

16<sup>th</sup>-20<sup>th</sup> October 2019; India Expo Centre & Mart, Delhi-NCR



Registration Counters Abuzz with overseas buyers



# Fresh & Invigorating IHGF Delhi Fair reconnects with a new take

‘The Ultimate Sourcing Destination’ emphasises sustainability, concludes Autumn 2019 with orders, enquiries, connections, inspirations and aspirations



## Boost to the handicrafts sector

*Our artisans and craftsmen are proud inheritors of the legacy of artistic excellence. While maintaining local flavour in manufacturing handicrafts, our craftsmen should focus on making them globally competitive with technological upgradation and concern for eco-friendly dimensions. IEML would provide an ideal platform to display skills and showcase products. I am sure that this edition will give a boost to the handicrafts sector. My best wishes for all-round success of the fair.*



**Narendra Modi**  
Hon'ble Prime  
Minister of India

IHGF Delhi Fair concluded its beautifully composed Autumn 2019 edition, with selections in a choice of 2000+ products and 300+ trend specific design developments from 3,200+ exhibitors in 14 vibrant display segments, encompassing the complete supply chain of home fashion & utility, collectibles, gifting and fashion accessories, spread out over an area of 197,000 sq. mts. at the India Expo Centre & Mart, Greater Noida expressway, from 16-20 October 2019.

An iconic international connect to India's leading manufacturers for home, lifestyle, fashion & textile segments, this sought after trade appointment is a wide-ranging resource for importers, wholesalers, retail chains and design professionals. This edition brought in over 7000 buyers from all over the world with impressive numbers from USA, Europe, Australia, South America, Middle East and Asia, as well as new markets like Albania, Togo and Barbados, who thronged the entire expanse of the fair venue. Selections presented by leading export houses at the show inspired buyers to replenish their merchandise and add new product lines for seasons ahead. With stimulating business energy and buyers' mood buoyant for most categories of products, the show recorded highest ever exhibitor and buyer numbers.

With India's leading home, lifestyle, fashion & textiles manufacturer-exporters among its regular participants, IHGF Delhi Fair continues to inspire buyers from the world's leading brands to source new product lines in houseware, home furnishing, furniture, gifts, decoratives, lamps and lighting, Christmas & festive décor, fashion jewellery & accessories, spa and wellness, carpets and rugs, bathroom accessories, garden accessories, educational toys & games,

handmade paper products & stationery and leather bags. The use of varied raw material allows choice of over 2000 products made out of wood, metal, cane and bamboo, natural fibres, wool, silk, jute, hemp, coir, stone, leather, terracotta, lacquer and natural residues & derivatives. And

Major exhibitor numbers and product variety, an opportunity for buyers sourcing from India

*Participation of entrepreneurs/exporters from different regions of India with their unique provides an opportunity to visiting buyers from across the globe to identify products from India as per their requirements. Indian handicrafts with their exquisite artistic work showcasing our cultural heritage & traditions in the form of colours, materials, shapes and designs make our crafts popular in international markets. Various*



**Smriti Zubin Irani**  
Minister of Women &  
Child Development  
and Textiles,  
Govt. of India

*measures adopted through Govt. schemes and financial assistance for design development, technology upgradation, infrastructure development, etc. have today brought desired changes of products of gifts, decorative and other utilitarian in handicrafts as per consumers choice and preferences. I wish EPCH all success in its endeavour.*

certainly more and more buyers reap the benefits of their association with manufacturers from India.

In Theme areas and collective displays, this edition featured the North Eastern Region; Jammu & Kashmir; India's famed lace craft cluster of Narsapur; and the Himalayan village - Mana. 7 Knowledge Seminars on a variety of topics were conducted by Indian as well as international experts from various fields, in course of the fair. Besides, the fair also featured Ramp Presentations.



# Secretary Textiles inaugurates show, pleasantly surprised at its growth



**Ravi Kapoor**  
Secretary, Ministry of  
Textiles, Govt. of India

IHGF Delhi Fair offers a unique opportunity for all segments

*I appreciate the concerted and sustained efforts of the Council to organise this fair in order to provide opportunity to the small and medium entrepreneurs/ manufacturers of the country to showcase the rich and wide range*

*of Indian handicrafts to international buyers. The continuity of IHGF every year is an advantage to make India, a sourcing destination for overseas buyers to source traditional and contemporary handicrafts being produced in crafts clusters of India.*

Secretary Textiles, Mr. Ravi Kapoor, inaugurated the 48th IHGF Delhi Fair-Autumn 2019 at a well-attended ceremony that was replete with a laser show informing the audience about the handicrafts industry, its sustenance over the years, EPCH's role - the IHGF Delhi Fair platform, the vision of the Hon'ble Prime Minister, Shri Narendra Modi for sustainable practices and EPCH's and IHGF Delhi Fair's pledge to stand by the mantra of Refuse, Reduce, Reuse and Recycle. The occasion was also graced by Mr. Shantmanu, DC (Handicrafts); Chairman, EPCH, Mr. Ravi K Passi; Mr. Rakesh Kumar, Director General, EPCH and Chairman, IEM; Vice Chairman, EPCH, Mr. Sagar Mehta; President and Vice Presidents, Reception Committee, IHGF Delhi Fair-Autumn 2019 - Mr. Sunit Jain, Mr. Ravindra Miglani, Mrs. Neetu Singh and Mr. Rajat Asthana; eminent trade members and EPCH COA members.

