REPORT ON

HOME EXPO INDIA

HOME EXPO 2016

BUYER SELLER MEET

16-18 April 2016
India Expo Centre & Mart, Greater Noida Expressway, Delhi-NCR

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS
Report on

HOME EXPO INDIA 2016

Organised by:

Export Promotion Council for Handicrafts

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Home Expo India 2016

**Fair Title**
Home Expo India 2016

**Venue**
India Expo Centre & Mart, Greater Noida

**Fair Dates**
16th to 18th April, 2016

**Products on Display**
- House ware, Decorative & Gift Items
- Furniture & Home Accessories
- Home Textiles, Furnishings & Floor Coverings

**Panel Discussion & Seminar**
- 2nd Mega Panel Discussion on Retail and e-Commerce on Beyond Trade Fairs and Exports
- Home Style Trend Forecast - 2017

**Exhibitors**
171 participants across the 3 product segments

**Buyers**
1100 Buyers from 50 countries

**Business Generated**
Approx Rs. 750 Crores
Introduction

A fresh perspective gets Marts to bloom

A new initiative put together thoughtfully, to be welcomed and embraced enthusiastically - that was the fifth Home Expo India that striked a different chord than its previous editions. A Mart exclusives show at the well-appointed India Expo Centre, this show routed in buyers from all over the world. Exhibitors in the Marts rose to the occasion with product lines in home textiles, furnishings, furniture, houseware, decoratives and allied products. Theme presentations of crafts from India's North Eastern Region, Southern states and a showcase of crafts by primary producers from Uttarakhand added to making this expo wholesome.

The 2nd Mega Panel Discussion on Retail and e-Commerce on Beyond Trade Fairs and Exports as well as an insightful trends seminar was conducted in course of the expo.
Inauguration

Bold, bright and cheerful designs reflected a vibrant mood at the spruced up Marts as their owners shared thoughts about this refreshing welcome initiative by EPCH. Buyers have attached a positive credibility to the exhibitors as they have permanent showrooms at the India Expo Centre.

Having seen a positive opening day with buyers from several nations registering right from the early business hours of day 1, Home Expo India, concluded with positive tidings.

The organizers feel encouraged with the buyers who have optimally used this platform to cater to their sourcing needs. As the fair strived to make a mark among similar home special trade events, it certainly made an impact on the minds of buyers as well as exhibitors. While buyers were taking

A one of its kind product specific show

Dr. K Gopal
Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India

This fair is now an established international event and a product specific show that is rated amongst some of the best fairs organized worldwide. The continuous efforts of the Council for organizing such product specific fairs of international standard, which is being visited by thousands of overseas buyers not only assists in providing valuable foreign exchange to the country but improves livelihoods of the crafts persons engaged in the sector. I hope this fair’s spectrum of diverse products will prove fruitful for our exporting community and buyers.
keen notice of the show’s objectives and appreciating this substantial & composite ‘home total’ platform with neat and elaborate displays in manufacturers’ own showrooms this time, exhibitors were wooing them with concentrated theme based product offerings. Regular buyers were doing their share of sourcing and order placing as others kept busy with new introductions vis-à-vis consolidation of old ties.

Home Expo India has taken shape over 4 editions as a strategic sourcing platform to meet India’s leading manufacturer exporters of home textiles, furnishings, furniture, houseware & decoratives and allied products as well as artisans and crafts persons from select craft concentration regions. Visitors to this expo find products ranging from purely hand crafted lines to premium contemporary assortments.

The products on offer from the three segments of ‘Home’ are all comprehensive, right from ready products to a choice in materials, components, hardware and accessories. The Expo allows one to complete the picture, with complements from furnishings, floorings, made-ups, housewares, select decoratives & home utilities as well as furniture & accessories. Buyers can find products that complete the home storyline, yet see and compare the collections of their main interest distinctively. With an exclusive choice of merchandise on offer, this show draws international buyers and importers besides wholesalers, distributors, retail chains, merchandisers as well as architects and interior designers.
The NER Theme Presentation at Home Expo India had a pleasant aura with handcrafted, hand woven and handspun products all across the display area featuring 20 participants from the NER states of Assam, Tripura, Manipur, Nagaland and Sikkim.

