

July 12-15, 2022

INDIA EXPO CENTRE, GREATER NOIDA, DELHI NCR

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Market booms, Trade zooms!

As consumers break the shackles of pandemic after overcoming the fear of health and hygiene during the last 2 years, retail markets looks brighter with more demand and better sales. Products in home category have particularly experienced consistently good demand, making the moods of retailers, brands and manufacturers more upbeat.

Overall, the retailers of furnishing fabrics, bed & bath, mattresses & pillows, rugs and most other home textiles have reported good sales in the last three quarters with some inconsistency. For some retailers, it has been the best ever period in their store sales. "After very good sales from October to March this year, primary reason for slightly lower sales in April and May months is that there were school vacations and people got an opportunity to get out of their homes and head for proper holidays after two years! This demand will pick up again from July and we expect a very good Diwali season," Sanat Patel, Director, Vishvesh Textiles from Chennai.

"Business has been very good in last 7-8 months, except a few days in May, which clearly was on account of holidays. I think business is already picking up and we expect to do very well in the coming Diwali season," says Jayesh Dedhia, Director, One Stop, a leading chain of 10 houseware stores in Mumbai. Similarly, Sulaiman Hirani, Managing Director, Darpan Furnishing, Hyderabad, sounds very bullish. "We had probably the best business in our history during the last few months. Consumer demand is growing. Of course, supplies are a major constraint with imports becoming more expensive and more difficult. If we have more products and more innovations in our stores, sales can go up even further," he says. Nirav Meswani, Director, Surprise, Mumbai, expresses a confident and positive outlook. "We have seen a steady and consistent 'return to normal' in terms of sales and footfalls in retail segment. Assuming that nothing goes wrong, I expect the months leading to Diwali to see increased spends in the home sector and the current HGH India show could not have been at a better time than this!" he says.



Reports coming in from Mumbai, Delhi, Kolkata, Bengaluru, Hyderabad, Ahmedabad, Jaipur, Ludhiana, Pune and Indore sum up similar sentiments of good business. Many tier 2 and tier 3 cities and towns are reporting better sales as spending by semi-urban consumer on their homes too has gone up. 11th edition of HGH India scheduled for July 12-15, 2022 at India Expo Centre, Greater Noida is eagerly awaited by retailers, distributors, wholesalers and institutional buyers to get new supplies of innovative products from their existing as well as new suppliers.

Supply side has been a major challenge for most retailers. Rising cotton prices, rising fuel costs, disruption in international supplies of raw materials and finished goods due to the Ukraine war situation, increased container cost, disruption in China based supply chain have all led to inconsistent availability of goods on retail shelves and rapid increase in prices. Retailers across categories are grappling with these challenges to maintain their supply lines, so that they do not lose business and customers from their stores. Many retailers and distributors have

also taken a conscious decision to reduce their dependence on imported products by developing India based supply chains. Vast improvement in quality and increasing design innovations by Indian brands and manufacturers are also helping in this process. HGH India 2022 will be a good opportunity for the trade to explore several innovative products and stabilise their supplies in categories like furnishing fabrics, blinds, bed & bath, decorative made-ups, table & kitchen linen, rugs & carpets, wallpaper, wooden & synthetic floorings, decorative accessories, handicrafts, home furniture, outdoor lifestyle, houseware, kitchenware, cookware, glassware, tableware, plastic products, kids' home products and a variety of gifts. Innovations from over 400 brands and manufacturers from 30 countries and all major production & export centres from all over India will be on display at HGH India 2022.

With a forecasted annual demand growth of over 20% for most of the home category products for the next 3-5 years, Indian market is heading for good times. Are you ready to zoom into HGH India to make the best of this growing opportunity?