"I am actually surprised to hear that this is the 48th edition and we are already talking about its 50th show scheduled next year," said Secretary Textiles, Mr. Ravi Kapoor as he shared of the last time he was connected with the handicrafts sector 17-18 years ago when IHGF Delhi Fair had just "started to grow big". Crediting the handicrafts fraternity for this manifold growth and making the fair unique in several aspects for both exhibitors and buyers, the Secretary Textiles urged EPCH to work towards multiple growth of IHGF, further bringing out its potential with the addition of new segments. He shared his grand vision for the entire industry that included offering dignified existence and fair wages to artisans, as well as components like marketing & design innovation and tremendous growth

for each and every one associated with the sector. The Secretary Textiles further spoke of new frontiers that can be conquered by opening a handicrafts park, developing spots in the country where tourism and crafts can be converged to offer not just variety and souvenirs but entire experiences for visitors. He persuaded the entire industry to work on a model wherein entire production processes could transition into zero waste with renewable resources and sustainable manufacturing. Mr. Kapoor further welcomed the proposal of EPCH for setting up of a handicrafts park in line with those for apparel and handlooms, assuring of his Ministry's support and guidance. He emphasised that moving of production from small organised units to these parks will not only be beneficial but will also reduce overhead costs.

Chairman, EPCH, Mr. Ravi K Passi welcomed the dignitaries and especially thanked the Secretary Textiles who was visiting the fair for the first time in his present capacity. Mr. Passi touched upon IHGF's progress, acknowledging the contribution of the exporting community and overseas buyers in making the fair one of the largest for home, lifestyle and fashion. "Having evolved as a strong support for our exporters and buyers from over the world, this fair is a continuation of an illustrious journey across 48 editions with an endeavour to present multi-cultural inspirations, new innovations, a good mix of



**Anup Wadhawan**  
Secretary, Ministry of  
Commerce & Industry,  
Govt. of India

Confident that fair will further promote India's exquisite crafts

*India is known for the uniqueness and richness of its arts and crafts heritage. Exports of the handicrafts sector have increased too. I am confident that the fair will further promote India's exquisite handicrafts, which have carved out a significant niche for themselves in the global market*

*with a wide range of colours, designs, materials and motifs. I wish this fair all success and extend my best wishes to all participants, overseas buyers, exhibitors, organisers and all others associated with this event.*

exhibits in a conducive sourcing environment," said the EPCH Chairman and added that 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.

Mr. Rakesh Kumar, Director General, EPCH, apprised the audience about Mr. Ravi Capoor's past connect with the handicrafts industry and his familiarity with EPCH's journey and milestones it has achieved. Mentioning of initiatives/schemes introduced by Mr. Capoor's office in the past that have benefited the industry, Mr. Kumar hoped that the Council, would get lot of new areas to work with him.

Mr. Kumar also summed up EPCH's growth over 30 years with its present membership of 11,000 members, making it the largest export promotion council in the country and IHGF Delhi Fair's growth from a hundred exhibitors in a small hall to over 3200 at the industry's own exhibition complex that has recently been honoured with National Tourism Award for being "Best Standalone Convention Centre" that has hosted 6 out of 7 largest expositions in India with some graced by the Hon'ble PM and President of India. He thanked the Ministry of Textiles for their support from time to time as well as the Council's Committee of Administration for giving EPCH the liberty to work on various issues concerning the trade towards comprehensive development. Appraising the Secretary about EPCH, Mr. Kumar touched upon various areas of sectoral growth and development. He also spoke of the Ministry of Textiles' 'Samarth' scheme which will help the sector with trained personnel within exporters' manufacturing premises. He announced that continuing its encouragement to women entrepreneurs, EPCH would soon unveil 'WE Thrust' -Women Entrepreneurs Thrust, under which existing women member exporters of the Council would be provided with support to achieve quantum jump in their existing exports in the first phase and women entrepreneurs would be invited from different craft clusters under a strategised programme in the second phase. Mr. Kumar also shared the Council's endeavor to encourage sustainable development.



# Sustainability governs display as 3200+ exhibitors share trade platform with 7000+ buyers

Fresh & invigorating, this edition of IHGF Delhi Fair connected with an emphatic take on sustainability. The display reflected this trend with lines in innovative inspirational and forward thinking products. Stretching style parameters, manufacturers presented fascinating pieces that work well with looks and functionality. Many crafts reflected virtues of inter-generational transmission of traditional sustainable practices, anchored on the idea of continuity, preservation and reuse, making recycling, the cornerstone of environmental protection. 3200+ exhibitors with collections confirming to 14 different show sectors rose to the occasion for business with 7000+ buyers.

Manesar (NCR) based Interblocco (live-in furniture) offered elegant furniture pieces for modern living. Established in 2011 by Rahul Agarwal with an aim to carve a share in the developing garden & outdoors market, this firm manufactures sofas, stackable furniture, bar stools & counters, coffee units, loungers, chairs and outdoor accessories like planters, benches, trunks, etc. that blend beauty and aesthetics. A weaving technique is used to create the styles conceived by a team of designers. Among their clients are five star hotels and international markets like Middle East, Thailand, Singapore, Chile, etc.



*"This is our fourth participation. Though still a young company, we have been able to reach out to markets in Asia, South America and Middle East, where we export today."* Rahul Agarwal



Its was a beautiful concrete world at Gian Global from Karnal, Haryana, with a display of lamps and candle stands. Speaking about their innovations, their chief representative, Ashrey Dhawan shared, "we have introduced lightweight concrete lamps which you can actually lift one finger. Lighting is a segment that is attracting many buyers, also they are quite surprised to know that concrete can be made lightweight. We are dealing with a lot of segments but here we are only displaying, candles, lamps and table lamps here." His participation at IHGF was two editions old. Mr. Dhawan feels concrete in the home decor segment is picking up very well. At present he exports to Germany, UK and USA.

