

## **PRESS RELEASE**

**Home Expo India 2012 Concludes With 1019 Buyers and Business Worth Rs. 476 Cr.**

Greater Noida -- April 18, 2012 -- The first-edition of the Home Expo India 2012 – a convergence of three integral sectors Home-Textiles, Houseware and Furniture into one and most sought after sourcing platform -- generated an approximate business of Rs 476 crore during its four-day exposition which concluded at the world class venue of India Expo Centre and Mart here today.

The mega expo, organized by the Export Promotion Council for Handicrafts (EPCH) registered more than 1019 overseas buyers as well as buying agents and retail buyers mainly from US (161), Canada (26), Europe (367), Australia (74), New Zealand (7), Africa (46), Latin America (72), Middle East (98), CIS (33) and Asia (133) to source their focused requirements from a diverse range of international quality products under one-roof showcased by 600 exporters and manufacturers from all across India.

A highly specialized and product-segmented triple show-- Home Expo India-- was the culmination of Indian Houseware and Decoratives Show (IHDS), Indian Furnishings, Floorings and Textiles Show (IFFTEX) and Indian Furniture and Accessories Shows (IFAS) into one under one roof spread over 16,000 sq. mtrs covering about 8 halls.

One of the distinct features of the show was display of new product lines by select companies who over the years have done detailed market research and product development taking into account consumer comfort and utilities particularly for items like Furniture and Household requirement.

A large number of overseas buyers came from US, UK, Japan, Germany, France, Australia, Spain, Greece, Italy, Hong Kong, China, Turkey, Hungary, Oman, Bulgaria, Thailand, Singapore, Lebanon, Israel, Portugal, Sweden, Mexico, Denmark, Belgium, Canada, Switzerland, Taiwan, UAE, Bangladesh, Nepal, Netherlands, S. Arabia, S. Africa, LAC, CIS and many other countries.

According to Mr. Rakesh Kumar, Executive Director of EPCH that “With the development taking place in the international market, the thrust is now on product-segmented specialized trade shows rather than trade shows covering all product categories. Hence, there was need for Home Expo India. The emphasis laid by the Council is on making this show a wholesome with a ‘Home Total Tag’ attached to it with the intention of making it a benchmark event for premium merchandise for a target market/buyers segment.”

Delivering the Valedictory address, Smt. Kiran Dhingra, Secretary, Ministry of Textiles, lauded the role of EPCH in working as a professional and organizing such shows for the benefit of handicrafts exporters. This focused fair Home Expo India held for the first time is very successful. Over 68 lakhs workforce is engaged in the vast handicrafts sector.

As per Indian Brand Equity Foundation, India ranks fourth among the 30 countries that were surveyed in global retail development index. The projected size of Indian market is slated at USD 637 billion by 2015.

**The EPCH has been successfully organizing for the past 15 years Asia's largest Indian Handicrafts & Gifts Fair (IHGF) twice a year viz. Spring and Autumn to promote exports of Handicrafts from India to various destinations. Over the years, IHGF has acquired the reputation of "One Stop Sourcing Event" amongst the overseas buying community and 'most effective marketing medium' amongst the Indian exporting community.**

**During 2010-11 the exports of handicrafts were to the tune of Rs 10,335.96 crore and target for the year current year (2011-12) has been fixed at Rs 12,428 crore.**

**The EPCH is a nodal agency under the aegis of Ministry of Textiles for promotion of handicrafts products from India and projects India's image abroad as a reliable supplier of high quality handicrafts products at competitive prices.**