

R e d e f i n i n g S o u r c i n g

Indian home market Exciting times ahead

According to market and trade experts connected as consultants, marketers, manufacturers, retailers, importers or exporters, demand in India for home textiles, furnishing fabrics, houseware & home décor will continue to grow at 25-30% per annum, over the next decade. These categories are now merging under a new lifestyle category called HOME.

Supportive approach of the new Government to manufacturing sector and SMEs, liberal approach towards import and encouraging consumption by Indian consumers will lead to benefits in terms of increased demand for brands and producers in most categories under HGH India purview. With rising incomes and increased disposable incomes in the hands of Indian consumers on account of favourable taxation, both Indian and international retailers can hope for higher business growth in coming years.

With a stable political situation and a healthy economic growth of 7-9%, the upwardly mobile



Indian consumers will increasingly seek branded Indian and international products.

Till few years back, Indian households shopped

for home products only during major festivals. However, over the last decade, thanks to a healthy economic growth, increased incomes, time-constrained urban living and changed lifestyle and shopping habits; buying of home textiles, furnishing fabrics, home products, houseware & gifts is becoming a round the year activity in the country. Growing demand for high quality, stylish and valued-added home fashion is driven by young Indian couples' desire to impart their own personality and a trendy look to their homes through a synergetic mix of home textile, home décor and Houseware products in terms of colours, designs, materials, style and feel. They shop regularly through a variety of outlets like online stores, department stores, hyper markets, specialty stores and even design houses to realise their shopping goals.

International and Indian brands, manufacturers & suppliers- from mass producers to handicraft manufacturers-have come on a common platform through **HGH India** to cater to this exciting and emerging Indian market.

Home Textiles



Pic Courtesy: Swayam



Pic Courtesy: Trident

Hundreds of leading Indian and international brands, manufacturers, editors, importers and distributors are waiting to launch their innovations and new collections of furnishing fabrics and home textiles at HGH India 2014. Their products will include comprehensive range of bed linen, towels, bath linen, furnishing & upholstery fabrics, curtains, rugs, durries, carpets, cushion covers, decorative made-ups, mattresses, pillows, blankets, quilts, table linen, kitchen textiles and other home textile products.

With fabric catalogues having become a more acceptable method of selling furnishing fabrics in India, leading Indian and international brands

like Dicitex, GM Fabrics, RR Décor, F & F, J & Y, Seasons, Warwick, Goldtex, Zimmer + Rhode, Designers Guild, have set their eyes on introducing new catalogues in tune with upcoming trends for 2014/15.

Bed sheet and bed linen segment will not only witness new range from market leaders like Portico New York, Spaces, Spread- Espirit Home, Swayam, Maspar, Shayan, Sasson and Tree of Life have been regular at HGH India since beginning, but will also witness entry of many new players like Raymond, JCT Home, Mafatlal and C.A. Patel. Also Terry Towels segment will offer huge



Pic Courtesy: J&Y



Pic Courtesy: Swayam

excitement and widest range ever.

In addition to continued presence of brands like Spaces, Welspun and Mafatlal, entry of other industry leaders like Trident and Micro Cotton in HGH India will really open very wide sourcing options in this category, which Indian retail trade has never witnessed before. Table & Kitchen linen will continue to widen horizons at HGH India 2014 with range from Loom, Bianca, Swayam, Shahenaz and the first time entrants like Synergy. Rugs and carpets too will be widest ever at 3rd HGH India. It will include a combination of affordable, international machine made range from market leading brands like Oriental Weavers, Obsession, Ambadi Mc Three, DHLS, Status, Chinar & Florista and classic and contemporary hand woven, hand tufted and crafted varieties from several exporters like Vishnu Carpets, Saprose, Navkar, AKS Rugs, Aarav Home, Pala Décor.

Carpet Export Promotion Council, with the support of Development Commissioner Handicrafts, Ministry of Textiles, Government of India, has organised a group participation of leading carpet exporters who are now willing to offer their products in the domestic market.

