



# Home Expo India captures the essence of home & living in full bloom

  
16-18 April, 2015



Home Expo India, a one of a kind inspirational, celebrated and trendy 'home total' resource from India, in its 4th edition, brought together 500 exhibitors from the home & lifestyle products sector, segmented methodically into three specialized trade shows for houseware & decoratives, furniture & accessories and home textiles & accessories, under the umbrella of Home Expo India. Presenting a perfect setting and well spread layout for the 2016-17 sourcing season, the display range included merchandise ranging from completely handmade items to industrially manufactured products with unique handcrafted elements. This edition also featured special showcases of traditionally & culturally inspired home products from India's North Eastern Region as well as craft clusters of Lucknow and Bareilly from Northern India and Bhuj from Gujarat.

### Textiles Minister Graces Home Expo India, shares Govt.'s vision for growth, encourages & interacts with stakeholders

After a soft opening with the lighting of the auspicious lamp on the opening day, Home Expo India was formally inaugurated on its second day, by the Hon'ble Union Minister of State for Textiles (Independent Charge), Mr. Santosh Kumar Gangwar, in the presence of Mrs. Vimla Batham, MLA, Noida; Mr. Nawab Singh Nagar from BJP; Mr. S K Panda (IAS), Secretary, Textiles; Mr. Samir Kumar Biswas (IAS), Development Commissioner (Handicrafts), Ministry of Textiles; Mr. Lekhraj Maheshwari, the then Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; Vice-Chairmen, EPCH - Mr. Prince Malik and Mr. Rajesh Kumar Jain; Mr. Ajay Kumar Gupta, President, Reception Committee, Home Expo India 2015; Vice Presidents, Reception Committee, Home Expo India 2015 - Mr. Mohit Chopra and Mr. Shujat Hussain Qazi; Past Chairmen, EPCH, Mr. Arvind Vadhera, Mr. Raj K Malhotra and Mr. Sudhir K Tyagi; Co-Chairman, NCDPD, Mr. Ravi K Passi; Members of Committee of Administration, EPCH, like Mr. D Kumar, Mr. Arshad Mir, etc.; Mr. R K Verma, Director, EPCH; participating companies, press & media. On this

occasion, the Minister also gave away Awards for Best Stand Design & Display at the fair, in 3 categories.

In his address, the Hon'ble Textile Minister mentioned his visit to states in the North Eastern Region and Odisha, and how it had been enriching to observe the profound scope for industrial and infrastructural development there. "We are prompted to promote exports with the drive to make 1&1=11", he said and added that his Ministry is indeed considering ways to reach out to facilitate artisans and help them benefit. As the entire country is upbeat about progress, we are keen on methods to increase this pace and our Ministry is already working in the right direction, added Mr. Gangwar and shared his keen desire to rectify norms and policies to initiate more textile parks and promote as well as facilitate production of technical textiles that have a rising demand in the global market. Referring to clusters in Uttar Pradesh like Bareilly for intricate zardozi, Lucknow for Chikankari and Bhuj for varied embellishments on textile products, he shared his interest and enthusiasm in areas of development for artisans there. "We have the skills in entire villages altogether but need mediums and markets to encourage crafts persons," he said and informed, "we are looking at involving State Governments to obtain land

### Ministry keen on methods to increase pace of progress



**Mr. Santosh Kumar Gangwar**  
Minister of State for Textiles (IC),  
Govt. of India

*We are prompted to promote exports with the drive to make 1&1=11. My Ministry is indeed considering ways to reach out to facilitate artisans and help them benefit. As the entire country is upbeat about progress, we are keen on methods to increase this pace and our Ministry is already working in the right direction. I am keen to have norms and policies rectified to initiate more textile parks and promote as well as facilitate production.*



Lighting of the auspicious lamp on opening day of Home Expo India 2015

from them and finance emergence of urban haats in prime areas of tourist interest so that tourism and crafts can be connected.

He urged exporters to adopt craft clusters and work on their development so that young generation of artisan families in weaving, crafts making and handlooms follow their family's craft tradition.

In her brief interaction with exporters, Mrs. Vimla Batham shared her concern about the lack of industrial education in the state of Uttar Pradesh due to which artisans are unable to earn a deserving livelihood. She urged exporters to reach out to grass root artisans and uplift their lives so that their trust and belief in their hereditary profession is reinstated. She mentioned of mentoring, training, stipends and ultimately absorbing trained personnel in the industry.

