Exciting Future with Indian Market

A new world demands new ways of doing business. Collective and collaborative approach across the value chain is the first step in this direction. As home businesses make a comeback from the pandemic impact, many new opportunities will be unlocked. Numerous retailers, distributors, importers and institutional buyers will embark upon a new beginning. For manufacturers and brands, re-energising their business will need reconnecting with their customers.

HGH India 2021, the 10th edition of this trade show is an apt opportunity to reconnect with your dealer and distribution network from 500 cities and towns across India. Rescheduled for November 30 - December 3, 2021 for the first time at a new venue India Expo Centre, Greater Noida (Delhi NCR), HGH India 2021 will also submerge in the 9th edition which was postponed due to COVID-19.

HGH India completes a successful decade of inspiring several brands, manufacturers, exporters and designers to connect with the rapidly growing Indian home market. An annual trade show for home textiles, home décor, houseware and gifts, year after year, HGH India continues to acquire a wider reach and greater respect amongst its exhibitors and visitors.

HGH India is a convergence of global and Indian exhibitors with a clear focus on India’s domestic market. It is a well-established trade show where discerning trade buyers seek innovative, high quality and trendy products from suppliers across the world. HGH India is a unique platform trusting its exhibitors for exploring the vast & multicollateral horizons of the Indian market. It offers comprehensive avenues for expanding distribution & retail network, launching product innovations, brand promotion, market research and networking. HGH India provides well-researched trend information and reliable sourcing solutions for trade buyers.

Visitor Growth

Prime visitors at HGH India are trade buyers. All categories of retailers including department stores, hypermarkets, specialty stores, online retailers, traditional retailers and franchisees, importers, distributors & wholesalers, institutional buyers & corporate gift buyers. Interior designers, 35,900 qualified trade visitors from 500 cities and towns across India visited HGH India 2019. This marked a 3.5% increase over the previous year. 300 international visitors from 28 countries were also included in these visitor numbers.

Exhibitor Growth

HGH India includes Indian and international Brands, Manufacturers, Exporters, Distributors, Importers and OEM Suppliers.
Business Focus

- On first day (Nov 30) preference would be given to HGH India Plus members, who are high value buyers.
- The trade show will be open on all four days (Nov 30 - Dec 3) for all trade visitors. General Public and retail sales are strictly prohibited on all days.

Exhibitor Profile

- Indian & International brands, manufacturers, importers & distributors of Home Textiles, Home Décor, Small Furniture, Houseware & Gifts as key categories.
- Specialised producers, brands and private label suppliers in categories listed in the Prosuri Portfolio in this brochure. Exhibitors from 32 countries including India, Germany, France, Denmark, Spain, UK, Switzerland, Australia, Japan, China, Korea, Taiwan, Turkey, Thailand, UAE, Bahrain, Indonesia and Sri Lanka.
- Global Brands seeking to launch or promote their products and strengthen their distribution networks in the Indian market through long-term business partnerships.
- Designers and product innovators for home textiles, furnishing, decorative made-ups, rugs & carpets, sleep products, decorative accessories, decorative & functional flooring, fragrances, artifacts, handcrafts, small furniture, houseware, cookware, kitchenware, kitchen appliances, tableware, plastic & storage, home appliances, outdoor, cleaning & maintenance, babies & kids products and gifts.

Visitor Profile

- Senior decision makers like Business Owners, Directors, CEOs & Sourcing Heads
- Key Influencers like Merchandising Managers, Purchase Managers, Marketing Managers
- Potential collaborators like Distributors, Wholesalers, Retailers, Franchisees, Importers & Brands
- All categories of other retailers like Department stores, Hypermarkets, Discount stores, Traditional retailers, Online retailers, etc.
- Gifts Suppliers & Corporate gift buyers
- Institutional Buyers, Hospitality Industry Associates
- Architects & Interior designers

Facilities & Support

With wide experience & expertise on the Indian & International markets, HGH India team continues to make your participation process rewarding & delightful

From providing trend information & market reports to organising retail tours, from match-making to one-to-one business meetings, networking dinner, HGH India supports the exhibitors’ business process. On other hand, physical conveniences like hotel & travel services, shuttle bus, logistics support, free umbrella service, a variety of unique lounges, restaurants & cafeterias, business center, media center, catering service and free Wi-Fi service are created for visitors & exhibitors to enable them focus on their business issues.

