

HGH INDIA 2015

Homedécor ■■■ Gifts ■■■ Houseware

JULY 14-16, 2015 BOMBAY EXHIBITION CENTRE

NEWS5

A TEXZONE Event

Where business feels at home!

High traffic, High business!

What makes a good trade show? Here it is: (1) It needs buyers, who feel content, because they have good and differentiated sourcing solutions for their customers and (2) it needs suppliers, who are content with the traffic of buyers and specifiers, with the reflected seriousness of these contacts to doing business.

HGH India, with its clear focus on the Indian home products market, has proven on the first two days of this 2015 show, that it was able to secure these basic requirements of a successful

tradeshow with international standards.

The second day of HGH India saw top stalwarts from several companies, on the exhibitors as well as buyers' side spend the day negotiating with prospective clientele. Dipali Goenka, Managing Director of Welspun Global Brands Ltd, Vijay Agarwal, Chairman Creative Portico, Gurvinder Singh, GM Fabrics, Mohit Modi, Spread Home, Manoj Garg, Swayam, among others were

present.

What is important about the show is that most of the repeat exhibitors said they were sure there would be more visitors at HGH India this year but they never expected the growth in visitors to be this big. Some of the new exhibitors said they were awed by the flood of visitors and response, which far exceeded their expectation.

"Indian home textile market is unorganised and HGH India is playing a very important role in defining the categories that ought to come under one umbrella. This show is doing much to get together retailers manufacturers, byers, distributors of home textile products on a common platform. The Home Textile Association and HGH India can together help the industry unite and grow for the benefit of all. I must admit that through HGH India the Association, which is in its infancy stage, can get bigger exposure."

- Jagdish Khandelwal,
President, Home Textile Association

"I have visited HGH India before. The exposure of categories we get to see here is of international level, and must admit that the show is growing year after year and is very beneficial for us in terms of sourcing a large variety and range of products at one place."

- Hans Udeshi, President (B&M),
Max Hypermarket India

"Whatever product varieties and categories we have been looking for to source, a large part of it is available at HGH India. We will certainly like to associate with the show in future."

- Bhanu Upadhyay, Walmart India



"We focus on big players in home textile for our business and this is the ideal place where we can meet all potential new clients and also the existing ones."

- Chirag Lodaya, ValueQuest Investment Advisors

"It's all at one place; I was planning to open a retail chain and luckily I came here – now I need not go anywhere else to source my products, it's all here, the best ones you can get anywhere."

- Ashutosh, Kashmir Cloth Merchants, Nagpur



"The show has really grown. I spoke to several exhibitors and they all want that HGH India should take up one more Hall next year so that they can take up larger space."

- Suleman Hirani,
Darpan Furnishings, Hyderabad

"This is my first visit to HGH India. It's an awesome show."

- Manpreet Singh, SEL Manufacturing Co Ltd, Ludhiana

INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES

HOME DÉCOR AND HOUSEWARE



Consumer demand for Home products category is consistently growing at 20-30% per annum in both luxury and mid-market segments. This segment of consumers, over 250 million people all want branded lifestyle and home products. HGH India is widening the scope and expanse of brands and categories so as to present retailers, wholesalers and institutional buyers good range of options for sourcing.

To cite a few, brands like Vento, Kronotex, Symphony, Rosetta, Flora India, are presenting international range of wooden floorings, which are increasingly gaining popularity in the middle and higher end. Artificial grass, astro turf and other such synthetic surfaces, for outdoor floor covering applications like gardens are being displayed by Evergreen Bamboo, Novelty, Atco and Kiarra Designs. Vinyl flooring are also being brought in by ATM Enterprises and Deco Vinyl. One of the exhibitors in this category, Anjum Shaikh, Pancham Interiors, said on day-2, "This is my third participation at the HGH India and we will definitely continue to be here. Every year the response is getting better. We make use of the HGH India show to showcase our new products and instantly that product gets recognised across the country."

The home décor is offering a never before variety of decorative products from floors, walls windows, ceiling, table tops and all other decorative applications.

MK Agarwal, M2M Tradelinks says, "We have been exporting a wide range of home décor products and wanted to start domestic sales. After intense research we decided to exhibit at HGH India as it was the only platform in India that gets retailers and buyers from across India. The response from first two days has been excellent, visitor quality is good and the number of enquiries we are getting far exceeds our expectation."

Wall papers are coming up as one of the basic elements of home décor, which gives the base to interior decoration. Most of the popular brands like Marshall, Elementto, Wall King, D'Wall, LG Hausys, Kazage, Wallex, Sarom, F&F, Atco Interiors, Gyeonggi, Sparsh, Ratan, and others are displaying their full range at the show.