*"My family from Moradabad has been into exports and its from them that I got to know about this fair. I gave shape to my passion for product design and developed a line that could have an eager market acceptance. So here I am."* Ashrey Dhawan

Artisans Handicrafts Impex from Noida was represented at the fair by Rajiv Dhaor and Sangeeta Sharma Dhaor. "We continue our age old family legacy of indigenous handmade artistic creations in ceramics with an endeavour to bring Indian craft traditions to a global platform," they shared and added that their stall, "replete with distinctive dining table crockery, bathroom and spa essentials have been



*"We are very thankful to EPCH for this platform that helps exhibitors connect with so many buyers. Our products / designs are very flexible and can be customised very easily. While our main markets are Maldives, South Africa and Dubai, our products are very famous in the Chinese market."* Sangeeta S Dhaor

visited by many dignitaries. They found the range to be very unique and applauded us for our creative designs." This firm's ceramic crockery is ethnic and innovative with vibrant colours and striking patterns. The Dhaors said that they still use handmade moulds of different designs in which ceramic is placed and put in the furnace to give different and intricate designs & shape. The edges and the shapes of the resultant items are very raw and thus different from the usual crockery material available in the market.

Aditya Vikas Aggarwal from Vikas Exports is a second generation exporter in this company that started in 1988 and caters to USA, Canada and Belgium. "I joined in 2016 and now we are modernising our operations and trying to build a fantastic company," he said and elaborated, "this time we are focusing on knock-down metal furniture, the geo-political situation being very favourable towards



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

This show has contributed substantially to sector's growth and India's image worldwide

*This is one of the most successful fairs concerning the products of the small and medium enterprises. There is a lot of enthusiasm among overseas buyers for this fair. IHGF has established its identity in the world market and the Council has made continuous efforts in marketing it internationally by undertaking wide publicity for the fair. These efforts have resulted in buyers from abroad waiting for this fair for sourcing traditional Indian handicrafts as gifts and decoratives for their requirements. Besides publicity, the Council has made this fair known to the foreign buyers as a sourcing hub for Indian handicrafts and gifts through various programmes of Seminars, Road Shows and Festivals. I am confident that this show will continue to achieve greater heights.*

India with USA putting tariffs on China. Now, we are trying to make a few products in a category China has been doing great in. Second, we are sourcing directly from mines and have a huge variety of marble, so we have brought in different variety of marble products." Quality control and staying updated with new technology is paramount to this company that is based in a 20,000 sq meters facility.



*"We have been participating in IHGF since 1998 when I was three years old. I've grown along with the show and I think it is the best in the world."* Aditya Vikas Aggarwal



*"Extremely overwhelmed with the buyer traffic and response to our new range of furniture. This fair has connected us to the international market."* Aarti Aggarwal

Chandigarh based Knock on Wood with a tagline - crafting stories with furniture, represented by Aarti Aggarwal were on their second participation at IHGF Delhi Fair and were "extremely overwhelmed with the buyer

traffic and response to their exquisite range of furniture" this time. They were awarded for best display at IHGF's February 2019 Show and have also got a National Service Excellence Award in 2016. Sharing about their journey, Ms. Aggarwal said, "we started in a garage with two enthusiastic craftsmen. Knock on Wood has since then chiseled its way to be a design and manufacturing company with an Indian sensibility and a global vision." Their products include a hybrid range in tables, cupboards, chairs and similar products that are segmented into themes like - forest collection, glass and wood collection, king pin collection, signature collection, etc. At this fair, they introduced cabinet and wood stands which are an output of *sutli* range, flat rope and flat pack techniques. "Our best selling product this time are salt and pepper chairs and knock wood chairs, shared their proprietor and added that their company has made a sound platform for itself in the domestic Indian market and is also exporting to USA, Spain, Italy and Germany, since 15 years.

Jaipur based Ascetic Exports with a tagline - 'world of artistic paper and leather products', are regular participants at this fair and their representative, Mohit Sethi is very thankful to EPCH. This firm is co-owned by three friends. Inspired by handicrafts all around in their city, Jaipur, they decided to pick one raw material and create something

with it. That's how this company came into being. Now they specialise in gift boxes, bags, folders, journals and other paper based items made using techniques like block

*"Just when we had started business, we participated in this fair and got to do our first export and since then we have been exporting to some of the major countries in the world."* Mohit Sethi

Delhi based firm, Sudarshan Dhoop offered a lot for the olfactory senses too, besides a well spread display of their incense products. With 66 years of experience and 275 varieties of products, they have export markets in 15 countries. One of the biggest names in their field, they have a well-equipped production area of over 5000 sq. meters and have a capacity to produce 3 million sticks per day. Their representative, Joseph said, their new range is available in various colours, aromas and styles.



*"We have been participating since 2008 and this platform has helped us gain business and trade growth for our incense sticks, aromatic oils, potpourri, etc."* Joseph

With bags as their product speciality, Raghav Home Fashions led by Rahul Bhatia had a display of bags and related accessories at the fair. "The USP of these bags is that they are made out of recycled canvas fabric and we bring out new styles, colours and ideas with every season keeping sustainability as our motto," said Mr. Bhatia and informed that this company was formed around 9 years back and they have taken a license of a US based brand to market these products to the rest of the world.



"This is our third year here and we have benefited from our association with IHGF Delhi Fair." Rahul Bhatia

The theme of recycling was very evident at Essquise Marquise India from Jodhpur, represented by Mohit Arora. Their medium is wood, sourced from Gujarat and used to bring out vibrant as well as natural wood coloured products teamed with iron for some assortments. "We are resourcing what people throw out, recycling it and giving waste a new life," said Mr. Arora and shared that his partnership firm with a French partner is 8 years old.