Congratulating the winners of Best Display Awards Mr. S K Panda (IAS), Secretary, Textiles pointed out that the recipients were majorly youth and this is indicative of a bright future for the industry. Speaking of components that the Ministry of Textiles had formulated to reach out to artisans at the block level, he mentioned of setting up of common facility centres/training complexes with the land made available by the concerned State Government, complete with a godown, wifi enabled office and overnight stay facility for exporters so that they travel to artisan rich villages and explore export

oriented training & manufacturing possibilities. The next component is design and training, followed by marketing. Online connect to artisans would be offered and availability of tool kits as per their requirements would be facilitated. He urged exporters to take up manufacturing in places like NER that boasts of skilled artisans but lacks the necessary infrastructure to find a deserving market connect.

Mr. Samir Kumar Biswas (IAS), Development Commissioner (Handicrafts), Ministry of Textiles, touched exports share of handicrafts and scope to improve it

significantly. "Recognizing our strengths and accessing our weaknesses, we should look for opportunities and follow trends to bring out a comprehensive policy and activity to reach our goal of connecting the entire manufacturing

## Progress at all levels of the value chain



**Mr. Samir Kumar Biswas (IAS)**  
DC (Handicrafts),  
Ministry of Textiles,  
Govt. of India

sector, including crafts pockets and artisans, with the world market. Each and every scheme should be linked to the outcome, is the clear cut direction and insistence of the Secretary, Textiles," he emphasised and added that his office strives to implement various schemes for the betterment of the artisans and crafts people so that

*Recognizing our strengths and accessing our weaknesses, we should look for opportunities and follow trends to bring out a comprehensive policy and activity to reach our goal of connecting the entire manufacturing sector, including crafts pockets and artisans, with the world market. Each and every scheme should be linked to the outcome to ensure progress at all levels of the value chain.*

there is progress at all levels of the value chain."

Mr. Lekhraj Maheshwari, the then Chairman, EPCH, welcomed the dignitaries and emphasised on the thematic display of crafts from North Eastern states of Assam, Nagaland, Meghalaya and Sikkim, as well as mega craft clusters of Lucknow, Bareilly and Bhuj at the fair.

Earlier, personally anchoring on the occasion, Mr. Rakesh Kumar, Executive Director, EPCH, initiated the event with a warm welcome to the guests and held the audience's attention with updates about the industry and thanking the Hon'ble Minister, Secretary Textiles and Development Commissioner (Handicrafts) for their vision, guidance & support. Outlining the profile of Home Expo India, he shared how such a compact show and well spread out presentation on the Home theme is also tuned for the up market segments and successfully routes in buyers for higher and premium categories.

Congratulating Mrs. Vimla Batham for taking up the issue of toll tax for the Delhi- Noida DND, Mr. Kumar requested her to also look into the issue of very poor

## Presence of promising youngsters indicative of industry's bright future



**Mr. Sanjay Kumar Panda** (IAS) Secretary, Ministry of Textiles, Govt. of India  
*Recipients of Best Display Awards are majorly youth and this is indicative of a bright future for the industry! Ministry of Textiles has formulated components to reach out to artisans at the block level by setting up of common facility centres/training complexes with the land made available by the concerned State Government, complete with a godown, wifi enabled office and overnight stay facility for exporters so that they travel to artisan rich villages and explore export oriented training & manufacturing possibilities. The next component is design and training, followed by marketing.*

electricity supply in the region, which is suffocating the manufacturing process and making timely completion of orders nearly impossible. Mrs. Batham assured of her proactive support.

## Homing in to the best from India with IFFTEX, IHDS and IFAS - at Home Expo India

Home Expo India brought in high-profile participation from the nation's major production hubs and craft clusters. Exhibitors from the home & lifestyle products sector, segmented methodically into three specialized trade shows-IHDS, IFAS and IFFTEX, under the umbrella of Home Expo India, took centrestage at the India Expo Centre & Mart from 16th to 18th April, 2015.

