



IHGF Delhi Fair

AUTUMN 14-18 October,
2016

Biggest & the Busiest edition signs off with a splendid wrap-up

IHGF Delhi Fair garnered rave reviews from buyers and exhibitors as sourcing for Fall Winter 2016-17 and Spring Summer 2017 was conducted across five energetic field days. 2950 plus exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from several countries. The upsurge in quality buyer traffic contributed to a significant contribution in visitor attendance to IHGF. Exhibitors demonstrated the extra effort to create unique and outstanding displays to engage and entice buyers. The show listed a Theme Pavilion of India's North East Region and regional displays by Mega Lacecraft Cluster Narsapur and Mega Woodcraft Cluster Jodhpur. Insightful seminars saw good number of attendees gathering information on GST, safeguarding business from cyber crime, natural fibers, trends for home lifestyle and fashion, growing a brand for the US market, safe and smart lighting, e-Commerce, overcoming trade barriers with negotiating skills, etc.



Textiles Minister inaugurates Fair; commends sector and EPCH on accomplishments

Hon'ble Union Minister of Textiles, Mrs. Smriti Zubin Irani, inaugurated the 42nd IHGF Delhi Fair in the presence of Guest of Honour, Dr. Mahesh Sharma, Minister of State (IC) for Tourism and Culture; Mr. Ajay Tamta, Minister of State for Textiles; and Mrs. Vimla Batham, Member of Legislative Assembly, Uttar Pradesh. Hosting the dignitaries were, Mr. D Kumar, Chairman, EPCH; Vice-Chairman, EPCH-Mr. O P Prahladka; President, Reception Committee, IHGF Delhi Fair-Autumn 2016- Naved Ur Rehman; Vice Presidents-IHGF Delhi Fair-Autumn 2016- Mrs. Leela Bordia and Mr. K K Bhansali; eminent trade members and EPCH COA members like Mr. K L Ramesh, Ms. Zesmina Zeliang, Mr. Prince Malik, Mr. Rajesh Jain, Mr. Arvind Vadhera, Mr. Raj K Malhotra, Mr. Sagar Mehta and Mr. Neeraj Khanna; and Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML.

Galvanizing the sector with appreciation and commending Executive Director, EPCH, Mr. Rakesh Kumar for his dynamism in making the sector go from one success to another, the Textiles Minister, Mrs. Smriti Zubin Irani shared, it was "a matter of deep pride, honour and privilege" for her and Minister of State for Textiles, Mr. Ajay Tamta, to be a part of the show's inauguration ceremony. Congratulating the entire team of EPCH for its tremendous success on mounting such a wonderful exhibition as IHGF Delhi Fair she said, "what makes the show special is its distinctive feature of seeking to bring the best of Indian businesses under one roof and ensuring that they have traction from buyers across the world". Mrs. Irani also lauded team EPCH on facilitating an impressive increase in buyer participation, through its various publicity initiatives. She expressed her happiness at the guidance EPCH has offered to crafts persons from the North Eastern Region of India so that their potential is suitably tuned to requirements of overseas markets through design intervention & product development and ensure that they are prominently placed at trade platforms for access to better market opportunities. She appreciated EPCH's efforts for engaging the services of a Filipino designer of repute and his team towards this endeavor. She congratulated them on the inviting and



illustrative North Eastern Pavilion, featuring exhibitors with varied products at the show. On behalf of her Office, the Textiles Minister commended EPCH for bringing natural fibers to the fore by giving them prominence at the fair and also for supporting languishing crafts. She thanked Dr. Mahesh Sharma, Minister of State for Tourism and Culture for his "enthusiasm & support" towards EPCH for the success of this fair. Congratulating him on the increase in overseas



Mrs. Smriti Zubin Irani, Minister of Textiles, Govt. of India

What makes IHGF special is its distinctive feature of seeking to bring the best of Indian businesses under one roof and ensuring that they have traction from buyers across the world. I am happy at the guidance EPCH has offered to the North Eastern Region of India and ensure that they are prominently

placed at trade platforms so that they have access to better market opportunities. I am also grateful to EPCH for bringing natural fibers to the fore by giving them prominence at the fair and also for supporting languishing crafts. I urge all the entrepreneurs and exporters engaged in this sector to constantly look at ways and means to be more proactive for better quality control and focus on technology, marketing and skill development which are the major areas of focus for sustainable development of the sector.

tourists with the introduction of e-visa, Mrs. Irani proposed that souvenir shops be set up at ASI monuments frequented by tourists and EPCH be given the responsibility of facilitating showcasing of products by artisans and crafts persons through this medium.

While addressing the gathering, Minister of State for Textiles, Mr. Ajay Tamta said, post independence the handicraft sector has achieved great heights and with the passage of time, is credited for giving livelihood to many artisans and crafts persons in far flung areas of the nation. "We are building a prominent brand image for ourselves, enthusing buyers from world over with our hand crafted innovations," he emphasized and added, "while Indian handicrafts in the form of prolific and diverse craftsmanship, traditions, colours, raw materials, shapes and designs have been famous all over the world due to our cultural heritage, we must ensure the continuity by effective strategizing.