World of Sleep returns with better sleep ideas

After an excellent response from visitors, specially mattress retailers, in the last edition where **World of Sleep** was launched by HGH India in association with ISPF (Indian Sleep Products Federation), the concept will be taken forward. Experts at **World of Sleep** will guide on how the quality of sleep affects our health and how better health can be achieved with better sleep quality. World of Sleep also imparts knowledge and information on

innovations and new trends in products and materials that help achieve better sleep. It will also share research findings on contribution of elements like light, air quality, room temperature, wall colours, aromas & fragrance on quality of sleep. Of course, latest innovations and improvements in the basics of good sleep like bed, mattresses, pillows, bed sheets & comforters will also be highlighted by the experts at **World of Sleep**.

Growing consumer awareness on the health benefits of good quality sleep constantly propel innovations. Leading brands like Sleepwell, King Koil, Nilkamal, Centuary, Springfit, Refresh, M.M. Foam and many others will introduce their latest range of mattresses, pillows, beds, comforters. From memory foam, box spring, latex, coir, PU foam in new combinations to many new age synthetic and natural materials like gel, water, air, cotton, wooden springs are now being used to create new experiences in healthy and more comfortable sleep.

It will be interesting to watch new entrants like Jumax, who promise to introduce very innovative sleep ideas at this HGH India.

World of Sleep pavilion in hall 14 at HGH India is a must visit point for all retailers, distributors and institutional buyers associated with mattress and sleep products to derive direction for their future business ideas in this segment. It will also help retailers prepare better to increase sales of mattresses, pillows and other sleep products from their existing stores.



Leaders cook a new cookware story...

Several leading International and Indian brands and new entrants in the cookware segment are striving to increase their share in the rapidly growing Indian market. This is leading to constant innovations in designs, improved product features and upgradation in quality across all price segments. As younger Indian consumers focus on eco-friendly, energy saving and healthy cooking which fits into their lifestyle, new elements of innovations in cookware and kitchen appliances include latest technology, fashion colours, safer materials, smart operations and convenience, besides environment friendliness. Brands are competing with each other to offer solar cookers, bright coloured food processors, nutrient safe juicers and cookware with health-safe coatings replacing the conventional non-stick types.

Interestingly, the traditional cast iron cookware is coming back, but as a healthy option and at a premium!

Several leading brands like Hawkins, Vinod Cookware, Meyer, United Ekta, Stahl, Maharaja, OK, Bhalaria, Roxx, FNS, Macclite, Cello, Dailyware, Roca, Black Diamond, Classic Essentials will showcase



United Ekta



Meyer



Vinod



Stahl

their latest range of cookware.

Recognising the changing market conditions, United Ekta, a well-established brand in pressure cookers will launch several new products as well as innovations in its existing range. A completely new range of kitchen & home appliances like mixer, grinders, hand blenders, toasters, sandwich makers, electric irons will be launched for the first time at this edition of HGH India. Besides, the brand is introducing a new feature called bonnet stand in their induction cooktops, which makes its cleaning very convenient and effective. This is a unique feature

being introduced for the first time in India, claims the brand.

Hawkins, one of the oldest brands and a household name in India for pressure cookers is also reinventing its range. Going beyond the conventional aluminium and stainless steel pressure cookers, at this edition of HGH India, they will launch their range of tri-ply and die-cast cookware like appe pan, frying pan and grill pan.

Meyer, the well-known American cookware brand, which now has a firm footing in the Indian market will bring many new concepts at HGH India 2022. The brand will introduce

a range of enamelled cast iron pots and pans to address the price conscious consumers and expand its market base in India. It will also introduce its Meyer Ascent Series in which the brand will offer a pack of six frying pans of different sizes and for different usage. Taking a cue from international trends, Meyer will also introduce its Tasla tri-ply series of cookware without handles, reminding one of traditional Indian cookware.