Home décor

Home decor in India is fast becoming an important form of expressing personal style and taste. From wall papers, blinds, wooden floorings, exquisite hand crafted decorative pieces in metal, glass, wood, area rugs, carpets, wall hangings, photo frames, candle stands, mirrors, chandeliers and variety of other materials; today the Indian consumer also seeks more modern products like vases, artificial flowers, fragrances, porcelain, candles, bath accessories, decorative and so on. With the number of affluent consumers in the country having doubled over the last decade, decorative home interiors are increasingly becoming a passion.

While centres like Moradabad, Firozabad, Jaipur, Delhi & Jodhpur offer unique solutions, several importers have sprung up in the country over the last decade, offering decorative solutions from Europe, China, Middle-East, Japan, Taiwan, Korea, Thailand and even USA. Some of the leading manufacturers, importers & brands unveiling their new collection in HGH



Pic Courtesy: Cape Décor

Pic Courtesy: Ambadi, Mc Three

India 2014 are A to Z Lifestyle (India) Pvt.Ltd., Forest (Nederland), Ambadi Enterprises Ltd., Apeejay Export, Asian Narrow Fabrics Co., Toso, Atco Interiors Pvt.Ltd., LG Housys, Bhalla's Carpets, Chinar Forge Ltd., D-Next, Wall King, Elementto Lifestyles Pvt. Ltd., Envogue Furnishings (India) Pvt. Ltd, Excel Wall Interiors, Fem Export, Fennel, Four Walls, Furnitex, Hunter Douglas India Pvt. Ltd., I-Concept Biztrade Pvt.Ltd., Jayanita Exports

Pvt.Ltd., Kazage Life Styles Ltd., Livin Products Pvt.Ltd., Louverline Blinds, Malhar Designs LLP, Marshalls Enterprise India Pvt. Ltd., Marvel Living Candle, Nitin Exim Pvt.Ltd., Opal Luxury Time Products Ltd., Rashmishree Creations, RVS International, Sarom Fab Pvt.Ltd., Tattva Art Hardware, A Unit of Designwise India Pvt.Ltd., Tattwam, Tec One Engineering Pvt.Ltd., Gloop, Mayur, Kronotex, Spirella and Vision India.



Pic Courtesy: Fennel

Pic Courtesy: Elementto

Houseware



Pic Courtesy (clockwise): Lock n Lock, Eternia, Borosil, Progressive

Houseware has always existed in one form or the other according to the social and economic structure of the country over the centuries. In modern times, with high degree of urbanization, the dynamics of Indian houseware market is changing rapidly. Be it kitchenware, cookware, tableware, kitchen appliances, storage, cleaning or maintenance products, outdoor houseware or travel goods, one can see a drastic shift in the Indian market scenario. Overall demand of the houseware products is growing at the rate of 15-25%

depending on the sub-category.

At HGH India 2014, leading manufacturers, brands and importers like Borosil, Pyrex(USA), Nachtmann (Germany), Roxx, Spieglaue, Crystal, Anantam, Lucky Glass (Thailand), Ego (Italy), Art n Craft (Turkey), Bohemia (Czech Rep.), Servewell, Superware (Thailand), Clay Craft, Noritake (Japan), Grey Rose, Corelle (USA), White Gold, Kabani Crockery, FNS, Magppie, Ramson, Seven Seas, Rena Kutz



Pic Courtesy: Nachtmann

Pic Courtesy: Eternia



Pic Courtesy: Spirella

Pic Courtesy: Bonita

Kitchenwares, Sam International, Princeware, Lock n Lock (Korea), Glass lock (Korea), Snapware(USA), DKW(Thailand), Bonita, Gimi (Italy), Freelance, Spirella (Switzerland), Umbra (Canada), Casa Brands, Trudeau, Joseph Joseph, Progressive(USA), Fuel, Kilner, Fivebro, Home Needs, Tangerine Tree, Alos, Living Lifestyle, Multi Creations, Crosno, Eminent, Pronto, Rajprabhu Traders, Sands Incorporation, East Coast Distributors, Eternia, Vision International, Tescoma, Rak and Camel will showcase their latest range of collections.

