

18<sup>th</sup>-22<sup>nd</sup> February 2019  
India Expo Centre, NCR

# Exhibitors and Buyers score high

Busy field days conclude with sourcing, inspiration, knowledge sharing, ramp presentations and more





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

Ideal platform to showcase and experience the richness of traditional handicrafts

*Our Nation's unity in diversity is reflected through its handicraft products. Our craftsmen help in preserving ancient and traditional modes of producing handicrafts. IHGF*

*Delhi Fair-Spring 2019 provides an ideal platform to the artisans, craftsmen and the people to showcase and experience the beauty and richness of traditional handicrafts. Technology can be effectively utilised to preserve, popularise and propagate these artistic skills, as handicrafts have immense potential and outreach to provide employment to our rural youth in particular.*

It was indeed 360° sourcing with display of India's best at IHGF Delhi Fair-Spring 2019, that saw a flurry of exhibitor-buyer activity and concluded with new ties made, old ones renewed and promises to meet again for the Autumn edition in October 2019. Confirming to 14 different show sectors, the display was spread out in 15 expansive halls. Besides, trade visitors enjoyed access to the 900 showrooms (Marts) of leading exporters, located across three levels at the India Expo Centre.

Aptly timed at a sought after buying season, the show helped buyers carve out a substantial itinerary and plan their purchases. Over 6500 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, thronged the entire expanse of the plush India Expo Centre & Mart, venue for IHGF Delhi Fair. Wide-ranging selections presented by leading export houses at the show inspired buyers to replenish their merchandise and add new product lines for seasons ahead. With stimulating business energy and buyers' mood buoyant for most categories of products, the show recorded highest ever exhibitor and buyer numbers.

Certified as the world's largest congregation of handicraft exhibitors, this show is an unsurpassed meeting ground for the international gifting and lifestyle products industry. It has taken shape over 47 editions as a sought after sourcing event, encompassing the complete supply

chain of home fashion & utility, collectibles, gifting and fashion accessories.

A definitive sourcing destination for the international gifting and lifestyle products industry, IHGF Delhi Fair has been providing an unmatched opportunity to importers,



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

Major marketing platform giving identity to India as a major sourcing destination

*The handicraft sector plays an important role in the Indian economy by providing livelihood to over 7 million artisans engaged in the production of handicrafts. The sector also earns foreign exchange for the country*

*and makes use of indigenous raw material with minimal import content and low capital investment, thereby helping keep the tradition of 'Magic of the Gifted Hands' alive. IHGF Delhi Fair has been the major marketing platform for handicraft exporters giving identity to India as a sourcing destination for home, lifestyle, fashion, furniture and textiles.*

departmental store chains and specialty stores to meet a cross section of manufacturer exporters from India. Buyers are welcoming the evolution of IHGF Delhi Fair with inclusion of variety of suppliers, from artisans and small entrepreneurs to the big players as well as awarded designers who displayed their latest collections and innovations. According to the feedback, visitors always find new accentuations in the showcased themes. Supporting events like 10 knowledge seminars with experts from various fields and Ramp Presentations, made the experience wholesome.

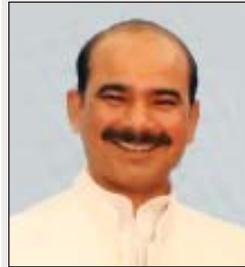


# Sombre opening paves way to 5 eventful days



This edition of IHGF Delhi Fair observed a sombre inaugural ceremony, paying homage to the martyred soldiers at Pulwama, J&K. Sans any celebratory pomp & show, the show opened with a ribbon cutting, lamp lighting and release of the Fair Directory, in the presence of Mr. O P Prahladka, Chairman, EPCH; Vice-Chairmen, EPCH-Mr. Ravi K Passi and Mr. Sagar Mehta; President, Reception Committee, IHGF Delhi Fair-Spring 2019, Mr. Rajesh Kumar Jain; eminent trade members and EPCH COA members and Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML.