Warmly welcoming the Union Minister of Textiles to the fair and its host city, Noida/Greater Noida that also happens to be his constituency, Dr. Mahesh Sharma, Minister of State (IC) for Tourism and Culture, said that the variegated textiles industry with handicrafts and other products can beautifully

complement the tourism industry and Mrs. Smriti Irani "has a great vision and dreams to take this forward under the able guidance of our Prime Minister." He thanked and praised Executive Director, EPCH, Mr. Rakesh Kumar for bringing the entire industry under one roof at a well-appointed infrastructure at Greater Noida that is abuzz with trade events 180 days in a year. He added, with the creation of a world class infrastructure, EPCH and visionaries in the Indian handicrafts industry have got the world not only to congregate in Greater

Noida but also talk about it in their circles. "The world is looking at us and we are poised to lead the world. We are custodians of our rich culture, heritage & ideologies and with industries such as handicrafts, we are connecting these to nations across the world. We are a young country and we must strive to work with the belief that by 2040 we will be in line with the leading nations of the world," he added.

Chairman, EPCH, Mr. Dinesh Kumar welcomed the dignitaries and thanked them for their valuable time. On behalf of the sector, he expressed his gratitude to the Ministry of Textiles' Office of Development Commissioner (Handicrafts) and the Ministry of Commerce for their support & guidance to EPCH in solving issues concerning export promotion. "We are extremely thankful to the Union Minister of Textiles for taking keen



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

From time immemorial, Indian handicrafts in the form of prosperous and diverse craftsmanship, traditions, colours, raw material, shapes and designs have been famous all over the world due to our rich cultural heritage. To ensure its continuity, strong attempts are required so that our handicrafts create a place in the global stage where we could get better price for our products. With focus on skill development, standardization, and easy availability of raw material, this industry is already building a promising brand image.



Exhibitors with vibrant kaleidoscope of products generate buyer enquiries & orders

This IHGF saw significant expansion in all categories with a promising array of



Dr. Mahesh Sharma
Minister of State(IC) for Tourism and Culture, Govt. of India

creations, varied in inspiration, processes and materials - art metalware, EPNS ware, wood carvings, furniture & accessories, glassware, fashion jewellery & accessories, hand-printed textiles, shawls, stoles & scarves, embroidered goods, lace, toys, houseware, decorative, gifts & general handicrafts, home textiles and home accessories,

With the creation of India Expo Centre & Mart, EPCH and visionaries in the Indian handicrafts industry have got the world to congregate in Greater Noida. In the modern day, a city is mostly known by and for its people and the events it hosts. EPCH has indeed put Greater Noida on the international map by hosting such mega events of international repute that draw so many overseas trade visitors to the region. Besides getting tourists to places in and around Delhi NCR, the nationwide craft representation at the show also promotes the culture and tourism of the remotest parts of our vast country. We are thus progressing completely by connecting the highest rung of the value chain to the lowest.

interest in solving forthcoming GST related issues for the handicrafts sector and are confident that her office's support will continue in future as well," he said. Calling Dr. Mahesh Sharma a well-wisher of the India Expo Centre & Mart, Mr. Kumar thanked him for all support. Mr. Kumar touched upon IHGF's progress & growth in terms of participation, product range, display area and number of buyers; acknowledging the contribution of the exporting community and overseas buyers in making the fair one of the largest.

On behalf of the entire handicrafts exporting community, Mr. O P Prahladka, Vice Chairman, EPCH, thanked the Textiles Ministry for all the encouragement, support and guidance provided to EPCH in its progress.



Ms. Rashmi Verma,
Secretary, Ministry of Textiles, Govt. of India

I appreciate the concerted and sustained efforts of EPCH to provide market linkages through this fair to entrepreneurs, manufacturers, artisans as well as small and medium exporters of the country and showcase newly designed, wide range of traditional handicrafts being produced by our artisans. The constant efforts of the Council through this mega fair has contributed significantly towards the growth of exports of handicrafts.





Mr. Naved Ur Rehman,
President,
Reception
Committee,
IHGF Delhi Fair-
Autumn 2016

The fair not only presents an interesting concept but is also supported well, with a host of facilities and services to buyers. In view of wider publicity measures undertaken by the Council across the world, it is hoped that a large number of buyers source their requirements through networking established at the fair. I extend my best wishes to all the participants and buyers and believe that the platform has been utilized in a very efficient manner to pave new avenues ahead in the handicrafts business.

candles & incense, pottery, terracotta & ceramics, nautical instruments, Christmas and floral decorations, dry flowers & potpourri, handmade paper products, crafts made of leather, lacquer, marble, etc. Exhibitors demonstrated the extra effort to create unique and outstanding displays to engage and entice buyers.

