, Oasis Grass, Crystal Corporation, Marcopolo, MatZONE and Ahyc Import presented an array of wooden and synthetic floor covering options to cater to indoor and outdoor surfaces.

INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES



Well-Received Home Décor, Houseware & Gifts at Hall 2 & 3

With the growth of HGH India this year, Hall 2 exclusively displayed home décor products and accessories. National and international brands that had their products on display such as wallpapers, photo frames, decorative and scented candles, curios, paintings, mirrors, handicrafts and lights among many others received an overwhelming response from visitors on both day 1 and 2. Especially, via AIWA (All India Wallpaper Coverings Association), the enthralling journey of exquisite wallpapers by 20 brands that visitors experienced on day 1 continued the following day. Booths with décor products from renowned domestic markets such as Jaipur, Agra, Firozabad, Jodhpur and Jaipur had a generous influx of visitors on the second day too. Their showcase was organised by EPCH (Export Promotion Council for Handicrafts), HMCM (Handicraft Mega Cluster Mission) and others.

Similarly, Hall 3, that was solely dedicated to gifts and houseware had an outpour of visitors



and buyers on day 2. There was a major upgrade in the quality of these products showcased at HGH India this year, that made connecting with visitors a seamless process for brands, manufacturers and importers. Indian and International exhibitors from Italy, Belgium, Germany, France, Poland, USA, Canada, UK, Turkey, Luxemborg, Taiwan, China, Korea, Japan and Hong Kong showcased a wide variety of general houseware as well as kitchen appliances. Out of these exhibitors, Turkey stood out as it brought its quality in its houseware



and textiles that were lauded by visitors, even on Day 2.

Foot Spa and More For Visitors

While HGH India has garnered immense popularity with each passing year for bringing all the elements of a home products marketplace under one roof, it goes beyond that and has a lot more to offer to keep its visitors engaged across all of its Halls. This includes:

- Fruit Lounge- Healthy bites available to all at Hall 1



- Popcorn Lounge- Visitors can indulge in some hot popcorn at Hall 1
- Ice Cream lounge- Some tasty treats for the sweet tooth at Hall 1
- Foot Spa Lounge- A relaxation zone open to all at Hall 2
- Hot Lounge- Rejuvenation for all visitors via hot beverages at Hall 3
- Visitors' Lounge- Comfortable seating for visitors situated at every hall
- Business Centre- For interactions amongst entrepreneurs located at Hall 1

A World of Wallpapers at Hall 2



World-class ranges of diverse wallpapers were exhibited at a Wallpapers Pavilion across Hall 2, organised by All India Wallpaper Coverings Association (AIWA). 20 exhibitors were given the opportunity to present a variety of their bespoke basic, premium, luxury wallpapers to retailers on all three days at HGH India 2018. These had innovations like scented wallpapers, new structures, patterns and styles that include floral motifs and dark hues. Brands included Marshalls, Excel Wall Interiors, Artisan Furnishing, Daga Wallpapers, STC Wallpaper, Design Wrap, W.S. India, H&H Wall Covering Alkemi Décor, Spinn Décor, Wall King, Munshi Digital Wallpaper and several others.

A number of international brands that also exhibited at Hall 2 included Cole & Son, Omexco, Casamance, Harlequin, Designers Guild, Eris and Elitis.

HGH INDIA 2018: SOURCE FROM 550 BRANDS & MANUFACTURERS

China and Taiwan Target Indian Market

An interesting range of home décor and houseware products were displayed by leading Chinese and Taiwanese exhibitors across Hall 1, 2 and 3. Chinese brands in particular, had a wide variety of blankets, wallpapers, decorative candles, kitchen tools and storage items, gifts for kids as well other decorative accessories. Their home textile products were also seen at Hall 1.

Taiwanese exhibitors such as Huey Erl Chyang, Kuo Yu Plastic Enterprise Co., Lei Ming Industrial Co. and Mova International Corp. were at Halls 2 and 3. Visitors witnessed a vast range of acrylic storage and jars, nut crackers, spice grinders, containers, racks, closets, shoe



racks, multipurpose trolleys, decorative arts, metals, rotating globes and exquisitely designed gift articles exhibited by these Taiwanese brands.

European Interest Grows

A number of renowned exhibitors from different parts of Europe were present to display their stylish offerings at Hall 2 and 3. These included Eris from Germany with wallpapers, BergHOFF from Belgium with cookware, tableware and kitchenware, RCR from Italy with crystal glass tableware, Curver from Luxembourg with storage, IFI from Greece with furnishing fabrics, Lenzing from Austria with Tencel, Advansa from Germany with innovative fibres and several other renowned brands exhibiting tableware, plasticware and storage, cookware, kitchen appliances and general houseware and home textiles.