Home Expo - unison of three independent shows facilitates buyers to complete the 'home' image, with compliments from furnishings, floorings, made-ups, housewares, select decoratives & home utilities as well as furniture & accessories. IFFTEX-the Indian Furnishings, Floorings & Textiles Show presented the potential of the Indian textiles industry with its widest and grandest products ensemble, owing to the industry's broad base and vast product spectrum. IHDS-the Indian Houseware & Decoratives Show, projected India's contribution in design & innovation in this segment with manufacturers offering handcrafted and hand finished products of typical Indian ethnicity alongside those in compliance to contemporary tastes. IFAS-Indian Furniture & Accessories Show, allowed buyers to see a select assortment from space defining furniture to table-top items and hardware.



## Home Expo beautifully portrays our industry's image



**Mr. Ajay Kumar Gupta**  
President, Reception Committee, Home Expo India 2015

*Depicting our industry's strength in hand crafted and capability to cater to varied markets, Home Expo has taken shape to become a significant sourcing platform. I am very much confident that this platform would be optimally utilized by overseas buyers to source their line of products, from exhibitors who have congregated from all over India under the same roof. Like the previous editions of the show, this edition presents top quality merchandise, craft styles and designs with the convenience of world class facilities and environment.*



The collective product offering blends artistic patterns with contemporary elegances with the product offering also counting in a range of coordinating accessories across multiple categories helping consumers achieve complete and cohesive themes as they source for living spaces.

Bold, bright and cheerful designs reflected a vibrant mood at stalls. Home Expo India exhibitors, whether established players or enthusiastic newcomers at the show, bring innovations and new products each year for buyers and visitors. Embracing transitional designs, they strive to present the cultural & traditional with more modern aesthetics. While large stalls looked neatly spread out, small ones too aroused the curiosity & interest of buyers with their product profiles and presentations. Furniture with raw appeal but smooth edges was taken notice of, alongside wrought iron and copper tone home decor like lamps, lanterns and figurines. Table top decor and wall ornamentation had tacky compilations alongside dramatically presented lamps and mirrors. The home textiles section brought in most buyers for bed spreads, throws, rug inspired, digitally printed, embroidered and appliqued cushion covers, there were some who fancied digital images of maps on poufs and comforters. Among housewares, there were very visible tones of steel and copper with selections in powder coated cookware and serve ware. Cutlery was presented in various tones, designs and sizes.

The organizers feel encouraged with the buyers who have optimally used this platform to cater to their sourcing needs. As the fair strives to make a mark among similar home special trade events, it certainly makes an impact on the minds of buyers as well as exhibitors.

Consumers are yearning for hand-crafted products with heritage, causing designers to re-imagine tradition and authenticity. While visiting

## Home Expo contributes significantly to trade



**Mr. Shujaat Husain Qazi**  
Vice President, Reception Committee, Home Expo India 2015

*A significant contribution of this fair to the home decoration, home furnishings and furniture sector has been through innovation in product range, designs, quality and presentation. It can be attributed to close interaction between buyers and manufacturers. As the scope for Indian home decoratives, furnishings and furniture is widening in the West, Home Expo plays an integral part in the promotion of trade and exports.*



Instrumental in bringing us closer to the premium consumer



**Mr. Mohit Chopra**  
Vice President,  
Reception Committee,  
Home Expo India 2015

*Keeping in view the response and increasing interest of the buyer community to Indian handicrafts, EPCH has endeavored to extend invitation to new buyers from upcoming markets to source their supplies from India through this event. While offering a wholesome opportunity for buyers to source the best of home and lifestyle products, this is an exclusive platform for this segment to explore its potential to expand further. Indeed, this show is instrumental in bringing us and our crafts resource, closer to the world's premium consumers.*

buyers are taking keen notice of the show's objectives and appreciating this substantial & composite 'home total' platform, exhibitors are wooing them with concentrated theme based product offerings. Regular buyers are doing their share of sourcing and order placing as buying agencies keep busy with new introductions vis-à-vis consolidation of old ties. Just like is the case with many product lines, buyers too-especially those who do large scale buying and travel to many shows, are keen to visit clean shows with clear display & product propositions.