**Nirman Fabric by Sarah Fashion from Guwahati, Assam**, was represented by Bapan Sarkar - an EPCH fairs participant since last four years. With handlooms as their forte, they offer cushion covers and stoles besides selections in exquisite Muga and Eri silk. Their handloom cushion covers, bed sheets and other artistic textiles are made by local artisans. This exhibitor shared about good enquiries at the previous EPCH trade platform and hopes the networking established through this expo will bring in more buyers & contacts. Their products are recognized by many buyers as the international market has a good demand for hand made artistic textiles. The Government is promoting handicrafts and helping local entrepreneurs rise to become exporters so this is an opportune time, he concluded.

Another exhibitor dealing in artistic textiles was Haider Ali, a regular Home Expo participant since 2008. They deal in Muga silk which is also

*A premier show with wholesome opportunity for buyers*

*Mr. Dinesh Kumar*  
Chairman, EPCH
termed, wild silk of Assam. He informed, “all our products are UV resistant, offer 80% sun protection and are organic,” and added that they use only natural colours and that is why their products are appreciated as “simple and decent” in the international market. They export to Germany, Russia and USA and this year, hope to widen their export market.

A tale of two sisters was presented through the stalls of Kabita Brahma and Jeenu Mushahary who co-own an exports exclusive firm called Kajee Creation, based in Kokrajhar, Assam, that employs 150 artisans directly & indirectly. They have been part of EPCH shows since the past three years. Kabita’s stall displayed stoles in earthy tones intercepted with natural yarn dyed pieces using tones from indigo and turmeric. All their stoles are hand spun with an Eri silk (ahimsa silk) base. The plain and monochrome designs enjoy a good demand from Japanese buyers who are very picky and choosey, confided Kabita while her entire array sees good buyer markets in Europe (especially France), USA, Australia and Japan. Jeenu’s stall had hand woven artistic fabric for apparel and artistic textile accessories in Muga and Eri silk with motifs on some.

Sikha Das and her stall bedecked with Assamese sarees and Mekhla Chadars drew attention instantly just like a traditionally dressed up Sikha herself. She shared that this was her first participation at Home Expo but local exhibitions in Assam, Kolkata and Delhi are not new to her. For manufacturing, they have a team of 10 women who handle everything from the design to the loom and the final product. At EPCH fairs, she sees better and bigger market opportunities and hopes to cater to the international market in course of time.

There was participation from Tripura Bamboo Mission(TBM). With cane & bamboo as well as
showcasing product range through an event is the best tool to create awareness and market its potential. EPCH in India has always taken lead in promoting the Indian handicrafts sector and in this context, besides showcasing its multi handicrafts products show, has promoted product specific shows in India for specific buyers. The Home segment is expansive and is always expanding. The success of Home Expo India has many contributory factors; from the show concept and timing to the exhibitors’ adaptive response to the international market requirements, together, leading to buyers’ continued patronage.

Home segment is expansive and is always expanding

Showcasing of product range through an event is the best tool to create awareness and market its potential. EPCH in India has always taken lead in promoting the Indian handicrafts sector and in this context, besides showcasing its multi handicrafts products show, has promoted product specific shows in India for specific buyers. The Home segment is expansive and is always expanding. The success of Home Expo India has many contributory factors; from the show concept and timing to the exhibitors’ adaptive response to the international market requirements, together, leading to buyers’ continued patronage.