Bharat Arts and Craft, a well-known Jodhpur based exporter of wood and metal wood furniture displayed its Vriksh Certified products. Most of their displayed lines were statement pieces in elegant forms. Their representative, Rajat Dinesh recalled how they displayed their products in a 9sqm area of space in IHGF's 1994 edition. "And thanks to the journey with IHGF, I have a 60 sqm space now," he exclaims. Established in 1991, they have grown to be

appreciated by their buyers in USA, Russia, Europe and Columbia as well as UAE, Korea and China. In Living,



Mrs. Leela Bordia
Vice President,
Reception
Committee,
IHGF Delhi Fair-
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Our buyers are as important as the fingers on our hands and we are nothing without them. We should be very prompt on providing any information they require. The world economy is in turmoil right now. Every resource is becoming scarce & expensive but our strength lies in realizing and addressing this issue together. I express my gratitude to an organization such as EPCH that gives a platform to many of us, who can resolve and stand by the motto to save handicrafts. Our agenda has been to address the needs of all our buyers who come for sourcing, both domestic and international. We represent ourselves and our craftsmen in a holistic way at this show and their trade needs have been our priority.

another woodcraft specialist from Delhi NCR with vertically planned production units in Rajasthan and UP, owned by Ashish Gupta, shared that theirs is a "solid wood" home décor manufacturing and exporting enterprise. The domestic branch is called In Living and the exported items are under the banner of In Trading. "Engineering is the key. Ours in the only CLL 5 axis engine used for manufacturing home décor items in this country. We mostly use scrap and recycled wood



for our designs," said Mr. Gupta, adding that their main markets are UK and the USA although they are extremely popular in Germany and China for a specific product known as "the criss-

cross dining table". "I am satisfied with the buyers' turnout," he added.

Mohd. Zakir Hussain of Abbasi Good Craft had many visitors. They deal mostly in leather and wood handicraft. The leather is sourced from Kanpur, Kolkata and Chennai while most of the wooden is sourced from Jodhpur. They primarily export to USA and Europe. "One of our popular items is our butterfly chair, said Mr. Hussain and added, "IHGF is a good platform. Even I got to start-up from here and it has been a good experience since then." "We've been exhibiting here since last 10 years," says Ajay Verma of



Mr. KK Bhansali
Vice President,
Reception
Committee,
IHGF Delhi Fair-
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Our hand work has been our USP and this aspect keeps IHGF's buyers coming back for more. Right now, our new and upcoming markets like Latin America are seeing increasing demand for products manufactured in India. IHGF as a prime industry event is growing with each edition, bringing with it opportunities for more exhibitors and enabling visiting buyers to choose and select from more variety. Our autumn editions are sought after majorely by the gifting industry and buyers' feedback proves this fact.



Mr. Dinesh Kumar
Chairman, EPCH

This industry is poised to become a very spirited and fashionable sector. The increasing demand from our international buyers and visitors is set to build local industry and provide employment to the youth in India. This huge opportunity in the sector is being supported by a strong pool of traditional artisans with their way of art and crafts in the handicrafts segment. Moreover, this fair brings in ample opportunities in the form of new partnerships and trade linkages among buyers and our exporters.

Kaushal International, Noida. This home textiles specialist, deals in hand-made quilts, cushions and pillows, using a varied range of fabrics like velvet, linen, silk and cotton. "This season we have introduced velvet quilts and it is really popular among buyers. We try to use more of organic fabric as per demands of our major buyers in Europe," he informed.

Sharing their preparedness for buyer markets, designer cum proprietor, Nupur Batra from Accessories by Nupur, says, "we majorly deal in handbags with recent diversification to include scarves, belts and accessories. We are in the premium market where we don't make products based on the latest trends, rather we make what would sell a year ahead. So these collections of ours are the 'to be market trends' for the year 2017. We follow this trickle down method for our products. Earlier we used to make black and white products and now we have shifted to neons. IHGF is a good meet for new buyers. Our major markets for exports are Japan, Europe and Spain."



Leela Bordia of Neerja International, a well acclaimed pioneer and largest manufacturer exporter of Jaipur blue

pottery shared, "we have been associated with IHGF since its very first edition and we showcase our products regularly in this show." They specialize in hand-made



ceramics made only in Jaipur. Initially they used fewer colours but now are including more. Their major markets for exports are Australia, Sweden,

Chille, Brazil and USA. "IHGF is a great platform. It has done tremendously well to uplift Indian craft. Earlier few people knew about Indian competency in product making but now the world knows," she added.

"IHGF is EPCH's unique marketing platform for exporters," feels Heirloom Naga's proprietor, Jesmina Zeliang, a leading exporter from the North Eastern Region. Just as their name suggests, they specialize in

native textiles and crafts for which they engage local artisans and antique crafters. "Styling is special in our products as we retain traditional adaptations in weaving," informed



Ms. Zeliang, adding that they export to Japan and Europe. This time they displayed traditional pillows in which they tried to incorporate cuts by a method of hand-brushing.