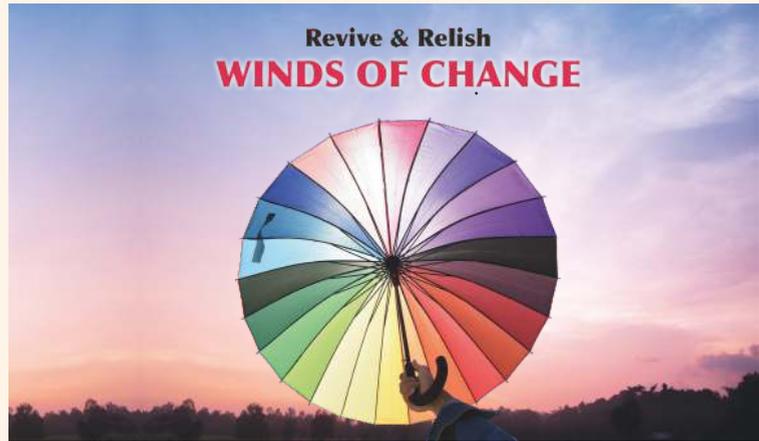
Upgrading the conventional cooking ideas with modern technology is essential. Cooking is constantly undergoing transformation. Cookware, kitchenware and kitchen appliances are getting integrated for better efficiency, space saving and convenience.

In the first quarter of 2022, retailers across India have experienced an increased demand for technologically advanced products like tri-ply cookware, induction compatible and smart appliances like cold pressed juicers, grillers, toasters, mixers and hand blenders. This trend will only get intensified at HGH India 2022 with several new launches from market leaders like Vinod Cookware, Stahl, FNS, Bhalaria, Cello and many others.

Trends 2022/23

HGH India Trends reflect the influence of social, lifestyle & technological changes on home products market. Every year, HGH India forecasts upcoming colours, designs, materials and styles which are likely to play a key role in home fashion and lifestyle trends in the Indian market.

“WINDS OF CHANGE” - the trends brought to you by HGH India are a well-researched integration of strongly emerging colours, designs and materials for the year **2022/23**. You will find comprehensive design directions in this trend book to create or source your new collections for the coming seasons. These trends describe the design elements for 2022-23 for the Indian market in four groups – **Healing Green, Eco Artist, Purple Avenue and Peaceful Amber**. HGH India



Trends for 2022/23 are applicable across all home categories- home textiles, furnishing fabrics, home décor, accent furniture, houseware & gifts.

Even with the uncertain environment around the world, India is

consistently advancing and emerging stronger on the global map. The consumers here are highly aspirational and prefer modern and international products yet with an ethnic flavour.

Manufacturers, brands, retailers

and professionals will find this trend book useful to innovate their product designs and connect to the aspirational Indian consumers. Go ahead and use these trends to explore your design sensibilities and apply them to create innovative designs in real products for the Indian market.

Retailers and visitors can know and understand the upcoming home fashion trends at the trends Pavilion in Hall 15 at HGH India 2022 which showcases the actual product application of the four themes under the umbrella of “WINDS OF CHANGE”.

You can also buy your own copy of the trend book titled **WINDS OF CHANGE** at this Trends Pavilion and other locations at HGH India.

Extensive government and industry support

Over the last one decade, HGH India has not only grown in size and stature, but has delivered consistently good business results to its exhibitors and visitors. Today, this trade show is recognised in India and globally as an effective window to the Indian domestic market connecting its exhibitors with over 36,000 serious trade buyers from over 500 cities and towns across India. Exhibitors at HGH India include well-known international and Indian brands, designers, large manufacturers, MSME units, importers and exporters. From market leaders and topmost Indian brands to multinational players from 32 countries across continents have been exhibiting in HGH India regularly.

Handicrafts, Handloom and Cottage sectors have been one of the biggest beneficiaries of HGH India, finding a long-term gateway to India's national market. More and more of such small manufacturers are getting connected to well-established offline and online retail chains year after year. Over 70% of the 36,000 serious trade buyers from 500 cities and towns across India have made HGH India part of their annual calendar for sourcing, trends and market information. Of the top 100 retail chains and distributors in India in the home category (including offline & online retailers), 95% visit HGH India regularly. Over 90% of HGH India visitors are senior decision makers. Besides, trade buyers from about 28 countries, primarily emerging markets in Asia and Africa too have been visiting HGH India regularly, creating an untapped export potential for Indian products in the categories of home textiles, home décor, houseware & gifts.