Diversified Turkey

As Turkey is already known for its premium quality products and offerings, it was a delight for visitors to witness their home décor and houseware collections for the second time at HGH India 2018. Spread across Hall 1, 2 and 3, through EVSİD (Turkish Houseware Manufacturers and Exporters Association), their popularity amongst consumers grew by several folds this year. Increase in participation was also witnessed.

Most participants of last year such as Lux Plastik and Titiz Plastik that are into bathroom and kitchenware partook yet again this year. New Turkish exhibitors such as Korkmaz with kitchen products and cookware, Aydın with fabrics and Oncu with flexible PVC sheeting and tableware added to the diversification of the Turkish presentation. Additionally, Solmazer, Renga and Dékor Cam among others showcased their range in order to enhance the sourcing experience for Indian retailers and exporters.



Mattresses Gain Popularity



The rising popularity of well-made, superior quality mattresses as well as pillows and other relevant accessories was evident on both days of HGH India 2018 where leading brands such as Kurl-on, Springfit, Eclipse, Centuary, Peps, Magenta, Sleepmax, Hush and Memoir among others revealed innovation in their exclusive range of coir, spring, foam, rubber foam and memory foam mattresses, mattress protectors and pillows.

Retailers were pouring in at their booths on day 1 and 2 to experience the uniqueness in the quality of different mattress collections in order to choose a suitable range for their market, considering the variations in prices and features of the displayed products of the same brand.

Sophie Choudhry on Healthy Sleep at Springfit



Indian actress Sophie Choudhry graced day 2 of HGH India 2018 with her presence. She joined the Springfit Mattresses booth at Hall 1 to launch their brand new catalogue for 2018 that comprises a range of premium mattresses. Additionally, she shared her views with attendees on healthy sleeping habits to maintain a good lifestyle.

JULY 3-5, 2018 BOMBAY EXHIBITION CENTRE, GOREGAON (E), MUMBAI.

Exclusive Cookware Ranges at Hall 3

An expansive collection of premium quality cookware, displayed by both Indian and international exhibitors was witnessed this year. A number of these international brands were present in order to build sustainable rapport with distributors, importers, channel partners and consumers and showcased versatility in their products to cater to the preferences of different visitors.

BergHOFF, a leading kitchen and cookware brand from Belgium exhibited an appealing range of kitchen products such as pans, pots, pressure cookers, ovenware, kettles, tableware, cutlery and other kitchen accessories. There was a high number of visitors seen at their booth to witness these premium offerings.

Additionally, Bergner from Austria also had well-designed cookware and a number of kitchen tools on display, followed by Korkmaz from Turkey that presented stainless steel and non-stick cookware as well as tableware. Durablex from France exhibited an exclusive bakeware range through its Indian partner ANS Impex.



Local exhibitors also held their own with an appealing display of frying pans, kitchen utensils, pressure cookers and tri-ply cookware by Stahl from Pune,

non-stick cookware by Brilliant and Sheffield from Mumbai and grillers, pressure cookers along with frying pans by Baltra from Delhi.

Diverse Views on HGH India



Tacettin Korkmaz,
Owner- Korkmaz

"This is our first year at HGH India and I think it is a very good platform to engage with local retailers

and other buyers. As a brand that majorly exports kitchen products and cookware, we are aiming for a stronger presence in this ever-growing market and thus, are hoping to achieve this goal via HGH India 2018. So far, it's going well for us and I am confident of an equally good, if not a better response from visitors tomorrow. Overall, HGH India 2018 has surpassed my expectations."

Govind Shrikhande,
Former MD,
Shoppers Stop



"I have been coming to this show for many years now and it is great to see a broad range of products from different categories. Retail buyers can develop an integrated look of home products here; ranging from bed covers and curtains, to wallpapers and storage."



MP Sharma,
Chairman, CEPC

"The carpets and furnishings industry has grown leaps and bounds over the

years. Most products of this category such as carpets and rugs are imported and are high-end with steeper prices, but with the rise in per-capita income in India, retailers and consumers are willing to purchase these by not compromising on quality. It is nice to see premium quality as well as a diverse variety of these offerings at HGH India 2018. I just have one suggestion regarding the Trends by HGH India, from a 'colour' point of view- while it is nice to see trends that are recommended annually after in-depth research and forecasting, a colour palette that works well in the summer might not be the most appropriate during the monsoon. Thus, it would be nicer if trends are researched and recommended every season, to suit the changing requirements of home interiors as per the weather."

Photovision by HGH India and Rajeev Rai



HGH India, in association with the renowned photographer Rajeev Rai, presented Photovision aimed at inspiring visual presentation ideas in houseware and home décor. "We are very happy to have set up this cosy pavilion at HGH India 2018 to display some alluring homeware by HomeStop via product collections as well as photographs. Being a product and portrait photographer by profession, it feels great to present some more of my work at this show and give a lifestyle feel to this collection. The inflow of visitors since yesterday has been extremely encouraging and thus, I am looking forward to an equally good run on day 3."