

Where business feels at home!



HGH INDIASM 2019
HOME DECOR ■■■ GIFTS ■■■ HOUSEWARE

July 2-4, 2019
Mumbai, India

The Tradeshow designed exclusively to connect you with the Indian Market

www.hghindia.com



Connect with the Growing Indian Market

HGH India 2019, the 8th edition of India's leading annual trade show for home textiles, home décor, houseware and gifts is scheduled for July 2-4, 2019 at Bombay Exhibition Centre, Goregaon, Mumbai.

Focusing clearly on the rapidly growing Indian domestic market, HGH India has completed seven successful editions and is today well-recognised the world over for its high quality serious trade visitors, good business results and highly professional trade show environment. HGH India is scheduled at the beginning of the prime sourcing season for Indian trade buyers.

HGH India attracts top-end Indian retailers and high potential business partners from all over India. It is therefore the most awaited annual trade show by Indian and international brands and manufacturers to launch their innovations, new products, trade

schemes and business plans amongst Indian retailers, importers, distributors, wholesalers and institutional buyers for home products.

Growing number of trade visitors and exhibitors year after year is the testimony of HGH India's effectiveness in delivering business results. HGH India 2018 attracted 34,960 qualified trade buyers from 480 cities and towns across India, indicating a 14% increase over last year. 600 manufacturers, brands and importers from 30 countries showcased their products, making it the largest trade show for Indian market. Over 80% of the exhibitors and 90% of the visitors have been returning year after year, reflecting the importance of this trade show for both sellers and buyers.

India today has a population of 1.3 billion of which 65% is below the age of 30 years. These young Indians are

educated, urbanised and aspire to follow international lifestyle. The country's GDP is growing at over 7% per annum. With such young, aspiring consumers and their rising incomes India is one of the fastest growing and most upwardly mobile markets in the world. Consumer demand for home products in India is increasing by 20-25% per annum.

Connecting with the right and sustainable business partners is however a major challenge faced by brands, manufacturers and importers in this potential, but highly diversified market. Offering a precise solution, HGH India helps you connect with decision makers amongst India's established retailers, importers, distributors, agents and institutional buyers.

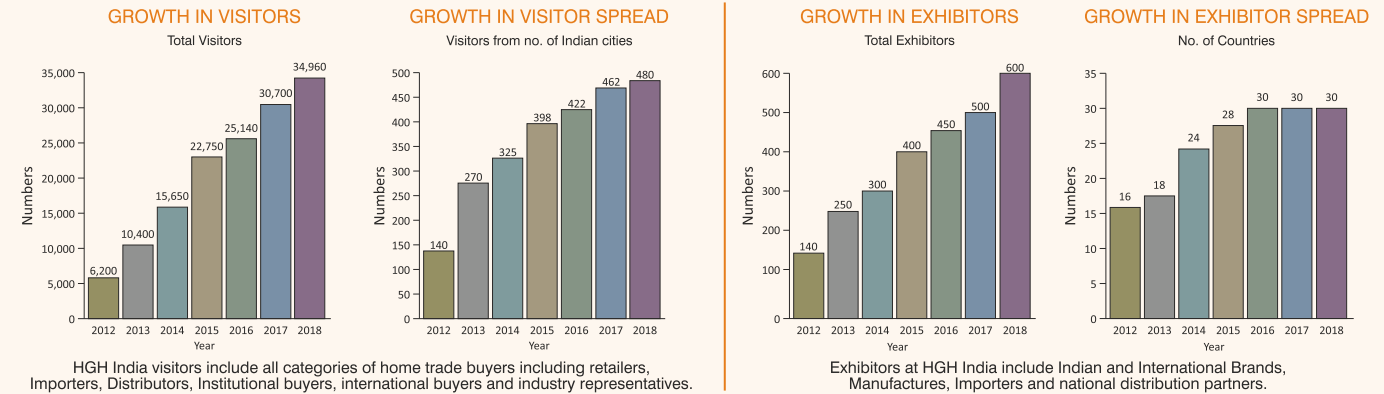
We invite you to exhibit in HGH India 2019 to connect with business opportunities and long-term business partners in the Indian home products market.

Bring the 'HGH India advantage' to your business. Introduce your brand, company and products to your regular and potential customers across India, just in 3 days.

Connect and Grow your business in the world's fastest growing market - India.