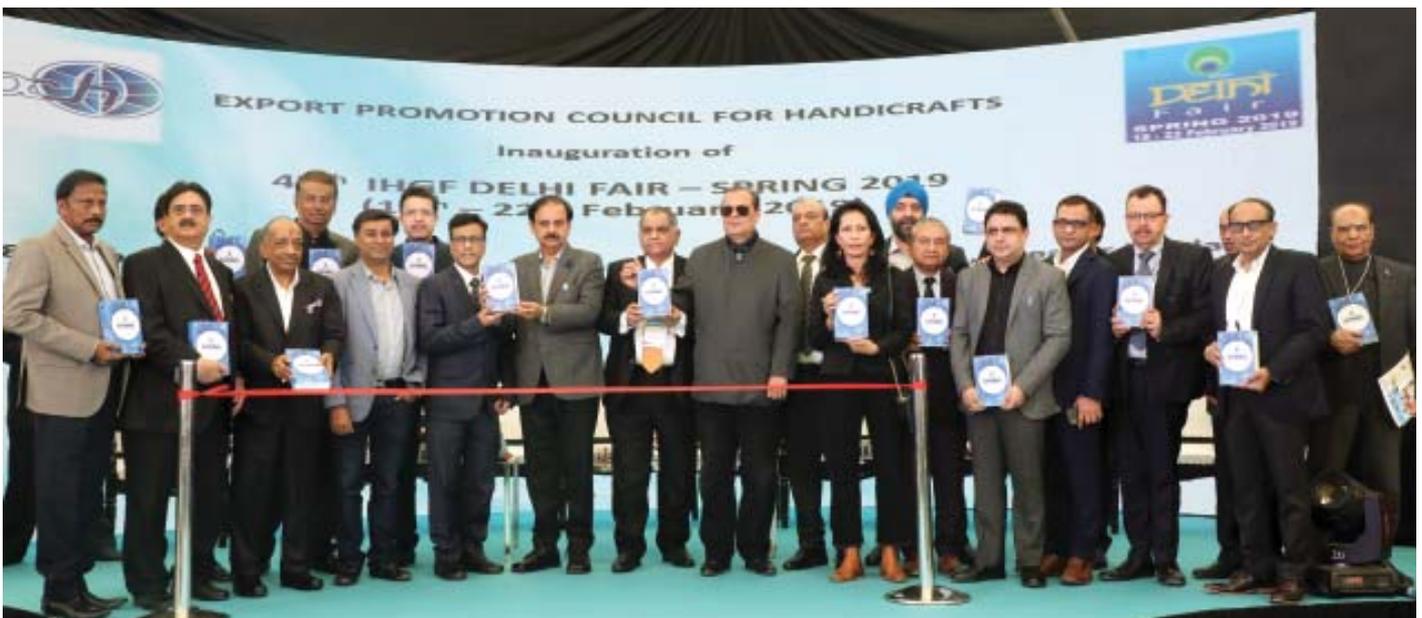
Mr. Rakesh Kumar, Director General, EPCH and Chairman, IEML, in his opening remarks payed homage to the martyred soldiers and extended a warm welcome to all the participants at IHGF Delhi Fair-Spring 2019, wishing them fruitful tidings at the fair.



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

An established identity that explores opportunities for all IHGF Delhi Fair has made its importance in the international market as it has gained identity among buyers world over. The participation by larger number of small and medium exporters from all over the country also provides them opportunities to showcase a wide variety of traditional items, which reflect India's handicrafts heritage. I am sure that efforts of EPCH in coordination with the measures taken by the Govt. of India will help the crafts sector continue to develop new range of products with new designs and innovations.

Chairman, EPCH, Mr. O P Prahladka welcomed the participants and touched upon IHGF's progress and its significant milestones as well as its consistent growth in terms of participation, product range and display area, attracting more number of buyers with each edition. Mentioning of the growing number of exhibitors at this fair, Mr. Prahladka said, "this reflects the trust bestowed upon us by our handicrafts exports community and that is what gives us the strength and energy to strive harder and deliver the best to our capabilities." He also mentioned





**Suresh Prabhu**  
Minister of Commerce and Industry and Civil Aviation, Govt. of India

Increasing trend in exports: result of continued market linkages

*EPCH has been organising this fair since 1994 and facilitating foreign buyers to source home, lifestyle, fashion, furniture and handicraft products of their choice. IHGF Delhi Fair enables small and medium exporters to expose their products for creating awareness of inherited skill of crafts persons as well as create market linkages to explore exports. I am sure, initiatives of the Council will definitely facilitate the handicrafts sector to promote exports.*

of facilities at the fair growing manifold over the years and making the show, a conducive business environment in totality for all. He shared how the name IHGF has touched all parts of the world, welcoming buyers from practically each and every nation that imports home and lifestyle

## 3200+ exhibitors share trade platform with 6000+ buyers

Putting up distinctive lines for seasons ahead, exhibitors at IHGF Delhi Fair-Spring 2019 displayed collections exuding fresh energy and vibrancy, rich colours & textures, shimmer, shine and patterns as well as craftsmanship and varied design elements. 3200 plus exhibitors with innovative collections confirming to 14 different show sectors rose to the occasion for business with buyers from all over the world at this edition.

