

HGH INDIA 2018SM

HOME DECOR ■ GIFTS ■ HOUSEWARE
JULY 3-5, 2018 MUMBAI, INDIA



A TEXZONE Event

Where business feels at home!

Textile Minister to inaugurate HGH India 2018

Smt. Smriti Zubin Irani, Hon'ble Minister of Textiles, Government of India will be inaugurating the 7th annual edition of HGH India on 3rd July, 2018. It will be our privilege to have the Hon'ble Minister with us on this occasion as Chief Guest, especially considering that she has a very keen interest in growth and development of home textiles and made-ups sectors, handicrafts, carpet weaving, handloom weaving and Khadi. Her role and contribution in facilitating growth, development and exports of these sectors is well-known.

Guests of Honour on this occasion

would be Dr. Kavita Gupta, IAS, Textile Commissioner, Ministry of Textiles, Government of India and Mr. Shantmanu, IAS, Development Commissioner (Handicrafts), Ministry of Textiles, Government of India.

Besides, several industry dignitaries and VIPs from consulates of various countries, senior officials from various ministries, association and export promotion councils heads, institutions and individual organisation heads will also grace this occasion.

Entire HGH India team alongwith exhibitors and visitors are



Smt. Smriti Zubin Irani,
*Hon'ble Minister of Textiles,
Government of India*

preparing well to put up the biggest ever and memorable 7th edition of this trade show, where hundreds of new products and innovations

will be unveiled by over 600 manufacturers and brands from 30 countries. HGH India 2018 will also forecast the design and home fashion Trends for 2018-19 under the theme #Transition in Hall 1.

Enormous response to visitors pre-registration, which closed on 20th June, 2018 indicates that the number of trade visitors this year are likely to increase substantially over last year's 30,700 from 462 cities and towns across India. Number of international visitor registrations too has gone up substantially this year, reflecting growing international interest in HGH India.

Indian Heritage Handicrafts ■ Khadi ■ Coir ■ Jute

India has a rich heritage of aesthetically designed and hand crafted products which have been produced by artisans, craftsmen and weavers for centuries. These skills and crafts, applied to home textiles, home décor, houseware and gifts products can really bring a unique sense of culture and heritage to Indian homes.

HGH India is undertaking a special promotion of handicrafts, Khadi, Coir and Jute products, which all form part of India's rich cultural heritage. This is being done in association with various individual companies, theme pavilions, trends pavilion and group participation of various national award winning artisans and craftsmen through various Government sponsored agencies and institutions.



**Indian
heritage**
HANDICRAFTS | KHADI | COIR | JUTE

At HGH India 2018, Retailers, institutional and gift buyers can benefit enormously by exploring these unique and varied products for sourcing on a regular basis. They can add distinctive value to their stores, alongside the regular range.

A theme pavilion showcasing applications of Khadi in home textiles and made-ups by the students of Rachna Sansad, the well-known academic institute of Arts in fields like architecture, interior design and fashion will provide a new dimension in home textiles to Khadi-India's proud heritage fabric. This theme pavilion is sponsored by HGH India.

Various institutions and organisations under Government of India and various State Governments will

INNOVATIONS ■ TRENDS ■ PRODUCTS ■ SOURCES ■ OPPORTUNITIES



BRINGS OVERVIEW OF HOME TEXTILES, HOME DÉCOR, HOUSEWARE & GIFTS



& Industry is adding another dimension to HGH India 2018 by bringing in variety of famous Kashmiri embroidery and crafts in form of walnut wood carving, crewel embroidery, carpets, leather

with a range of coir products including door mats, mattresses, wall hangings and so on.



COHANDS- Council of Handicrafts Development Corporations, an apex body of 29 State / Central Govt. Handicrafts Development Corporations under the aegis of Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India assists grass-root level organizations, NGOs, Self Help Groups and small entrepreneurs engaged in handicrafts for promotion of handicrafts. COHANDS is organising group participation of 10 artisans and craftsmen, many of whom are President's award winners, national and state awardees in their respective crafts.

goods and pashmina shawls through 8 exhibitors.

Uttarakhand Crafts are being presented by Directorate of Industries from that State through its own booth.

National Jute Board is organising participation of jute sector. Development Commissioner Handicrafts under Ministry of Textiles, Government of India is supporting the initiative taken by several institutions to exhibit at HGH India.