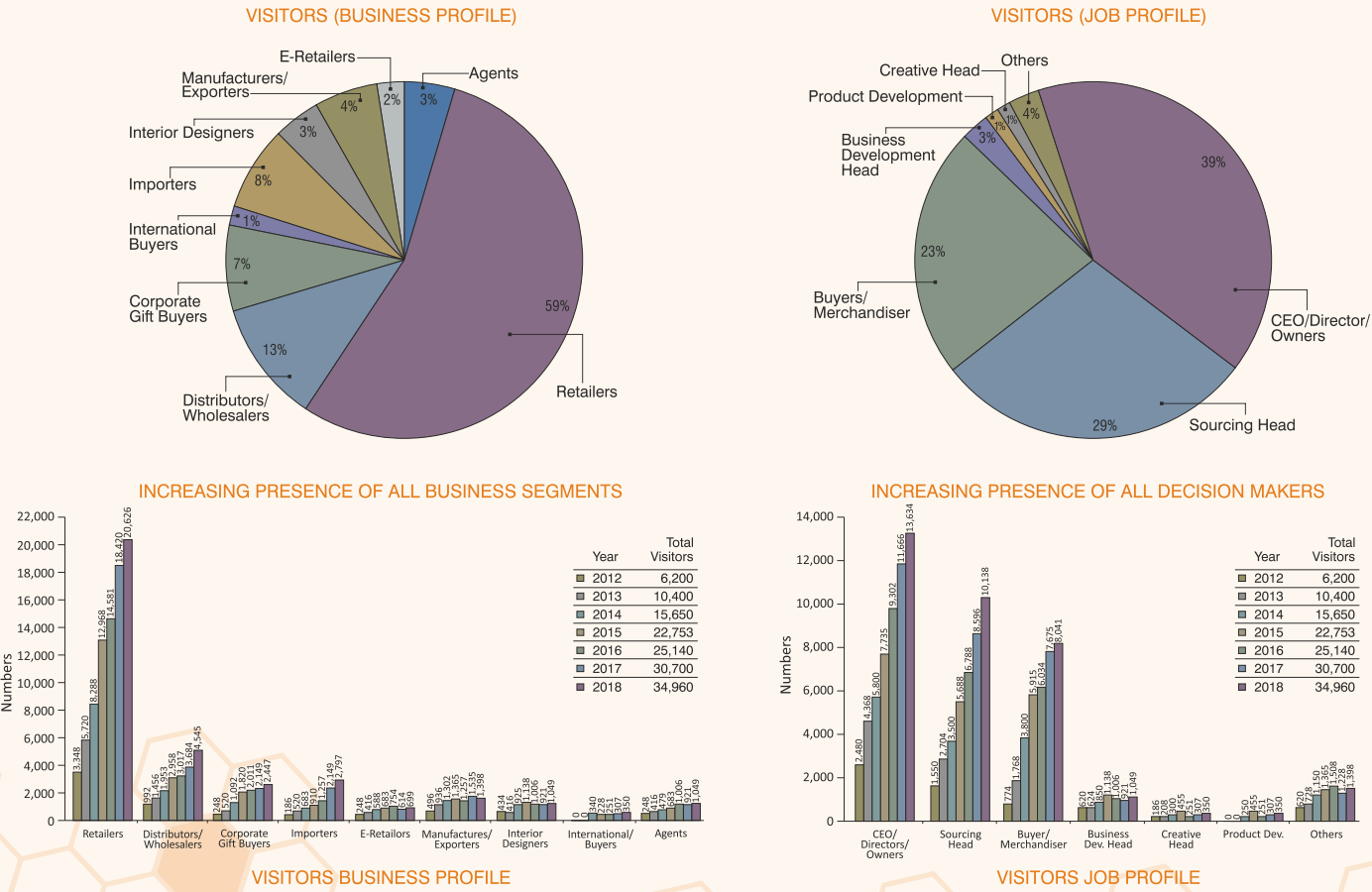


Visitor and Exhibitor Growth



Visitor Profile

Prime visitors at HGH India are trade buyers and all categories of retailers including department stores, hypermarkets, specialty stores, online retailers, traditional retailers and franchisees; importers, distributors, wholesalers, institutional buyers, corporate gift buyers and interior designers. 34,960 qualified trade visitors from 480 cities and towns across India visited HGH India 2018. This was a 14% increase over the previous year.





