

## **HGH India provides new impetus to Indian market for home products**

HGH India 2019, the 8<sup>th</sup> annual edition of India's well-recognised trade show for home textiles, home décor, houseware, and gifts concluded successfully in Mumbai on 5<sup>th</sup> July. Despite incessant rains in Mumbai during this period, the three-day trade show received an overwhelming response with the presence of 700 brands and manufacturers (+15%) from 32 countries as exhibitors and 35,900 trade visitors (+2.9%) from 500 cities and towns across India. These numbers clearly reflected the importance of this trade show for Indian retailers, distributors, importers and institutional buyers to discover upcoming home fashion trends for 2019-20 and source innovative products for their business.

Consistent growth in number of exhibitors and visitors and improving quality of products and presentations year after year since its inception in 2012, proves that HGH India has been useful for Indian and international players as a high potential trade show offering innovations, wide sourcing solutions and new business opportunities. HGH India brings global multi-national brands, leading Indian brands, Large, Medium and small manufacturers, handicrafts and handloom sectors, artisans and crafts persons all under one roof, offering equal opportunities to all of them to offer their products and services to Indian retailers and distributors across the country.

HGH India 2019 was spread over three dedicated halls, each one offering specialised products in the categories of Home textiles and furnishings, home décor and gifts and houseware.

HGH India continued its aggressive promotion of Indian handicrafts, artisans and cottage sector products for the second year. Bringing sectors like handicrafts, handloom, handmade carpets, coir, jute, khadi, cane & bamboo etc. under the common umbrella of Indian Heritage with the support of various Government organisations like EPCH, HMCM, CEPC, COHANDS, KCCI, NSIC, NEHHDC and MHHDC, HGH India once again effectively demonstrated the high potential of value-addition and national brand building around these products.

Home Fashion Trends for 2019-20 were forecasted and presented through a well curated Trends Pavilion and a high quality Trend Book. The trends followed a central theme of Beyond Shapes – Universal Future and were designed specially to suit the rapidly evolving and aspiring Indian domestic market.

Amongst 32 countries present, China had the strongest participation, primarily from the Zhejiang province. Indian and international exhibitors showcased their latest range of furnishing fabrics, curtains, bed and bath products, decorative made-ups, wallpapers and decorative accessories. Crockery, tableware, storage, plastics, kitchenware, kitchen appliances, cookware, home appliances, gifts, general houseware, travel goods, cleaning and maintenance products, babies and kids' products, and tenting and camping products were amongst the key houseware products.

### Exhibitor Quotes

#### **Rajjnish Arora**

Vice Chairman, DC Furnishings

HGH India: Home textiles, home decor, houseware, gifts. This is their eighth year in succession, and every year I have seen it growing. I'm so happy to see 700 exhibitors here. Outstanding exhibitorship

and mind-blowing customers have come in today, on the first day in spite of the heavy rains just two days back. A big thumbs up to the HGH India team; the twelve to fourteen hours of work really worked well. We believe in HGH India and they made it happen. I'm also happy to note, I personally spoke to Mr. Arun Roongta, and he has confirmed to me that they will have a fourth hall next year. That news also gives us a feeling about how the show is coming up and what kind of response it will have. Actually, in the last five years, people have been looking at HGH India to come up with new ideas, new innovations and they look to HGH India as an exhibition where the newest trends are displayed and what direction the industry is heading to. I haven't had the time to walk around, as I've been extremely busy with customers at my stand but I've heard that the footfall is about the same at every stall. I wish HGH India all the best and I'm looking forward to HGH 2020.

**Abhinav Mahajan,**  
Director, Maspar

The response at HGH India has been tremendous, and we have built a big customer base here. We have seen a lot of growth, as a result, over the last two days. Thanks to HGH India, we have been able to reach out to retailers, and showcase our products, and this inspires us to keep coming back.

#### Visitor Quotes

##### **Deepak Nirmal**

General Manager - General Merchandise Buying & Merchandising, Aditya Birla Retail Limited.

This is my fourth visit to HGH India. I can definitely say that the presence and opportunities that retailers and vendors enjoy here keep bringing me back. It offers good connectivity with regional vendors as well.

##### **Suleman Hirani**

Partner, Darpan Furnishings

I would like to congratulate the HGH India team, for pulling off the event, despite the rain. I have found a lot of new manufacturers from Jaipur and Jodhpur. I like the way the stalls have been set up; they are very attractive. I have greatly benefitted from interacting with new vendors and suppliers, whom I would not have been able to reach, if not for HGH India.

##### **Vinod Khandelwal**

General Manager - Head, Household Buying & E com Business, @home - Nilkamal Limited.

I have been coming here since the first year. As a buyer, I will always feel that something is missing, but I have seen the show grow bigger every year, and increase the international presence. HGH India has covered a good spectrum of brands, and should definitely add more in the years to come.

## **About HGH India**

HGH India, the annual trade show for home textiles, home décor, houseware & gifts is organised by Texzone Information Services Pvt. Ltd. Established in the year 2012, HGH India is specially designed to connect the Indian market for home products and gifts with retailers, artisans and micro enterprises. High quality trade visitors at HGH India include decision makers from department stores, hyper markets, specialty stores, high-end luxury stores and boutiques, traditional store owners, and online and electronic medium retailers. Institutional buyers, corporate gift buyers, interior designers, prospective agents and franchisees also attend the event in large numbers. Besides these, leading Indian importers, distributors, buying agents and brand representatives attend HGH India to explore new business opportunities and partnerships.

HGH India has firmly established itself as a world-class, professional, trend-setting trade show for home textiles, home décor, houseware and gifts. The show connects its exhibitors with their potential trade buyers in India and helps them find long-term business partners.