"We are regular participants at IHGF since 8 years. Each edition brings us 2-3 new buyers." Mohit Arora



**Ravi K Passi**  
Chairman, EPCH

## Opportunities for all

The show always brings with it, ample opportunities for building new partnerships and new trade linkages among the visiting buyers and the Indian handicrafts exporters. With its growing popularity and admiration among the global stakeholders of the sector, new teams of buyers from around the world pre-register to visit. The fair has always provided opportunities to small & medium entrepreneurs / exporters to showcase their product range to international buyers within the country itself.



"This is a platform where we get to exhibit to a global audience and get more work for our artisans. We work in a sustainable way of production and our earnings are equally distributed amongst all the artisans." Anurag Mittal



With a motto to empower women and artisans, Agra based Pushpanjali Fair Trade Pvt Ltd. was formed in 1982 by Anurag Mittal. A member of the Fair Trade Forum and supporter of artisans' movement, they are working with 200 artisans at present. They have been a part of IHGF Delhi Fair since 1991. In this edition too they were seen busy with buyers in their stall throughout the show that got them several enquiries. Among their new launches was a range of garments and accessories which they call sustainable fashion made using eco-friendly materials and having organic certification as well. Their export markets include Europe and USA.





Another Fair Trade certified firm was Delhi based Toucan Craftert represented by Ankita Singh that offered fashion accessories mostly made from handmade beads, the raw material for which is derived from recycled fabric sourced from all over India. It is the fabric style, texture, print, etc. that lends a distinctive flavour to the collections. Established in 2003, this firm runs a women's self help group and has 600-700 women working with them in Delhi. "Women in urban villages with low income households need to work from home and we provide a way for them to do that," informed Ms. Singh and added that women are assigned work along with the materials and stipulated time period for making the beads, which they comfortably do without compromising on their time for their children and households. They also support education of the group's children as well as medical exigencies. Talking about their market reach and global presence, Ms. Singh shared, "we have more than 1600 stores in the USA as well as a display in Moving Arts Gallery Museum, London. We are capturing the USA and UK market."

*"We have been participating in IHGF Delhi Fair since the past 10 years and for sure have benefited from this amazing platform."*  
Ankita Singh



*"This is a great platform to showcase products and also to gain confidence."*  
Mili Mukhejee

Mili Mukhejee from Kolkata based Earthbags Export Pvt. Ltd. got along recyclable jute and canvas bags they manufacture in a sustainable way at their unit in Howrah. They have a team of 200 people. They are working with importers in USA, UK and Germany and are planning to introduce new variety in their existing lines.



*"We have been participating in IHGF Delhi Fair since almost two decades now and feel happy and thankful with the exposure, market reach and buyer response."*  
Shadab Khan

Moradabad based M.S. Exports' chief representative, Shadab Khan said, "nothing compares to the look and feel of our lanterns or equals the design and aesthetics of our products." They are manufacturers, dealers, wholesalers & exporters of

high quality lanterns, using modern technology and quality materials with attractive shapes and alluring designs. This is a 55 years old family run business. With a team of 140 people, they cater to overseas as well as domestic markets.

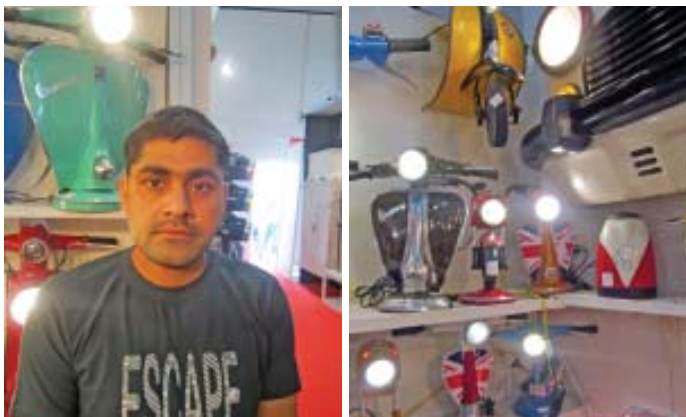
Assume Exports from Jodhpur led by Shravan Chaudhary has seen a business existence of 15 years. "We are into manufacturing of lighting products using traditional and recycled raw material like papier mache and cane," he said and added that their goal is to make eco-friendly and sustainable products. He mentioned of their line of products made using spare parts of cars and motorcycles, they created for the last season. They have

been IHGF Delhi Fair participants since 2001 and it has been very beneficial. Says Mr. Chaudhary, "it is a good platform for anyone who wants to start their own business. I had no background in business, I developed Assume Exports from



"EPCH has been a good support through these years and besides IHGF Delhi Fair, has also helped us participate in fairs outside India, encouraging us to evolve as producers and exporters." Shравan Chaudhary scratch and now we have grown so much that we are doing very promising business." Their export markets include Germany, France, UK, Canada, Norway and Netherland. Their lighting products are certified by Nemko as well.

Antique Handicrafts, Moradabad was another firm at the fair, specialising in recycling. They deal in old scooters and reuse them to make table lamps and showpieces.