Overview: HGH India 2019

Frequency : Annual
Edition : Eighth edition
Venue : Bombay Exhibition Centre, Mumbai, India
Dates : July 2-4, 2019
Area : 40,000 square metres
Market Focus : India
Product Cat. : Home Textiles,
 Home Decor,
 Houseware & Gifts

Objective

To enable Indian and international manufacturers, brands, designers, importers, exporters and distributors to showcase their innovations and complete product range to their current and potential trade channel partners, dealers and institutional buyers across India. HGH India helps its exhibitors connect with well-established, experienced and high potential Indian trade buyers, retailers, wholesalers, distributors, importers, institutional buyers and channel partners.



Product Profile

Complete range of home products across the following categories can be exhibited:

Home Textiles: Furnishing fabrics, curtains, decorative made-ups, cushion covers, bed linen, mattresses, blankets and quilts, towels and bath linen, table and kitchen linen, rugs, durries & carpets and other home textile & soft furnishing products.

Home Décor: Wallpapers, wall decorations, blinds, carpets and rugs, wooden floorings, synthetic and decorative floor coverings, door mats, artefacts, handicrafts, figurines, table decorations, curtain rods, drape mechanisms, decorative lights and fans, decorative hardware, clocks, decorative accessories, small furniture, cane & bamboo products, dry and artificial flowers, aromas and



printing equipment, IT hardware, software and consumables, packaging materials, promotional materials, social media solutions, advertising and communications services, logistics services, trade publications, books, trend information, academic & trade institutions.

Visitor Profile

HGH India is strictly open for trade visitors only. Prime visitors are senior sourcing decision makers amongst department stores, hypermarkets, online retailers, specialty stores (*home textiles, home décor & houseware retailers, interior design stores, gifts & novelties stores*), discount stores, traditional home retailers, and potential franchisees. Institutional buyers, corporate gift buyers, gift traders, importers, distributors, wholesalers, trade representatives, interior designers, architects and bulk buyers are also amongst important visitor segments at HGH India.

fragrances, candles and candle stands, festive & celebration decorations, etc.

Houseware: Kitchenware, cookware, tableware, glassware, bar accessories, kitchen appliances, home appliances, bath accessories, health and hygiene products, disposable household products, cleaning and maintenance products, home automation and security products, storage, outdoor, garden, general and lifestyle houseware products

Gifts: Personal and institutional gifting and promotional products, photo frames, photo albums, bags, leather goods, decorative accessories, personal utility, fashion accessories, glass and crystal, clocks and watches,

houseware, scarves and stoles, gifting accessories, computer accessories, personal electronics, handicrafts, stationery, calendars, customized gift solutions, gift bags, gift packaging etc.

Babies & Kids: Baby blankets, kids' furniture, soft toys, technical and action toys, activity books, school bags, school articles, sports, leisure & outdoor equipment, maternity products, prams & walkers, kids' hygiene and cleaning products, general babies & kids' home products

Services: Store designing, visual merchandising, display aids and retail furniture, retail management software, consumer experience software, design software, digital

At a glance

Well-established

- 8th Annual Edition
- Well-supported by industry, trade and Government
- 90% repeat visitors
- 80% Repeat Exhibitors

Focused on Indian Market

- Forecasts Trends for Indian Market
- Experienced, serious trade buyers

Truly National

- 34,960 trade visitors
- From 480 cities & towns

Truly International

- 600 Exhibitors
- From 30 countries



Business Benefits

Exhibitors can showcase their complete product range and innovations; launch new trade schemes to their retailers and wholesalers across India in three days, making the process quick and cost effective. They can find new channel partners, distributors, importers and trade representatives from all over India. Besides, they can meet senior decision makers like Directors, Proprietors, CEOs, Sourcing Heads, Merchandising Managers, Purchase Managers and Material Managers from leading Indian retailers, distributors, importers, wholesalers and institutional buyers, facilitating business discussions.

Exhibitor Profile

Indian and international manufacturers, brands, importers, exporters, distributors and trade representatives in the field of home textiles, home décor, houseware, babies & kids' products, gifts and services categories. Exhibitors include leading brands and new Indian market entrants from all over India and 30 other countries including China, Japan, Korea, Thailand, Taiwan, Vietnam, UAE, Bangladesh, Sri Lanka, Turkey, Germany, Italy, France, Spain, UK, Belgium, Netherlands, Denmark, Switzerland, Austria, Czech Republic, USA, Canada, Australia.

Indian Heritage

India has a rich heritage of aesthetically designed and hand crafted products which are produced by artisans, craftsmen and weavers for centuries. These skills and crafts, applied to home textiles, home décor, houseware and gifts products bring a unique sense of culture and heritage to homes.