In the houseware segment HGH India has a comprehensive array of national and international brands. Some of these include FNS, Roxx, Grey Rose, Freelance, Servewell, SK, Borosil, Houseware Asian Plastoware, National Plastics, Nolta, rgashree, Varmora, SG Home, Trinity, Excel, YSR Industries, Devnow International, Foshan Sylikar Mould, Home Variations, Buono Casa, Talwar Agencies, Ramson Industries, Raj Agencies, Princeware International, and so many more. This segment includes comprehensive range of kitchenware, cookware, kitchen tableware, kitchen

appliances, household storage, daily houseware, and so on.

Shivani P Shah, Seven Seas Corporation which deals in stainless steel and plastic kitchen and home products, said, "We had more visitors than expectation and it was busy 2 days at the HGH India 2015, lot of new business contacts have been established."

Bath accessories, decorative accessories, decorative lights are some of the sub-segments within home décor and houseware that are at the HGH India 2015 with numerous participants. Blinds, a nascent category that holds out great potential in the Indian market, has been represented by some of the top international and national brands at HGH India 2015. Marvel, Louverline, NBT, Pleats, Barry, Deck, Lenbitz, Aerolux, Johnson Blinds, Sarathi Impex, Kazage, Nitin Exim, Tec One, besides Toso of Japan, Forest of Netherland and Casavalentina of Italy are attracting much interest at the show.

Ashok Paun of Accumax Interiors, "HGH India is a very good initiative, we never before had such a platform that was focussed on the Home segment and seeks to promote sales to the domestic market. We prepare for this event every year well in advance, we plan how we can do something new with regards to client servicing, especially the new clients we acquire at the HGH India show."

Innovation and New Features in Home Textiles

Home Textiles proved to be still the largest segment at HGH India, though it had not more than 50% space. Also increasingly home textiles are used to be integrated in home style ranges with several product categories, and also in collections of gifts.

HGH India 2015 showed the complete product range of a fully fledged home textile show, but is

not limited to that. Many range launches happened at HGH India, not only on a national level, but also from international brands. For example British Designers Guild and Germany's Zimmer and Rohde, both represented by F&F, have shown their new ranges for 2016 at first in HGH India, before releasing the range at other shows.

Dicitec Furnishings exhibits a new range of innovative bed linen with advanced digital prints. With its design studio in Italy, Dicitec ensures constant innovation. "Our products are very competitively priced for the value offered. Focus is on increasing our market share through better services to retailers", said Nimish Arora, Managing Director of Dicitec.

Gift Section showing Diverse Heritages

The HGH India gift section shows increasing variety with plenty of new gift ideas and supplies. Most of them are Indian, however through a group participation from the Chinese province Yunnan, gift offers with a different handicraft heritage had been exposed. Thai flowers and other offerings added to the variety. Corporate gift buyers and gift retailers found a good choice from very different sources.



"I have been planning and preparing for my presentation at HGH since past three months because it is like an annual event to showcase innovative ranges and get maximum exposure for us so as to get enough business for the year ahead. The response we get here is far more than any other trade show."

- Bhagwati Prasad, Vaibhav International

"Have been associated since beginning. It was always good, beneficial for our business."

- Gurvinder Singh, GM Fabrics

"Till now things are going very good, have closed good deals, visitors are also focussed on my categories, and that is one good reason why we have continued our participation."

- Rajesh Jain, Salona Bichona

"Its great change for better, last 4 years every year the exhibition has been growing in stature and people are coming in much more exciting and all solutions under one roof. My compliments to entire team to create such an event and executed it so very well. There is much larger crowd that last year for sure."

- Arun Bhawsingka, Creative Porticol

"It has been a great experience, it is 2nd participation in HGH, this time it has gained internationally, which has given a lot of exposure, it has been very beneficial so far."

- Hemant B Bhide, Louverline Blinds

HOME TEXTILE ASSOCIATION GROWING FAST



Growing Home Textile Industry

Home product and home textile industries are growing fast. Fundament of that growth is the rapid development of the Indian society in terms of urbanization, higher number of households, rising aspirations of increasingly wealthy consumers. The specific weight of home textiles is reflected in it's world market share. While the Indian textile industry over all has a share of 4 % of textile world trade, home textiles resemble 8 % of world home textile trade. But until recently the home textile industry had no own voice or body. This has changed.

HTA: Voice of Home Textile Industry

Home Textile Association of India was constituted on April 1st, 2015. Founding President Jagdish Khandelwal said at that occasion: "HTA will facilitate this industry's promotion and support all schemes and programs for general welfare of it's members." He underlined that HTA will strive to be an effective platform for stimulating, sharing and dissemination of knowledge related to all aspects of the business in home textiles and furnishings fabrics. Since then HTA has grown to an organisation of more than 500 members.

Partnering with HGH India 2015

HTA has partnered with HGH India to take forward the "Make in India" sheme. HTA also held it's second meeting July 15th at the HGH India fairground. Leaders of the industry expressed at this important gathering that HTA is gaining enormous momentum. Although the association has already more than 500 members, it is still in it's infancy, and current activities as well as current influence is only a begin. The following diner event for existing, and potential new member proved to be a superb networking occasion for the industry.