Radhika Tholia from Jaipur based Nayika says, they were visited by their regular buyers. This was their sixth consecutive participation in IHGF. They are manufacturer



exporters of hand-block printed cushion covers, bed-sheets, table covers, garments and kids' furnishing. "We use fabrics like



cotton, velvet, khadi, linen and cotton silk popularly known as chanderi and we export majorly to Europe, Australia and the USA," she said.

IHGF exhibitors since past four years, Ram Dinesh Saadh of Jaipur based Saadh Enterprises said, "the experience has been good so far. IHGF is a good platform. Buyers' response has been good this season especially for block printed home textiles."



Manufacturers of made-ups and handicrafts for buyers in Europe and Japan, they primarily use 100% cotton fabrics, silk and jute. Sudha Sengupta, an exporter, dealing in leather bags and wallets shared that their collections, based on



the current European trends generated enquiries and good buyer interest.

Jodhpur based Assume Exports led by

Shravan Kumar deals mostly in hand finished raw looking wooden lamps as well as industrial lamps. Lamps & lighting, mirror frames, lamp shades and window mirror frames constitute their product profile. Their designs are mostly driven by buyer demand in their regular markets. "Buyers have liked the raw finish in our products," said their representative at IHGF and added, "we use a single log which is dried, seasoned and polished in our manufacturing process. That's what makes our assortments different."

The art of Illumination with lamps & shades, chandeliers, lanterns and much more

The lamps and lighting stalls at IHGF Delhi Fair captured attention with opulently designed lamp shades and lanterns in extravagant compositions and detailed ornamentation with hand embellished details. A new entrant to this industry and a first time participant at



IHGF, Delhi based Royal De Wajidsons, led by Devanshu Sharma brought in,

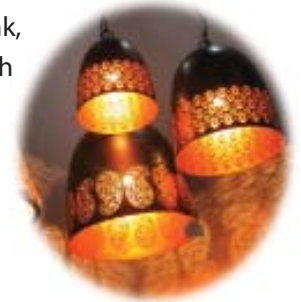
a pristine collection in white and off white hanging crochet lamps, all made by local artisans. Abuzz with buyers since the initial hours of the fair, their brother sister team of entrepreneur and designer also shared of their first overseas fair in Australia where they bagged around 20 orders and gained lot of confidence. Galaxy Incorporation from Firozabad that works with around 200 artisans, offered mercury hanging glass lamps in different colours and shapes tuned for export markets in Europe that “primarily prefer full glass pendant lamps”. They also had on display, minimalistic table lamps in black & white and a wine glass shaped glass lamp among sample pieces. Golden Peacock from Noida, represented by Rajneesh Kumar works with its team of 60 to 65 artisans from NCR, Moradabad, Saharanpur, etc. in their production units set up at prime manufacturing hubs. They specialize in decorative lamps, mostly metal sheet based with etching among embellishments. Another exhibitor from this city, Jaishree Exports, represented by Ashish Agarwal offered multicolour pendant lights with



Mr. Rakesh Kumar
Executive Director,
EPCH and
Chairman, IEML

IHGF has evolved as a strong support for our exporters and buyers from all over the world. This fair has been an endeavor to present our multi-cultural inspirations, compelling new innovations, a good mix of exhibitors and a conducive sourcing environment for our buyers who eagerly wait to meet regular and prospective suppliers at this show. The journey across 41 editions has been most fulfilling as IHGF is now referred to as a significant brand for sourcing home, lifestyle, fashion and textiles from India. This fair has also been opened up for domestic volume retail buying. I am sure, this will add new dimensions and avenues for growth to IHGF.

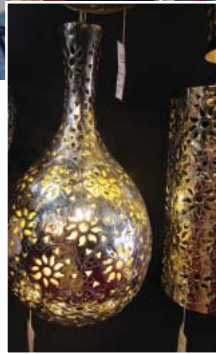
floral designs featuring hues of pink, aqua green, golden, yellow, etc. with mirror work on some of them, besides lines in table lamps and floor lamps. Their hand crafted lamps in pure glass drew many buyers' attention.



Dominating this lighting segment were several manufacturers from Moradabad, a city, whose grandeur is chronicled in history and is incomplete without the mention of its exquisite brassware, developed decades back to reflect high status of local nobility. Over the years it has assumed a distinct role of adorning curated homes across continents. Moradabad's claim to fame as the brassware city has not only stood the test of time but has evolved to earn distinctive repute in the global market for home decoratives. A lot of credit for this goes to the enterprising manufacturers of this city who have engaged several artisans in gainful employment to keep the craft heritage alive and connected to buyers in their export markets. Their exposure to different markets over the years has inspired new creations that have emerged with interplay of materials, finishes and forms.