Health Safety Measures

Recognising the new challenges like personal safety and social distancing taking precedence over everything else, 10th edition of HGH India will ensure all safety measures and statutory requirements. Keeping this approach in mind, HGH India 2021 has arranged for all checks, sanitization, SOPS and Guidelines for organisers, venue providers, exhibitors and visitors as required by law.

HGH India Plus

HGH India 2021 will have an increased number of show days to four from the earlier three days. To enable the exhibitor’s pay greater attention to high potential buyers, preference for entry on 30th Nov, the first day of the four-day show will be given to such bigger buyers under the newly launched HGH India Plus programme. All four days (Nov 30 - Dec 3) will be open to all trade visitors as usual.

Focus 2021

With rising incomes and evolving consumer lifestyles, the product needs of any market are bound to change. Year after year, HGH India keeps pace with such emerging opportunities for home business in the Indian market. Product categories with high growth potential are kept under special focus. While continuing to offer a wider range and product innovations across all home product categories under its umbrella, HGH India 2021 will bring special focus and offer exciting business growth opportunities for the following four segments. These focussed promotions will enable exhibitors showcase their innovations in line with global trends and allow visitors to explore the new business avenues they offer. Special zones for each of these categories will have dedicated theme pavilions on the respective subject. Each theme pavilion will impart useful information to the visitors on technology, innovation and market trends and the subject on providing better understanding of the product and upcoming scenario.

Indian Heritage

Indian Heritage is an HGH India initiative to provide a strong marketing platform for Indian rich heritage products which are aesthetically designed and hand-crafted by artisans, craftsmen, and weavers for centuries. Their skills and crafts, applied to home textiles, home décor, small furniture, houseware and gift products bring a unique sense of culture and heritage to homes.

Since 2018, HGH India has been consistently supporting a special province of Handicrafts, Handloom, Khadi, Coir and Jute products, which all form part of India’s rich cultural heritage.

This being done in associations with Government of India. Ministry of MSME, Ministry of Textiles, Development Commission for Handicrafts, EPCH, CPCE, individual companies, theme pavilions, trends pavilion and group participation of various national award-winning artisans and craftsmen through various Government agencies and institutions.

Indian Heritage initiative has been successfully bridging the gap between the manufacturers of these products and the Retailers, Traders & Gift buyers.

Atmanirbhar Bharat

India is home to millions of manufacturing units in Large, MSME, handcrafts and cottage sectors, which are creative, innovative and enterprising. They offer a wide range of contemporary and traditional home textiles, home décor, small furniture, houseware & gift products across designs, materials, functionality and value addition. Many of these producers are regularly exporting these products to highly demanding markets like USA, Europe and Japan, clearly indicating their high quality and consistent supplies.

The national calls of making India Atmanirbhar and going Vocal for Local could not have come at a more opportune time. Not only many of these Indian manufacturers have invested in modern manufacturing infrastructure, they have also increased their focus on research, design, product development, innovation and becoming globally competitive.

HGH India believes that given a marketing opportunity and distribution support these units can deliver world class same products to Indian consumers. With an increased demand for their products in the domestic market, they can grow in size and stature. More and more Indian manufacturers and retailers are working in partnership with global players. HGH India supports this effort of moving towards an Atmanirbhar Bharat.

Sleep Technology

Sleep Technology pavilion is aimed at imparting information and educating retailers & trade visitors on innovations and upcoming trends in sleep products. It will enable them understand various factors affecting the choice of right sleep products as well as advancements in materials & technologies for all sleeping products like mattresses, pillows, comforters etc. for better health, hygiene and comfort comfort.

Small Furniture

For the first time, at HGH India 2021, Hall 11 will be dedicated to showcasing functional and decorative small furniture made from wood, metal, cane, bamboo, rattan, plastic, steel, glass, acrylic and other materials for living rooms, kitchen, bedroom, balconies, outdoor and general household use. Supported by a pavilion explaining trends in materials and designs in small and accent furniture.

