

IHGF Delhi Fair -Autumn 2018

Exemplary patronage

Show concludes with largest exhibitor participation, record buyer attendance





Narendra Modi
Hon'ble Prime
Minister of India

Hope this edition further
boosts business
opportunities in the sector

*India is known for its diverse
and dynamic handicraft
traditions and has all the
potential to satisfy changing
demands of a global market.*

*Common platforms must be
provided for our artisans and sellers to interact with
the global buyers and to manage their strategies,
understanding the market scenario. I hope that the
fair will build on the successes of its previous editions
to showcase our strengths and boost business
opportunities in the sector.*

The eventful field days at the Autumn edition of IHGF Delhi Fair, held from 14th to 18th October 2018, concluded with new ties made, old ones renewed and promises to meet again for the Spring edition in February 2019. Brimming with innovation, freshness and positive energy, the show recorded highest ever exhibitor and buyer numbers. Confirming to 14 different show sectors, the display was spread out in 15 expansive halls. Besides, trade visitors enjoyed access to the 900 showrooms (Marts) of leading exporters, located across three levels at the India Expo Centre. This upsurge in participants was met with quality buyer traffic and contributed to a substantial amount of order placing and enquiries. Aptly timed at a sought after buying season, the show helped buyers carve out a substantial itinerary and plan their purchases.

Several buyers from all over the world with impressive numbers from USA, Canada, Europe, Australia, South America, Middle East and Asia, thronged the entire expanse of the plush India Expo Centre & Mart, venue for IHGF Delhi Fair. Wide-ranging selections presented by leading export houses at the show inspired buyers to replenish their merchandise and add new product lines for seasons ahead.

Certified as the world's largest congregation of handicraft exhibitors, this show is an unsurpassed meeting ground for the international gifting and lifestyle products industry. It has taken shape over 46 editions as a sought after sourcing event, encompassing the complete supply chain of home fashion & utility, collectibles, gifting and fashion accessories.

Facilitating lifestyle products sourcing from India, IHGF Delhi Fair has been providing an unmatched opportunity to importers, departmental store chains and specialty stores to meet a cross section of manufacturer exporters from India. Visiting buyers agree with the fact that Indian



Smriti Zubin Irani
Minister of Textiles,
Govt. of India

An established identity that
explores opportunities for all

*The Ministry of Textiles through
the O/o DC (Handicrafts) is
supporting the sector in design
development, innovations,
technological upgradation and
skill upgradation. These
interventions have enhanced
opportunities for market*

*linkages and specially aided exploration of new export
markets. The acceleration and growth of exports,
results in generation of additional employment in the
sector and I hope that the Council will continue to
work towards the welfare of over 6 million artisans
currently engaged with the industry.*

manufacturers fulfill demand for the exclusive, the handcrafted and the hand embellished. This strength sets IHGF apart and the crucial balance between size and quality of display and number of buyers creates a winning combination, giving unique business value to all trade partners. According to the feedback, visitors always find new accentuations in the showcased themes. A Panel Discussion on "Translating Trends into Products" and Knowledge Seminars on a variety of topics were conducted by experts from various fields, in course of the fair. The fair also featured Ramp Presentations.

India Expo Centre & Mart, with its 900 permanent showrooms and the capacity to host thousands and thousands of exhibitors and overseas visitors in a comfortable environment is an unmistakable feature of this grand show.



Minister of State for Textiles inaugurates Fair, commends sector & EPCH on accomplishments



Hon'ble Minister of State for Textiles, Shri. Ajay Tamta, inaugurated the 46th IHGF Delhi Fair-Autumn 2018 at a vibrant ceremony, in the presence of Mr. Ram Muivah, Secretary, North Eastern Council, Government of India; Mr. O P Prahladka, Chairman, EPCH; Vice-Chairmen, EPCH - Mr. Ravi K Passi and Mr. Sagar Mehta; President, Reception Committee, IHGF Delhi Fair-Autumn 2018, Ms. Zesmina Zeliang; Vice Presidents, Reception Committee, IHGF Delhi Fair-Autumn 2018-Mr. Ahmed Akberali Sundrani and Mr. Mohan Singh Bhati; eminent trade members and EPCH COA members like Mr. K L Ramesh, Mr. Rajesh Jain, Mr. Raj K



Ajay Tamta
Minister of State for
Textiles, Govt. of India

Fair has grown from strength to strength with each edition

EPCH deserves appreciation and acknowledgment for organising the IHGF Delhi Fair with such expertise and flair. With every successive edition, this fair has increased in scale, grown in participation and has become even more attractive as a strong sourcing destination for various categories of handicrafts and gifts. The rich legacy of traditional Indian skills have blended into innovative designs & styles for which various measures have been taken by the Council in craft clusters, in coordination with the Government of India. This fair provides opportunity to display latest designs offering enormous choice to buyers for sourcing the finest from India.

Malhotra, Mr. Neeraj Khanna; and Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML. The inauguration ceremony was marked with a ribbon cutting, lighting of the auspicious lamp by the dignitaries and release of the Fair Directory. This was also attended by several overseas buyers, member exporters of EPCH as well as press and media.

