

A Big Business Opportunity!

Wouldn't you like to source the right products at right time and right price? Isn't it the biggest challenge for any retail and distribution business? In the home category, this is even more challenging, where well-informed Indian consumers now demand innovative products to match their ever evolving lifestyle and buying behaviour. Identifying the upcoming trends, product innovations, reliable suppliers and the fast selling brands who would like to work with you is a constant process for retailers...big or small.

Here's is your opportunity to source a wide range of merchandise from the world over for your store or for your institutional needs. You can now find the globally 'in' things that are not so easy to source, right here in Mumbai under one roof in a matter of just 3 days. Sounds great right? Yes, that's true! Because Mumbai is all set to host **HGH India 2012**, India's first business to business trade show for **Home Décor, Home Textiles, Gifts, Houseware**. A trade show designed exclusively for the Indian domestic market, HGH India will take place from **July 17-19, 2012** at **Bombay Exhibition Centre, Goregaon (E), Mumbai**. Can you afford to miss it?

What is HGH India?

HGH India is a trade show designed to connect retailers, institutional buyers, corporate gift buyers, interior designers, distributors, and prospective franchisees and high potential partners from across India as visitors to well-known and reliable Indian and international brands, manufacturers, importers and national distributors, who will be the exhibitors. Apart from being an excellent sourcing platform, HGH India will **reveal innovations; highlight fashion, upcoming lifestyle and product trends; introduce new materials, collections, sources and brands**.

Leading Brands like Esprit Home (Germany), Zimmer+Rhodes (Germany), Portico New York, Dicitex, GM Fabrics (India), Welspun, Birla Century, Maspar, Swayam, Spread, Zyne, RR Décor, Goldtex, ABN, Adonis, Shabari, Touch□e, Ratan Textiles, Tree of Life in home textiles; Designers Guild (UK),



Herlaquin (UK), Casamance (France), Jaipur Rugs, Bianca (India), Artworld, Gemco, Rajkamal in home décor; Corelle (USA), Umbra (Canada), Borosil, Roxx, Lock-n-Lock, Spirella (Switzerland), Princeware in houseware and Ose India, HHEC, Rajkamal, in gifts will showcase their latest range. In addition, products from several specialised manufacturers and importers will also be available for sourcing either as brands or for retailers' private labels.

As consumers increasingly seek **complete home solutions** under one roof, categories like **home textiles, home decoration and houseware** are integrating into a new single category called Home. All formats of Retailers will find HGH India a grand opportunity to

source Indian and international home products just in three days, just-in-time for their pre-festive retailing season.

HGH India is a unique opportunity for exhibitors and visitors to establish and expand business relations in a cost-effective manner at multiple levels. HGH India is a great opportunity for the visitors to compare products & prices, strike business deals and get updates on upcoming market trends across all home products categories. So, mark **July 17-19, 2012** for your visit to this important trade show for your business.

HGH India 2012 Quick Facts

- ◆ Annual trade show with its first edition from **July 17-19, 2012** at Bombay Exhibition Centre, Goregaon (East), Mumbai.
- ◆ A B2B Trade Show for **Home Textiles, Home Décor, Houseware and Gifts**.
- ◆ Designed to provide integrated sourcing solutions and bridge the gap in distribution and supply chain of Indian Home market.
- ◆ Will bring **global brands, Indian brands, machine-made and hand-made products** under one roof to make **design, product and price comparison** easier and options wider for the buyers.
- ◆ Products are classified according to end-use and not according to materials or processes, making sourcing easier.
- ◆ Enables brands, manufacturers and importers present their new collections to distributors, retailers, interior designers and institutional buyers across India simultaneously.
- ◆ Estimated exhibition area 10,000 sq. m. approximately.
- ◆ 8,000 to 10,000 senior buying decision makers are expected from all over India.
- ◆ Supporting events and programmes.

HGH India: Faster, Reliable, Profitable Sourcing

Why waste so much of time sourcing? Why leave your store and customers every now and then? Why buy products without having full knowledge of what new has come to the market from all major manufacturers, brands and importers? Now you can witness innovations and complete range of home products from leading Indian and international brands under one roof and take well-informed buying decisions for your entire purchase for the festive season in just 3 days. You can compare products and prices, negotiate the best deals and buy the most innovative products, which will give your store an edge over your competitors. Besides, you can identify long term & reliable suppliers for many new products for your store, gifting or institutional sourcing.



HGH India enables you create new business relationships, and consolidate the existing ones. It will help you to choose from a wide range of home textiles, furnishing fabrics, home decoration and houseware products for retailing, distribution, institutional consumption and gifting at designs, materials, quality and prices meant for all segments of consumers.

