



18-20 April, 2017
India Expo Mart, Delhi-NCR



Mohd. Hamid Ansari
Vice-President of India

The Hon'ble Vice President of India is happy to learn that Export Promotion Council for Handicrafts, Vasant Kunj, New Delhi is

organizing the 6th Edition of Home Expo India Show 2017 from April 18-20, 2017 at India Expo Centre & Mart, Greater Noida Expressway, Uttar Pradesh.

The Vice President extends his greetings and congratulation to the organizers and the participants and wishes the event all success.

Anshuman Gaur
Officer on Special Duty
to the Vice-President of India

April Sourcing at the 'Home Total' Show enthuses buyers with new theories, old favourites & immense possibilities

Home Expo India 2017 was inaugurated by Mr. Ian Snow, EPCH's valued buyer patronising the Council's shows since inception. Alongwith Mr. Rakesh Kumar, Executive Director, EPCH, industry stalwarts gracing the occasion were Chairman, EPCH, Mr. Dinesh Kumar; Vice Chairman, EPCH, Mr. Sagar Mehta; COA Members, EPCH - Mr. Ravi K Passi, Mr. Lekhraj Maheshwari, Mr. K L Ramesh, Mr. Rajesh Jain, Mr. Neeraj Khanna and Mr. Vijay Goel; President, Home Expo India 2017, Mr. Udit Saran Agarwal; Mr. S S Bhatnagar, Chairman, Sakshay International.

A Mart exclusives show at the well-appointed India Expo Centre, the sixth edition of Home Expo India - a Buyer-Seller Meet, routed in buyers from all over the world. This April bound annual trade appointment organised by EPCH is dedicated to specific categories that are combined to complement each other in the home segment. Categories of houseware & decoratives, Home textiles & furnishings and Furniture & accessories are brought together under a 'Home Total' umbrella. This 'Home Total' Meet had among its 400+ participants, a cross section of exhibitors drawn from over 50 manufacturing hubs across India. Buyers and trade visitors could meet them at the permanent showrooms as well as bedecked exhibitor stalls in the Mart area of the Expo Centre. This edition listed thematic presentations of North East Region (NER), the North and the Central Region. An exclusive State representation with primary producers of Uttarakhand was among highlights.

Unique show for promoting potential Handicraft segments



Smriti Zubin Irani
Minister of Textiles

I am sure that our exporting community and the Council will continue in its endeavour to maximise the growth opportunities for the handicrafts sector and truly realise the potential in the sector in order to provide employment opportunities for our skilled crafts persons.

A commendable achievement of concerted & sustained efforts



Nirmala Sitharaman
Minister of State (IC),
Commerce & Industry

The initiative of organising this event is commendable. This expo showcases our products across a wide range of handicraft segments to potential buyers. With participation of exporters, artisans and crafts persons this fair combines three major handicraft segments.

The tasteful charm of handmade, handwoven and handcarved in pure & simple authentic materials; houseware, home accents and aesthetics in mediums ranging from juxtaposed materials to intriguing blends; New ideas and old favourites, broad palettes and nude tones, shine & gloss as well as textures, unfinished edge lines to smooth finishes...the products on offer from the three segments at this expo were all comprehensive. Composite with 400 exhibitors and substantial with all segments of 'Home', this show endeavoured to stand out as a compendium of the luxury market and also to help visitors get a comprehensive insight into the latest trends and modern lifestyles- from classics to contemporary, traditional to avant garde, simple to baroque.

Bold, bright and cheerful designs reflected a vibrant mood at the spruced up Marts as their owners welcomed buyers for this summer sourcing event. Buyers on their part attached a positive credibility to the exhibitors as they have a permanent showroom at the India Expo Centre.

Having seen a positive opening day with buyers from USA, Europe, Far East, Latin America, Central Asia and Africa, registering from the early business hours of day 1, Home Expo India, signed off with interesting tidings.

The organisers feel encouraged with trade visitors from overseas as well as domestic volume buyers from India, who have optimally used this platform to cater to their sourcing needs. As the fair strove to make a mark among similar home special trade events, it certainly made an impact on the minds of buyers as well as exhibitors.



Launching the Home Expo India 2017 Show Directory

While overseas trade visitors took keen notice of the show's objectives and appreciated this platform with neat displays in manufacturers' own showrooms at the Expo Centre, exhibitors enticed them with concentrated theme based product offerings.