HGH India is supporting a special promotion of Handicrafts, Handloom, Khadi, Coir and Jute products, which all form part of India's rich cultural heritage. This is being done in association with various individual companies, theme pavilions, trends pavilion and group participation of various national award winning artisans and craftsmen through various Government sponsored agencies and institutions.

Retailers, institutional and gift buyers can benefit enormously by exploring these unique and varied products for sourcing on a regular basis and add distinctive value to their stores.

Supporting Events

HGH India provides an ideal platform to launch new brands, new products and new business ideas. Exhibitors can host dealer meets, press conferences, industry meets and special promotional

events during HGH India. Indian and international trade associations, institutions, companies and brands can organise conferences and seminars on introductions and updates on various product, industry and market related topics. VIP buyers' meet and product launch events can be organised. The organisers put up special areas like Trends Pavilion, networking dinners and retailers' seminars. Exhibitors desirous of hosting customized special events should discuss the same with the organisers at the earliest possible.

Services & facilities

HGH India provides a host of services and facilities for its exhibitors and visitors. Fashion Trend forecast for the next year is shared with exhibitors through a Trend Book before the show. A trend pavilion is created during the show. Various full service lounges, VIP Lounge, Wi-Fi facilities, official logistics services, left luggage services, food courts, restaurants, prayer rooms, meeting rooms and umbrella services are provided free of cost. Free shuttle bus services from various Mumbai city points and hotels to and from the venue is provided. Hotel and travel assistance, media centre, business centre, parking services are also available.



Commercials

From this year, it is compulsory for all exhibitors (Regular Exhibitors or First-time exhibitors) to complete their participation process online on our website www.hghindia.com and submit the original copy of their duly signed Exhibitor Contract Form generated through this process. Please click on "Exhibitor Registration" on home page and follow the instructions as per Exhibitor Registration Process given in this Exhibitor Kit.

Exhibitors can book space under any of the following categories:

Option 1

Built-up Booth	: Ready Booth
Booth Size	: Minimum 9 sq. meters. Additional space can be offered as per the availability on the floor plan.
Standard Package	: Every 9 sq. meter booth includes: 1 Fascia, white wall panels, 6 Spotlights, carpet, 1 discussion table or Front desk, 3 chairs, 1 dustbin, 2 Display glass shelves, 1 power socket, 1 kilowatt free electricity (additional electricity can be ordered on chargeable basis). For bigger booths these facilities will be extended on pro-rata basis.
Booth Charges	: ₹12,500 per sq. meter + 18% GST

Option 2

Raw Space	: Exhibitor will design and construct his own booth
Booth Size	: Minimum 18 sq. meters. Bigger booths as per floor plan
Booth Charges	: ₹11,000 per sq. meter + 18% GST (Excluding electricity cost)

Specific Locations	: Exhibitors can avail of specific locations, subject to availability, by paying the additional charges as under: A. Two sides open booth: 15% of booth charges. Minimum booth size for two side open booths must be 36 sq. meters B. Three sides open booth: 20% of booth charges. Minimum booth size for three side open booths must be 54 sq. meters C. Island Position: 30% of booth charges. Minimum booth size for all four side open booths must be 150 sq. meters.
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Payment Terms	: 25% within 10 days from the date of our Confirmation Advice. Without this your space will not be confirmed. 25% by 15th November, 2018 and balance 50% by 15th February, 2019.
Booth Construction	: Exhibitors with raw space must ensure that they engage a booth construction company registered with the organisers. Companies not registered with the organisers will not be allowed to construct booths in HGH India. Terms for Registration will be available on Website.
Electricity Charges	: All exhibitors have to pay Electricity charges extra as per Tariff given in the Exhibitor's Manual
Taxes	: 18% GST is applicable as per current Government rules. Exhibitors will have to pay GST or any other levies at revised rates, if any, as applicable at the time of billing in July 2019.
Services & Facilities	: Several other facilities, services, extra fittings and Furniture are offered by the organisers and their official service providers either free or at extra cost. Details of these are listed in the Exhibitor's Manual, which will be sent after you confirm your booth space.
Security Deposit	: Exhibitor are required to pay 5% of the booth value or minimum ₹10,000/- (whichever is higher) as security deposit, alongwith their final payment. Pending dues, if any, will be deducted by the organisers before refunding the same.

Organised by:

TEXZONE

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