Another exhibitor, Kouna Craft with N.G Choushim at the helm of affairs is a specialist in home utility baskets, picnic baskets, mattresses and cushions from Manipur. Their primary raw material is kauna or water reed. The plant is cut only when it has reached maturity, the stems are dried to become soft & pithy and quite brittle. A bunch of cut stems of

seetal patti, their product range included basketry; office accessories like file folders, magazine holders, laptop bags; home décor & utility like lamps, table top items, utility boxes & sets, multi-utility bed tables, handmade bamboo hangers, etc. besides single fold and three fold yoga mats that are fast gaining popularity. There was a display of interesting animal and bird figurines by artist Dilip Ray too. He uses select pieces of driftwood, bamboo stems as well as roots to develop his creations—each unique in its own way. Tanmay Mujumdar and Sukanta Das, representing Tripura Bamboo Mission (TBM) at the NER Theme Presentation at Home Expo India shared, TBM is an initiative of the Govt. of Tripura for integrated development of the bamboo sector in the state through training & nurturing artisans and crafts persons with a cluster based approach. They work with manufacturing units of 20 to 25 people each according to different product and skill sets. Products developed there are available for the domestic market both in souvenir shops and online. While the home region has negligible demand, the Southern states of Karnataka, Tamil Nadu and Kerala account for 40% of their domestic market share.
the appropriate length are then woven to shape up as mats and other products. They have been supplying to Japan, Canada, France, London and Israel.

**First time participant, Mhabeni Tungoe from Nagaland** had an array of bamboo products like beer mugs, magazine stands, lamps, candle stands, trays, show cases, bangles, clips, pen stands and flower vases, all using natural colours.

**Assam based Lauhitya Enterprize represented by Parthu**, displayed bamboo crafts, kauna craft and artistic textiles. He informed, “we work with Aptani community of Arunachal and deal in Lona silk bags, betel leaf plates, bamboo baskets and boro traditional designed curtains.” They have supplied products to Holland and USA and with this opportunity of an EPCH platform, hope to meet many buyers and widen their market base.

**An artisan, Nilu Kumar Das from Assam** deals in decorative woodcraft and was quite eloquent about his participation in trade fairs and his maiden presence here.

**Sikkim based Prakash Tamang** represented a group of young people from remote areas of the state who have been trained by a social activist in bamboo handicrafts. This was the first time they were at a platform like Home Expo and stood to learn a lot. Their assortment included basket, pots, decoratives and home utility products.

**Another exhibitor, Manipuri Longpi stone pottery specialist Mathew Sasa** said, he has worked with buyers from Belgium and France. He had lined up new products in compliance with new trends and international market demands.
The raw materials used for his products are weathered rock and serpentine rock. The two rocks are crushed to a powder and mixed with water in a ratio of 5:3 to form a clay-like consistency. The dull-brown mixture is kneaded the entire day and flattened on a wooden board for the initial slab work. Uniquely, Longpi pots are not crafted on a potter’s wheel. Every item is shaped by hand with the help of molds and tools, he informed.

Mr. R K Verma
Director, EPCH

Many thanks for joining this unique edition of Home Expo India, which has got appreciation from all quarters. This three day Home expression sojourn has coaxed buyers to explore the Marts end to end, which they may not have indulged in so diligently in the past, when the show was mainly in the halls. It served a very good purpose of visiting buyers to know what all to expect at the Marts. With new avenues of global as well as domestic retail and e-commerce, there is lot of room for expansion for all segments in the Home sector. I hope our members make the most of the present market opportunities.
Uttarakhand, a North Indian State rich in natural resources has created and nurtured various craft forms since ages. The state specializes in production of woolen handlooms, cotton handlooms, silk products, products of other natural fibers, nettle fiber craft, lihai wood carving, copperware, ringaal based products, wax work, aipan art - ritual floor painting, lantana furniture, picchuara - painted textile, block printing, driftwood work, pine bark jewellery, papri wood work, ornamental candles, stone carving and many more innovative combinations. Uttarakhand is home to over 40 kinds of natural fibres that are used to make a wide range of innovative products.

