



*Hon'ble Union Minister of Textiles and Information & Broadcasting, Smt. Smriti Zubin Irani, inaugurated Home Expo India amidst a vibrant industry gathering, in the presence of Chairman, EPCH, Mr. O P Prahladka; Vice-Chairmen - EPCH, Mr. Ravi K Passi and Mr. Sagar Mehta; Members of Committee of Administration, EPCH; Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML & ACTERM; and Mr. Sunil Sethi, President, Fashion Design Council of India (FDCI) and President - Academics, ACTERM (Academy of Conventions Trade Fair, Event Research & Management - an education initiative of India Expo Centre & Mart)*

## HOME EXPO INDIA 2018

# Buyers from across the globe enthused with the Marts Exclusive approach at Home Expo India

Home Expo India - the Mart exclusive show at the well-appointed India Expo Mart, Greater Noida, routed in buyers from all over the world. 695 participants in the Mart rose to the occasion with product lines in home textiles, furnishings, furniture, houseware & decoratives and allied products. Theme presentations of regional crafts from North Eastern Region and a showcase of crafts practised by the SC community in Northern India; representations from some State Handicrafts Corporations and Coir Board, made this expo wholesome. The buyer traffic scored over the past editions as buyers from USA, Europe, Far East, Latin America, Central Asia and Africa, registered. Domestic volume buyers and e-Commerce groups already patronising the show pre-registered to visit the show and stalls with the SR (Sourcing for Retail) marking. Now in its seventh edition, this April bound annual trade appointment of 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.

## Indian home products have potential for growth in the world market



**Smriti Zubin Irani**  
Union Minister for  
Textiles and IB,  
Govt. of India

*I am happy to know that EPCH is organising product specific shows covering handicraft products that have potential for growth in the world market as well as strength of production in crafts clusters spread all over the country. I am sure the 7th edition of Home Expo India-2018 will play a positive role in promoting exports of handicraft products to the world market.*



*Launching the Home Expo India 2018 Show Directory*

### Textiles Minister inaugurates show, commends sector and EPCH on accomplishments

While inaugurating the Home Expo India, Smt. Smriti Zubin Irani said that her association with EPCH as Minister of Textiles has always remained very fruitful and productive. "Everytime I engage with EPCH under the leadership of its Chairman Mr. O P Prahladka and with the help of its Executive Director, Mr. Rakesh Kumar, many new initiatives are undertaken," she said and added that these initiatives have been instrumental in the promotion and development of the handicrafts sector, whether it is enhancing design capacity of India and expanding business bases across the world or strengthening the very quality of products that we offer the world. Commending the exhibitors at Home Expo India the Hon'ble Minister said, their work proves that India does not sit still with its design competency but actually goes from strength to strength with regards to procuring new design sensibilities that are in accord to customer tastes from across the world. "Our exporters also ensure that in their expansion of businesses, the commitment to sustainable development is in place," she emphasised.

Smt. Irani also applauded EPCH for its "unique initiative to enhance the skill set of the industry by conceptualising an exhibitions, conventions and events management sector exclusive institute - ACETERM - Academy of Convention, Trade Fair, Event Research & Management." This is in resonance to our Hon'ble Prime Minister's clarion call to skill India and would function under the able guidance & leadership of

legends of the exhibition and fashion industry - Mr. Rakesh Kumar, Chairman, India Expo Mart Ltd. and Mr. Sunil Sethi, President, Fashion Design Council of India (FDCI) and President of Academics at ACTERM, who will show the way to youngsters seeking careers in the exhibitions industry, she added.

Recapitulating the various accomplishments earned by EPCH, she once again congratulated EPCH for IHGF Delhi Fair's entry into the Limca Book of Records for being the largest congregation of handicraft exporters; and the VRIKSH Certification that assures buyers of responsible and credible wood sourcing. The Textiles & IB Minister also appreciated EPCH's initiative to protect the intellectual property/design rights of handcrafted products through its "Design Register", under which member exporters can register their designs in a simple procedure. She emphasised, "design and product development form the essence to draw a higher value realisation for the product and their copying renders the creator's efforts totally futile." She hoped that EPCH design services will definitely help the sector in a big way and augment exports of handicrafts as well as increase employment opportunities for artisans.