The Hon'ble Minister of State for Textiles, Shri Ajay Tamta applauded the entire handicrafts fraternity, under its able leadership, for registering an increase in exhibitor participation at this edition of IHGF Delhi Fair as well as for promoting exports of handicrafts from the country. "Over the years, IHGF Delhi Fair has acquired a special importance as the most effective exhibiting medium for participants and the most sought after sourcing medium of its kind for buyers. EPCH has facilitated the show's consistent growth and improvement over the years, adding to its features with each successive edition," said Mr. Tamta and congratulated EPCH on the sector's export figures that are indicative of a positive growth trend for the near future as well. Warmly acknowledging the value artisans contribute to this overall growth & achievement



Suresh Prabhu
Minister of Commerce
and Industry,
Govt. of India

Increasing trend in exports: result of continued marketing activities

The popularity of this show is the best indicator of its ability to generate business, market linkages and export growth. Small and medium exporters get an opportunity to showcase their products to visiting buyers.

Various measures taken by the Government for design development and technology upgrading have enabled our primary producers and entrepreneurs to bring out produces as per choice of the consumers as well as the buyers. The increasing trend in exports of handicrafts is the result of continued marketing activities of the Council.

of the sector as its backbone, the Minister urged the exporting fraternity to take care of their welfare through various means. He desired that the exporting community be instrumental in connecting them with the various schemes of the Govt. This will not only help the artisans with accessibility to raw material, tools, common facilities, etc. but will also contribute to exporters' businesses as well, said Mr. Tamta and emphasised about the sector's collective projection of India's brand image abroad as the sourcing hub for exquisite products. The Minister expressed his satisfaction that the vision of the Hon'ble Prime Minister to promote the North East is being truly implemented by EPCH as it is providing full support through its integrated programme of development of NER handicrafts and handlooms which include design, market and skill development as well as focused display areas at its trade shows like this fair. He also complimented EPCH for the Theme Pavilions set up to project export potential crafts from NER and Jodhpur Mega Cluster. He also appreciated EPCH for celebrating "150 years of the Mahatma" by projecting the thoughts, ideas and philosophy of Gandhiji across the fair.

Considering the strength of India and Indian products, the organisers of Ambiente - Messe Frankfurt, have declared India to be the partner country for Ambiente 2019, thereby ensuring that special focus would be given to

India's participation at the show. Mentioning of the initiation of preparedness towards this "historic participation" Mr. Tamta called out to the exporting community to "use this opportunity to project the richness and exclusivity of Indian handicrafts for the world to behold." He concluded by assuring of his office's support to the sector in times to come as well.

Mr. Ram Muivah, Secretary, North Eastern Council (NEC), Government of India, spoke about his Council and its various activities. Complimenting EPCH on the grand scale of IHGF Delhi Fair, he said that it is a wonderful platform that congregates the best of Indian crafts and culture for the much deserving interface with buyers from across the world. He also complimented EPCH for the special showcase of NER crafts in themed as well as collective showcase at the fair.

On behalf of the sector, Chairman, EPCH, Mr. O P Prahladka expressed his gratitude to the Minister of State for Textiles and the Ministry's support & guidance to EPCH in solving issues concerning export promotion. He assured the Minister that with continued support, despite challenges, handicrafts will continue to demonstrate robust growth. Mr. Prahladka touched upon IHGF's progress, growing in terms of participation, product range, display area and number of buyers. He shared how the name IHGF has touched all parts of the world, welcoming buyers from practically each and every nation that imports home and lifestyle products, with this edition boasting of a pre-registration of several buyers including those from new countries such as Fiji, Benin, Rwanda, Dominican Republic and Latvia as well as emerging markets for Indian home, lifestyle, fashion and textile products like Latin America, Central Asia, Far East and Middle East. Mr. Prahladka also mentioned of domestic volume buyers like retail chains, e-Commerce entities, home decor and hospitality industry professionals, etc.

Proposing the vote of thanks, Ms. Jesmina Zeliang, President, Reception Committee, IHGF Delhi Fair-Autumn 2018, thanked the Hon'ble Minister and Mr. Ram Muivah for gracing the inauguration ceremony. "The presence of such hon'ble guests has always been encouraging to us," she said. On behalf of EPCH, she thanked the overseas buyers for their continued patronage towards the fair.

3200 exhibitors enthuse more than twice as many visiting buyers

IHGF Delhi Fair has evolved to become the must visit sourcing destination for the global buying community; a place they come together for regular sourcing, adding new lines, seeking inspiration and exploring possibilities. 3200 exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from all over the world at this edition.

Jodhpur based **Basant's** elegant stall with lamps and lighting made many stop by and take a look. The company's Director, Lighting, Nikita Bansal informed that Basant was established five years ago by Mr. Gaurav Jain, the second



"This first time participation at IHGF Delhi Fair brought in a fulfilling experience with lot of queries and contact with many buyers."

Nikita Bansal

generation proprietor in this business. Nikita informed that most of the products in their displayed collection were eco-friendly and sustainable; the buyers loved the concepts using natural fibres. Basant offers lighting made from materials like cane, bamboo mat, copper and steel. "We are getting business from USA, UK, Spain and also a lot of local buyers have approached us," concluded Nikita.