Uttarakhand’s Theme Presentation at Home Expo India included 50 participants - all primary producers from various craft towns and cities of this State like, Almora, Bageshwar, Chamoli, Dehradun, Haridwar, Nainital, Pithoragarh, Rudraprayag, Tehri Garhwal, Udham Singh Nagar and Uttarkashi, besides representation from Uttarakhand Handloom & Handicraft Development Council. Through Home Expo India 2016, the artisans, designers and entrepreneurs of the state got an opportunity to market their products not only to exporters but also to visiting buyers and get their invaluable feedback on their product propositions. The participants, mostly primary producers, were elated at the international platform and hoped to return with business, enquiries and lot of learning.

Dulap Ram from Bageshwar specializes in copperware and has presented his work at exhibitions in Delhi, Dehradun, Hyderabad, Kolkata, Assam and Guwahati. For manufacturing they have a small group of people who do all the work from liquefying the metal to designing the final product. “We have been given great opportunity to showcase our talent, otherwise our handicraft would just be limited to our village buyers,” he says and adds, “I hope that people from different countries would look at our work which would give our handicrafts a better future in world market.” Shiv Lal too has been working with copperware since 30 years and has participated in many fairs in India and Nepal. He is keen to pass on this work to the next generation.
Wool and cotton shawls in this theme presentation were displayed by Shilp Kutumb: Family of artists and artisans, an NGO that works for women empowerment by training and providing employment opportunities to women practicing the craft of woolen and cotton handicrafts. They source raw material from Delhi and Ludhiana. Their products are sold online as well. This was their second participation at Home Expo. The first got them connected to an American buyer with whom they have been in business since.

Haq Industry, Roorkee, a second time participant through Uttarakhand Handloom and Handicraft Development Council displayed antique look lines in wrist watches, push button compass, wall clocks, sun dials, sun timer, candle stands, table clocks and decorative nautical instruments, tuned for markets in USA, Canada, Australia and Germany. They said, “clock compasses and dials are for USA while wall clocks and decorative items are desired in Australia.”

Manoj Lal from Rudraprayag had got ringaa(a kind of dwarf bamboo found in Uttarakhand) products like baskets, flower stands, pen boxes, hanging lamps and candle stands. Since they use natural raw materials, these products if saved from water, sun and fire can be used for a long time. Another ringaal craft specialist was from
Pithoragarh, with items like baskets used for spiritual rituals and home utilities was of the view that this is sustainable and can be used in lieu of plastics. Just a coat of polish on their natural colours is needed for maintenance and these have a good local demand too.

**Woodcraft was presented by first time participant, Ramgopal from Village Urgam, Uttarakhand.** Among his unique spiritual products he has neelam pather ka Ganesh Bhagwan, lakdi ka Nandi (Nandi cow made up of wood), figurines of Hindu mythological characters carved in wood, photo frames, etc. He shared, “we use pandaar and paapri wood in making these products as they are reliable for fine carving.” He informed, “since last 50-52 years, there has been no work on wood craft in Uttarakhand and this craft had reached near extinction so these products are instrumental in reviving the craft in the state. The main focus is to inspire and motivate entrepreneurship for livelihood and safeguard of Uttarakhand people and culture.”
At Home Expo India, Southern states of India were represented thematically with artisans, entrepreuners and exporters from cities in south India, that have made their mark in rich craft heritage. Products on display included patchwork quilts from Chennai, cotton durries from Warangal, tie & dye from Madurai as well as Nalgonda, lace & hand embroidery from Kanya Kumari, bidri from Hyderabad, tribal weaving craft from Ooty, tribal jewellery and jute bags from Vijaypur, mirror embroidery from Bijapur, handmade crochet & lace from Narsapur, kalamkari painting from Chittoor and much more.

A first time participant but regular visitor to EPCH fairs and part of Indian representations to overseas trade shows, buyer seller meets, etc., Vijay Lakshmi from Hyderabad calls Ikat fabric products her forte-a craft form she has been dealing in since 22 years with exports to Germany and Japan. Dupattas, stoles, sarees and cushion covers made from cotton and silk fabric dotted her display.