Recognising the strength and efficacy of HGH India to connect small & medium enterprises with the national and international retailers, importers and institutional buyers, Ministry of Textiles and Ministry of MSME under Government of India; Development Commissioner Handicrafts and Development Commissioner Handloom under Ministry of Textiles, Government of India; Government of Uttar Pradesh, Government of Haryana have approved HGH India amongst the few trade show for which the eligible exhibitors can claim a market development grant or subsidy under their various schemes, bringing down their effective cost of participation.

Well-established industry led organisations like Export Promotion Council for Handicrafts (EPCH), National Jute Board (NJB), National Design Centre (NDC), North East Centre for Technology Application & Research (NECTAR), Indian Institute of Carpet Technology (IICT),

National Handloom Development Corporation (NHDC), Eastern Uttar Pradesh Exporters Association (EUPEA), Directorate of Handloom & Handicrafts of Kashmir (DHHK), Andhra Pradesh Handicrafts Development Corporation Ltd. organise participation of their members regularly. At HGH India 2022 also, their members will showcase a variety of unique and innovative home textiles, home décor, houseware and gift products- most of them hand crafted- bringing in a new dimension to sourcing for retailers and institutional buyers.

Over the last 11 years, HGH India has clearly emerged as a trusted choice and most preferred trade show for those exhibitors and visitors who have a focus on the rapidly emerging Indian market for home textiles, furnishing, home furniture, home décor, houseware & gifts. Clearly, all stakeholders in these businesses - Government, Private or International - feel at home with HGH India!

Visitor Profile

Thousands of preregistrations from over 500 cities and towns from all over India highlight a high interest amongst retailers and trade buyers in visiting HGH India 2022, the Autumn/Winter edition scheduled for July 12-15, 2022 at India Expo Centre, Greater Noida. Business profiles of these visitors include retailers, distributors, importers, exporters, wholesalers, agents, large format stores, institutional buyers, architects, interior designers and international buyers. 90% of the visitors are senior decision makers for sourcing and business in their respective organisations. Their objective is to do sourcing for the upcoming festive season, discover innovative products, get new business ideas and identify upcoming fashion trends for 2022/23 and get insights into market and industry directions, which will help them plan their business better. HGH India 2022 will also be a great opportunity for them to meet their regular suppliers as well as connect with new sources.

Visitor registrations this year cover all states and Union Territories of India. In addition to top retailers from metros and large cities like Delhi, Mumbai, Bengaluru, Chennai, Kolkata, Ahmedabad, Hyderabad, Pune, Nagpur, Ludhiana, Jaipur, Chandigarh and Indore. A large number of retailers have registered from all state capitals and Tier II & Tier III cities and towns, clearly reflecting the growing depth and breadth of the Indian home products market and increasing visitor pull of HGH India across the country.

Over 200 international visitors have also registered from 24 countries, primarily the emerging markets, making HGH India an interesting export market opportunity for its exhibitors.

HGH India 2022

Timings for Visitors

12th July : 09:00 am - 06:30 pm

13th July : 09:00 am - 06:30 pm

14th July : 09:00 am - 06:30 pm

15th July : 09:00 am - 05:00 pm

HGH INDIA 2022
HOME DECOR ••• GIFTS ••• HOUSEWARE
INDIA EXPO CENTRE, GREATER NOIDA, DELHI NCR

12-15 JULY 2022
11th EDITION

Trade Visitors! Register online by 2nd July, 2022 and save ₹ 1,000/- entry fee

HGH India 2022 is scheduled in Delhi NCR from 12th to 15th July, 2022. Take a look at over 400 brands and manufacturers' innovative, high quality products... inspired by forecasted fashion and lifestyle trends for 2022/23. Source them before your competitors do