**Rakesh Kumar**  
Director General,  
EPCH and Chairman,  
IEML

IHGF Delhi Fair  
- a powerful brand

*It is indeed a matter of great pride that IHGF Delhi Fair has reached its 48th edition. It has evolved as a strong support and a prestigious exposition for our exporters and buyers from all over the world. It has without doubt become a powerful brand through the dedicated efforts of the exhibitors displaying a wide range of home, lifestyle, fashion, furniture and textiles products. With our overseas buyers from across the globe patronising the fair, I am hopeful that this edition of the fair would have opened up new opportunities for sourcing handicrafts and gift products exclusively made by Indian manufacturers /exporters.*

Their products include Royal Enfield table and chair, tank chair, Vespa chair, Vespa Sofa, couch and bed. Said their proprietor, Nazim Ali, "We have participated in IHGF Delhi Fair many times and through this edition still have orders going." Nazim Ali

Otherwise we had lanterns and stools as well, which have been sidelined for now. Their buyer base spreads across Sweden, UK and France.

Nidhi Sharma Parashar started ZIRA with her husband Pranjal Parashar, four years back. Based in Moradabad and with a workforce of 30 people, they specialise in lights with a new line in Christmas lights for introducing at this fair. They also have reined in a new range of velvet, inspired by

*"As a trade platform, IHGF is the best in India to showcase your products. We got to meet a lot of buyers with an opportunity to export."* Nidhi Sharma Parashar





**Sunit Jain**

President, Reception Committee, IHGF Delhi Fair-Autumn 2019

IHGF Delhi Fair - an experience achieved through years of efforts in professionalising services

*The Fair offers world class facilities in a very cordial and business friendly environment to transact business besides informative sessions on various trade related matters through seminars and discussions. Fashion*

*shows featuring products sourced from the exhibitors of the show adds to the glamour as much as the numerous thematic displays. I extend my best wishes to all the participants and buyers and believe that the platform shall be utilised in a very efficient manner and would pave way for new partnerships.*

reindeers as well as other Christmas products, a category very few in India are dealing in.

Noida based Artisan India was represented at the fair by Karan Patel. With a product specialisation in ribbons and laces, they had a vibrant stall with stacks of colourful pom poms, reels and bundles. Said Mr. Patel, "we believe in the art of gifting and aim at making gifts look more beautiful with attractive packaging." They have different packaging options and designs, mostly tuned to the taste of clientele in USA and Germany. "We decide our product



*"We've been participating in this fair since seven years and get our buyers only through this platform. We also have a client base among exhibitors at the fair as well."*

Karan Patel

theme depending on the season," he informed. For example, for Christmas, they usually do red colours and for spring they offer numerous other designs.

Gurugram based Acky 15 Designs and its owner, NIFT graduate Akanksha Sharma were on their second participation at the fair. "I am very thankful to EPCH because I got some export orders from Phillipines and Netherlands as a result of my last participation," she says. An avid traveller with a 15 years professional design background, Ms. Akanksha's work includes nature driven patterns of flora and fauna, making most prints very 'English' in her



*"I am getting a very good response from buyers. I have got some enquiries from Germany and New Zealand this time."* Akanksha Sharma

cushions, table top products, stationery and scarves. For this show she developed a new line in cushions. Besides exports,

she caters to pop up stores and boutiques in Delhi and retail outlets in Mumbai.

45 year old Kolkata based Hitashi KK Manufacturing Co. Pvt. Ltd. that is well known as an established exporter of horn & bone products attracted many visitors to its stall at the fair, with its office stationery and table top items in wood. Kept alongside were handcrafted jute bags vying for attention as well. Their team of young designers have come up with a retro themed line up in office stationery like, radios, telephones, wooden animal figurines, etc. to make the corporate world look interesting. They are actually measuring tapes, scotch tape dispensers, storage and display mediums for clips, pins, pens & pencils, etc. "Majorly we started from frames and boxes and eventually we have made our way to everything that could possibly be made



"What makes us special is our finishing. We don't believe in just our product, but the quality and the detailing. We have received many enquiries from buyers from Australia, Singapore and Canada." Designers from Hitaishi KK Manufacturing

out of wood like stationery, kitchenware, toys, etc," said their designers who have conceptualised these lines.

All the way from Kullu Manali was Fab Himalaya, a cooperative society formed by a group of tribal women in 2001, represented at the fair by Veeru Bodh. Their export oriented product spread included handloom shawls and scarves. Their designs are traditional heirloom ones, combined with a twist of modernity. They cater to Japan and Europe. "We have maintained the traditional weaving technique, unique to the Kullu Manali region but have altered the designs and colours to suit markets. Several yarns have been blended to achieve a 'certain' softness in the finished product and only natural dyes are used," informed Mr. Bodh.



**Ravindra Miglani**  
Vice President,  
Reception Committee,  
IHGF Delhi Fair-  
Autumn 2019

A large number of buyers gather at this congregation

*With efficient management and professional expertise in place, this fair is an ideal platform, conducive for international business. Owing to wide publicity measures undertaken by the Council across the world, a large number of buyers not only visit but also benefit from networking established at this fair. My best wishes to participants & buyers for successful business through the fair.*



"We have been consistently participating in this fair since the last five years and have been reaping the benefits of connecting with overseas buyers." Veeru Bodh



Mr. Abdul Azim from Visba, Moradabad is an IHGF Delhi Fair patron since 40 editions. Visba's export markets include Europe, America, Japan and Australia. "Including IHGF, we do seven fairs a year in Europe, America and Hong Kong," Mr. Azim informed and added that they work on high designs. They collect ideas and serve all the fairs, meet designers and buyers from all over the world. He further shared that there is a lot of potential for Indian products because of handcrafting, design, quality and the best perceived value against other Asian products. Talking



"IHGF as a trade platform is amazing as it gives an equal opportunity to people from all over India to showcase their work. Buyers really like that they can see everything from all over India at one platform and choose from their product categories accordingly." Abdul Azim

about their product profile, Mr. Azim said that Visba used to work with brass mostly but as this raw material became very expensive they changed the medium to aluminum, iron and galvanized metal, mixing, matching and altering according to the

designs and needs of the market with significant focus on finishing. Amla Mittal from Masterstroke, Greater Noida offered a line-up of semi-precious stones and jewellery as well as wooden handicrafts. "We have been participating in



"We have got buyers from all over the world through this fair. And to cater to them, we have various categories such as, over the table, deck, wall, mirror, small pieces and furniture." Amla Mittal

IHGF since almost a decade," she said and added that it is a good platform for buyer to buyer interaction, provides exposure and experience to exhibitors as well as artisans and gives out a lot of opportunities to showcase products.