Buyers could find products that complete the home storyline, yet see and compare the collections of their main interest distinctively. With an exclusive choice of merchandise on offer, this show drew international buyers and importers besides wholesalers, distributors, retail chains, merchandisers as well as architects and interior designers. Regular buyers continued with their share of sourcing and order placing as buying agencies kept busy with new introductions vis-à-vis consolidation of old ties. Artisan products and regional wares enjoyed a fair share of attention and found favour among many.

Opportunity to achieve greater market linkages



Ajay Tamta
Minister of State
for Textiles

The fair provides an opportunity to showcase traditional as well as contemporary designs of home decoratives, houseware, home furnishings and furniture products by small/medium exporters and artisans before the overseas buyers. I hope that participants utilise this opportunity to showcase their best to buyers in order to achieve greater market linkages and export orders.

A host of new design theories and unusual combinations gained privileged attention. As minimalism enjoyed its share of patronage, bold palettes and metallic tones found strong favour. Unconventional combinations continued to make their strong impressions. 'Intrigue' assumed a major selling point, said many buyers as they opted for such assortments and reached out for statement pieces. And there were timeless materials that have a decorative factor as well as a practical quotient.

Among houseware, materials like stainless steel, copper, enamel, cast iron and wood with ergonomically styled handles, detailing and accessorisation were

An identity in the world market, an achievement for the sector



Rashmi Verma
Secretary, Ministry of
Textiles

The initiative of EPCH to organise Home Expo India covering three important segments of the sector, is laudable. This is an achievement as this expo has made its identity in the international market. Organising of product specific shows besides mega show of multi handicrafts by EPCH is commendable as it has played a key role in keeping constant export growth.

sought after. While stainless steel's demand gathered momentum, copper became a new favourite as it not only fits into farmhouse as well as contemporary themes but has its therapeutic properties as a strong backing. Brass is making its foray into the aesthetic segment, shared some trade visitors. Tableware offered variety not only in materials but also in surface effects, designs, shape detailing and edgy styles. Ceramics and terracotta vied for attention amidst sustainable bamboo serveware.





Hon'ble Minister of Textiles, Mrs. Smriti Zubin Irani, seen with Mr. Dinesh Kumar, Chairman, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH; COA members of the Council and exhibitors, during her visit to Home Expo India 2017

Galvanized metal, a key aesthetic in the farmhouse movement, offered many more applications and was most commonly seen in serveware and entertainment-based pieces. Planters and gardening ideas for urban homes became an emerging category as buyers quested for simple lines to complement their botanical pursuits.

Lamps and lighting brought in a variety in materials for fixtures, flush lights, wall scones, pendants, chandeliers, lamps, etc. Hurricane lanterns were presented with different detailing and versatility that could fit into any space. Some can be used as a cluster or just as a pair for the doorway or patio settings. A variety in pillar candles complemented this category.

Resplendent weaves, surface detailing, flowing florals, shots of colour, earthy notes with block printing, ajrakh, chippa work, etc. and refreshing applications with monochrome, ombre and contrasts featured among the vibrant display of home textiles.

As consumers want authenticity in what they buy and expect elements of personalisation in

mass produced as well as upscale items, home products manufactured in India easily appeal as they are credited for handcrafted as well as hand finished detailing. This attribute is exclusive to few countries but India enjoys a well-defined edge, feel many European buyers.



"Indian crafts are quite popular in our market, especially iron lamps, mosaic lamps. Indian fabrics appeal me the most," says a buyer from Holland who visits EPCH fairs almost on a regular basis. "Indian goods are more personal, unique and organic since they are mostly handmade. This is probably why they are on the more expensive side but our end-consumers are ready to pay," says a buyer from USA sourcing wall items like photo frames, mirrors and decoratives. Another visits Home Expo to source silver, stainless steel and brass products with hand embellished details. Some buyers from USA visit for nature inspired products with an unmistakable European touch. Some others who deal in home décor, accessories and textiles, feel that Indian manufacturers have a much better understanding of the American market than their counterparts in other countries. They have shared that Home Expo is an apt interactive platform for buyers and exhibitors in the home segment. Textiles, ceramic and glass have interested them in particular. "Indian goods are better in quality and appeal us much more than those manufactured elsewhere. And they also have that handmade value. People often buy low quality stuff for low price but I am definitely not one of those," shares a buyer from Norway who sources hardware goods like metal stands, ceramic handles and knobs from India. Manufacturers in India produce with the best of raw materials, feels a buyer from Germany, whose firm sources for 300 stores in the country.