Lipsy Kohli of **Sardar Exports**, New Delhi shared his eventful journey in IHGF and his company's association with EPCH since its inception. They mainly deal in needle crafts and embroidery work embellished women's fashion accessories like scarves, bags, fashion jewellery and handcrafted garments. Phulkari, ari work, chikankari and



"Today, we are a fourth generation well established business that works with several buyers in Europe and USA. Our journey in IHGF has been eventful."
Lipsy Kohli

other kinds of hand embroidery are their forte. Mr. Kohli shared, "much of our production take place in rural areas of Punjab. We engage women artisans for hand work."

Meerut based **Chopra Musicals** represented by its second generation owner Mohit Chopra, offered a display of musical instruments in its 8th participation at the show. He informed that they are the largest exporter of musical



"This time we got business from some new buyers as well, especially for our drums. We got modernised variations that got lot of appreciation."

Mohit Chopra

instruments from India with established market base in Europe. They also supply band instruments to many schools across India, as well as to police and army. Their products include trumpets, drums and many more musical items. For Nagpur

based **The Hikajichi Enterprises**, this was a maiden participation. Proprietor, Hitesh Patel shared that this



Raghvendra Singh
IAS, Secretary, Ministry
of Textiles,
Govt. of India

IHGF Delhi Fair has gained an identity of its own for creating market linkages across segments

EPCH's efforts of organising this fair as well as its other initiatives are creating market linkages for entrepreneurs, manufacturers, exporters and artisans. The fair has gained its unique identity for its varied display of handicrafts and gifts. The continuity of the event and interaction between exhibitors and buyers has created a sense of quality, design development and innovation in product offerings from India. IHGF Delhi Fair provides an exclusive opportunity to importers, buyers, departmental store chains and speciality stores to source quality handicrafts and gifts from India.



Shantmanu
Development
Commissioner
(Handicrafts),
Ministry of Textiles,
Govt. of India

Unique opportunity, especially for our small & medium exporters

I congratulate EPCH for organising the 46th mega edition of IHGF Delhi Fair-Autumn 2018 and also acknowledge their sustained efforts of promoting and exploring exports of Indian handicrafts. The sector has its importance in the nation's economy in terms of value addition, employment generation and earning foreign exchange by means of exports while preserving India's rich cultural heritage. IHGF Delhi Fair is a unique opportunity, especially for our small and medium exporters to showcase variety of products and interface with overseas buyers.



"This IHGF Delhi Fair participation got us queries from American and German buyers."
Hitesh Patel

business is in the third generation now. They specialise in 'raw looks' modern furniture. They also displayed carved wall coverings and wall decorations made of wood. "Our products have a very contemporary look and are in good demand," shared Mr.



"While our existing buyer base is from Mexico and USA, we look forward to working with European buyers as well."
Divesh and Urvashi Batra

Patel and added that they have four stores in India - Nagpur, Pune, Banglore and Kolkata. Jaipur based **Mango Gifts** was represented at

IHGF by owners, Divesh Batra and Urvashi Batra. This is a new enterprise, shared Mr. Batra who was inspired to start his own venture after working for sometime in the exports sector. He designs the products himself and has a workforce of 10 women artisans. Their stall had a display of jewellery as well as decorative hangings and party flags, all made of silk fabric. They also manufacture stoles and apparel. Mango Gifts has a domestic market base through an online consumer sales channel.



"Among our new launches are backpacks with traditional mirror embroidery. This line brought in many buyer enquiries." Atul Gandhi

Another Jaipur based exhibitor, **Gandhi Art Palace** saw notable buyer traffic for its colourful home decor and festive products. Proprietor Atul Gandhi informed that this is his family business that turns three decades old now. Their display included small items like elephant figurines in cluster hangings, stuffed toys with traditional colourful Rajasthani embroidery and many such lines, all made from eco-



O P Prahladka
Chairman, EPCH

This edition saw significant expansion across all categories

I congratulate the entire team of EPCH for organising IHGF Delhi Fair successfully for over two decades now. It is a unique opportunity for our exporters, entrepreneurs and artisans to showcase variety of handicrafts to overseas buyers. Our handicrafts sector comprises a wide range of products in various mediums of indigenously available raw material brought to life, with distinct artistry of our crafts persons. Through its skill development and design intervention initiatives, EPCH has been contributing significantly in this field and has successfully taken Indian handicrafts into modern urban & rural living spaces. The continuous marketing activities by the Council, both in India and abroad have resulted in the increasing trend of exports of handicrafts over the years. I am sure that the same would be continued in the greater interest of our 6 million artisans.

friendly and sustainable raw materials. They have been working with their established export markets in USA, Germany and other European countries.