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. Moradabad based Saifi Wood Handicrafts' proprietor, Rahisul Azam was at IHGF for the first time to connect his family business to the expansive global market. "After much research, I have given an edge to our existing products

products with this edition boasting of a pre-registration of several buyers including those from traditional markets like USA and Europe, new countries such as Armenia, Barbados, Somalia, etc. and emerging ones like Latin America, Central Asia, Far East and Middle East. "The USP of Indian handicrafts is their hand made attribute and this makes them different from products of other competitor countries. This is the reason behind the increase in number of buyers every year to this fair," he added. Speaking about EPCH's initiatives towards domestic volume retail sourcing at IHGF Delhi Fair, Mr. Prahladka mentioned of domestic volume buyers like retail chains, e-Commerce entities, home decor and hospitality industry professionals, etc. whose numbers are growing with each edition of the fair. For Spring 2019, 736 domestic volume buyers and 26 leading sourcing brands pre-registered to visit the fair.

While declaring the fair open, Mr. Rajesh Jain, President, Reception Committee, IHGF Delhi Fair-Spring 2019, spoke of EPCH's constant endeavour to showcase regional crafts and offer an opportune platform to regional artisans and entrepreneurs.



*"With designs and forms to suit small spaces, my products are made of mango wood using hand crafting techniques."*

Rahisul Azam

and they have an international touch now," he said, explaining about the displayed ranges in bowls, trays, coffee tables, dining tables, etc. These are interestingly propped with a removable base (holder) that helps it to get easily folded and kept away when not required. With designs and forms to suit small spaces, these products are made of mango wood with hand crafting techniques. Saifi is already working with a regular international buyer base.

Delhi based exporter and first time participant at IHGF, Sumit Bharti got along a cheerful line-up of fashion jewellery with all kinds of trims & tassles like mirrors, fabrics, kowri



shells, etc. He started this business in the year 2012 and initially started selling online through their website [www.knotmecute.in](http://www.knotmecute.in). "But then my mother inspired me to create these pieces on a larger and varied scale and start exporting as well," he informed and added that today, they have a strong buyer base in USA, Australia, Bangladesh, Europe and South Africa.

Airwill Home Collections Pvt. Ltd. from Karur, Tamil Nadu, specialising in home textiles, was represented at IHGF by its proprietor, K N Balu. Participating in this fair since the company's beginning in 1993, Mr. Balu has connected with many buyers from Europe through this platform, for his 100% environmental friendly 100% cotton textile products. Besides their regular products, this time they also got along, compact small bags which contain big shopping bags,



"An IHGF Delhi Fair participant since 1993, I have connected with many buyers through this platform ."  
K N Balu

folded to save space and offer ease of carrying around. They got along a selection in fish gloves as well.

First time participant, Mantra Gold was here all the way from Chennai. Rahul Kumar, their e- Commerce head manned their stall with their spirituality inspired products. They specialise in home decor and beautifying temples with their 24K gold plating work. So far, they have done 4,500 temples which include some of the big names like Iskon temple, Bodh Gaya temple and Sabrimala temple. Among their home accents, the most popular is their "tree of life".



"While we have a good domestic buyer base, we have also been into business overseas as well. IHGF connected us with more buyers." Rahul Kumar

"We also deal in spiritual idols and figurines that are coated with pure silver and gold," informed Mr. Kumar and added that while they have a good domestic buyer base, owing to their products, they have also been into business overseas as well. IHGF connected them with more buyers.

Integrated Development Trust, a welfare organisation from Andhra Pradesh was represented by Shameem, their Marketing Co-ordinator. She informed, "our trust works for differently abled women. We have around 300 differently able women from rural areas of Andhra Pradesh working with us and creating magic with their hands as everything they have is handmade using biodegradable products such as paper, jute, natural dyes, etc." Their display featured baskets, boxes, stools, bags, ludo boards and similar products. "Our best selling items are carpets and dustbins and we have got inquiries as well," added Shameem.