Gifts

India is one of the most hospitable and socializing countries in the world, where gifting is part of its culture, heritage & social customs. Be it business or personal occasions, Indians are amongst the most passionate people about giving and receiving gifts. Corporate houses and institutions are increasingly deciding in favour of gifts with greater personal appeal and utility. Houseware, Home Decor, tableware bar accessories, handicrafts and home textiles are finding increasing space in the Rs. 30 billion Indian corporate & personal gifting market, which continues to grow at over 15% annually.

Like everything else, Indian gifts market too is evolving with increasing incomes, lifestyle and



Pic Courtesy: Fennel

changing social values. Personal gifting as a culture is on the rise, with number of gifting occasions increasing from Anniversaries, Weddings, birthdays, valentines' day, Rakhi to Mother's day, Father's day and so on. Besides,

consumers want to now buy gifts from stores which are unique, stylish, personalized and reflect their thoughtfulness and status.

Today, India Inc.'s corporate gifting is moving from "promotional" to "emotional". Companies in sectors like Pharmaceutical, Telecom, IT, Finance, Insurance, Travel & Hospitality, and Media, are increasingly seeking gifts which strike a more personal and emotional chord with employees, customers or business associates. HGH India 2014 will have several brands and importers offering unique gifts sourcing solutions. These include Cocktail, FNS, Magppie, Creative Enterprise, Clay Craft, Roxx, Freelance, Malhar, I-concept, Grey Rose, Ramsons, etc.

Free Visitor Services

HGH India 2014 offers several free services & facilities for bonafide registered trade visitors to make your visit comfortable, convenient, business like and exciting. HGH India wishes that you should be able to focus completely on your business agenda, without worrying about small details. These include Trends information, Free Shuttle bus, Left Luggage Facility, Umbrella Service, Information Kiosks and various Lounges like Lobby Lounge, Fruit Lounge, Tea Lounge, VIP Lounge and more, all located conveniently in different parts of Hall No. 1.

Parking, Business Centre, Travel Services, Food Courts and Restaurants are amongst other facilities available at the venue on payment basis. Some of the specific Visitor Services at HGH India 2014 include

Visitor Pre-Registration

Bonafide trade visitors who qualify to be classified as such, can apply for online Pre-Registration or send us their Visitor Registration Form before 2nd August 2014. Details of the same are given on the Visitor Registration Form on page 4 of this newsletter. You can not only save the Spot Registration charges but also save your valuable time and inconvenience of long queue at the venue.

Shuttle Bus Service

For convenience of exhibitors and visitors, HGH India has arranged a free shuttle bus service between the trade show venue, various hotels and important points in the city. These include domestic airport and key railway stations namely Goregaon (East), Andheri (East), Dadar TT (East), Borivali (East), CST (Mumbai VT),

Mumbai Central. Please refer the Bus Schedule chart below.

Restaurants & food court

During the trade show days of August 5-7, 2014, an elaborate food court offering variety of options, a fine dining restaurant and cafeterias will be functional inside Hall 1. Exclusive lounges such as VIP Lounge, Tea Lounge and Fruit Lounge set up by the organisers for all exhibitors, trade visitors, Media and VIPs will also provide hospitality and beverages.

Left Luggage

HGH India 2014 will have a Left luggage facility near the entrance of hall 1 in the Visitor Registration area. Outstation Visitors reaching to the venue directly can use this facility free of cost. The facility will be open from August 5-7, between 9.30am to 6.30pm.

Free Shuttle Bus Service Schedule

5th & 6th
August, 2014



From Domestic Airport to venue

8.15 am	9.00 am	9.30 am
10.00 am	10.30 am	11.15 am
12.00 pm	12.45 pm	1.30 pm



From Goregaon Station to venue

8.15 am	8.30 am	8.45 am
9.00 am	9.15 am	9.30 am
9.45 am	10.00 am	10.15 am
10.30 am	10.45 am	11.00 am
11.15 am	11.30 am	11.45 am
12.00 pm	12.15 pm	12.30 pm
12.45 pm	1.00 pm	1.15 pm
1.30 pm	2.00 pm	2.30 pm
3.00 pm	4.00 pm	