Who Should Visit?

1. Modern Retailers

- Department stores
- Hyper markets
- Franchisees
- Discounters

2. Traditional Home stores

3. Specialty stores

- Home decoration stores
- Furnishing stores
- Houseware retailers
- Hardware stores
- Novelty stores
- Gift stores

4. Interior designers

5. Institutional buyers

- Corporate gift buyers
- Hotels
- Hospitals
- Importers
- Professionals
- International buyers

6. Business Agents

7. Distributors



All senior buying decision makers from retail stores, wholesalers, distributors, institutional buyers, corporate gift buyers, who wish to source these products, are invited. About 10,000 professional trade buyers are expected to use this unique opportunity for sourcing? Wouldn't you like to be there? Send in your Visitor Registration online on www.hghindia.com before 5th July and save on the Spot Registration Fee of ₹ 500/-.

Major Visitor Attractions

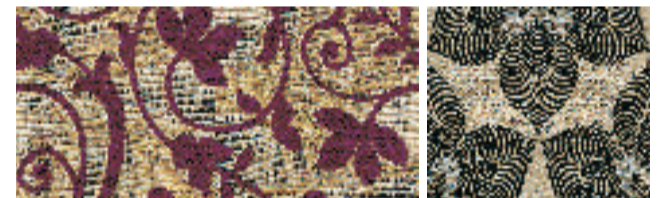
- ◆ Products from about 200 manufacturers, brands, importers, wholesalers, service providers from India and the world over to choose from
- ◆ Witness Leading national & International brands to showcase their latest innovations and complete product range
- ◆ Discover new products and innovations with better quality and competitive prices
- ◆ Source home textiles, furnishing fabrics, home decoration products, houseware products & gifts under one roof with completely co-ordinated look and feel

- ◆ Gain first-hand knowledge of different product segments, market trends, and changing consumer preferences
- ◆ keep abreast of the upcoming design and product trends
- ◆ Gain competitive advantage in terms of new products, design features and competitive sourcing
- ◆ Save time & Money: Comprehensive Sourcing from all over India and other countries for pre-festive buying season in just 3 days

Integration of product categories

Taking a cue from developed international markets, in India too, key home product categories like home textiles, home decoration, houseware and gifts are getting integrated at retail stores and amongst interior designers.

This is because, as the Indian consumers evolve, they expect more and more, every time they step into a store. The young, dynamic generation of India now seeks complete home solutions under one roof and wants a completely co-ordinated look in terms of colours, designs and materials for their home, which also match their lifestyle.



Indian consumers' concept of shopping for home has undergone a revolutionary change, with changing retailing formats and their own buying behavior. Therefore, retailers in all categories across India are now adapting integrated business planning and sourcing strategies across furnishing fabrics, made-ups, bed & bath products, home decoration products, lights, tableware, kitchenware, general houseware and so on, going beyond their conventional product mix. This way, they offer convenience, co-ordination, comfort and ease of comparison to their customers.

Most successful retailers and designers increasingly offer 'complete home solutions'. Their merchandise mix is based on contemporary consumer needs and aspirations in terms of lifestyle, quality expectation, shopping habits and impulse-buying behaviour. So, what are you still waiting for?



Indian Home Market: Changing Scenario

There was a time in India when home textiles like bed linen, towels & cushion covers, furnishing fabrics for curtains & upholstery, home decoration items like artefacts, decorative lamps, candle stands, blinds, wall papers, vases, flowers & fragrances and houseware products like tableware, kitchenware, glassware and so on were bought by the households only during major festivals. For the last one decade, thanks to the phenomenal growth in Indian retailing, increase in purchasing power of Indian people and growing consumerism, the lifestyle of Indian middle class continues to transform, year on year. Growing demand for high quality, stylish and valued-added home fashion is a part of this transformation. Working young couples of urban India take pride in imparting their own personality and a trendy look to their homes by picking up the right mix of home textile, home décor and Houseware products which synergize well with each other in terms of colours, designs, materials and overall look and feel. They shop regularly at department stores, hyper markets, speciality stores and even design houses to keep adding to their effort. Besides, these young Indians are also getting generous with budget for their gift spends.