A manufacturer of industrial furniture & lightings from Jodhpur who has been in this industry since 2003, says, he has "found that the success of any enterprise lies in innovation because with new technology, products are getting copied at a much frequent pace. Thus it is compulsory for manufacturers like us to keep

A premier show with wholesome opportunity for buyers



**Mr. Lekhraj Maheshwari**  
The then Chairman, EPCH

*Products displayed at Home Expo India have a huge potential and Indian exporters are bringing out their best to suit the international demand in all ways.*

*It is estimated that the variety of product designs, styles and raw material base, etc. are in the vicinity of 800. There are new textures, new designs, new colour, and new finishes. EPCH has promoted this show worldwide and it is expected that there will be great response in terms of business through the show.*



## Show will prove fruitful for all stakeholders



**Mr. Rajesh K Jain**  
Vice Chairman, EPCH

*EPCH is striving hard to make things work in favour of exporters and is also creating business friendly environment for the buyers. Home Expo's all days has been testimonial to our efforts, as filtered and serious buyers were around. We have roped in several store chains of US and European countries. I genuinely feel that Indian exporters along with EPCH are very capable of*

*catering to premium home sector markets abroad. Also, we are making serious efforts to transform the Mart area into a 365 days business option for buyers across the globe. Whenever a buyer is in Delhi it will translate into business for us. We are promoting Indian manufacturers to attend global fairs, through which they can observe and improve as per requirements of the fast changing market. EPCH will also try to address four issues in the next fair i.e. banking facilities in the fair, more seating area, space for prayers and dedicated smoking area. We are hopeful that this Home Expo has proved fruitful for all stakeholders.*

innovating new designs and prototypes for the customers." Their industrial product line comprised scooter headlight lamps, wall-hanging bottle holders made of canvas, lamps using moped headlights, home décor made of water pipes, sofa made of tyres, etc.

A regular exhibitor from Jodhpur, specializing in wooden furniture in modern and contemporary designs, got a new range this time. Though they received queries, they expected more buyer traffic. Another regular exhibitor from Jaipur, who deals in furniture and home décor products, got plenty of appreciation for their product quality. Their chief representative also shared, their compliance with international standards & specifications, adds to their products' acceptability and edge over their competitors.

Another manufacturer from the same region who deals in furniture, lamps and gifts said, he "had a very contented experience this time, with almost all my products being liked by buyers." Among attention gatherer was their Scandinavian sleeper wood furniture



integrated with stainless steel which was very well admired by the buyers. Winnig the "Gold Trophy" for best stand display and design in Furniture & accessories category was an added pleasure to their experience. A Delhi NCR based manufacturer of frames, decoratives and home accessories, expected a better buyer turnout though. An exhibitor from Bhadohi, specialising in 100% handmade carpets and rugs said, he met many of his past customers along with new buyers. The buyers especially liked the new techniques and weaving patterns they had showcased. "The market for Indian handicrafts is growing day by day, and buyers have grown close affinity with earthy feel, natural colours and natural blends in floorings. I did fair business and look forward to be in the



## Capable of handling premium market demands



**Mr. Prince Malik**  
Vice Chairman, EPCH

*We have 600 to 700 buyers on board, which is ample and satisfactory for a relatively new fair like Home Expo. Looking at the category of products that we are offering in the fair and from hubs like Jaipur, Moradabad, one can easily conclude that we as EPCH are capable of handling premium market demands abroad. Indian lamp shades, lighting and furniture are quite high end. In order to empower Indian exporters through knowledge of latest designs and colour we are organising seminars on regular basis. Manufacturers/ exporters also need to remain sharp to absorb and adopt according to these changes.*

because of the hand work, use of colour & techniques and raw material base. For many exhibitors here, this was their first participation at an EPCH fair and maiden exposure to the international market.

A first time exhibitor from Sikkim displayed Thangka paintings and Choktse tables. Thangka paintings are unique to the state of Sikkim. Initially, these paintings were the only medium to preach the highest ideals of Buddhism. 'Thangkas' are usually made on cotton canvas with a frame of silk. These paintings portray images of different gods, goddesses and philosophies related to Buddhism. Originally, paintings were made by priests and monks, later the skills got passed from



bigger show in October," he added. A home décor and lighting products' manufacturer from Moradabad received many trade visitors, particularly from Latin American countries. Another, with décor items made with metal, especially aluminum, got good buyer response from buyers who were keen to discuss offers. According to this exhibitor, the copper finish along with a raw aluminum finish is being appreciated. A bar accessories exclusive exhibitor shared that they got a very pleasant response from buyers.