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

IHGF Delhi Fair offers a unique opportunity for all segments of this sector

*In view of the large force of crafts persons and manufacturers spread over the sector, the Govt. of India, through its various promotional and developmental schemes has been taking measures to improve skills, processes, designs, etc. in order to strengthen the grass root level for producing gifts and decorative products to compete particularly in international markets to enhance exports of handicraft products from the country. Growth in exports only enables the sector to generate more employment and improve living standards of crafts persons who are dependent traditionally on the sector and for this, this fair is a unique opportunity. I compliment EPCH for providing this opportunity.*



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

This show has contributed substantially to sector's growth

*IHGF has contributed substantially to growth in exports, product development and product innovations. The fair has established its identity as 'One Stop Sourcing destination' amongst overseas buyers to source complete range of Indian handicrafts under one roof. The publicity measures undertaken by organising brand image promotion programmes by EPCH in new markets, in coordination with Govt. of India's schemes have given additional boost to this fair for enhancing larger footfall from non-traditional markets.*



*"Our best selling items are carpets and dustbins and we have got inquiries as well."* Shameem

Akansha Sharma from Gurugram is a NIFT graduate and owns a design studio. "I am into this business for 15 years now. Initially I was working with LI&Fung and was

based in Hong Kong but then I came back to India and started my own studio," she said and shared about her love for nature and travelling streak. Talking about her work and buyers, she elaborated, "I photograph whatever I like during my travel and these become part of my designs. My work is inspired by nature. I do home furnishing and stationery items using cotton velvet, slub, paper, etc. All these are organic. I have got business from Philippines, Netherlands and some from domestic buyers."



*"My work is inspired by nature. I do home furnishing and stationery items using cotton velvet, slub, paper, etc."*

Akansha Sharma

Shubham Sindhal of Jodhpur Art & Craft, Jodhpur said, while they participate in lot of overseas fairs, in India EPCH provides IHGF Delhi Fair-a suitable place and opportunities for manufacturers to showcase their products. This IHGF has been a good experience, Mr. Sindhal shared and mentioned that his father participated in earlier editions years ago but this is "a much better experience". By conducting knowledge seminars on topics of concern to the industry, EPCH further adds on to its good work, he added. Jodhpur Art & Craft are manufacturers of Indian crafts and home furnishing specialising in upholstery products. With a major buyer base in USA and European



**O P Prahladka**  
Chairman, EPCH

IHGF Delhi Fair brings with it opportunities for all

*EPCH had set up this fair in 1994 and within a span of 24 years, it has achieved great laurels in terms of exhibitors, buyers, display space and product range, besides establishing its distinct identity on the map of international fairs.*

*The growing number of exhibitors complemented by an increasing number of buyers at IHGF Delhi Fair, reflects the trust bestowed upon us and that is what gives us the strength and energy to strive harder and deliver to the best of our capabilities. The fair has provided opportunities to small & medium entrepreneurs / exporters to showcase their product range under one roof to international buyers within the country itself.*

Bharat from Bharat Handicrafts, Jodhpur, was happy with the business connections he was able to explore through IHGF Delhi Fair. This first time exhibitor said, "I used to supply my products to big exporters but this time I decided to put my own stall and meet buyers."



*"I used to supply my products to big exporters but this time I decided to put my own stall and meet buyers. I am elated at the response."* Bharat

His enterprise primarily deals in vintage theme products and restored products that he sources from different parts of India. Most of his products are sold in their original form and some are modified to get customised for buyers. He got queries from buyers from Holland, Australia and USA.

Moradabad based Leeza International had a bedecked stall filled with their speciality-entire line-ups in Moroccan style lamps and Christmas & festive lights. The company's representatives at the fair were Palak and Nikita Vadhera, the founder proprietor's entrepreneur daughters. They informed of the company's beginnings three decades ago. As Moradabad has a lot of metal Leeza International started



countries, they also cater to markets of the Middle East and Japan. Giving an insight into their work, Mr. Sindhal elaborated, "our products are original and we don't even take inspiration from our competitors in India but yes we do get ideas and take inspiration from fairs held in other countries. What sets us apart from our competitors is that we were the first ones to have the upholstery business in Jodhpur. We follow the international trends so our product line is up-to-date with the international trends. We source our upholstery leather from different regions to support women from small regions. We support small artisan villages that aren't recognised yet. We are helping them continue their art."