Yet another Jaipur based exhibitor was the team of Vidhi and Akshat Koradia of **Papyra Arts**, on their first participation at the fair. With Akshat's working background



"IHGF is a great platform for entrepreneurs to open up to a huge market and showcase their talent. We are lucky to be a part of this and are extremely hopeful for a good future in exports." Akshat & Vidhi Koradi

in the packaging industry and Vidhi's aesthetic skills, this team's work is a proof of their "love for putting things into boxes". Akshat said, "being a craft designer, I wanted to involve a lot of techniques that were previously not used in paper, like block printing, hand work and hand paintings. We have also tried experimenting with iron, stone work, wood boxes and mosaics. Buyers have loved our collection, prints and styles." Their USP is to amalgamate lost arts into paper and bring out new things. They work with handmade paper and eco-friendly materials to provide customised packaging solutions that are attractive too.

Vishwakumar Gupta from Banswara World, Jaipur got on display, a variety in marble products for home - tabletops design, home decor pieces, lights and bathroom accessories. Mr. Gupta detailed, "we also customise



"Our in-house team of workers, sculpture artisans, engineers and architects work hard to ensure that the end product is a class apart."
Vishwakumar Gupta

products as per our buyer requirements. We own 48 mine sites in different parts of Rajasthan to ensure that only good quality marble is used in the production. " They have a design lab to bring out new designs. Most recently, they have made lights and chandeliers out of marble on demand of a buyer in USA. "The weight of the chandelier is 12.5 kg but we have made sure, it is sturdy," Mr. Gupta emphasised and informed of the soon to be implemented usage of laser techniques in their production process that will cut the marble thinner and with more precision.

Vinayak Arts and Exports from Jaipur represented at IHGF by Kewal Mehra, specialises in handicrafts and furniture with focus on leather items and textured 'kilim' products. Mr. Mehra shared, "our company is eight years



"This IHGF got us enquiries from buyers based in Europe and Netherlands. In the domestic market, we are associated with Fab India and Furniturewalla, both acquired through the platform of EPCH fairs."

Kewal Mehra

old and since last six years we have been associated with IHGF. Among regular buyers they have Badrot Furniture from US, DFS Trunk from UK and few from New Zealand. "I am trying to add more items such as beds now," informed Mr. Mehra.

Delhi based ISO certified Sedex compliant company, **Sahil Plastic Pvt. Ltd.**, with its manufacturing unit in Aurangabad brings out polypropylene and plastic mats. "These can be recycled for upto 16 times as they are made from extrusion tubes using waste plastic granules and environment friendly colours and pigment dyes," said their representative, Satyajeet Sahay. This is a good light weight and easy to



"After taking our products to shows in Europe, this is our maiden participation at IHGF. Buyers' response has been good for us as first timers. We achieved our targets and got inquiries from some buyers from North America. I am happy with the business this time and look forward to be here again in the next edition." Satyajeet Sahay



Rakesh Kumar
Executive Director,
EPCH and
Chairman, India
Exposition Mart Ltd.

IHGF Delhi Fair spread out to accommodate more and offer more

IHGF Delhi Fair is the world's largest B2B show for home, lifestyle, fashion and a wide range of gift products. The spread of the exhibition is growing on a year-to-year basis. This edition included an additional space of 3200 sq. mts. accommodating more exhibitors and offering additional booth space for regular exhibitors to display more variety. A very strong support base of member exporters and overseas buyers has evolved for IHGF over the years, benefitting both sides. This event also provides opportunity to all stake holders to develop and establish strong and lasting business relationships.

maintain alternative for rugs and carpets, he added. Though designs are continuously developed by an in-house team they also customise lines to suit certain markets.

Kolkata based **Kariwala Industries** founded in 1989, as an enterprise to export work wear, in course of their growth & expansion, included eco-friendly bags made of jute and cotton, in their product offering. These are made out of recycled materials including plastic bottles. They are certified by GOTs, Oeko-tex, Quality Management System (QMS), ISO 9001:2008, Fairtrade and Sedex.



"Referred to as India's largest exporter of jute and cotton bags, we have been exporting our products to around 50 countries and brands like Zara. We have got some new buyers this time; really happy with the response."

Anand Sureka



Jesmina Zeliang
President, Reception
Committee,
IHGF Delhi Fair-
Autumn 2018

At IHGF Delhi Fair, we endeavour to create opportunities to augment this sector

Being the largest of its kind in Asia, IHGF Delhi Fair is widely regarded as the "One Stop Sourcing Event" by our overseas buyers and the most successful marketing platform by our exhibitors. Through years of constant efforts in professionalising and upgrading our services, today we proudly offer world class facilities at this fair. With efficient and expert management in place, this fair has been made conducive for international business.

Kolkata based **Versatile Handicrafts Overseas** represented by Sambhu Jaiswal had a display of hand embellished apparel, bags and home furnishing, mostly



"We are the only exporters doing such hand painted artisanal apparel. Our association with EPCH and IHGF has been long and eventful."

Sambhu Jaiswal

designed by Mr. Jaiswal's designer wife. He said, everything including production of the base fabric is made in their unit and for embellishments; only oeko tex paints are used. The patterns are mostly in block printing technique. "Our finished products are tested before being packed for shipments," informed Mr. Jaiswal and added that he has also been conducting workshops organised by EPCH to train artisans. He has won many prestigious awards; one of them being a

'best product award' given to him at an event in China where 100 countries participated.