The future is all about lighting as this has become a key architectural and design element with people looking at numerous options to better their theme décor with "the perfect lighting," says Arvind Vadhera of Moradabad based Lee Za International. Industry expertise in the field spanning 30 years has helped him feel the pulse of his clientele spread across Europe, New Zealand, South Africa, Latin America, Canada and the Far East. "The beauty and radiance of mesmerizing festive lighting in their countries is an eternal source of inspiration, owing to their magnificence and expanse. And it is the people in these markets that we as lighting manufacturers in India, seek to enthuse," explains Mr. Vadhera, citing the primary reason for constant product upgradation and innovation. While Moroccan and contemporary themes have been Lee Za's forte, lately they have diversified into a range that brings out the essence of Moradabad's generations-old metal crafting tradition. By their looks, these home lighting pieces seem to have served an alternative purpose. In fact, they are candle holders and table vases converted into lamps! There are tall, spherical, oblong as well as geometrically molded floor lamps, table lighting and ceiling pendants in



The traditional vases of Moradabad that were so far a collector's delight, have found a new spin with their transformation into lamp bases and lamps, an aesthetic adventure that the West is eagerly lapping up.

clusters and as individual pieces. Their display also featured Christmas lighting illuminated with strings of lights within, Mughal era inspired pendant lights, an interesting 'blue' line and much more.

Moradabad Handicrafts of India, a name synonymous with colossal floor vases, decorative candle stands, serving platters and plenty of knick knacks for table décor and gifting has relished a lot of international buyer attention owing to the grand display of metal carving artistry of intricate flora & fauna detailing on their products. Proprietor, Najmul Islam started this enterprise with a wish to spread the brass city's craft heritage and offer livelihood to artisans. Since then he has mentored several product innovations and design developments in his enterprise. A trade veteran and a regular participant at IHGF Delhi Fair, Mr. Islam has gathered valuable feedback from his buyers. "Most of the times we inspire our buyers but they also surprise us with simple ideas that can turnaround things in a way we never imagined," he exclaims. It was during one of their participations at IHGF Delhi Fair that an overseas buyer, astounded at the craftsmanship and quality of this firm's showcased vases, suggested that they could be converted into lamp bases with some customized designs. "It was an eye-opener and I even committed to the order on the spot without a second thought," says Mr. Islam who then went on to create a line in artistic lamps by virtually turning his existing products "upside down". Needless to say, there were many trial runs but the result was worth the hard



work. Even candle holders and candle stands were turned into lighting pieces. He shares that Russia is the biggest market for these lamps, followed by Turkey. Middle East, Ukraine, Uganda, Tunisia and China also have demand for such work. To keep the heritage alive and ensure its growth, Mr. Islam's manufacturing unit works with 350 artisans, divided into teams for specific purposes of engraving, hammering, etching, coloring and polishing.



Ganga Crafts, represented by Sanjay Rastogi offered hard wired hanging structures in different shapes and design with bulbs in them. These lamps are fabricated with jute and the effect of light through them gives out a glow. Some of the variations include black and brass red coloured structures and ornamental chandeliers. USA



and UK continue to be their main markets with South Africa and Greece among emerging ones. RK International represented by Ankur Kapoor offered aluminum, wooden, glass and brass pendant lamps and a range in fabricated lamps tuned for their main markets in Europe. With the market a bit down, buyers are not giving big orders but stick to smaller ones, said Mr. Kapoor, adding that they have received enquiries already.

Naved Ur Rehman's foray into this trade dates back to 1992 when he started Zedsons to manufacture and export lamps and lighting besides home accent products. Their priced embellished vases have taken form of high-end lamp bases and they continue to offer new varieties in them. Buyers' appreciation and feedback gave the much valued thrust of confidence while international fairs in India and overseas, fired inspiration. "As part of this industry, we learn a lot from our surroundings and products exhibited by manufacturers from other countries. The attitude to apply it back home with our raw materials and skills is where the challenge lies," says Mr. Rehman as he mentions about styles in ceramic, wood and glass that he noticed overseas and worked on their possibilities back home with brass, embellishing them with typical Moradabad handiwork. "Of course,



buyers coax and encourage us a lot as we tread on new paths," he adds and informs that Europeans like simple and minimalistic designs. The enthusiasm to offer something new at every successive trade platform makes manufacturers like us alter the shapes of products and give variations in finish like silver, antique brass, gold, etc. The process starts with the design on an aluminum sheet. The patterns, mostly Mughal motifs, are embossed or engraved by hand. "Eastern countries appreciate this craft a lot while our chief export markets continue to be USA and Europe, especially the Scandinavian countries which receive limited natural light. "They like the shine and cheer in our products," says Mr. Rehman. France and Germany too buy a lot of lighting from India. At IHGF they also offered crochet lamps alongside those made from metal, glass & wood.

Fantasy Exports from Moradabad spearheaded by Vivek Munjal has a success story with stainless steel, the inception of which dates back to 1993. Vases have been their strength among the handcrafted decoratives that constitute their chief items of export. "What makes these artifacts special is the meticulous handwork done on them, like hand hammering, etching and chiseling," says Mr. Munjal. While the shapes are contemporary, the work is inspired by tradition, he informs. Among their new



offerings at IHGF were table and bedside lamps that are manufactured on their original lines of vases and candle stands, now tuned into lighting for connoisseurs in USA and Europe. Fantasy Exports brings out innovative lines in home decoratives that indeed "steel" buyer attention.