Union Minister of Textiles and Information & Broadcasting, Smt. Smriti Zubin Irani inaugurates ACTERM (Academy of Conventions Trade Fair, Event Research & Management)



## ACETERM's academic programme launched amidst industry gathering



ACETERM is the education initiative of India Expo Centre and Mart - the first of its kind training institute for the mce industry, housed at the India Expo Centre & Mart premises. ACETERM would offer an academic as well as job oriented curriculum structure in this discipline. The academy, with Mr. Sunil Sethi, President, Fashion Design Council of India (FDCI) at the helm of affairs as esident of Academics, would set the roadmap for education in this domain. The academy has curated a unique learning experience that focuses on all round student development through practical sessions, classroom teaching, industrial tours and live projects. The diploma and post graduate diploma courses have been designed with equal importance in theoretical, practical and experiential learning. The varied international events held at the India Expo Centre would offer wholesome learning opportunities to the students.

## Opportunity to achieve greater market linkages



**Ajay Tamta**  
Minister of State for  
Textiles

*I compliment EPCH for its constant efforts for promoting the handicrafts sector. The sector plays an important role in the country in terms of its contribution to employment, exports and preserving our rich cultural heritage. The exquisite skills of our crafts persons have been acclaimed all over the world. Home Expo India is a unique platform for overseas buyers to pick and choose from a vast variety of traditional and contemporary Indian handicrafts, all under one roof.*

Chairman, EPCH, Mr. O P Prahladka welcomed the dignitaries and thanked them for their valuable time. He touched upon Home Expo India's various attributes with emphasis on its inclusion of the three key growth sectors of the Home segment - houseware & decoratives; flooring, furnishing & textiles; and furniture & accessories. He also said that EPCH has ensured that select exhibitors display premium products to very thoughtfully invited overseas buyers. Mr. Prahladka also shared how Home Expo India was conceptualised to cater to buyers seeking a product specific show. On behalf of the entire handicrafts exporting community, Mr. Sagar Mehta, Vice Chairman, EPCH, thanked

## Laudable idea and great opportunity for sourcing home specific products



**Anant Kumar Singh**  
Secretary, Ministry of  
Textiles

*I am told that this show displays three important product specific segments of the handicrafts sector, namely houseware and decoratives, furnishing, flooring and textiles, and furniture and accessories. The idea behind holding the Home Expo India is laudable as this provides an opportunity to the buyers source products from specific categories directly from the expo.*

the Hon'ble Union Minister for Textiles and Information & Broadcasting, Smt. Smriti Zubin Irani for gracing the inauguration ceremony as well as for her encouragement, support and guidance provided to EPCH.

## April Sourcing at Home Expo sees an upbeat mood at the India Expo Mart

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 edgy lines to smooth finishes...the products on offer from the





## Convenient sourcing for 'Home' category



**Shantmanu**  
DC, Handicrafts,  
Ministry of Textiles

*EPCH and Office of Development Commissioner (Handicrafts) have been jointly working for promotion of various segments of handicrafts sector to the world market. Houseware and decoratives; furnishing, flooring and textiles; and furniture & accessories are three important product groups which have excellent potential for boosting further exports from India to various destinations. Since all three*

*product groups fall under the overall buying pattern of home and Houseware requirements, it was felt necessary to invent a show where specific buyers of home and household can source their entire requirements at one place. The export of these products is already growing on sustained basis and Home Expo India - 2018 show will give a boost to the rate of growth as product specific buyers will find sourcing much more convenient.*



buyers for this summer sourcing event. Buyers on their part have attached a positive credibility to the exhibitors as they have a permanent showroom at the India Expo Centre & Mart. 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. Artisan products and regional wares were enjoying a fair share of attention and finding favour by many.

Stakeholders of Home Expo India 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 strived to make a mark among similar home special trade events, it certainly made an impact on the minds of buyers as well as exhibitors. While buyers were taking keen notice of the show's objectives and appreciating this substantial & composite

three segments at this expo were all comprehensive. Composite with 695 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

## Live Craft Demonstrations at Home Expo India 2018



'home total' platform with neat displays in manufacturers' own showrooms this time, exhibitors were wooing them with concentrated theme based product offerings. 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 favour as well. Unconventional combinations continued to make their strong impressions. 'Intrigue' became a selling point, felt many buyers as they opted for such assortments and reached out for statement pieces. And there were timeless materials that had a decorative factor as well as a practical quotient.

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 feature among the vibrant display of home textiles.

