

# Walls & Windows

— an initiative by HGH India —

As Indian homes embrace modernity and consumers show propensity to spend more on decorating their homes, several new materials and technologies are being offered for walls & windows. These may prove game changers for retailers & distributors in products like wallpapers, blinds and window treatments.

To highlight the innovations and to draw special attention on Indian and global advancements in Walls & Windows, HGH India 2022 has included a focussed area for special promotion of these segments in hall 14-15.

As Indian consumers opt for greater comfort and convenience inside their homes, they opt for innovative materials and technologies to decorate their walls and windows. From simple wallpapers and curtains, now the focus is also shifting to high technology automation, advanced sun protection materials, personalised designs and expression of one's taste and personality. A variety of wall decorations and window treatments are being offered by global and Indian brands.

Interestingly, be it economy, premium and luxury- all segments are experiencing the advent of new materials for better performance and decorative ideas.

Wall & window decorations include products like wallpapers, blinds, curtains, furnishing, window automation, wall finishes, wall decorations, stickers, glass films, window decorations, DIY range, curtain rods etc. From a modern range of surface treatments on the walls like PVC cladding, textured paints, murals, wall bonding to a wide range of decorative hardware for windows and walls are being introduced at a high frequency, making these segments as dynamic as fashion.

It is a rapidly growing segment in India. Despite being one of oldest category, there is a vast untapped potential for these products in the Indian market.

Manufacturers, brands and importers of these products can specially benefit by exhibiting at HGH India this year as these products will be in focus.

FOCUS **2022**



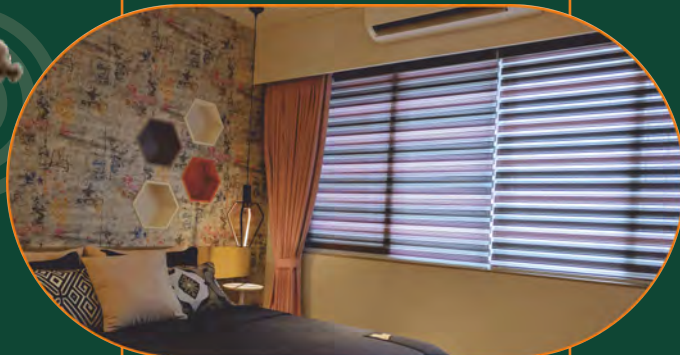
ROMAN  
BLINDS



CURTAINS



WALLPAPER



WALLPAPER & BLINDS



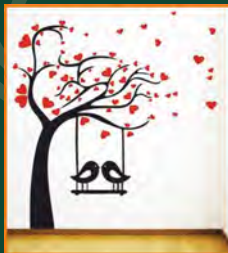
MURALS



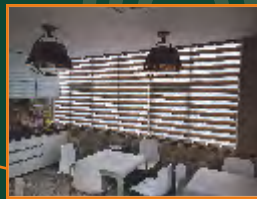
CURTAIN  
RODS



WALL  
STICKERS



BLINDS



CURTAIN TRACKS