### Theme Pavilion- Crafts from NER States

The theme pavilion on Crafts from North Eastern Region at Home Expo India showcased home accessories, home furnishings, made ups, fabrics, shawls, textiles, gifts, trimmings and embellishments; handmade silk carpet, jute mats, houseware accessories and bags, furniture and furnishing textiles and gifts and fashion jewellery and accessories, etc. The pavilion looked lively with satin flowers, dry flower arrangements, bags made of water hyacinth and sital pati, carved wooden statues in many sizes, cane utility products, etc.



With around 40 participants, representation was from Assam, Meghalaya, Nagaland and Sikkim. The arts and crafts of this region are distinctively different





generation to generation. Choktse is a kind of foldable table and has become a special product of Sikkim. Choktse tables are renowned here as well as outside India.

These tables are intricately carved, painted and polished. Another Sikkimese participant with Thangka painting showcased Hindu and Buddhist gods as well as a painting of "8 lucky signs". The frame of the painting is decorated with brocade work. He kept reasonable prices and his products were liked by the buyers. An artisan from Sikkim had displayed products crafted with the authentic

Lepcha(a tribe) tradition. They got utility items, jackets, handmade tulip flowers and Lepcha caps. Candle stands, pen stands and paintings on cotton fabric were offered by an exhibitor from Sikkim. Soft toys and dry flower arrangements came in from another participant from this state.

Cane woven hats, bags and colourful artificial flowers adorned the stall of an exhibitor from Meghalaya. This was her first presence at the fair and she was happy to share that she has received orders from Dubai and US based buyers. Another exhibitor from this state had got along, decorative tables and chairs made of cane and wood. She had also displayed jewellery from Meghalaya. They got orders from a Japanese buyer.

Another exhibitor who was equally enthusiastic about the acceptance and response at Home Expo, was from Assam and she displayed typical Assamese cotton sarees, wrap-arounds, shawls and melkha chador(the Assamese two piece saree). Traditional Assamese garments were on display by another exhibitor and she looked forward to her next participation at Home Expo. A bounty of colourful bags made of water hyacinth and sital patti dominated the display of an Assamese exhibitor. Buyers from US, Belgium, Dubai and domestic Indian market have placed orders with her.

Nagaland Handicrafts and Handloom Development Corporation Ltd., participating for the first time had a mixed products representation with typical Naga handloom shawls & jackets, wooden crafted serving cum decorative trays, mufflers, jute bags, wooden and bamboo showpieces and even bamboo-shoot pickles & preserves besides special oils & liquids for domestic cleaning use. All these products are made in Dimapur. They received a good response and felt quite welcomed at Home Expo India. An artisan from Nagaland with a quaint range of products displayed brown rice, naga chillies, roasted rice, woolen bags, aprons, khadi cotton kurtas, woolen socks and jute bags. All





## Theme Pavilion- Artisan products from Bareilly, Lucknow and Bhuj

The thematic congregation of artisans and crafts persons from mega clusters like, Lucknow, Bareilly and Bhuj at Home Expo India, had participants from clusters that await to be tapped for export oriented manufacturing. Artisans from Bareilly participating through the Momin Ansar Welfare Association showcased zari embroidered suits, lehngas, sarees and cushions. They have been doing zari work since 15 years. Their apparel is also embellished with zarkan, resham work, kundan work, dabka and patch work. They have been exhibiting their products at other platforms but this was their first opportunity to enter the international market. Another participant from this region displayed sarees, ladies dressy tops, stoles, purses and suits embellished with zari and zardozi work. As per feedback, buyers from USA and Australia made enquiries about their products. Blue and black colours were dominant in their dresses. They have been in this business since 10 years and were quite happy for the opportunity given.

the clothes were colourful and had handmade naga designs on them. She shared that the response was good. A jewellery exclusive stall by an exhibitor from Nagaland had a wide range in beaded jewellery, besides shawls and other accessories to apparel. Another exhibitor from Nagaland had displayed a high-end range in home furnishing such as cushion covers, block printed curtains, table mats, etc. Their products are 100% hand woven on lion loom which is a traditional way of weaving. It is a dying art which their company is trying to revive, shared their representative. They got new buyers from Chile and Japan.

Among participants was a designer from the North East with a variety in high-end cushion covers in various fabrics and techniques. There were cushions in cotton, velvet and viscose cotton. Embellishments were in the form of intricate dabka work, sequins, micro mea technique, etc. There were some in painted and digitized variations too. Though this was his maiden participation in Home Expo, he has exhibited his products in the IHGF Spring and Autumn fairs. He makes sure that his products are in tandem with the global trends by taking inputs from his regular clients. Thus, he uses a lot of neon colour in his patterns as per their taste.