Delhi based **India Foreign Trading's** stall manned by Anup Gupta had a product offering featuring zardozi products in home decor alongside furniture like tables, table tops and decoratives in marble inlay work. "This is a traditional art form and our aim is to keep it alive by giving gainful employment to zardozi artisans and connecting



their work with buyers in USA and Canada," said Mr. Gupta whose production unit employs around 40 artisans for the embroidery craft. His intent is also to familiarise the younger generation with this art so that it stays alive and is nurtured further.

"This is our second participation at IHGF. A major attraction in our stall - a full size mirror with zardozi work was appreciated by visitors and generated many enquiries" Anup Gupta

Moradabad based Sedex certified **Seashell Inc.** was represented by Sanjeev Agarwal. They specialise in wooden tableware and hotel ware, primarily made of mango wood



"The show is fantastic. There has been a moderate buyer response this time but they are all genuine enquiries." Sanjeev Agarwal



Mohan Singh Bhati
Vice President,
Reception Committee,
IHGF Delhi Fair-
Autumn 2018

A momentous & diverse sourcing platform for worldwide buyers

IHGF is one of the most momentous & diverse sourcing platforms for worldwide customers to source home, lifestyle, fashion & textiles from a single platform in India. It has consolidated itself over the years and has grown substantially with each successive edition. This

'one stop' sourcing fair offers huge sourcing opportunities to buyers and also provides a significant as well as extended business platform to small & medium exporters from all across India.



Ahmed Akberali Sundrani
Vice President,
Reception Committee,
IHGF Delhi Fair-
Autumn 2018

The fair has grown to become one of the largest of its kind in Asia

With continuous efforts of the Council, the fair has grown to become one of the largest shows in Asia today to source exquisite Indian handicrafts, home textiles, houseware, etc. under one roof. In view of the wider marketing efforts undertaken by the Council on different platforms across the

world, good footfall of buyers were be witnessed during this 5 days event. My best wishes to all the exhibitors and buyers for good business through the show.

and manually made and painted using food grade certified colourants. All their wood is sourced from government bodies who auction legal wood. "People like our products, especially the bowls and trays," added Mr. Agarwal.

Another Moradabad based firm, **Village Crafts** was a first time participant at IHGF. Its proprietor, Tariq Khan said, "Our products are unique, creative and special." He got along pieces of casual furniture made using sarkanda and cane. This purely handcrafted work is done by specially



Toucan Krafte, a Delhi based company which was started in 2003 that works with women self-help groups, training unskilled women in weaving and basic styling of products mainly using recycled cloth material, was represented at IHGF by their designer, Ankita Singh. She informed that their firm endeavours to help women earn and gain financial independence from the comforts of their homes. "This workforce of 600 women has the liberty to work from home or from our office, however they like, she said and elaborated, "the SHG's we work with are situated in Sultanpur, Chattarpur and other parts of Delhi. The recycled material is imported from Jaipur and various

"We have been working with Fairtrade companies. Our products are showcased in 1200 stores around USA. Other than that, we also export to France, Spain and Italy. We gain a lot from participation at EPCH fairs."

Ankita Singh



trained artisans with raw material like sarkanda and cane. The variety includes chairs, tables, stools, lamps, swings and boxes. The threads used are cotton, synthetic, chindi, nylon and jute. "We have got buyers from USA, France, Australia, Finland, Norway Sweden, Spain, Palestine and Brazil," added Mr. Khan.

"Very few people get such a great response the first time they participate. Our stall has been busy with buyers since the first day!"

Tariq Khan

sources. A sample design is made by the artisans then the work is distributed among the women of the self-help groups which help in the mass production. These women are paid according to the work they've done."

Delhi based, **Craft Palette**, represented by proprietor Divanshu Sharma showcased lamps and lighting, made

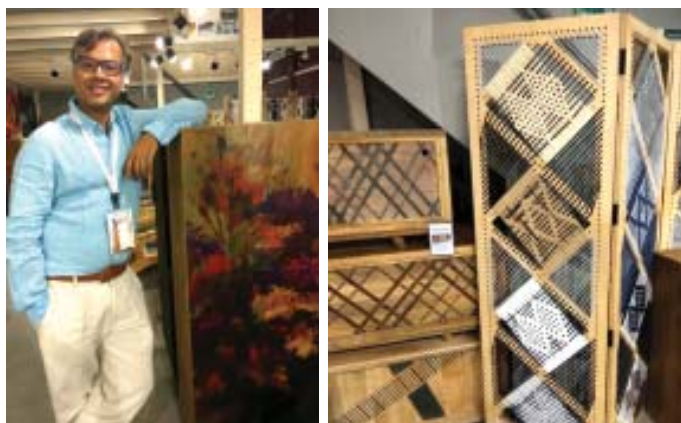


"We are regular participants at EPCH events. Our products are sustainable and are highly appreciated and in demand in Australia, Japan, USA and Europe "

Divanshu Sharma

using the technique of crochet and macramé. A major attraction in his stall was his 'vibha' lamp. They also offered mobile hangings made of paper and crochet work.