HOME TEXTILE



India is globally well-known for its wide variety and exquisite designs in home textiles & furnishing fabrics. Within the country, with a big boom in housing & growing affordability of Indian consumers, the demand has been growing by a healthy 30-40% per annum. Not only

India is home for some of the world's biggest producers like Welspun (third largest towel producer) and Dicitex (Fifth largest furnishing fabrics producer). Many Indian brands like Indian Drape, RR Décor, F & F, Maspar, Goldtex, ABN, Portico New York, Birla Century, Spread, Swayam, MYCK, Zyne and Super Net are recognised nationally and are growing constantly. Besides, a large number of international brands like Zimmer+Rhodes, Designers' Guild, Esprit Home, Harlequin, United Colour of Benetton have experienced a 20-30% annual growth in the Indian market.

The demand for home textiles & furnishing fabrics in India in terms of prices, designs and colours is wide and varied. All kinds of products sell here depending on the market segment. While affluent consumers prefer refined international taste in terms of quality and design, with price no constraint, middle class and economy segment consumers offer huge volumes for reasonably priced products. With growing awareness towards environment, safety, hygiene and functionality, the demand for better quality home textiles with such features (stain-resistant, flame retardant, fragrance etc.) is increasing. At HGH India 2012, manufactures, brands & importers from Mumbai, Delhi, Ahmedabad, Jaipur, Panipat, Karur, Bhadohi, Kunnur, Bangalore, Raipur, Kolkata will showcase a wide range at HGH India 2012 for products like, bedsheets, bed sets, top-of-the-bed lines, towels, upholstery fabrics, drapery, table & kitchen line and other household textiles.

HOME DECOR

Though manufacturing of home decoration products in India is age old, the domestic market for these products has started opening up only in the last 10 years. From 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. Blinds, wall papers, wooden floorings, bath accessories, decorative hardware and so on. In India, buying home interiors are increasingly becoming a passion with the affluent segment of consumers, where numbers are growing rapidly. Home Decoration has become new form of expressing personal style and taste and these days combines a variety of heritage, modern and functional decorative products from the world over.

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. Interior designers are assisting customers in creating homes



according to their individual tastes. Increasingly, retailers and interior designers are offering complete home décor solutions to their customers, instead of providing piecemeal items. Some of the leading manufacturers & brands showing in this segment include Umbra (Canada), Spirella (Switzerland), F & F (Germany, UK, Spain, France, India), Bianca (Mumbai), Jaipur Rugs (Jaipur), Rajkamal (Moradabad), Art World (Moradabad), Gemco (Moradabad) and so on.

HOUSEWARE

In an ancient society like India, 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 and westernization, the Indian consumers for houseware are no more restricted to women. Besides, with both husband and wife working, enormous change in life style, social and food habits and factors like healthy cooking, convenience, safety, functionality, time saving driving the purchase decision in houseware, the market scenario is changing rapidly. Be it kitchenware, cookware, tableware, kitchen appliances, storage, cleaning or maintenance products, outdoor houseware, travel goods, one can see a drastic change in the Indian market scenario. Most of the modern day houseware products are made by combining materials like steel, plastics, ceramics, glass and so on.

Branded products are increasingly finding favour with Indian consumers in all segments of the market. Overall demand is growing between 15-25% depending on the sub-category. Leading manufacturers, brands and importers like Borosil, Princeware, Lock-n-Lock, Roxx (East Coast Distributors), Corelle, Luminarc, Tescoma, Glasslock, Eon (Vision International) will showcase their latest range at HGH India 2012

GIFTS

India is one of the most hospitable and socialising countries in the world, where gifting is part of its culture, heritage & social customs. Be it business or personal occasions, India and Indians are amongst the most passionate people about giving and receiving gifts. According to Technopak, India's leading Management Consultants, the total size of Indian corporate & personal gifting market put together is about Rs. 30 billion today.

Like everything else, gifting market too is



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changing profile in India. 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. As the HGH India Research team discovered, for India Inc.'s corporate world too, gifts are moving from "promotional" to "emotional". Companies in sectors like Pharmaceutical, Telecom, Information Technology, Finance, Insurance, Hospitality, and Media, are increasingly opting for gifts which strike a more personal and emotional

chord with the recipient, be they employees, customers or business associates. Although the trend varies from one sector to another, on an average corporate spending on gifts is increasing by 20% to 30% per annum. People today look for innovative ideas with a personal touch, keeping the profile of the recipient in mind.