Regional Representation - North India

This regional representation showcased products from 22 artisans representing cities that have made their mark in rich craft heritage. Sheet metal work, Punja durries and floor coverings from Panipat, Karnal, Rewari in Haryana; home furnishing, painted terracotta, embroidery and regional handicraft items from Delhi;



Compliments to EPCH's endeavours for export promotion



Alok Kumar
DC, Handicrafts,
Ministry of Textiles

I compliment EPCH for its endeavours to keep export growth of handicraft products by undertaking export promotion measures. Organising marketing events constantly throughout the year is one of the major efforts of EPCH which have not only enhanced the growth of exports but maintained the increasing trend from last many years. The

Reverse Buyer Seller Meet of specific products is appreciable as it provides opportunities to entrepreneurs and small exporters to create awareness about their products and to expand business. This expo is a specific effort to promote an important segment of the handicraft sector.

home furnishing and wooden inlay from Ludhiana and Hoshiarpur in Punjab; bedsheets, rugs & durries, embroidery & applique, patchwork, leather craft and horn & bone products from Jaipur, Barmer and Jodhpur in Rajasthan; and Pahari miniature painting, pine needle work and crochet goods from Palampur in Himachal Pradesh, comprised the display at Home Expo India.

Artisan Nathi Ram from Karnal, specialising in carpets and rugs found the concept of including artisans in Home Expo very rewarding. Tajim representing a small business found the buyer response encouraging. His forte is patchwork and quilting. A brassware entrepreneur- Virendra Kumar from Rewari, had got along handcrafted bowls and decoratives. He feels traditional designs will always have an edge and market demand. For Daisy, a textile craft and home furnishings trader from Ludhiana, this participation was quite

Wholesome opportunity with three promising home sectors together



Dinesh Kumar
Chairman, EPCH

This show acquires special importance, as it aims to promote home decoration, home furnishings, furniture and accessories from different parts of the country, amongst the overseas buying community in order to increase exports as well as the share in our international

trade. EPCH has promoted this show worldwide and a large number of buyers pre-register to visit.

eventful with buyers from France and other European countries enquiring about her products. Raj Kumar Pandey from Jaipur had got along hand embellished bedsheets, a craft he has been practicing since many years. His initial anxiety gave way to confidence when buyers visited and showed interest in his range. State Awardee, Gurmail Chand from Hoshiarpur, specialising in wooden inlay work, found Home Expo India to be "a really good platform for small traders". Mohd. Hassan from Jodhpur, adept at rug and durrie making since 50 years, presented an attractive assortment and looks forward to a good season ahead. This participation gave him a lot of market exposure.

Regional Representation - Central India

23 artisans and entrepreneurs from craft rich cities of Uttar Pradesh presented their wares at this collective display with glassware from Firozabad; metal crafts, lamps, chandeliers and home decor from Moradabad; zari & zardozi from Agra; brassware from Aligarh; art metalware from Hathras; textile crafts from



A strategic sourcing platform that is expansive and is always expanding



Rakesh Kumar
Executive Director, EPCH

Taking into account the world trend of specialised shows covering specific product groups, EPCH initiated the concept in 2012 with the Home Expo India show representing three growth segments of the home & lifestyle sector. The concept received good response from overseas buyers and all its editions held so far

generated very good export orders and trade enquiries. The success of Home Expo India has many contributory factors; from the show concept and our promotion among potential buyers via multi-mode communication, to our exhibitors' adaptive response to market requirements, together, leading to buyers' patronage.

Varansi; printed textiles from Philkhua; copperware and aipan art from Almora; carpets from Bhadohi; beaded home furnishing and zari craft from Bareilly; woodcrafts from Saharanpur; and pottery from Khurja.

Akhilesh Gupta from Aligarh representing a family business dating back to 1909 had got along laboriously done showpieces. Rajan Singh Yadav from Firozabad, specialising in jewellery and showpieces was elated at this opportunity. Mohd. Bilal from Agra had displayed zari & zardozi that they export to Middle Eastern countries. Vidyanand Solanki from Varanasi specialising in hand block printing gained attention for his products that "already enjoy a good market in India". State Awardee Jai Raj Singh from Hapur too got a good response to his range of hand block printed textiles. For Abdul Hameed of Saharanpur, this participation meant judging the market for his handmade woodcrafts like candle stands, wall panels, photo frames, incense boxes, flower pots, etc. that are already sought after in the local market. Anjali Agarwal from Noida thought very highly of this platform and Raisuddin from the famed pottery town-Khurja, got a good response from buyers from France, Israel, Indonesia and Singapore, to his ceramic serveware.