Representation from North Eastern and HL Development Corporation Ltd. got along, Assam's muga silk sarees, jute bags, stoles, bamboo items such as basket, magazine racks, fruit baskets, table lamps and even a jute briefcase. They got buyers from Singapore. They also felt quite welcomed by the fair's organisers.





Artisans from Bhuj cluster, a colourful and culturally rich region in Gujarat, known for its notable mud architecture and a medley of craft

traditions & exquisite handicrafts, got along shawls that had hand embellished woven work, patola sarees, wall hangings with intricate patch work, rogan and rewari paintings and bed covers with tie & dye patterns. All these products are made by the tribal people. Rogan is the technique of painting on fabric, crafted from thick brightly coloured paint made with castor seed oil. Artisans place a small amount of this paint paste into their palm. At room temperature, the paint is carefully

twisted into motifs and images using a metal rod that never comes in contact with the fabric. Next, the artisan folds his designs into a blank fabric, thereby printing its mirror image. In effect it is a very basic form of printing, yet intricate. While designs used to be more rustic, over time the craft has become more stylized and now is almost a high-end art. These artisans were at Home Expo through the Gujarat State Handloom & Handicrafts Development Corporation Ltd. Another participant from Kutch had stoles, dupattas, sarees, and dress material made of cotton and silk in typical Kutch style. All of these had block printing using natural dyes. The National Centre for Design and Product Development encouraged them to exhibit their products at Home Expo. They received a good initial response.

An exhibitor from Gurdaspur, Punjab, displayed a wide range of products in Phulkari, a famed embroidery technique from the Punjab region, aprons with patch work and kantha products. She also manufactures chandeliers, mobile hangings, key holders, flower pot hangings and bangle hangings made of macron thread. Being a first time exhibitor she was quite enthusiastic about the response from buyers and even exporters.

A Chikankari exhibitor put together a collection in Chikankari kurtas, salwars, men's clothing and bed linen. Emphasis was on white coloured clothes, though there were other variations as well. This was their second participation at the fair. They presently work with buyers in Europe and a designer who guides them on collections. They have received enquiries and were happy with the fair.



## Home lifestyle and fashion products from India gain eminence as buyers appreciate Indian manufacturers' ability to adapt

This fourth milestone of the fair registered overseas buyers from USA, Canada, Germany, UK, France, Italy, Spain, Denmark, Switzerland, The Netherlands, Hungary, Australia, Russia, Argentina, Chile, Cyprus, South Africa, Japan, Singapore, Lebanon, Palestine, as well as buying agents and retail buyers.

A buyer from Atlanta, USA, shared about his two decades of association with Indian handicrafts and manufacturers. "It's good to see how small businesses have taken shape as big business houses", he said and added that Indian designers are better than their other Asian counterparts as they know how to absorb culture of clientele countries.

A wholesaler retailer for furniture and lighting from Canada who has been in business since forty years, said, the only reason that brings him to trade shows like Home Expo is his quest for new products.

A French buying agent who was all praises for unique, new and special products he saw at Home Expo and other EPCH fairs said, "there is a special kind of creativity in Indians that compels us to come here again and again. India is a big resource market that meets our market's demand". A Hungarian buyer for high end market furniture and home decor said, he marveled at the unique designs Indian manufacturers create.

A UK based wholesaler for outdoor items found the fair quite fascinating and product range wholesome with

varied designs and alluring material. He praised the quality of metal work in Indian products. A fabric and home decor importer from UK said, she was here to increase wood, glass and tin products in her collection. About fabric, she mentioned that quality is great here and they are planning to place orders with little customization in terms of design. She complimented Indian manufacturers on their business relationship building skills.

An Italian wholesaler retailer dealing in recycled furniture took pride in sharing that he has visited each edition of Home Expo. Among pluses he hailed quality & designs and called Home Expo more worthwhile than many European fairs.