Coir Board under the Ministry of MSME is bringing a group of 7 coir products manufacturers,

Ministry of MSME through NSCI is also providing assistance to deserving small scale producers to showcase and market their products in the national market through HGH India 2018.

These efforts collectively bring a huge variety of creative handicrafts, carpets, hand woven, ethnic and other products to the retailers. They can source a wide variety from across the country under one roof. From the exhibitors' perspective it is a unique opportunity to transact business with retailers from over 475 cities and towns across India within 3 days.

be exhibiting at HGH India 2018.

Government has been strongly supporting India's handicrafts, carpets and handloom sectors which are of high socio-economic importance to the country. These sectors not only provide large employment and empower artisans, crafts persons and women; but also help in preserving our rich cultural and creative heritage.

A group of 10 handicrafts manufacturers with high quality products from their export collections, will exhibit under the umbrella of the well-known Export Promotion Council for Handicrafts (EPCH), which is leading India's export promotion efforts in the world markets for decades.

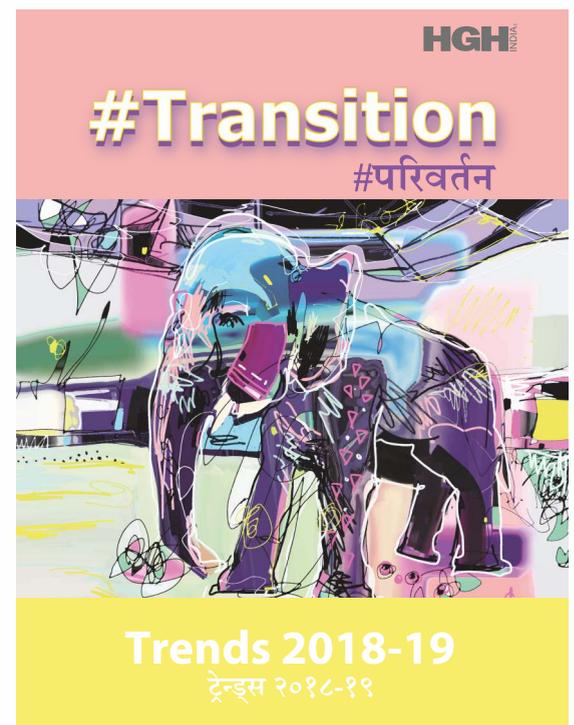
Handicrafts Mega Cluster Mission (HMCM) has organised participation of 7 craftsmen from Lucknow and 7 from Bhuj mega clusters. While Lucknow artisans will display a variety of Chikankari embroidered made-ups, crafts persons from Bhuj will showcase a variety of famous Kutch embroidery, leather work, art metal ware, bead craft, rogan art on home textile, home accessories and houseware.

Trends 2018-19 Audio guided tour to Trends Pavilion



Visitors can avail of a free audio guided trends tour at the Trends Pavilion in hall 1. A free headphone will be provided by the trends team to you, which contains pre-recorded explanation to each one of the Trends. You can wear the headphone as you walk through each trend theme and listen to the audio, while you see the display, easily connecting the visuals with the audio description.

Avail of this free facility by HGH India trends team to understand the trends better and use them for your business.



Under the overall theme of #Transition, Trends 2018-19 have been divided in four sub-themes: 1. #SO.FUNKYatHOME 2. #SOFT SHADES of NATURE 3. #COLLECTOR'S CHAMBER 4. #SMART BOHEMIANS



Visitor Facilities

To make the visit and stay at HGH India 2018 comfortable and convenient for visitors and exhibitors, the organisers have created several facilities, which can be used before and during the trade show. All registered exhibitors and visitors can use these services, many of them, free of cost.

Free Shuttle Bus Service

For the convenience of exhibitors and visitors, HGH India has arranged free shuttle bus services between the trade show venue and important entry and exit points in Mumbai city as well as railway stations close to the venue. These include domestic airport and key railway stations namely CSMT (Mumbai V.T.), Mumbai Central, Borivali (East), Goregaon (East), Ram Mandir (East), Andheri (East) and Dadar (East). Shuttle bus will also be available to HGH India venue from various hotels.

Details of updated schedule and drop points can be found on the show website <http://www.hghindia.com> under the menu "Visitors" or "Exhibitors". You will find sub-menu "General Facilities" and "Reaching the Venue" in both of them, Check for the item Shuttle Bus under these heads. The schedule can also be found with Information desks, inside the buses and at the boarding points at the venue.