Houseware & Home Utility manufacturers offer lines in multiple raw material bases

As kitchens blend into living rooms and entertaining spaces, cookware becomes communicative and stylized. Manufacturers in India are whipping out innovations to fit into all kinds of cooking spaces with variety in steel,



copper, aluminum, ceramic, earthenware, polymer, wood, bamboo, etc. Backed by strong

cultural influences, hand embellished, rustic and hand painted finishes bring in plenty of pottery to the kitchen and table. Gaining prominence are artisan made copper housewares that are redefining cooking and serving spaces with pans, kettles, plates, tumblers, nesting bowls, spoons & ladles, etc. Then there are multi-functional pieces and new material blends. The housewares and home accessories stalls at IHGF Delhi Fair lined up assortments tuned for varied buyer markets. Some of them were seen much occupied with buyer traffic, indicating a good demand for kitchenware and tableware manufactured in India.

Jaipur based choppingboard.in put up an aesthetic display of its creative tabletop and kitchen lines like platters, cups, dinner sets, mugs and of course, chopping boards, in line with their USP of creating 'Out of the Box'



products. They use seven different blending methods like mixing wood with glass, wood with ceramics, etc. to bring out exclusives. "We also use papier mâché to make some of our products and we strive to have an eco-friendly approach," says their representative. He further informed of the unique way their chopping boards are made by combining three kinds of stones together and coconut base is mixed with other materials for platters and bowls. "IHGF is helping us a lot to showcase our new designs to the world," he further added informing of their main export markets like USA, Europe, New Zealand, Australia and Japan. "We have clients from all over the world and the response is great till now," he concluded.

"The response is very good and buyers have made enquiries," said Kamal Soni of Vallabh Metals Inc. that specializes in a well spread range of home



accessories, kitchen collections like plates, dinner sets, canisters, jars and related products, made with combinations like wood & glass, marble & glass, etc. Their main markets are Germany, Holland and Latin America. Parvez Exports, Moradabad, represented by Shahzad Ali Khan offered tableware & cutlery, beer shelving accessories and decorative storage options that they develop as per upcoming seasonal trends for buyers in USA, Germany, Denmark and other European nations. "Decorative platters and iron trunks are among innovations this time. IHGF Delhi Fair has been very helpful for our business. We are very grateful to EPCH and its team for always helping us. The buyer response is also good this time and we have got orders for Hong Kong," he shared. Abdul Habi from New Delhi based Visba feels, IHGF Delhi Fair is a great opportunity. With a strong presence in this industry since the last 60 years, this is a family business of housewares and kitchen items. With time, they have widened their product base to include



garden accessories, lamps, home decoratives and metal ware gifts. They mainly export to Europe.

Moradabad based Dr. Hamid Husain of Asian Arts Creation, deals in manufacturing and exports of table top products and dinner sets made with an interesting blend of ceramic and aluminum finish; and biscuits boxes, jars and knick knacks made of iron. These are coated with zinc powder and other material to avoid rusting, he said as he looks forward to buyer enquiries at the fair to culminate into orders. "IHGF is a very innovative way to bring buyers and orders and for this firm, it has always helped to connect with more customers," he feels.

"This fair is an amazing platform for all small scale and large scale buyers to communicate to the target customers," says Om Prakash of Delhi based Sai Overseas



that exports salad servers, serving and dining cutlery to South America, USA and Australia. They make their "patterned" products by blending stainless steel, wood and ceramics. A new entrant to this fair, Ravnik Jain from Moradabad based R K International says, "IHGF is a good initiative and more of such platforms are required to interact



Mr. R K Verma
Director, EPCH

IHGF Delhi Fair being the world's largest fair for Home, Lifestyle, Fashion and Textiles throws a logistical challenge at us. I'm pleased to share that we have provided the best of services to the 2950 + participants having varied display preferences & stand sizes and have been of service

to the unprecedented buyer traffic - helping them find suitable accommodation and facilitating their visit to and from the venue - India Expo Centre and Mart.

I congratulate the exhibitors and trade visitors for keeping busy and doing exemplary business. I also congratulate our team at EPCH, the team at India Expo Centre & Mart, the many agencies and their teams who have planned and worked relentlessly. I profusely thank our Committee Members for their support and the Executive Director, EPCH, Shri Rakesh Kumar for leading us and steering the ship.

with today's buyers." With focus on kitchen and barware made of steel and glass, they export to the Middle East and seek trade exchanges with other markets as well.

From the ceramics hub Khurja in Uttar Pradesh, S P Dadoo of Dadoos Ceramic Group made a cheerful

presence at IHGF, with their colourful and pastel hued ceramics art ware & tableware as well as bone china hotel ware.



"Coffee mugs and dinner sets in various finishes using techniques like glazing and kiln firing are our forte," says Mr. Dadoo, adding that they mainly export to US and Europe. IHGF Delhi Fair participants since the past 32 editions, they feel, "IHGF is an extremely useful place to do domestic as well as overseas trade. The response in this edition is good.