A Switzerland based retailer, mainly dealing in stationery and paper products confided that most of her supplies in paper bags, gift wrappers, recycled paper, cake stands and gift packs are from Indian manufacturers as their designs are good and orders are in time. A wholesaler for rugs from South Africa with focus on the high end market visited to find manufacturers. As this was her first visit to the fair, she had her own inhibitions about initiating business with

## New initiatives generated excellent response



**Mr. Rakesh Kumar**  
Executive Director, EPCH

*The Home segment is expansive and is expanding. The success of Home Expo India has many contributory factors; from the show concept and timing to the exhibitors' adaptive response to the international market requirements, together, leading to buyers' patronage.*

*I am confident that the participants in the Home Expo India show 2015 have got very good response for business and I am also confident that the overseas business visitors were not disappointed as there were over 300 exhibitors displaying a very wide and varied range of products of new designs, new textures, new colours, new raw material base, etc.*



## Abundance for Home in a Compact Show...Thank You All!



**Mr. R K Verma**  
Director, EPCH

*We thank all our participants and trade visitors for making this 4th Home Expo India, a very successful show indeed.*

*It is heartening to see such encouraging buyer response. Buyer enthusiasm can be judged from the fact that early hours of the fair registered a good number of buyers,*

*right from the opening hour. It is encouraging to know that many exhibitors are expecting very good business realisation. We look forward to see you all for our landmark (40th edition) IHGF Delhi Fair-Autumn 2015 from 14-18 October!*

new suppliers, though she said, her overall experience at Home Expo had been promising. Another buyer from this region was here for gift items and was thrilled to find a supplier for canvas bags. Colour combinations and a very specific Indian touch, fascinated a furniture retailer from Cyprus. She also loved the rugs and home accessories on display. A home textiles importer from Palestine who has been visiting EPCH fairs for over six years appreciated floor mats, rugs, wooden products and antique reproductions. A wholesaler retailer from Australia for lighting felt closely attached with EPCH and its hospitality. "With every visit I feel more contented and progressive in my business," he said.



## Seminars and Display Awards

Among seminars and presentations conducted in course of this show, e-commerce organizations - Snapdeal made a presentation on "Changing Face of Entrepreneurship" and eBay addressed participants on "Retail Export through e-commerce". Mr. Tom Mirabile, Senior Vice President of Global Trend and Design for Lifetime Brands, Inc., Consumer Trend Forecaster for the International Housewares Association, and Contributing Editor for Pantone, presented looks expected to drive Home spending from Fall 2015 through Fall 2016.

The Ajay Shankar Memorial Award for Best Display was given away in 3 categories for Home Expo India 2015. Gold, Silver and Bronze positions were awarded to participating exhibitors best display and presentation in Houseware, Decoratives & Accessories; Furnishing, Flooring & Textiles; and Furniture & Accessories.

## e-commerce representations at Home Expo India 2015

With the marketplace absorbing revolutionary inclination towards online retail and e-commerce, there are so many more touch points for people to see, research and click. Consumers have embraced the choice and convenience of shopping online, spending more than they would on actual retail shopping.

Emerging technologies and analytics are now allowing retailers to respond in real time where,



with the growing popularity of the smartphone, personalised offers could even be targeted at participating customers according to which e-retail website they're in. EPCH

has pervasively directed its efforts for trade development and sees the online platform as an infinite opportunity. Home Expo India saw participation by leading e-commerce companies in the online marketplace like Snapdeal; Flipkart.com; eBay.in.



## Exhibitors in Marts greet buyers to Home Expo with theme presentations

The mart area looked lively with theme display areas along the aisles and thoughtful visual merchandising in the marts. Free display space offered to mart owners along the fair hall aisles was well utilised as mart owners created an enhanced ambience with product display



and presentation. Being strikingly noticeable, these displays led buyers to the Mart of the concerned exporters. Besides, with most Marts open in continuity - especially on the ground floor, buyers found good reason to visit the exhibitors there. The ones who made most of the visual merchandising opportunity, also

using the aisle sides, were at a distinct advantage and saw encouraging buyer footfall. Through all days of Home Expo, buyers were spotted at on all floors of the Mart area. 22 screens placed at vantage locations guided trade visitors to gain access to the permanent Marts.



Happy with the response, a mart owner said, "thanks for giving us an opportunity to display our products in Mart Theme Area. This got us good response from buyers," while another said, "we shall be changing the look of display as well as the products to compliment themes of EPCH shows in future."

Buyers shared that good displays along the aisles make the look of the aisle festive, warm and inviting and also eases buyers in spotting products / exhibitors with products of their interest.