*"By conducting knowledge seminars on topics of concern to the industry, EPCH further adds on to its good work."*  
Shubham Sindhal



*"Leeza has always been growing and diversifying. It is always about finding new products, finding the gap in the market. And IHGF Delhi Fair has kept us connected with our markets."* Palak and Nikita Vadhera

with metal figurines and from there they diversified into glass manufacturing. Since just 10 years, they have diversified into Moroccan style lamps that has a good buyer market internationally. "It has a very niche market along with being trendy," said Nikita and mentioned that Leeza has always been growing and diversifying. It is always about finding new products, finding the gap in the market. "We sell Christmas décor as well and in fact, we were one of the very early manufacturers in Moradabad to do so. We have added a lot of furniture in our range as well," she added. One one side of this stall of Leeza International was another, with children's products like small pieces of furniture, multi purpose containers, rugs, tent houses, shape cushions, etc. all cheerfully coloured in brights and pastels. This is ROAR, a line started by Nikita.

Moradabad based Om Bhagwati Arts Handicrafts was represented by its MD, Raj Kumar Malik and associates. While their speciality is lamps and lighting, they also deal in

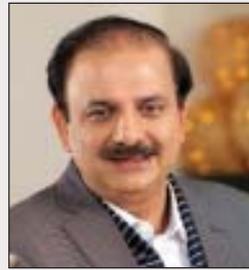


*"We have been participating in this fair since the last 5 years. Besides business IHGF brings in a lot of learnings from visiting buyers about their markets."*

Raj Kumar Malik

the last 5 years and Mr. Malik feels, besides business it brings in a lot of learnings from visiting buyers about their markets. "Last year, we got ideas from some buyers which we have incorporated in our new furnishings. We got a really good response this time," he concluded.

furnishing & kitchen products. "We have products made out of tin coated with metal or a combination of wood and metal, etc.," informed Mr. Malik. They have integrated facilities for processing metal, glass and wood. They have been participating in this fair since



**Rakesh Kumar**  
Director General,  
EPCH and  
Chairman, India  
Expo Centre & Mart

A status achieved through years of perfecting prime components

*IHGF has evolved as a strong support for our exporters and buyers from all over the world. IHGF Delhi Fair-Spring 2019 is a prestigious exposition of an elaborate products range covering home, lifestyle, fashion and textiles. This fair is a continuation of an illustrious journey across 47 editions with an endeavor to present multi-cultural inspirations, compelling new innovations, a good mix of exhibitors and a conducive sourcing environment.*

Another lighting specialist, Home and Holiday from Roorkee, Uttarakhand was on a second time participation at IHGF Delhi Fair and was represented by Samad Ansari. They deal in home décor products with focus on lights. Mr. Ansari informed, "we are moving up to mid-century concept which is basically modern as well as contemporary. Apart from bringing out regular lamps, we are focusing on metal lamps now." He added, "we sell our products nationally and internationally. EPCH has benefitted us a lot in the last four years by helping us reach buyers."



*"We sell our products nationally and internationally. EPCH has benefitted us a lot in the last four years by helping us reach buyers."* Samad Ansari

Tariq Khan from Village Crafts, Delhi started his business in 2014. The idea behind starting it was to make use of Sarkanda grass, abundantly available in Haryana, as a raw material and provide employment to small farmers who



**Rajesh Kumar Jain**  
President, Reception  
Committee, IHGF Delhi  
Fair-Spring 2019

The experience at IHGF Delhi Fair is achieved through years of efforts in professionalising services

*Being the largest of its kind in Asia, IHGF Delhi Fair is widely regarded as the "One Stop Sourcing Event" by our overseas buyers and the most effective marketing medium. This status has been achieved over the*

*years through constant efforts in professionalising the work components and creating facilities comparable to any International fair. With efficient and expert management in place, this fair has been made conducive for international business.*

could not earn enough from farming but could be trained to make products from this raw material. "So I have a lot of artisans from Garhmukteshwar (a small place in North India) who are working from home and make these 100% organic products," shared Mr. Khan and informed that during his previous participation at IHGF, he some good contacts with overseas buyers and is still doing business with them. This time too his products generated queries. "My products are in great demand as they are relatively cheaper than other material furniture, are light weight and are very new in the international market," he exclaimed. Mr. Khan is thankful to EPCH and the platform of IHGF that has helped his enterprise grow and encourages his team to work harder.