Home Fragrances, Dry Flowers & Potpourri - tantalizing, aromatic, therapeutic & spiritual

Indian manufacturers have carved their forte in the spiritual as well as home fragrances category with a plethora of products like aromatics and incense with therapeutic properties, candles and candle sets, exotic



fragrance oils and thoughtfully put together potpourri. The Indian state of Karnataka, referred to as the capital of agarbatti (Incense Sticks) is the leading producer of the agarbatti in India, with Mysore and Bangalore being the main manufacturing centres. IHGF Delhi Fair-Autumn 2016 brought together many manufacturer exporters from this region among others from

Delhi NCR and other states in the incense and home fragrances hall at the fair.

Mysore based N Ranga Rao & Sons who have been in this trade since the past six decades were represented at by Rajesh K who says, this is a very flourishing market due to consumer interest & demand for variety in this category. This firm has well established brands like Cycle and Flute that have become household names now, informs Mr. Rajesh and adds that USA, Europe and Western Africa constitute their regular export destinations. Asoka Trading Co., Bangalore, led by T S Sagar mainly exports incense sticks to South Asian markets like Indonesia, Thailand, Sri Lanka and China. This year they offer new products in different packing and fragrances.

Tamil Nadu based Ramesh Flowers Pvt.Ltd. represented by Hitesh Lodha at IHGF deals in hand-made dry flowers, candles and potpourri. He shares that the materials used are 100% natural with the botanicals sourced from farmers in varied geographical locations, allowing them to introduce new assortments. They use natural colors and their workforce of around 2000 workers led by a design research team convert these



natural by-products into home decor. "This year we have 17-18 new collections," said Mr. Lodha and added that they export to 32 countries- 50% to USA, 30% to Europe and the other 20% to other countries. They comply with all required international laws & standards and are ratified by independent audit agencies. They have been associated with IHGF since last 16 years and report of a very good experience of growing together. Many existing buyers have already visited them and among new visitors, many buying agents have made enquiries.

"This year we have introduced 14-15 new fragrances, dual fragrances and fruity fragrances," informed Uday Gherwada of Moksh Agarbatti Co. and added, "we are the second largest in the domestic incense market and export to around 8 countries including USA." They have been associated with IHGF since the last two years and feel it serves as a good platform as buyers can find all products for home in one place.

Packaging plays an important role in enhancing product value, says D P Shoban Babu of Bangalore based Sandesh Agarbathi Co. that brought to IHGF, incense sticks in new innovations accentuated with interesting packaging concepts. "We are regular IHGF participants since last 15 years and we meet our regular buyers here," he informed. They export to US and Europe. Incense specialists, Asoka Trading Co., Bangalore, represented by



T S Sagar agree on the importance of packaging and had got along new 'flavours' and differential packaging. Their major markets for export are South Indonesia, Thailand, Sri Lanka and China. "Our buyers look for good quality products and refreshing perfumery from India which they also use as room fragrances, says Mr. Sagar B Mahesh of Shashi Exports from the same city specializing in incense sticks has regular export markets in almost 70 countries. Through IHGF they were expecting to get connected to buyers from Southern and Western Africa.

First time participants, Patil Parimala Works from Bangalore, represented by K Srinivas Rao says, they seek buyers from South America and Europe for their range in perfume sticks, floral and natural fragrances. They also have exclusive lines in floral bouquets and floral sticks. South Asia and the Middle-East are considered to be the best markets for such products, he adds. A charitable organization, Goloka Seva Trust from a Bangalore, represented by their Director, Charu Krishna Dasa, deals in manufacture and exports of natural, subtly perfumed, herbal and handmade sticks. "IHGF is a very happening platform for us and we have been participating regularly since the last couple of years," he said adding that USA and Europe are among their regular buyer markets. Through this edition they sought access to buyers in Latin American countries while strengthening their presence in the US market.

Prince Malik of Delhi based Osyrus Overseas that specializes in varied home products believes, "a thoughtfully done up table with decoratives compliments the entertaining space while whetting a good appetite." With this belief they offer eco-friendly table top decor using materials like jute, shells, etc.



Primarily exporting to USA, they report of a good response at the fair.

Mumbai based Hem Corporation, led by Sanjay Vichare specializes in hand crafted agarbattis and incense. They offered a new range in their 'masala incense' and black incense sticks. With an export market

spanning over 80 countries including South America and Europe, they seek trade links in African countries. "We



are satisfied with the buyer response this time at IHGF and are trying to fulfill their expectations," says Mr. Vichare, quickly adding that this fair is a good platform for meeting new trade partners. They have been in this business since 1975. Awarded many times by the Govt. of India as recognition for their products and quality of work, Delhi based Simran Exports Inc. represented by Simran Singh Sachdev are regular participants at IHGF. Their product profile comprises a large variety of perfume sticks, fragrances, sandalwood items, etc. that they export to Europe, Middle East and South America. "IHGF plays an important role in exports but for us participants, it is conditional to the actual number of buyers we receive," he said. Delhi based Monga Agencies represented by Gaurav Monga offered various incense sticks and cones under their brandname, Tridev. Their products reach different markets like USA, Thailand, Spain and other parts of Europe. They received their regular buyers at the fair. Agra based Aroma Exports under the aegis of Bhartiya Agarbatti Factory, represented by Mahendra Mittal deal in 'perfuming incense'. This season they combined flowery & fruity fragrances and achieved innovated lines using different mediums. Their major markets are Australia and Russia. "Australian buyers demand perfumes and liquid incense while Russian buyers demand oils," shares Mr. Mittal.