Ashish Gupta at **InTrading Pvt Ltd.** heads a 20 years old company that he took over in 2010. With a business philosophy built on the foundation of innovating at every



"This edition of IHGF is well organised and with the fair's approach of including a cross section of buyers, EPCH is helping many businesses to grow." Ashish Gupta

step in order to create a product that is superior and sustainable, they have a vertically integrated furniture powerhouse with 700 people, that adopts a 360-degree approach for innovation, engaging all areas of their business to inspire creativity and learning with an ultimate aim of 'conscious engineering'. They export to around 37 countries including most of Europe. Explained Mr. Gupta, "our products are a combination of hand-made as well as machine made products; the core is engineered whereas the surface is handmade. We have got a factory in Rajasthan as well as in Meerut. For our furniture, we use textiles, metal, stone, leather and various other kinds of raw material."

Harpur Group, a Delhi based company that started in 1947 was represented by Neha Mathayas. This is a family business she said and informed of their participation in



"We get new buyers and clients through his fair which is very good for us and helps us maintain our presence in the market."

Neha Mathayas

this fair since the last 4 years. They are wholesalers as well as manufacturer exporters of various kinds of fabrics including sustainable, organic, eco-friendly fabrics.

They have a direct buyer base in Italy and through this participation have got enquiries from buyers from Saudi Arabia, Australia, China and Thailand.

Mumbai based **Omkar** was represented by its founder and promoter, Manoj Dnyanmothe. This is a 15 years old



"Fairs like IHGF offer good exposure and also eliminate third party interference. The seller to buyer conversation is direct and both parties can talk with clarity. The advantage with IHGF is that it gathers buyers practically from all parts of the world." Manoj Dnyanmothe

products is different which is why my buyers prefer my products," said Mr. Dnyanmothe.

Mumbai based **Avni Designs**, led by Daksha and Bharat Sejpal shared the journey of their work that started in a small village in Gujarat and Delhi was the destination to



"Our speciality is ethnic embroidery that includes Kutch and Gujarati work, bead craft, mirror work, traditional Kutch and designs and motifs. IHGF offers us the perfect platform to display our products for buyers."

Daksha and Bharat Sejpal

find buyers for their wares. As the second generation in business now, they have expanded the firm and set up their commercial base in Mumbai. They mainly deal in cotton bags with few selections in leather. Artisans associated with them are based in villages across Gujarat.

Ajay Sharma and his firm, **Primitive India** from Jodhpur specialise in recycled products like lamps, small pieces in furniture and decoratives. Mr. Sharma said, "our association with EPCH shows dates back to several editions. In IHGF

entity that specialises in festive items like Christmas and Halloween decorations, decorative flowers and ribbons. "I believe that the quality of my decorative



"From the very beginning of our foray into the handicrafts industry, we have been associated with EPCH fairs and they have benefitted us a lot in terms of market exposure as well as business." Ajay Sharma

February show, we launched this recycle theme and received a really good response". They cater to buyers in USA, Germany, Poland and Sweden.

Ankush Bhandari, the second generation exporter at **Bhandari Exports**, Jodhpur, informed of their business diversification to include home textiles, with their



"We are IHGF veterans now and have got many buyers through this show. While our established work is in wrought iron and wood, we have lately diversified into textiles." Ankush Bhandari

established work in wrought iron and wood furniture." Our textile work is based in Delhi and furniture work is based in Jodhpur. Along with domestic trade we have buyer markets in USA, Europe and Middle East," he added and mentioned of their teakwood and hardcore industrial furniture lines they started just four years ago.

The stall of Jodhpur based **McCoy Handicrafts** showcased eco-friendly products made of recycled wood. Their representative Umesh Bothra said, "with our focus on eco-friendly products, we are doing recyclable lines using wood from various sources." They specialise in home



"Buyers' response has been amazing. Our designs are inspired from our procured raw material itself as the finished product essentially carries the raw texture and colour." Umesh Bothra

decor and utility products like candle holders, chopping boards and similar products. They export to European countries like Holland, Belgium, France and Germany as well as

Scandinavian countries like Norway and Denmark.

Another exhibitor from Jodhpur, Abhi Jain and his firm, **Anjani Exim** brought along a lineup of rustic lamps to



"This is our first time at this show. We are getting enquires from buyers from throughout USA and Europe for our ceiling, table and floor lamps, and we are hopeful for them to materialise into business." Umesh Bothra

IHGF. Mr. Jain shared, "we were earlier into furniture but have recently ventured into the lamps category. The designs are my own. The antique and vintage look in lamps is very popular in Europe and we are trying to emulate that into our designs and offer variety to our buyers in these lines. "

Woodcraft specialist from Saharanpur, **Sant Handicrafts Inc.** was represented at IHGF by Chirag Suneja. This company was started by his father 20 years back and they have been associated with EPCH and IHGF since. Among their most appreciated products are wooden screens also called paravans in the European market. They are also doing small screens called pet gats in the US market and that is getting an amazing response, according to Mr. Suneja. They have another company in the name of Royal Paradise for domestic trade in India through which



"Response to this participation at IHGF has been great. EPCH has done good pre-show promotions in many countries and the buyer traffic at IHGF is proof of that. We are regulars at IHGF Delhi Fair and also participate in overseas shows through EPCH. All this has been instrumental in connecting us with buyers from Australia, USA and Europe." Chirag Suneja

they are working on small items like photo frames, panels and select furniture.