Smart Cooking

With more and more young Indian men and women exploring their kitchen as the source of better health, hygiene and happiness at home, the demand for modern cooking gadgets is set to achieve a new high. Consumers are also seeking to reconnect with many virtues of traditional cooking in their modern avatar. A special pavilion will thus showcase upcoming trends in cookware, kitchen appliances and kitchen tools that combine new materials and technologies which make cooking healthier, faster, energy efficient, environment friendly, convenient and contemporary.

Swachh Bharat

Hygiene and cleanliness have never been as relevant as they are today. This segment will bring focus on Indian and International innovations in home & personal sanitization, personal health protection, cleaning & hygiene products amongst visitors and promote advancements in products for domestic housekeeping. Tools, technology, devices and materials for Pure Air, Pure Water, Sanitized Living, Clean Homes will be part of this focussed promotion. Effort will be to educate retailers on selling value-added cleaning and maintenance products. HGH India supports the Government of India’s Swachh Bharat campaign.
Product Portfolio

HGH India brings together a varied range of products. These can be classified into seven broad categories.

**Home Textiles**
- Furnishing & decorative fabrics, curtains & blinds, decorative made-ups, bed linen & decorative bedding, mattresses & pillows, comforters & blankets, towels & bath linen, table & kitchen linen, rugs & carpets, etc.

**Houseware**
- Kitchenware, kitchen appliances, cookware, thermoware, tableware, earthenware, bar accessories, bathroom accessories, cleaning & maintenance products, plastic & storage, home appliances, security, disposable articles, garden & outdoor and general houseware products, etc.

**Home Decor**
- Wallpapers, wall decorations, blinds, wooden & synthetic floors, artificial grass, rugs & carpets, bathroom accessories, artworks, handcrafts, figurines, table decorations, decorative hardware, clocks, decorative lights & switches, decorative accessories, dry flowers & fragrances, artificial flowers & fauna & aroma oils, candles & candle stands, etc.

**Small Furniture**
- Coffee tables, consoles, cabinets, side tables, wall separators, chairs, bean bags & pouffes, rocking chairs & stools, kids’ furniture, garden furniture, race & trolleys, bar cabinets & storage chests, dressers & mirrors, wine racks, glass holders, book shelves & magazine holders, showcases and display units, etc.

**Gifts**
- Photo frames, glassware & crystal, barware & cutlery, all types of clocks, personal gadgets, houseware, home textiles, fashion accessories, decorative accessories, gift accessories, celebration & festive products, handicrafts, bags, boxes, gift packaging, etc.

**Babies & Kids**
- Baby blankets, baby bedding, towels & bath products, kids mattresses & pillows, kids’ home utilities, prams & walkers, kids’ furniture, cutlery & tableware, water bottles, kids storage, soft toys, technical & action toys, educational toys, kids accessories, school articles & stationery, sports, leisure & outdoor equipment, maternity products, baby gift sets, parties & celebration products, festive products, disposable articles, decorative products for kids, etc.

**Services**
- Store & interior design services, visual merchandising & window display services, display aids & retail furniture, lighting & hardware solutions, retail management software, cash counting & registers, design software, digital printing equipment, IT hardware, software & consumables, loyalty programs, online platforms, social media solutions, advertising & communications, POP solutions, fabric hangers & catalgue, packaging & promotional aids, logistics services, trade publications, books, trend information & associations, etc.

**Commercials**

All exhibitors (Regular Exhibitors or First-time Exhibitors) must complete their participation process online on our website www.ghhindia.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 booth space under any of the following categories:

**OPTION 1**
- **Built-up Booth**
- **Ready Booth (Shell Scheme)**
- **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**
  - US$ 325 or 4300 per sq. meter + 18% GST

**OPTION 2**
- **Raw Space**
- **Exhibitors are required to design and construct their own booth on raw space.**
- **Booth Size**
  - Minimum 18 sq. meters. Bigger booths as per floor plan
- **Booth Charges**
  - US$ 300 or 4275 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.

**OTHER TERMS**
- **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 December 2021.
- **Payment Terms**
  - 25% within 10 days from the date of our Confirmation Advice.
  - Without this your space will not be confirmed.
  - 25% by 31st July, 2021
  - 25% by 15th September, 2021
- **Electricity Charges**
  - All raw space exhibitors have to pay Electricity charges extra as per Tariff given in the Exhibitor’s Manual.
- **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.
- **Services and 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.