"We are regular participants and strive to get better with each successive edition. This year we are getting an amazing response to our floor cushions." Om Ji Pathak

Noida based Sas Eegant Home Concepts, represented by Om Ji Pathak said, "this is our 6th time participation in this show and since our first, we have been trying to get better with each edition." Their products including cushions, wall hangings and mirror frames are 100% handmade using cotton, wool and acrylic. Among the hot-selling ones are floor cushions and mirrors with jute decorations. They have a team of 60 people and 10 designers. They export to USA, UK and Australia.

Shashi Nangia from Swati Exports, Noida had a stall with cheerful children's room products. Swati was started "I have got a very good response this year. Through this fair EPCH has always made it easy for entrepreneurs to connect with the buyers." Shashi Nangia





**Rajat Asthana**  
Vice President,  
Reception Committee,  
IHGF Delhi Fair-  
Autumn 2019

IHGF has evolved to become outstanding

*IHGF Delhi Fair has evolved as an outstanding business platform and I am sure would serve both buyers and sellers well in times to come. Now buyers from every corner of the world are coming for sourcing in this show...which is giving all of us lots of opportunities. With a wider product range and enhanced display, we are confident that buyers will find it convenient to source a variety of products. Our show brings in a wide choice in regional crafts as well.*

in 1989 and got a national award for this venture in 1992 and 1994. They have around 600 workers and a team of 4 designers. They primarily deal in clothing and children's room accessories. This time they got a new collection using organic cotton. Their export markets are UK, US and Germany, besides others.



*"Everytime we come here we get new and different things and return with a favourable response."*  
Sagheer Ahmed

SB Overseas from Moradabad, represented by Sagheer Ahmed is a regular participant at IHGF Delhi Fair since many years. They deal in all kinds of tabletop products using brass+ glass+steel and also wood. He shares, we are doing very well in Middle East, Europe and USA. Our products are all handmade and we have around 400 artisans working with us. We get most of our raw material from Moradabad itself This time we have got some business enquiries from some new buyer countries."



**Neetu Singh**  
Vice President,  
Reception Committee,  
IHGF Delhi Fair-  
Autumn 2019

Here we all are winners

*IHGF Delhi Fair has been a yearly ritual of a big global family affair, where exporters and buyers meet, interact, revive the memories and the ultimate outcome has been a very healthy business experience. All the innovations ingrained with emotions are creating mesmerising products, the buyers are lapping up. Here we all are winners. This year the National Mission of Cleanliness and shunning off single use plastics has been in the heart of the Fair. No platform could reflect this mission better than this Fair where people pan-India and world are being witness to the recycling and crafting out of junks and plastic free surroundings. This Fair has become the torchbearer and we will continue this endeavor with all our zeal and determination.*

Manufacturers of glass and metal handicrafts, Firozabad based BKG Overseas, was represented at the fair by Govind Dixit. Established in 2004, they have European nations as their main market. Most of their products are seasonal and

*"Response, especially during the first three days of the fair was very encouraging, as a very large number of buyers visited."*  
Govind Dixit



include home décor and table lamps in striking finishes and designs. "This is our family business. I have been attending IHGF Delhi Fair since I was six years old and I officially got involved three years ago," shared Mr. Dixit.



Flooratex Rubber and Plastic Pvt. Ltd., Kerala, was represented by Aarish Nag, their Addl. Director and Suja Jai who looks after their foreign trade. This was their fifth participation. "My father started this company and today we are the No. 1 exporters of rubber doormats in India," said Mr. Nag and informed that they have been receiving the national award from the Govt. of India for the last 14 years for being the top and best exporter in this category. They have all the major certifications like ISO 9001- 2008 and SA-8000: 2008. Their display includes attractive rubber mats that seem to have a lot of takers. They have 250 types of mats, all made using natural and recycled rubber, making the products biodegradable. Flooratex is currently exporting to 34 countries including USA, UK, Australia, etc. They also sell on Amazon.

Kolkata based Ecotex (India) was represented by Nitish Sarkar and his daughter at IHGF. They were participating after a gap of four years and eight shows, and were happy to be at the fair, with their product line-up of jute rugs,



*"Returning after a gap and happy to be here. We are going back with a good response."* Nitish Sarkar

carpets and baskets. Mr. Sarkar shared that his job at a jute mill inspired him to start his own venture 20 years ago. The raw material is procured from farmers and then every other process is done in-house in their manufacturing unit in Kolkata. They supply most of their products to some of the big exporters based in Alleppey. "Some buyers visited us and we look forward to make more contacts," he informed.



*"We have good business and really happy to be a part of the show."* Ajay Jain

Another father daughter duo was from Delhi based National Handicrafts Exports, specialising in stationery products. Proprietor Ajay Jain shared, he started this business back in 1997. For product development, he is assisted by his daughter who is a design graduate from Pearl Academy as well as a French designer. "We have got a whole new collection for this show which is very trendy and the prints are fun. All these are completely handmade and we have mostly done stationery," he further informed.