"We started our work in 1977 and started actually participating in fairs in 1995, said Mr. Poonaram Bhawani of Jodhpur based woodcraft specialist, Bhawani Group and added, "ours is an ancestral business and we ourselves are designers & carpenters! All the work is done manually." Having started with decorative horses and elephants, they expanded product base to include furniture. Earlier ivory was used to embellish their products but now it's all camel bone. The manufacturing base is in villages near Jodhpur. They have trade ties with 32 countries and also cater to domestic markets in Delhi and Mumbai.



"We have known EPCH since 1995 and have participated in IHGF since its early editions. With time we have seen exporters learning, developing and growing at this trade platform." Poonaram Bhawani

Moradabad based **Manujshree Exports** had displayed elegant lines in furniture, table top decor, lanterns, wall hangings and mirrors that they manufacture for their buyers in USA and Europe. This is a 30 year old family business, mainly into metal crafts. They have made a recent venture into fabric products.



"This time, we experienced a good footfall and nicer buyers. We had enquiries from Norway and Scandinavian countries. Ever since, we started business we have been associated with EPCH and IHGF. Whatever we are, we owe it to both." Manju Rawal

With a manufacturing base in Noida, Delhi based **Encore Exports** had a vibrantly lit up stall donning paper decorative lighting. Proprietor, Pankaj Dixit informed that their raw material is sourced from paper factories like Century, Star Paper Mills, etc. Among regular buyers they are mainly



dealing with European countries like Germany, Denmark, Sweden as well as USA America. They have been participating in this fair and benefitting from it since 1996. He calls IHGF an excellent platform especially for new artisans who want to create something new and innovative and display it for a larger audience.

"EPCH is an exemplary organisation that pushes its limits with every IHGF to help its member exporters increase sales and exports." Pankaj Dixit

Udaipur based **Aavaran's** stall at IHGF had an enticing display of the famed Rajasthan prints in home textiles and made-ups. Founder designer Alka Sharma, a textile graduate from Indian Institute of Crafts and Design, Jaipur, informed of their product lines using Indigo dyes- a traditional staple in Dabu printing. All their products are handmade and hand stitched. They had put up their new range - Ayuvasra collection in various colour palettes besides indigo and grey, with intent of offering health benefits associated with natural dyes. Yellow from turmeric



"This is the second time we have participated at IHGF and the response of buyers is really good. They are happy to see the indigo range. Our other products using natural dyes also attracted many." Alka Sharma

for prosperity and cleansing chakras in the human body; pink or coral from Indian madder or *Manjistha* for purifying blood; red from alum and pomegranate; grey from ferrous; and much more. Aavaran also manufactures artisanal apparel, some embellished with kantha embroidery. Besides workforce in their manufacturing unit, they also work with NGOs associated with training of rural women and giving them gainful employment.

Noida based **MM Exports** represented by Arpit Tandon had a colourful display of printed silk scarves. This is their



"This is the first time we are at IHGF and look forward to participate every year. The buyers' response has been amazing. Our hemp products in particular have attracted many."
 Maneet M Gohil

Another Noida based exhibitor, Maneet M Gohil, Co-founder and CEO of **Lal10** (which means *Lalten* in Hindi) shared how a team of engineers from IIT Madras and Delhi College of Engineering joined hands to start this Fair Trade

certified entity four years ago and named it after the basic product that lights up homes in remote craft pockets. They work with around 1200 grassroot artisans around the country in eight states and the focus is to generate livelihood for them. "We are a start-up export firm as well as a social venture and are based out of Noida and Bhubaneswar, currently exporting to around 18 countries," detailed Mr. Gohil and informed of their innovative products like hemp bags as well as lamps. They also offer natural fiber cushion covers and home furnishing besides home decor and utility products, apparel and accessories, all designed by their in-house and commissioned designers. "We use hemp, sabai grass, bamboo fiber and eri silk besides other natural materials," added Mr. Govil.



"I participate in both IHGF fairs every year. The platform that EPCH provides is very good and beneficial." Arpit Tandon
 speciality and they bring out new designs for every season, with emphasis on European market trends. The raw materials are sourced from Bangalore and Surat. "We are exporting all over the globe but European markets are our mainstay. We offer every design and pattern story in six colours," mentioned Mr. Tandon.





"This participation has generated many queries and I am happy to be here."
E Senthil Raja

All the way from Karur, Tamil Nadu was E Senthil Raja and his firm-**Elite Homes** that deals in cotton home textiles. This was their

fifth consecutive participation at IHGF and their display featured a pleasant line in curtains, cushions, roman blinds, kitchen table textiles and bed linen. To arrive at a collection for a season, they work with their in-house designers. Among new collections, they had launched a range of products for babies. 100% cotton is used to make baby bed and cot products, toys and even clothing. They enjoy a good market base in US and Europe.