A famed craft from Hyderabad, gun metal/bidri craft as well as other metal decoratives were displayed by T. Badresh, a first time participant who was amazed at the environment of Home Expo and believed that international buyers will like his articles and place orders. Working with self help groups his craft involves making home decor and utility products as per demand and trends.

P. Swathi, also from this city and working with a self help group, had hand made bags, cushion covers, runners, fancy bags of banjara tradition and other handloom products. She feels opportunities like including artisans in international events like Home Expo can encourage local artisans to come out and show
their handicrafts. Her products are sold in local markets and trade fairs but off late, enquiries from domestic importers are coming up. Another such participant, **V Sri Devi deals in carpets, door mats, runners, wall hangings** and other home furnishing items-all hand made from pure cotton handlooms.

**P. Padmavati from Srikalhasti, Andhra Pradesh** had displayed traditional kalamkari craft that uses hand block printing, artistic strokes and only natural colours. “I am not a big seller, sell only in local markets and exhibitions & fairs but off late enquiries from local big buyers are happening,” she informed and added that opportunities like this would help traditional handicrafts develop with trendy and market friendly designs.

**Sanjay M Biradar from Vijaypur, Karnataka,** dealing in banjara tribal jewellery and jute & cotton handicrafts offered bags, mats, pillow covers, etc. they export to USA, Canada, Spain, Poland, Sweden, and Italy. They are yet to explore the local Indian market. Promotion of crafts by the government under various schemes has helped a lot in coming out, he feels.

**A.K Ramesh from Madurai, Tamil Nadu,** displayed tie & dye products using organic dyeing processes-a speciality which is in demand by international buyers. On demand of
buyers and international markets, fusions in this technique are being practiced keeping old traditions intact, he informed.

V. Radhakrishnan from Chennai, Tamil Nadu had displayed 100% cotton handmade quilts in interesting patterns & geometry. They cater to both domestic and international buyers with almost 90% going to markets in USA and Australia. They work with self help groups, training artisans from rural areas, especially women.

The famous warangal carpets were on display with cotton and jute floor coverings from exporters - P. Srinivas and K Laxmi Narayana who feel a platform like this can help enrich local entrepreneurs and artisans to reach out to international buyers. They cater to the domestic market and supply to export houses who in turn export these products. Through Home Expo they sought direct alliances with buyers.

The elegance of lace craft and hand embroidery was showcased through embellished home textiles, by Padma Kumari from Kanya Kumari, Tamil Nadu. B.P.L.V Varma from West Godavari, Andhra Pradesh had similar lacecraft products besides bag covers, garments and doilies. He feels this channel of Home Expo can connect one to international buyers. Exquisite Toda craft of tribal hand embroidery was displayed through home furnishings, bags and pouches by Sheela from Shalom-a self help group from Ooty, Tamil Nadu that has help preserve this traditional craft (now marked as a GI product). This was her second participation at Home Expo.
Panel Discussion & Seminars

Who Moved My Cheese?

2nd Mega Panel Discussion on Retail and e-Commerce on Beyond Trade Fairs and Exports

In continuation to its first Mega Panel Discussion on Retail and e-Commerce in February this year (in course of IHGF Delhi Fair-Spring), EPCH organized the 2nd "Mega Panel Discussion" on 16th April, 2016, at the India Expo Centre at an opportune time of Home Expo India- a Mart exclusive Buyer Seller Meet. With focus on “Beyond Trade Fairs and Exports”, this brought together among panelists, Mr. Alok Kumar, Development Commissioner(Handlooms), Ministry of Textiles, Govt. of India; Mr. Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India; Mr. C. K. Nair, Customer Care Associate & Chief Operating Officer, Home Stop; Mr. Devesh Rai, Founder & CEO at wydr.in; Mr. Sai Sudershan, CEO, Om Ved Lifestyle Pvt. Ltd.; Mr. Nitin Jain, MD, J. Nitin Merchandising & INV Home; exporters and Mart owners at India Expo Mart - Mr. Ravi Sharan of Artefacts India and Ms. Nitima Sood Mittal from Shakti Exports; Mr. D Kumar, Chairman, EPCH; and Mr. Karan Jethwani, member exporter from mumbai region and Moderator Coordinator-Domestic Retail Promotions at EPCH and Mr. Rakesh Kumar, Executive Director, EPCH.