Many first time participants brought along off-beat products, gained from buyer attention

Catering to a varied buyer demographic with innovations and new product lines, many first time participants reaped benefits of this platform and have their intentions clear on returning for future editions. Delhi based Marquise, represented by Harshwardhan Bansal had a stall replete with rare semi-precious stone products that he said, lend their unique energy to the user. Explaining their production technique, Mr. Bansal said, "we procure these rocks, slice them manually and then combine them in a bed to make larger slabs out of them. With these we manufacture furniture and home decor products. From extraction to slicing to even manufacturing of furniture, everything is done manually," and added, "it is actually very



challenging to work in this product category. There are just about 8-10 manufacturers who are dealing with semi-precious stone products at this level. We have 30 in-house workers. Such workers also work in-house in cottage industries for inlays." They deal in about 50 varieties of stones, procured mostly from India and rest from regions of Africa and Brazil. Originally from the marble stone trade background, Marquise initiated this work in 2016 doing both domestic and exports. This was their first participation in an IHGF fair, though they have participated in EPCH led trade shows in Milan and Dubai.

*"We have been trying hard to come to this fair since the last three years. Finally we not only got the space here but also enquiries."*

Harshwardhan Bansal

Another firm, S V Design Studio is a partnership entity of two NIFT design graduates-Santwana Vishwakarma and Anand Kaira. Recently, they were joined by another designer-Asit. Needless to say, design forms the basis of all creations at this firm with product lines in home furnishing and made-



*"We are returning with a wholesome experience and look forward to our next participation,"* Santwana Vishwakarma, Anand Kaira and Asit

ups, a category they started with, as well as new lines in bags and wall hangings made with crochet and macrame. Their workforce includes a team of 30 and at present, they are suppliers to buyers in USA, UK and Dubai. Their products are also retailed at 'Pure Home' stores in Delhi.

Firozabad based Dешilp Overseas, specialising in decorative glass lights like chandeliers, table lamps, wall and ceiling lamps, etc. as well as mosaic work was



represented by Ajay Kumar Goyal. Having been in this trade since fifteen years, he formed this company five years ago. Manufacturing is done as per the industry norms and guidelines, with excellent raw materials and latest machines in a well spread infrastructure. Their client includes Asia, USA, Europe, Australia and UAE.

*"We continue to grow with brand IHGF Delhi Fair."*

Ajay Kumar Goyal

With a motto to achieve a plastic free world, Delhi based Multitex Services, represented by Raj Kumar, started varieties in paper and cloth bags in the year 2018. This was their first time participation at the fair and they displayed their lines in craft paper bags. The buyer response has been good and they have enquiries from Australia, Dubai and France. Besides catering to the domestic market in India, they have recently shipped their first order to UK.



*"Visitors were very receptive to our products. I feel really hopeful of getting new markets for my products.."*

Raj Kumar



# Enriching sourcing experience for overseas buyers

## Premium to high-end sourcing for domestic volume retail buyers

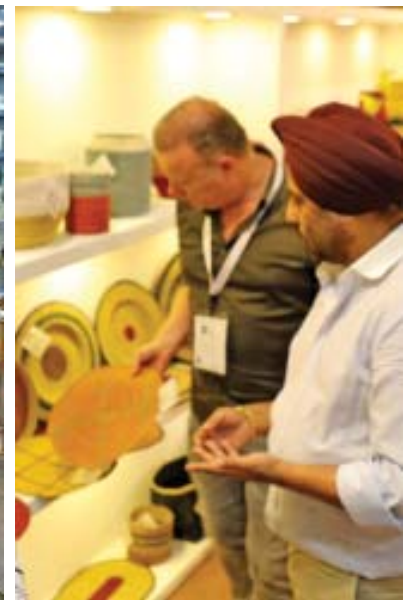
Exuberant business - the five days of IHGF Delhi Fair saw a flurry of buyers with the sourcing business pitch uplifting the morale of exhibitors, buyers, organisers and all other stakeholders. It was evident that just as India made home, lifestyle, fashion & textile products are gaining popularity, this all encompassing show is gaining eminence and today stands next to none. Most exhibitors were seen busy with buyers, the others expecting to start filling in the order books soon. Most buyers spoken to were keen to expand their sourcing, some in terms of volumes, some by adding new product lines, and some both. The footfall was testimony that this show ticks all boxes for many many buyers.

As the fair traversed through its five days, conversations were about the monumental growth of the fair, increasing number of new exhibitors, rising professionalism among more and more Indian manufacturers and attitude to take on challenges and experiment with product innovation. The fair looked vibrant, fresh and spaced out comfortably, said many buyers and the weather couldn't be any better in the evening, as the fair closed for the day. Intricate craftsmanship, ability to transfer craft forms into varied products of everyday use in the contemporary world,

adding an edge with hand crafted detailing, ability to blend techniques, experiment, customise, etc. - as buyers put it - trends for upcoming seasons are about celebrating craftsmanship so abundantly available in India. These are nuances the modern world has almost forgotten. The time is about India and its abilities, said many buyers.

Months before the show, IHGF Delhi Fair reached out to buyers in USA, Europe, Middle East and Asia through strategically planned publicity campaigns with e-mailers, informative communiqués as well as road shows and one-to-one interactions through its informative booths in prime international trade shows for home fashion, gifts & decoratives, houseware and home textiles. Many buyers from all major buying markets across North and South America, Europe, Central Asia, South East Asia, Middle East, Australian subcontinent and Africa visited this edition. Besides, substantial traffic was registered from new and emerging markets.