Products on display



Home Textiles Furnishing Fabrics, Curtains & Blinds, Bed Linen, Decorative Made-ups, Mattresses & Pillows, Carpets, Bath Linen, Table & Kitchen Linen. **Home Décor** Ceiling, Walls, Windows, Floor Coverings, Table Tops, Decorative Accessories, Lifestyles. **Home Furniture** Coffee Tables, Magazine Racks, Wall Separators, Bean Bags, Single Chairs, Racks & Trolleys, Accent Furniture, Sofas, Bed Sets, Almirahs, Baby & Kids Furniture, Outdoor Furniture. **Gifts** Corporate, Personal & Festive. **Houseware** Kitchen Appliances, Kitchenware, Cookware, Tableware, Bathroom, Maintenance, Cleaning, Storage, Outdoor. **Services**

Enjoy exclusive benefits

- Get free entry to HGH India 2022.
- Save time to get your badge at the venue as Pre-Registered visitor. You can directly print your badge with the pre-registration QR code sent to you, after your online registration.
- One free copy of HGH India 2022 catalogue.
- Use of HGH India's complimentary Hot Lounge, Fruit Lounge, Pop Corn Lounge and Shuttle Bus Service and other facilities for bonafide visitors.

To avail of these benefits and save spot registration fees, you must register online before 2nd July, 2022 on our website www.hghindia.com

Free Visitor Registration Guidelines

- Online Visitor Registration is compulsory for free entry. All visitors not registered online will have to pay Spot Registration Fees of ₹1,000/- for entry at the trade show.
- Any invitation card received from the Exhibitors or Organiser does not entitle you for a free spot registration at the trade show venue.
- Last Date for online Visitor Registration: 2nd July, 2022

Steps for free entry with online visitor registration for Regular Visitor:

1. Click on "Visitor Registration" on www.hghindia.com or scan the above QR code.
2. Enter your registered Mobile No. or Email Id.
3. Click on Send OTP
4. Enter OTP received on your registered Mobile No. or Email Id.
5. Your Pre-filled form will open. Kindly check the details in form (Name, Address, Tel, Mob. No. & Email Id.)
6. Complete the Online Visitor Registration Form.
7. Receive your Visitor Registration No. and QR code via e-mail and sms, which confirms your registration.
8. Carry your Registration No. or QR code on your mobile or in a print format to the trade show.
9. Present your Registration no. or scan your QR code at the Pre registered visitor's desk at HGH India 2022 to print your badge.

Steps for free entry with online visitor registration for New Visitor:

1. Click on "Visitor Registration" on www.hghindia.com or scan the above QR code.
2. Enter your Mobile No. or Email id.
3. Click on Send OTP
4. Enter OTP received on your registered Mobile No. or Email id.
5. Complete the Online Visitor Registration Form.
6. Receive your Visitor Registration No. and QR code via e-mail and sms, which confirms your registration.
7. Carry your Registration No. or QR code on your mobile or in a print format to the trade show.
8. Present your Registration no. or scan your QR code at the Pre-registered visitor's desk at HGH India 2022 to print your badge.

Important notes

1. Entry Badge is your personal entitlement for free entry to HGH India and completely non-transferable.
2. If you are already a registered visitor with HGH India in the previous years, please find your Reference No. from the Organisers and use the same for renewing your registration online for HGH India 2022.
3. For free entry to HGH India 2022, renewal of registration by all past visitors is compulsory. If not renewed, Spot Registration Fees of Rs.1,000/- will be payable.
4. HGH India is strictly a Trade Show. Therefore, entry to consumers is not allowed. No retail purchase is permitted. You can be disqualified as a visitor if found doing retail purchases.
5. Children below 15 years are not allowed.
6. The Organisers reserve the right to refuse admission to any visitor at its sole discretion.

For further assistance and queries, please contact

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www.hghindia.com