Lamps and lighting brought in a variety in materials for fixtures, flush lights, wall scones, pendants, chandeliers,

## Wholesome opportunity with three promising home sectors together



**O P Prahladka**  
Chairman, EPCH

*While offering an opportunity for buyers to source the best of Indian Furniture, Textiles, Houseware & Decoratives, Home Expo India is an exclusive platform for the home lifestyle segment to explore new growth potential for expanding further.*

*Organising Home Expo India is part of EPCH's drive to promote and expand horizons of key verticals of the handicrafts sector. I would like to take this opportunity to thank the Ministry of Commerce and the Ministry of Textiles, Govt. of India, for their guidance & support to EPCH's initiatives. I also commend the team at EPCH for putting in wholehearted efforts to make this show at the Expo Mart a grand success.*





lamps, etc. Hurricane lanterns were presented with different detailing with versatility to 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.

Among houseware, materials like stainless steel, copper, enamel, cast iron and wood with ergonomically styled handles, detailing and accessorisation were sought after. While stainless steel's demand gathers momentum, copper is 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. 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.

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

## India's product proposition for the home segments is becoming stronger



**Rakesh Kumar**  
Executive Director, EPCH

*With every step forward, the products package from India is becoming more diverse and tasteful while being distinctly & uniquely Indian.*

*Home Expo India has become a Mart show, giving buyers the exclusive opportunity to source from India Expo Centre & Mart's permanent showrooms.*

*Besides giving opportunity to mart owners, the show also gives a valuable business platform to artisans and budding entrepreneurs of North Eastern States of India and the SC crafts of Northern India. Buyer response and enquiries have been positive and their sentiment matches the participants' enthusiasm and vigour. I'm grateful for the Government support enabling EPCH to enhance its services and extend the best possible facilities & support to visiting buyers and artisans alike.*

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.

## State Craft Corporations and Coir Board at Home Expo India 2018

A representation from Council of Handicrafts Development Corporations (COHANDS) with regional artisan crafts was housed at Home Expo India. There was participation from Chhattisgarh Handicrafts Development Board with a display of dhokra (tribal metal craft); J&K Handicrafts Dev. Corpn. Ltd. with carpets, shawls, Pashmina and papier machie products; and Tamil Nadu Handicrafts Dev. Corpn. Ltd. with a display of this Southern State's bronze icon figurines, Tanjore paintings, korai mats, etc.



With a display of coir and natural fiber mats & flooring, the representation from Coir Board brought in three manufacturer exporters from India's southern region-the hub for coir products.

# Pursuit of innovation - story of a maturing enterprise

## Business built on EPCH shows as the only export marketing platform



"We specialise in bending woods, nobody can bend a chair like us," says Vijay Saxena from Shilpin, Bhopal. His line of collapsible furniture have been a regular feature at EPCH shows like IHGF Delhi Fair and Home Expo. Shilpin started in 1994 as design consulting

organisation working with earthen material and self-sustainable, agro based raw material developing eco-friendly products. Since 1996 they have been designing and manufacturing bamboo furniture and accessories.

Vijay Saxena is an interior designer by profession who always nurtured a desire to design furniture since his graduation days. Around 1995-96 he started making processed bamboo furniture and work grew with dealers in Pune, Nagpur, Mumbai and Surat. In the year 2002 Shilpin entered the export market with Processed Bamboo furniture. Sharing his journey of foraying into the export market, Mr. Saxena says that through participation at a trade show under the flagship of Madhya Pradesh Forest Department (they were the model agency to promote bamboo from MP then), he met a buyer who wanted a typical kind of chairs. "We developed the chair based on his idea and that was it," exclaims Mr. Saxena and adds, "we did around 2000 chairs for that buyer and that changed the way we work, that changed the way we think, changed

the way we do everything, entirely. Now we are only focusing on exports. Because of that fair and that buyer, we started doing garden based chairs." Earlier, Shilpin used to do sofas for home. Today, they make their products using wood, metal and rope. What makes these products popular is their collapsible and knock-down feature that makes them easy to fold, pack and export. Besides they are competitively priced, making the range, economically and logistically viable. EPCH shows have been beneficial for Mr. Saxena as he gets all orders through these trade shows only. All three days at Home Expo India brought in several buyer enquiries for him. He further adds, "being a designer, the advantage I have is that I am able to play with the material and I am able to come up with new products and



new designs. My buyers look forward to that. I am maybe one of the few exporters whose designs have been accepted as they are, without customisation." Gradually, Shilpin is also associating with overseas designs through mutually consented collaborations that can culminate in new product lines. "We are doing Middle East, New Zealand, Europe and South America. Without EPCH, there is no business for us," concludes Mr. Saxena.



Vijay Saxena attending to buyers at his stall at Home Expo India 2018

