



Home Expo India 2019, concluded on 18th April 2019, after its three day sojourn. This 'Home Total' show had among its 600 participants, a cross section of exhibitors from 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 a thematic presentation of North East Region (NER). An exclusive representation of handicrafts by skilled craftsmen from SC communities was also among highlights at the expo.



Buyers from USA, Europe, Argentina, Brazil, Chile, Colombia, UAE, Lebanon, Iran, Nigeria, Ghana, South Africa, Vietnam, Romania, etc. pre-registered and visited the show through the three days.

Home Expo India concludes Next April Sourcing dates announced



Next April Sourcing Season



Inauguration



Home Expo India 2019 was inaugurated in the presence of buyers, exhibitors and organisers. Alongwith Mr. Rakesh Kumar, Director General, EPCH, industry stalwarts gracing the occasion were Chairman, EPCH, Mr. OP Prahladka; Vice Chairman, EPCH, Mr. Ravi K Passi; and COA Members, EPCH



Buyers from over 50 countries visited the show and had busy field days interacting with the exhibitors, some of them being their regular suppliers. Buyers from USA, Europe, Argentina, Brazil, Chile, Colombia, UAE, Lebanon, Iran, Nigeria, Ghana, South Africa, Vietnam, Romania, etc. pre-registered and visited the show through the three days.

A select confluence of top manufacturer exporters for home & lifestyle products, Home Expo India offered an optimum assortment covering all segments of a modern home - Home Furniture, Furnishings, Decoratives, Household products - Kitchenware, Tableware, Gardenware, Bathroom Accessories, etc. Home Expo India has successfully concluded 8 editions since its inception, as a strategic sourcing platform to meet India's leading manufacturer exporters from this segment as well as artisans and craftspersons from select craft concentration regions. Visitors could find purely hand crafted artisan products to premium contemporary assortments. This Expo allowed one to complete the picture, with complements from furnishings, floorings, made-ups, housewares, select decoratives & home utilities as well as furniture & accessories. Buyers could find products that complete the home story line, yet see and compare the collections of their main interest distinctively.

Significant platform with promising sectors of 'Home' put 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 has been an exclusive platform for the home lifestyle segment to explore new growth potential for expanding further.

Organising Home Expo India has been 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.



The timing of April has been viewed by many as being conducive for sourcing, especially for buyers planning their itinerary for Asian sourcing.



Exhibitor Mix & Display

Composite with 600 exhibitors and substantial with all segments of 'Home', Home Expo India stood out as a compendia of the luxury market and facilitated visitors get a comprehensive insight into the latest trends and modern lifestyles- from classics to contemporary, traditional to avant garde, simple to baroque. 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. The timing of April has been viewed by many as being conducive for sourcing, especially for buyers planning their itinerary for Asia and shows in this region during that time.

April Sourcing sees an upbeat mood at the India Expo Mart

Bold, bright and cheerful designs reflected a vibrant mood at the spruced up Marts as their owners welcomed buyers for this summer sourcing event.

The organisers 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 and the April timing to cater to their sourcing needs. As the fair strove to make a mark among similar home special trade events at this time of the year, it certainly made an impact on the minds of buyers as well as exhibitors. Buyers have attached a positive credibility to the exhibitors as they have a permanent showroom at the India Expo Mart. Regular buyers did 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 by many.

While buyers took keen notice of the show's objectives and appreciated this substantial & composite 'home total' platform

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



Rakesh Kumar
Director General, EPCH

Showcasing of product range through an event is the best tool to create awareness and market its potential. EPCH in India has always taken lead in promoting the Indian handicrafts sector. With every step forward, the products package from India is becoming more diverse and tasteful while being distinctly & uniquely Indian. With April as a significant sourcing month, Home Expo India has offered buyers, the exclusive opportunity to source from India Expo Centre & Mart's permanent showrooms.

with neat displays in manufacturers' own showrooms, exhibitors served 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 too. Unconventional combinations continued to make their strong impressions. 'Intrigue' becomes a selling point, felt 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.

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.





Lamps and lighting brought in a variety in materials for fixtures, flush lights, wall scones, pendants, chandeliers, lamps, etc. Hurricane lanterns appeared with different detailing and their versatility makes them 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 gathered momentum, copper became a well established favourite as it not only fits into farmhouse as well as contemporary themes but has its therapeutic properties as a strong backing. Brass made 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. Planters and gardening ideas for urban homes is an emerging category as buyers quest 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 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 buyers.