Another exhibitor from Tamil Nadu was Hitesh Lodha and his represented company, **Ramesh Flowers Pvt. Ltd.** specialising in dry flower products. They are based in South of India, near Madurai and work with leading international



"The buyer response has been good for with enquiries from USA and Brazil. We have been participating in IHGF since two decades now and our displayed products attract a lot of buyers." Hitesh Lodha

retailers. This thirty seven years old company started with making dry flower arrangements. Gradually, they ventured into the home decor category. "We procure dry flowers, agriculture waste like roots, leaves, stems & grass and byproducts from all over India. We give them colour and life all over again in the form of decorations," said Mr. Lodha and informed that they make home décor, floral bouquets, reed sets and other assortments. They also have a range in home fragrance like candles, incense, gift sets, diffusers and potpourri. Among their new launches are, succulents like cactus where they have used mushrooms, moss and twigs to create an array of arrangements. "For another range, we have used cabbage roots, stems, okra, etc. to create customisable panels and photo frames," added Mr. Lodha.



The stall of Palakol, Andhra Pradesh based **P.Veeraiah.Co** displayed elegant lines in crochet lace. The firm's Managing Partner, R. Ramachandra Murthy said, it is their family business since 1981. Apart from manufacturing and exporting handmade crochet lace, they also make table cloth and mats with crochet lace embellishments. "We have regular buyers from Lebanon and Palestine and at this fair I have got enquiries from USA, Japan and UK," informed Mr. Murthy and added that their work includes engaging women artisans in villages around Palakol and offering them regular as well as consistent flow of work.

"We have been connected with EPCH from the very beginning. Fairs organised by EPCH are very beneficial for us because of the Government support and interface with new customers."

R. Ramachandra Murthy

Premium to high-end sourcing for domestic volume retail buyers; enriching sourcing experience for overseas buyers

IHGF Delhi Fair-Autumn 2018 offered an **excellent sourcing opportunity for Indian retail brands** that strove to step-up their offer for top-end consumers, besides the global home & lifestyle retail brands/chains which have a growing interest in India-both for sourcing as well as retailing. Many of the Indian stores/wholesale buyers and leading e-Commerce chains keen to source international quality products within India, pre-registered to visit. Some of them were, Shoppers Stop, Fabindia Overseas Pvt Ltd, Pipal, DLF



1300+ exhibitors at the show were also open to domestic retail. **900+** domestic volume buyers pre-registered to visit.

Brands Ltd. Bombay Dyeing, & Manufacturing Co.Ltd, @Homes, The Good Earth Pvt.Ltd, Bombay Stores, Onestop Retail Pvt Ltd, Westside, Flipkart Internet Pvt. Ltd., Pepperfry, Amazon, Jabong and Paytm. In all, over 900 domestic volume buyers pre-registered to visit. To facilitate sourcing by domestic buyers, EPCH made special arrangements amongst exhibiting companies through the SR coding/marking, meant to indicate that the companies are interested in retail business-intended to save time of domestic buyers for reaching out to the correct stand/companies. 1300+ exhibitors at the show were also open to domestic retail.

The show saw **busy field days registering buyers from all over the world**. The upsurge in quality buyer traffic contributed to a significant contribution in buyer attendance to IHGF. As per buyer feedback, their regular suppliers at the show as well as others put up 'attractive product propositions' making them think of sourcing more from India. A lot happened with new contacts made and old ones renewed, product lines from new suppliers and innovations from regular vendors considered, some orders made, some noted for finalising later and plenty of interactions, learning and observations. Buyers evidently liked the increase in exhibitors with more product lines as



R K Verma
Director, EPCH

Increased space, increased pace, Autumn show wins hearts & minds

IHGF Delhi Fair's popularity as the paramount business destination is a double edged sword for us. Constant pressure of accommodating more exhibitors entails the added responsibility of ramping up publicity to attract more buyers, to satiate the thirst of added participants. With Gods grace, we have succeeded on both accounts. As this very successful 46th edition concludes, I am filled with delight and gratitude. While I delight in my team's success in uplifting the aspirations of artisans and small entrepreneurs, I feel gratitude towards our Board Members and Executive Director for charting out the road map. I invite each all to rejoin right here at the 47th edition - the Spring '19 IHGF Delhi Fair.

well as the energetic team of organisers and exhibitors. Every edition brings in something or the other to be amazed at, feel regular visitors. With many takers for small products, giftware and home accent cum utility lines, variety and quality of products have been appreciated by buyers who felt even their regular suppliers were "quite geared up" and "more ready". Some were so overwhelmed by products beyond their periphery that they were thinking of broad-basing sourcing from India. The focus on natural fibers and sustainable products was well received as many came to source just these products. Takers for textiles have noticeably reveled in a variety of home furnishings as well as kitchen linen. Those looking for accessories like scarves, stoles and shawls expressed satisfaction at the variety available. Gift items, paper products and hardware as well as components too have offered good choice to buyers. While contemporary feel and looks are welcome, Indian handcrafting skills and intricate workmanship continue to be all time favourites. ■