*"I am thankful to EPCH and the platform of IHGF that has helped my enterprise grow and encourages my team to work harder and come up with new and unique designs with great quality."*

Tariq Khan

All the way from Ludhiana, Punjab was manufacturer & exporter of premium home textiles- Pearl Exports and Imports, regular IHGF exhibitors since two decades. Representative Neil Behal said, "we are IHGF Delhi Fair participants since many years now." Their product category is home textiles and they specialise in cushion covers. He informed that they have an infrastructure for making yarns and have their own weaving and knitting facility. "We have different compositions depending on the season," he informed and added that if it is spring and summer, then they are more into cottons, linen, cotton blends and bamboo. For autumn and winter, they focus on pure wool, wool blends, etc. The products manufactured and processes followed are compliant with international standards and strictly adhered to in every product manufactured. Mr. Behal is of the opinion that this is a very good platform to exhibit products and that too at a reasonable price. Exhibitions abroad are very expensive. Through this platform he has got buyers from 19 countries.



*"IHGF is a very good platform to exhibit products and that too at a reasonable price. Through this platform I have got buyers from 19 countries."* Neil Behal

Hikajichi Enterprises from Nagpur, Maharashtra had put up a neat display with their signature range-3D wall claddings. Proprietor, Hitesh D Patel shared, this was their second appearance at IHGF Delhi Fair. "When we participated last time, it was our first time and we did not know what the buyer wanted thus the buyer response was very cold but this time we are really happy with the response as we have got what exactly the buyer wants," he emphatically stated and informed that they use Indian teak for their products and their speciality is that they use a single piece to create a single products. Their wall claddings are available



*"When we participated last time, it was our first and we did not know what buyers wanted thus the response was very cold but this time we are really happy with the response as we have got what exactly the buyers want."*  
Hitesh D Patel

in 20 different varieties and 6 different colours which can further result in around 120 new designs. According to Mr. Patel, these claddings can be used on walls, as carpets and on ceilings. They are 100% handmade and very easy to handle and clean, basically making their maintenance, hassle free. Through this participation, they got enquiries from North Africa, Philippines as well as domestic volume buyers.

Jaipur based Riya Art Palace was represented by owner duo, Riya and Aakash. "Our grandfather started this business 15 years ago to promote Rajasthani traditional handicrafts and he also aimed at providing employment to rural women who could work from home and earn



*"We are really happy with the response from European buyers."*  
Riya and Aakash

livelihood for their families. Then our father took over and now we are into this business," they shared as an introduction to their company. For the seasons ahead, they displayed Christmas decorations with typical Rajasthani raw materials. All their products are entirely hand made. Talking about buyer response, they shared of enquiries by buyers from Spain, The Netherlands and Denmark.

According to 44th time participant at IHGF Delhi Fair, Prince Malik from New Delhi based Osyrus Overseas, "IHGF is the most cost effective and promising international fair in the world. Besides, for any new comer, this is the best place to showcase their products." His firm specialises in home



*"IHGF is the most cost effective and promising international fair in the world. Besides, for any new comer, this is the best place to showcase their products."* Prince Malik

accents and home décor accessories for indoor and outdoor areas. Besides handicraft items, they also manufacture picture frames, boxes, lamps, cushion covers and embroidered/embellished table mats. "We are concentrated more on table décor and use a lot of hand crafted ornamentation like sequin work, aari work, zari work, etc.," said Mr. Malik. At present, they are working with buyers from USA, Europe, Japan and Australia.

Pulkit Gupta represented a one of a kind firm at IHGF Delhi Fair-Spring 2019 - Dream Design & Display India Pvt. Ltd. from Greater Noida. His stall was replete with live size figurines of animals and statement decor pieces, mainly meant for large spaces. He shared, "we create customised sculptures, planters, benches, landscaping sculptures, wall mirrors and anything that one would want in 3D. This is our third time at IHGF and we certainly have benefitted.



*"We create customised sculptures, planters, benches, landscaping sculptures, wall mirrors and anything that one would want in 3D. This is our third time at IHGF and we certainly have benefitted."* Pulkit Gupta

We have improved our products and displayed a better range." This 12 years old company has a client base in India and overseas. Their speciality is 'theming'. Their work starts with an idea, creating prototypes, scanning them to create large size moulds and casting the pieces with fiberglass or wood.