Restaurants/Cafeterias

Free drinking water will be provided by the organisers during the trade show days. Drinking water can also be bought from cafeteria and restaurants within Bombay Exhibition Centre.

On the trade show days from July 3- 5, 2018, food courts, restaurants and cafeterias at multiple locations adjacent to Hall 1, Hall 2 and Hall 3. An outdoor cafeteria will be functional at ORCHARD front of hall 1 entry (next to THE GRANDE). Exclusive

lounges set up by the organisers for all exhibitors, trade visitors and VIPs will also provide hospitality and beverages.

Hotel Accommodation

HGH India has negotiated discounted rates with a variety of business, luxury and budget hotels from where Bombay Exhibition Centre, the venue for HGH India 2018 is conveniently accessible. For this click on the tab 'Travel & Stay' on our website www.hghindia.com. In this tab, registered exhibitors and visitors of HGH India 2018 can find hotels' profiles, star rating, availability, prices, services offered, distance from the venue and such information by using your login id and password.

You can contact Narayan Hospitality Services, Chandar Seksaria, Mob.: +91 70 589 44444 or Ganesh Sripathi Mob.: +91 84 228 00845 for further assistance.

Travel Services

HGH India's official travel agent, Narayan Hospitality Services offers a comprehensive range of travel services for the 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. You can connect with the travel agent by clicking on 'Travel & Stay' tab on our website www.hghindia.com. You are required to input your user name and password to use these services, which you will get by e-mail and via sms on your mobile, immediately on registration.

HGH India will also have a Travel Desk in Hall 1 managed by the official travel agent, Narayan Hospitality Services, where exhibitors and visitors can avail of all travel related services from July 3-5, 2018.

In order to avoid last minute rush and inconvenience, it is advisable to book your hotels and make your other travel arrangements well in advance.

Parking

Separate areas have been designated for Visitor's car parking within Bombay Exhibition Centre on Pay & Park basis. Entries to these areas is from Gate 1 and Gate 2 of Bombay Exhibition Centre. This facility is directly managed by Bombay Exhibition Centre. Parking Charges for cars are Rs.100/- per entry per day during the 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.

Left Luggage

For the convenience of visitors and exhibitors, HGH India has created Left luggage facilities near the Visitor Registration in Hall 1 & Hall 3. Visitors and exhibitors can avail of these facilities free of cost during the trade show days (July 3 - 5, 2018) from 09:00 am to 07:30 pm.

Umbrella Service

Taking the monsoon season into consideration, an umbrella service desk has been created inside Hall 1, Hall 2 and Hall 3 near the entrance areas. It will facilitate the exhibitors and visitors to keep their umbrellas during their visit to the trade show. The visitors can keep their umbrellas for exchange of a token and collect them at the time of leaving the venue. The facility is free of cost during the trade show days (July 3-5, 2018) from 09:00 am - 07:30 pm.

Car Hire

Exhibitors and visitors can hire economy and luxury cars for the entire duration or any of the days of HGH India. July being Monsoon season in Mumbai, it may be advisable, especially for the outstation exhibitors, to keep at

least one car hired throughout the exhibition days.

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Business Centre

A Business Centre has been created inside Hall 1 where exhibitors and visitors can avail of facilities like computer, internet, document printing, business cards printing, scanning, fax and stationary purchase etc..

These services will be available during the trade show days (July 3-5) from 09:00 am - 06:30 pm on chargeable basis.

Courier Services

Courier services for exhibitors and visitors will be located in the services area near the Visitor Registration Desks in Hall 1. You can send or receive courier packets through the Courier Desk.

Medical Services (First Aid)

Giving due importance to health and safety of visitors and exhibitors, HGH India has made arrangements for first aid and primary medical facilities. This is marked "First Aid" and is located near visitor registration area in Hall 1. Ambulance facility will be available just outside Hall 1 at all times, during trade show days.

For any medical emergency, please contact Ms. Reshma Mob : +91 98 20 287631

Prayer Room

Prayer room has been created within the Hall 1 & Hall 3 premises for those exhibitors and visitors wishing to offer religious prayers during the trade show hours on July 3-5, 2018. Exact location can be found by following signage or from information desks located in the halls.

Dignitaries' comments



Dr. Kavita Gupta,
*I.A.S, Textile Commissioner,
Government of India*

Chief Guest, during inaugural function: "I think HGH India is doing a tremendous job for home textiles, home décor, houseware & Gifts industries. There is a distinct growth in this trade fair and I can see high vibrancy & buoyancy in the whole environment here. 500 top Indian and international brands are exhibiting here with well displayed booths. I am sure that trade buyers will also be very impressed with the innovative & wide range of products on display."