Some of the brands represented at the fair include John Robshaw Textiles, Lifetime Brands, Bed Bath & Beyond, Anthropologie, Restoration Hardware from USA; Nuevo Living from Canada; Fischers GmbH from Germany; Rendezvous Deco and Mille et Claire from France; Magazine



zum Globus and Migros from Switzerland; Parlane and Amara from UK; The Moshi, PR Home and Oscar & Clothide from Sweden; El Corte Ingles from Spain; Anouska and Perfect Home from Norway; Decoland from Belgium; Edelman BV from Netherlands; Tok & Stock from Brazil; Albi and London Ornaments from Australia; as well as several brands from Asia like Tomo Corporation and Eishin Trading from Japan; and Fella Design from Malaysia.

IHGF Delhi Fair-Autumn 2019 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. 38 leading retail brands including those from the airlines and hospitality sectors, pre-registered to

1444 exhibitors

at the show were also open to domestic retail.

851 domestic volume buyers and 38 leading sourcing brands pre-registered to visit.



visit with upto 16 member sourcing teams. Some of them were, William E. Connor & Associates Sourcing Private Ltd., Paper Story, Shruberry Lifestyle Pvt. Ltd., Reliance Retail limited, Jaypee Vasant Continental, Goodearth Design Studio Pvt. Ltd., D' Mart, Fab n Rug, The Pitara Project, Woodland, Purple Turtles Lighting Ideas Pvt Ltd., DLF Brands Ltd., The Wishing Chair, Fabindia Overseas Pvt Ltd., The Lalit, Fabindia, Westside by Trend Ltd., @Home; Black Petals, The Great Indian Bazaar, Ferns & Petals Pvt Ltd., Home Plus Retails, EVOK (Hindware), Caffe Bella Italia, Signature Homes, The India Stories, Paytm, Borosil, Sleepwell, Furniturewalla, Asian Paints Ltd., Marks and Spencer, Praxis Home Retail Ltd., Featherlite Collections, Aditya Birla Fashion Retail Limited (Jaypore), Flipkart and Archies. 851 domestic volume buyers and 38 leading sourcing brands pre-registered to visit. To facilitate sourcing by domestic buyers, EPCH made special arrangements

## Autumn show a resounding success



**R K Verma**  
Director, EPCH

*I'm immensely happy with the buyer turnout. After running a global publicity campaign over the last six months, we were expecting a healthy footfall based on the advance pre-registrations. The actual numbers significantly exceeded. There were buyers from a spectrum of businesses: retailers,*

*wholesalers, online sellers, importers, etc. catering to a variety of consumers across global markets. They were seen sourcing all categories of products, with hard goods for home leading the way. Exhibitors too had put up a good range of products that got buyer appreciation. The special display of crafts from the North East, Jammu & Kashmir and the border village of Mana got excellent visibility with ample trade and media attention. As most of our patrons are well aware, we have advanced the dates of the IHGF Delhi Fair Spring edition to 15 - 19 April 2020 to suit maximum buyers' sourcing travel itineraries. I, on behalf of Team EPCH and Members of my Board extend a warm welcome to visit us in the 49th edition, for which everyone has six months to prepare. Thanking everyone and looking forward to host you in April!*

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. 1444 exhibitors at the show were also open to domestic retail.

As the fair closed, there was a strong and positive feedback both from the buyers and sellers. Exhibitors demonstrated the extra effort to create unique and outstanding displays to engage and entice buyers. And as buyers shared, many were leaving with orders and some were on the verge of finalising. All were being quite explanatory in complimenting the organisers and exhibitors, the show's facilities and the venue's infrastructure. Expect a full house at the next 49th edition scheduled from 15-19 April 2020. ■

# Waste to Wealth-articulating sustainability at Autumn 2019

Over the editions of IHGF Delhi Fair, EPCH has tried to impact the world on sustainability. India's handicrafts sector reflects Prime Minister Shri Modi's reaffirmation, "as a nation, we are proud of our long history and tradition of harmonious co-existence between man and nature. Respect for nature is an integral part of our value system.

Our traditional practices contribute to a sustainable lifestyle". IHGF Delhi Fair-Autumn 2019 endeavoured to compliment this affirmation by projecting our traditional values of being one with nature and a step towards building a consensus on practicing sustainable trade and living.

In keeping with this theme and driving home a thought-provoking message of environmental crisis, colossal installations at this edition of IHGF were manifestations of thoughtfully engaged traditional Indian lifestyle values & practices to reimagine the idea of creativity using cast-off everyday materials- 50 tons of 30 different kinds of industrial waste. Keenly aware of the increased generation and accumulation of waste, EPCH, the organisers of IHGF, thus made a conscious effort to deliver a low carbon footprint, environmentally sustainable and innovative solution to designing event spaces.

The installations were conversation starters, provoking people to re-think the impact of excessive human consumption on the environment, while also reflecting upon the creativity in utilising everyday waste material into ingenious works of art, opening possibilities for the future of waste and transition to a zero waste era. The event venue, spread across 1,97,000 sq. metre of sprawling infrastructure, made for an apt canvas as the narrative flowed, marked by installations, each presenting a unique message.

Expressing cosmic representations that expound on ecological balance, between nature and humans, the installations were a means towards a powerful messaging. Rooting the message to Indic beliefs and practices anchored on the five great elements of cosmic creation - *Vayu* (air), *Agni* (fire), *Varuna* (water), *Prithvi* (earth) and *Akash* (sky/space/ether) - the four installations embodied the symbolism of balance in nature and oneself. It was this symbolism that the installations used to provoke human consciousness and sensory experience, while engaging with materials and craftsmanship. ■