At Moradabad based Metart's stall, the display as the name suggests, featured elegant metal crafts for decor at homes and commercial spaces. Their Merchandiser, Sufyan Fazli informed that with focus on metal work, they make



*"With focus on metal work, we make home décor products, lanterns, lightings and related statement pieces for home and commercial spaces."* Sufyan Fazli

home décor products, lanterns, lightings and related statement pieces. While for Metart this was a maiden participation, the firm has participated in IHGF Delhi Fair before through its other companies like HTC and Metallic India. At present they work with buyers from USA and Europe. Another exhibiting firm from Moradabad, Shashi International Inc.,

represented by Parth Gupta too was on a similar first time participation at the fair. "This is my first time at this fair with this company but we have been a participant of this fair through our other company. My experience with IHGF has been good,"

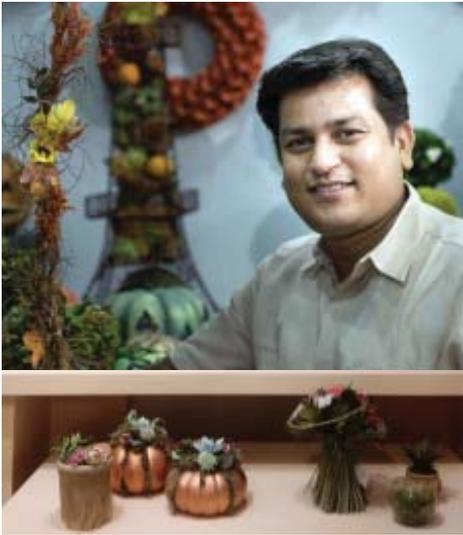
he said and informed that earlier they were only into metal products but this year they have a new line of wooden products and a 'rope' range. "Our rope range is different and you wouldn't find it anywhere



earlier they were only into metal products but this year they have a new line of wooden products and a 'rope' range. "Our rope range is different and you wouldn't find it anywhere else," he mentioned and shared that their most special and demanded product is their recycled denim basket. It has been a bestseller, a part of their 'recycled products range' and got a good response from international buyers. They mostly supply to the Gulf countries.

*"My experience with IHGF has been good. Earlier we were into metal products but have gradually added wood and rope crafts."* Parth Gupta

Another exhibitor was Hitesh Lodha and his represented company, Ramesh Flowers Pvt. Ltd. specialising in dry flower products. They are based in South of India, near Madurai and work with leading international retailers. This thirty eight years old company started with making dry flower arrangements. Gradually, they ventured into the home decor category. "We procure dry flowers, agriculture waste like roots, leaves, stems & grass and byproducts from all over India. We give them colour and life all over again in the form of decorations," said Mr. Lodha



*"We procure dry flowers, agriculture waste like roots, leaves, stems & grass and byproducts from all over India. We give them colour and life all over again in the form of decorations,"*  
Hitesh Lodha

and shared, "this time we have a unique decorative made from green coconut waste and it is liked by the buyers. We have been having good business ties with buyers in USA, Europe and many other countries. Recently we have launched an online store i.e. the Maeva store where we have launched decorations for Indian market like toran, garlands, rangolis and we are getting an amazing response."

"We are doing business through IHGF Delhi Fair since last five years and getting new clients. We are encouraged to constantly develop our products," said Shahbaz from

Roorkee Home Décor, from Uttarakhand and added that through such trade show participations at EPCH fairs, they are able to absorb learning and incorporate them in their products. They have benefitted from a lot of international



*"We are doing business through IHGF Delhi Fair since last five years and getting new clients. We are encouraged to constantly develop our products,"*  
Shahbaz

exposure through IHGF. This firm has metal-based products mainly home décor, lamps & lightings and have been in this trade since 21 years. They have their regular buyers and are doing business with USA and Europe.

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

IHGF Delhi Fair-Spring 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. 26 leading retail brands including those from the airlines and hospitality sectors, pre-registered to visit with upto 16 member sourcing teams. Some of them were, Fabindia Overseas Pvt Ltd; DLF Brands Ltd.; Westside by Trend Ltd.; The Purple Turtles; Havells; The Goodearth Company; Oberoi Hotels & Resorts; Paytm; Pepperfry; India Bazaar; Raymond;

Godrej & Boyce Company; Archies; Featherlite Collections; Ezmall; Tommy Hilfiger; Sleepwell; @Home; The Bombay Stores; Fab n Rugs; Trendsbee; Nicobar; Arvind Lifestyle Brands Ltd.; Flipkart; Hindware (EVOK); and Spicejet. 736 domestic

volume buyers and 26 leading sourcing brands pre-registered to visit. To facilitate sourcing by domestic buyers, EPCH made special arrangements amongst exhibiting companies through the SR coding/marketing, meant to indicate that the companies are interested in retail

1459

exhibitors

at the

show were also open to domestic retail. **736** domestic volume buyers and **26** leading sourcing brands pre-registered to visit.



business-intended to save time of domestic buyers for reaching out to the correct stand/companies. 1300+ exhibitors at the show were also open to domestic retail.