H. E. Mr. Erdal Sabri Ergen,
Consulate General of Turkey

Guest of Honor: "HGH India is a very well organised show. We have 16 Turkish companies exhibiting in houseware segment as India offers a very high potential as a market for Turkish industry. We notice that HGH India has a very impressive home textiles section. With our experience this time, we propose to have a larger presence at next HGH India with home textiles alongwith a range of houseware and home décor products."

Exhibitors' comments



Dipali Goenka,
*Managing Director,
Welspun Global Brands Ltd.*

"HGH India is very important for the industry today. That is why we decided to launch our new SPACES logo and the new collection for autumn/winter seasons at HGH India 2017. This trade show has become an integral part of our marketing process and an important event on SPACES annual calendar."



Mahavir Pratap Sharma,
*Chairman,
Carpet Export Promotion Council*

All Indian carpet exporters have to look inwards at India as a market. Response to our members has been growing exponentially every year, ever since we have been participating. Future of consumer retail market in India is huge and HGH India has done a great job in connecting us with it. It has created a niche for itself where all products are displayed for retailers to source."



Vijay Agarwal,
Chairman, Portico

Every time I come here, it amazes me. I used to go abroad and to see fairs there and I always used to think about India also having such international level of trade fairs. Now I can say, HGH India is the one. We are very proud to be here. We believe this is "the trade show" in the country where we can actually promote our brand to the trade."



Ramachandra Shastry,
Director, Rumors

"This is the first time Rumors got into HGH India. It's been a good experience for us. I'm really happy to have brought Rumors into HGH India. The footfalls are very impressive. Lot of people have walked in-new customer along with the existing customers."



Devang Dalal,
Director, Bianca

"We have been exhibiting at HGH India since its very first edition in 2012. We have actually witnessed the growth of this trade show year to year. As HGH India has grown we have also grown with it. We have a wonderful experience as we have met lot of dealers, distributors, wholesalers across India which has been very beneficial for our Business as well."



Eqbal Perwaiz,
*Consultant,
Advansa Marketing GmbH*

"We have been coming here from last 3-4 years and every time we are surprised by number and high profile of the visitors. We get to know some interesting people and international retailers. Good thing about HGH India is that it brings to us a lot of retailers from all over India who are otherwise very small would not have the platform to meet the brands."



Sandeep Tamhane,
*Zonal Sales Manager,
TTK Prestige*

"This is the first time we exhibited in HGH India and were quite surprised to see the response. Not only our regular dealers, but several high quality dealers from all over India visited. We also received some international buyers at our booth. Going by the response, we are quite hopeful that this trade show will have a good positive impact on our business, It's a great platform even for well-established brands like Prestige."



Anil Sharma,
*Manager Business Development,
Clay Craft*

"It is a very good platform for us. We are getting very good business. HGH India is boosting our sales. We are getting more business from hoteliers and restaurants. Superb Show!"

Visitors' comments



Govind Shrikhande,
*Managing Director,
Shopper's Stop*

"Home as a category in India has been growing very well. As consumers understand the importance of making their homes more comfortable, Indian home trade is also evolving at a rapid rate. Brands are taking more steps ahead of the consumers. We should be able to have lot of new ranges coming to our store which we find at HGH India."



Ajay Talwar,
*Assistant Vice President-
Buying & Merchandising
(Non Food), Max Hyper Market*

"I have been coming to HGH India for 4-5 years now and it's growing over the period of time. We are also getting new suppliers and new articles, which we always look for. This is one of the largest fairs in India for Houseware. We are able to meet and are exposed to most of the suppliers over here at one place."



Bharat Haria,
Owner, Mahavir Store

"I have been traveling to many European trade shows. I see HGH India equally good. Environment and exhibitors are all high end to my taste. So I make it a point to be here for all three days. It's really good. Here, I can source all items at one go. Excellent show!"



Simone Rossi,
*Sales Director (Asia Pacific),
Alessi S.P.A*

"It is a great show. It's nice and well divided where you have clear understanding of where to go and what you are looking for. Its aim is Indian market. That is what we would be looking for in future. It would be a great opportunity to be a part of HGH and become a great brand for Indian consumer. There's a passion for home and I have seen lot of colours and good vibes for our development, our creative team. Definitely India is a big inspiration