From Andheri Station to Pal Fish to venue

8.30 am	9.00 am	9.30 am
10.00 am	10.30 am	11.00 am
11.30 am	12.00 pm	12.30 pm



From Borivali Station to venue

9.00 am	10.00 am	11.00 am
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From Dadar TT Station to venue

9.00 am	9.45 am	10.30 am
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From Mumbai Central Station to venue

8.30 am	9.15 am	10.00 am
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From CST Station (Mumbai V.T.) to venue

8.30 am	9.15 am	10.00 am
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From various hotels



From Westin Hotel to Venue

8.30 am	9.00 am
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From Sarovar Hotel to Venue

8.15 am	8.45 am
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Hyatt Regency - Leela - Courtyard Merriot to Venue

8.15 am	8.30 am
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Sahara Star - Orchid - Bawa Intl - IBIS to Venue

8.15 am	8.45 am
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7th August, 2014



From Domestic Airport to venue

8.15 am	9.00 am	9.30 am
10.00 am	10.30 am	11.15 am



From Borivali Station to venue

9.00 am	10.00 am
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From Dadar TT Station to venue

9.00 am	10.00 am
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From Mumbai Central Station to venue

8.30 am	9.30 am
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From CST Station (Mumbai V.T.) to venue

8.30 am	9.30 am
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From Goregaon Station to venue

8.15 am	8.30 am	8.45 am
9.00 am	9.15 am	9.30 am
9.45 am	10.00 am	10.15 am
10.30 am	10.45 am	11.00 am
11.15 am	11.30 am	11.45 am
12.00 pm	12.15 pm	12.30 pm
12.45 pm	1.00 pm	1.15 pm
1.30 pm	2.00 pm	



From Andheri Station to venue

8.30 am	9.00 am	9.30 am
10.00 am	10.30 am	11.00 am
11.30 am		



From Westin Hotel to Venue

8.30 am	9.00 am
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From Sarovar Hotel to Venue

8.15 am	8.45 am
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Hyatt Regency - Leela - Courtyard Merriot to Venue

8.15 am	8.30 am
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Sahara Star - Orchid - Bawa Intl - IBIS to Venue

8.15 am	8.45 am
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Shuttle Bus Service will also be available from HGH India to various points for departing visitors/exhibitors. Details of updated schedule and drop points can be found on our website www.hghindia.com under the link Travel, Visitor services and Exhibitor Services. It can also be found with Information desks, inside the buses and at the boarding points at the venue.

VISITOR SERVICES & FACILITIES AT HGH INDIA

Umbrella Service

Taking monsoon season in consideration, an umbrella counter has been created by HGH India at the main gate as well as hall 1 entry point. Umbrella escorts will help you reach to and from the hall to Parking lots and main gate. Besides, inside hall no. 1 Exhibitors and Visitors can deposit their umbrellas free of charge against a token during their visit to the trade show and collect them while leaving from the hall. This free facility is available during all trade show days (5-7, August) from 9.30am to 6:00pm.

Safe Deposit Lockers

Facility of safe deposit lockers located in Visitor Registration area can be availed of on payment basis. You can deposit your valuables in these lockers and carry the key with you. Items to be kept in these lockers may be subjected to security checks by HGH India guards.

Business Centre

A business centre has been created inside hall no. 1 to facilitate the exhibitors and Visitors during the trade show. Business Centre will enable the visitors and exhibitors to avail of facilities like Computer, internet, document printing, graphic printing, stationary purchase, business cards printing, scanning, Fax etc. These services will be available during the trade show days (5-7, August) from 9.30am to 6:30pm. on chargeable basis.

VIP Lounge

A VIP Lounge located in hall 1 will have access to all VIP card holders throughout the visiting hours of HGH India 2014. Head of the Exhibiting Company and VIP Buyers will be issued this special VIP Lounge card. This card is strictly for use of the person to whom it has been issued and is non-transferable. Visitors or exhibitors not holding VIP card, even if accompanied by a VIP card holder, will not be allowed in the VIP lounge.