India's Unique Hand-crafted Products

India is the heaven to art and culture. Over the centuries, a number of civilizations have merged in India and now they are the part of mainstream society. An important thing that



comes out with such merger is handicrafts. India has unmatched handicrafts to offer the world. Whether it is east or

west; south or north, every region of India offers a unique form of crafts & arts. Moradabad, Jodhpur, Jaipur, Jammu & Kashmir, Firozabad, Gujarat, Chhattisgarh, Kerala, Karnataka, Tamil Nadu and the entire North East region states of India are well-known globally for their unique hand crafting capabilities and product specialization. India is also one of the leading exporters of Handicrafts based **Home Textiles, Hand-**

made Rugs & Carpets, Gifts, Houseware and Home Decoration products to the world markets. Indian art, very often with its antique appearance, is of great quality and is admired by art lovers the world over. Indian art is full of diversity and highly labour intensive, which makes it socially relevant and sustainable. Be



it village or cities, Indian handicrafts continue to draw increasing admiration from consumers- at home and across continents.

Some major Indian Handcrafts:

- ◆ Textile based handicrafts
- ◆ Clay, Metal and Jewelry
- ◆ Stone Craft
- ◆ Glass and Ceramic
- ◆ Tribal Crafts
- ◆ Art metal ware
- ◆ Wooden Art wares
- ◆ Hand printed Textiles & Scarves
- ◆ Hand Embroidered goods
- ◆ Marble & Soft Stone Crafts
- ◆ Paper Mache Crafts
- ◆ Terracotta
- ◆ Zari & Zari Goods
- ◆ Imitation Jewelry
- ◆ Artistic Leather Goods

India: Sustaining Traditions, Going Modern

India is well-known worldwide for its unity in diversity. Within the regional diversities of climates, beliefs, food habits, languages, cultural and social habits, festivals, clothing and lifestyle; there exists a unified modern society made of dynamic, educated, well-informed, upwardly mobile young consumers who are willing to move shoulder to shoulder with the latest in the world. They seek the best of international products and brands and can afford to pay for them. India houses diverse formats of conventional and modern retail stores offering a diverse range

of merchandise to suit the tastes and pockets of India's diverse social groups. From highly economical commodity products to a wide range of brands in almost all consumer segments co-exist side by side in the Indian stores.

India has consumers for all levels of design, quality and prices, making it a very unique market. It is upto individual brands and marketers to create the right distribution channels and create a sustainable and feasible market size for themselves. One thing is certain, from the top end global

brands, to organic textiles, eco-friendly houseware or sustainable home decoration products, India offers a long term market for everything. The skill lies in making a long term commitment to the Indian consumers and invest in reaching to them consistently with innovative propositions. Indians love their homes like nobody does...in olden days and today. They are increasingly seeking to blend their traditions with modern lifestyle. Opportunity is real for everyone who is willing to offer solutions for their homes!

The Organisers **TEXZONE**

Texzone Information Services Pvt. Ltd., the organiser of HGH India, is a unique B2B solutions provider that offers specialized products and services for the entire textile value chain from fibers to finished textile products in the **Home Textiles, Clothing, Home Décor, and Lifestyle** segments, with a focused approach to each sub-segment of this vast industry. Texzone works closely with Indian and international industry professionals, domain experts and retailers. The clients include manufacturers, exporters, importers, brands, governments, institutions, Export Promotion Councils and Trade Associations. Find more on www.texzoneindia.com

Key Products

Home Fashion India is a B2B magazine published by Texzone focusing on home textiles, furnishing fabrics and home decoration industries, published quarterly. Home Fashion India is well-established for over a decade in the

Indian and international markets Find more on www.homefashionindia.net

Home Fashion India Week (HFIW), the definitive annual international conference on furnishing fabrics and the home textile industry and trade by Texzone, has successfully completed its sixth edition with a sharp focus on upcoming business trends and opportunities. Find more on www.homefashionindiaweek.com

HGH India in another revolutionary initiative by Texzone, which seeks to Redefine Sourcing for home products in the Indian Domestic market. It will bridge the yawning gap in the information and interaction gap amongst producers, brands and importers on one hand and their distributional channels, trade partners, retailers and institutional buyers on the other. It is an annual trade show which will help open up the markets across India, deeper and wider and facilitate a more professional approach to sourcing and marketing of home products. HGH India will also bring greater integration of home products categories, information

on innovations, fashion, lifestyle and market trends from across India for its high profile trade visitors and exhibitors. It also aims to integrate global trends in home products into the Indian market quickly and efficiently. Find more on www.hghindia.com

Marketing & Design Elements: This associate Group company of Texzone is a specialised B to B solutions provider in the fields of Advertising, Communications, Graphic Designing and Event Management. Its customers include manufacturers, brands, retailers, exporters, importers, export promotion councils, Government organisations and institutions across the value chain for textile, fashion, home and lifestyle products. Find more on www.md-elements.com

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