**R K Verma**  
Director, EPCH

### Largest Spring show recorded higher pre-registered buyers

*With the closing of the 47th edition of IHGF Delhi Fair- Spring 2019, the most rewarding sourcing platform, I am pleased to share that over 3200 exhibitors could be accommodated with expansion of the new Hall 16. Complementing the participation, the show also saw higher number of pre-registered buyers with many making most of the Council's assistance in getting better hotel rates.*

*I look forward to welcome you all again for Home Expo India in April and IFJAS in July, before the next IHGF Delhi Fair edition, from 14th to 18th October 2019.*

The show saw **busy field days registering buyers from all over the world**. As the fair traversed through its five days, conversations were about Indian craftsmanship, especially among buyers. 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.

The upsurge in quality buyer traffic contributed to a significant contribution in buyer attendance to IHGF. As per buyer feedback, their regular suppliers at the show as well as others put up 'attractive product propositions' making them think of sourcing more from India. Buyers evidently liked the increase in exhibitors with more product lines as well as the energetic team of organisers and exhibitors. Every edition brings in something or the other to be amazed at, felt regular visitors. With many takers for small products, giftware and home accent cum utility lines, variety and quality of products have been appreciated. 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 passionately done intricate workmanship will route in the connoisseur to India, they say.



# 1<sup>st</sup> batch from Centre for Handicrafts Exports Management Studies (CHEMS), Moradabad, get their Certificates

Hon'ble Minister of State for Textiles, Shri Ajay Tamta graces IHGF Delhi Fair-Spring 2019 and gives away the Certificates

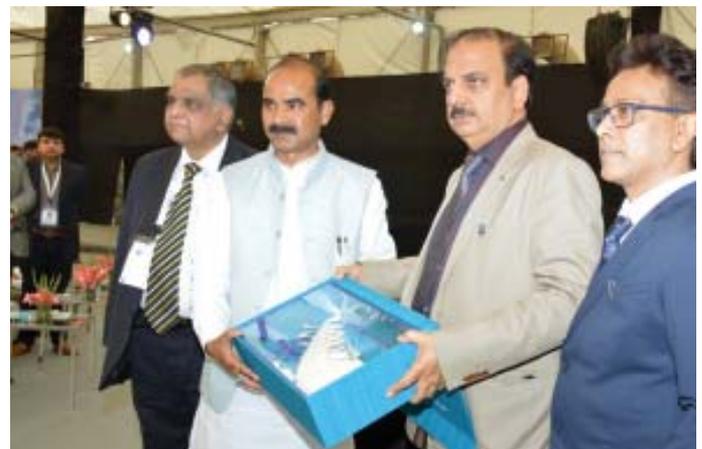
Hon'ble Minister of State for Textiles, Shri Ajay Tamta graced the IHGF Delhi Fair-Spring 2019 on day 4 of the fair. He interacted with the exhibitors and addressed them at a gathering organised to award Certificates to the first batch of the three months course from Centre for Handicrafts Exports Management Studies (CHEMS), an educational initiative by EPCH for enhancing skills and catalyzing growth.



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



Shri Tamta was welcomed and hosted by Mr. O P Prahladka, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH and Chairman, IEML; and President, Reception Committee, IHGF Delhi Fair-Spring 2019- Mr. Rajesh Jain. While speaking on the occasion Shri Tamta said, he takes pride in being a part of India's rich and celebrated culture of various artforms and skilled artisans. Each of our products tell a story our artisans help in keeping our art alive, he said and added that whenever he visits this fair and sees the styles, variety and quality of products on display, he feels proud of Indian exporters' capabilities and their edge over their counterparts in many countries across the world. These exporters are also nurturing artisans and contributing to several livelihoods besides earning for themselves and the nation, he emphasised.



The Hon'ble Minister of State for Textiles congratulated team EPCH with its dynamic Chairman, Mr. O P Prahladka and team IHGF Delhi Fair-Spring 2019 and the fair President for this edition, Mr. Rajesh Jain for growth of this show, over the years. He also applauded EPCH for its journey of participation at Germany's leading home lifestyles fair-Ambiente, from having a negligible participation years ago to becoming the partner country in its recently concluded edition.