Travel Services

HGH India's official travel agent Fantastic Hospitality Services Pvt. Ltd. will run a travel desk at the trade show and offer a comprehensive travel services to exhibitors and visitors. This includes domestic and international air tickets, car hire, hotel reservations and packaged tours to prime tourist destinations across India. They also offer short tour packages in and around Mumbai city.

Hotels & Accommodations

HGH India has negotiated substantially discounted room rates with some of the best hotels in Mumbai city located near Bombay Exhibition Centre. Exhibitors and visitors can make reservations at these hotels through Fantastic Hospitality, the official travel agent for HGH India or directly with the hotel. Please inform the hotel staff and Fantastic Hospitality services that you want to book a hotel under HGH India special bookings, so that you can avail of the discounted rates and other facilities listed. List of hotels with their rates, star rating, distance from the venue and contact persons can be found under the Travel & Stay section of the Visitors link on our website www.hghindia.com.

Visitor Registration Form



Mr. Ms. Mrs.

Name _____

Designation _____

Company _____

Address _____

City _____ Pin Code _____ State _____

Telephone (Off.) _____ Fax _____

Mob 1 _____ Mob 2 _____

Email 1 _____ Email 2 _____

Website _____

A. Type(s) of your Business (Please tick)

Retailer

- Department Store Traditional Store
 Mail Order House Boutique
 Hyper Market Cash and Carry
 Discount Store Other _____
 Speciality Stores(MBOs) _____
 Speciality Stores(EBOs) _____

Trade Representative

- Sales Agent
 Brand Representative
 Distributor
 Importer
 Wholesaler

Buyers

- Interior Designer
 Corporate Gifts
 Gift Suppliers
 Buying Houses

E-Commerce

- Online Retailers Other _____
 TV Shopping _____
 Mail Order

Industry

- Manufacturer
 Brand Owner
 Exporter

Others

- Service Provider
 Trade Association
 Government

B. Products of your interest

Home Décor

- Ceiling Floor
 Wall Decorative Accessories
 Windows Lifestyle

Houseware

- Cookware Maintenance
 Kitchen Appliances Cleaning
 Tableware Storage
 Bathroom Outdoor

Home Textiles

- Sleeping Living
 Bath Furnishing
 Table & Kitchen

Gifts

- Corporate
 Personal
 Festive

Services

- Trade Publication Visual Merchandising
 Institutional IT Solutions
 Retail Management Other Support Services(Specify) _____
 Logistic

C. Purpose of your visit

- Source International Products Source Indian Products Find New Suppliers
 Meet Current Suppliers Find Agent / Distributor New Business Opportunities
 Product Innovations/Trends Market Information
 Other (Please Specify) _____

D. How did you learn about this Trade Show?

- Internet Email Website Direct Mailer Newspaper
 Hoardings Advertisements From Exhibitor From Organiser Word of Mouth
 Other (Please Specify) _____

E. Have you visited any previous edition of HGH India?

- HGH India 2012 HGH India 2013 Both None

Important notes:

- 1) Incomplete form in any respect will not be accepted. It is mandatory to fill the column Invited by.
- 2) HGH India is strictly a Trade Show. Therefore entry to consumers is not allowed. No retail purchase permitted.
- 3) Children below 16 years are not allowed

Duly filled form to be sent by Fax: +91-22-2421 4116 or Email: visitors@hghindia.com or by post latest by 2nd August, 2014 to the address mentioned below.

You can also register online at www.hghindia.com>visitors>visitor registration

Drinking Water

Free drinking water will be provided by the organizers during the set-up as well as trade show days to all exhibitors and visitors in the designated areas. You can also buy drinking water at the cafeterias and restaurants.

Parking

Separate areas have been designated for Visitors' car parking within Bombay Exhibition Centre on Pay & Park basis. This facility is directly managed by Bombay Exhibition Centre. Parking Charges are Rs.100/- per entry

for the entire trade show visitor hours. Goods vehicles are not allowed to be parked in the Visitor Parking Area. No free parking for visitors will be possible inside Bombay Exhibition Centre.

Organized by
TEXZONE

Texzone Information Services Pvt. Ltd.
431, Kaliandas Udyog Bhavan, Near Century
Bhavan, Prabhadevi, Mumbai - 400 025.