Indore based Mysore Deep Perfumery House, represented at IHGF by Ankit Agarwal at IHGF is a family owned business initiated in 1992 and involved in manufacturing and exports of premium quality Incense products. They offer variations in herbal, organic & handmade sticks and incense, customizing their products as per market demands. Europe, USA and Indonesia are among their regular markets. IHGF provides them with the best platforms for new launches.

Promising prospects in home furnishings and lifestyle market inspire SR coding at IHGF

With IHGF Delhi Fair's exhibitors having selectively opened to supply their exclusive lines to volume domestic buyers, Indian retailers had an excellent opportunity to step-up their offers and include more variety in their store shelves. Domestic volume buyers



already patronizing the show include Westside; Goodearth; The Furniture Republic; DLF Brands Ltd.(Pure Home & Living); Reliance Home Store Limited; @home; Home Town; Shopper Stop; Archies; Chumbak Design Pvt. Ltd.; The Bombay Store; Godrej & Boyce Mfg. Co. Ltd.;; Landmark Group; Skipper Furnishings; and The Style Spa as well as e-commerce groups like eBay, flipkart, snapdeal, amazon, bedbathmore; fabfurnish; pepperfry; Urban Ladder and Ajio.com besides others. 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. 1352 exhibitors at the show were also open to domestic retail.

Enriching sourcing experience for buyers

This edition brought together buyers in large numbers from over 110 countries with impressive numbers from USA, Canada, Europe, Australia, South America, Middle East and Asia. Comprehensive selections presented by leading export houses at the show inspired buyers to replenish their merchandise and add new product lines for seasons ahead.

New product innovations have ascertained more business as many with such lines have added to their buyer lists. And as buyers share, many left with orders and some are on the verge of finalizing. All were quite illustrative in complimenting the organizers and exhibitors. Most buyers agree that IHGF has seen improvement over the years in terms of expression, be it in display, product variety or infrastructure. This one was termed neat and well presented. Many like the work culture of Indian manufacturers as they are ready to follow buyer guidelines and are not hesitant to experiment. There are designers who are keen to seek suppliers who can innovate and customize their ideas into products of home decor. While there are many regular patrons who pride in their contribution to the Indian handicraft industry's story of growth and improvement, there are few new comers who were on their first visit to explore a long lasting journey with Indian manufacturers.

Variety and quality of products have been appreciated by "very impressed" buyers who feel even their regular suppliers are "quite geared up" and "more ready". Some buyers are so overwhelmed by products beyond their periphery that they are thinking of broad-basing their sourcing from India. Some of the first time visitors were "taken aback" with the kind of creativity Indian manufacturers have to offer. While contemporary feel and looks are welcome, Indian handcrafting skills and painfully done intricate workmanship will route in the connoisseur to India, they say. Small pieces attracted many buyers, be it for home



Newly formed Buying Agents Association(BAA) marks presence at IHGF Delhi Fair-Autumn 2016



Some of the founding members of the Buying Agents Association(BAA) pose in front of the BAA stall at IHGF Delhi Fair-Autumn 2016; (LtoR): Ms. Aarti Bartholomew, CEO, Kairos Krimson Pvt. Ltd.; Ms. Mandira Malik, CEO, Something Else; Mr. Rakesh Kumar, CEO, EPCH; Mr. S S Bhatnagar, Chairman, Sakshay International; Ms. Christine Elizabeth Rai, Founder & CEO, Indian Inc.; Dr. P Vasudevan, India Merchandising Service; and Mr. C S Unni, CEO, India Export Consultants

decor, furniture or other lifestyle products. Mix & match seems to be the new thing and new colour combinations in otherwise traditionally inclined products using techniques like tone on tone, etching, inlay and sheeting were appreciated. The focus on natural fibers and sustainable products was well received as many came to source just these products. They have liked the variety using sustainable raw material. Hammocks and outdoor recreational/relaxation elements like garden decor, barbecue products and figurines have been well noticed and sought out. Takers for textiles have revealed in a

variety of home furnishings as well as kitchen linen. Those looking for accessories like scarves, stoles and shawls also expressed satisfaction at the variety available with exhibitors. Jewellery found many new patrons while establishing stronger ties with old ones. Neck pieces and pendants have been fancied by many buyers as bangles & bracelets gathered more fanfare this time. Gift items, paper products and hardware as well as components too offered good choice to buyers. The cultural planned at the show with regional dances and musical performances were appreciated and heartily accepted. ■

Japanese Buyers Delegation at IHGF Delhi Fair - Autumn 2016