The panel discussion aimed to facilitate interaction of exporters with eminent people in the domestic retail industry, to guide them on exploring the possibility of business, joint ventures and alliances to tap opportunities in the Indian Retail Market. The panel discussion aimed to provide the exporters an insight into the market size of online and retail sector in India and present a wider perspective of India’s retail stature as well as potential of handicraft.
exporters to escalate the Indian economy while helping the country earn forex. This was attended by members from the handicrafts export industry, representatives of the organized and e-retail market, EPCH officials and member exporters.

Mr. Rakesh Kumar, Executive Director, EPCH welcomed the delegates and initiated the panel discussion. Emphasizing that change is constant and business relevance changes drastically over a period of time, he reflected back to the beginning of EPCH’s internationally renowned show - IHGF, which started with just 80 exhibitors in one hall of Pragati Maidan. IHGF was conceptualised to bring Indian handicraft exporters to a b2b trade platform where they could connect with overseas buyers and this was prompted by refusal of Messe Frankfurt, for participation of Indian handicraft exporters in their shows in Germany. Ironically today, for Ambiente and Heimtextil, their largest flagship shows, Messe Frankfurt have partnered exclusively with EPCH in India. Mr. Kumar explained, in today’s trade scenario, “export business is no longer about income tax exemptions so why not consider retail also?” Speaking about India Expo Centre & Mart, he said, IEML was a concept to provide buyers from world over to visit as per their convenience and travel itineraries, to meet India’s leading exporters and source multitude of products from a single sourcing hub. Similarly, the Expo Mart is a marketing platform for exporters from various regions of India to find buyer traffic throughout the year. But somewhere the fervor diluted with the unanswered moot question—“Pehle Bazaar Khulega ya Pehle Grahak Ayega?” He touched upon the many infrastructure issues that have been addressed to kick-start the business at the Mart with better illumination in isles, buying houses and buying agents opening temporary offices in Marts and many value added services as well as facilities to make a visit to the Marts, a pleasure. If the Marts open 24x7 e-Commerce and retail markets, right from bulk orders to ready stock purchasing, the soon to begin Metro Rail

Right now, the market is in a transitional phase

The Indian market is in a transitional phase - from manufacturers catering only to foreign market to attention towards the domestic market too. I congratulate EPCH for its initiatives and feel that in order for both to grow, the govt. has to come up with more policies to promote “Make in India.”

Kumar Rajagopalan, CEO, Retailers Association of India

Optimum Sourcing Begins Here

When we had considered opening to volume domestic buying two years ago, there were very few exporters looking at the domestic market. Even today, many are unable to gauge the potential of our own market, specially the e-commerce segment. That said, in this show there were nearly a thousand exhibitors open to talk business to domestic market buyers, and many from Jodhpur are already doing sizable business through domestic retail and e-commerce market. Moradabad and some other clusters are also slowly joining the band wagon.

Rakesh Kumar
Executive Director, EPCH
connectivity would make access even easier. So we must work towards our new mantra for Marts- "Optimum Sourcing Begins Here".

Mr. Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India, mentioned that India’s retail size of $600 billion (just larger than Walmart) is likely to grow to a trillion dollars by 2020. “The absence of brands in many product lines spells a huge potential to create brands in India,” he remarked. He believes that the handicrafts industry has a renowned market and therefore indigenous products should be sold in the domestic market in addition to exports.

Mr. C K Nair, Customer Care Associate & Chief Operating Officer, Home Stop, reiterated the effect and importance of brands and said, “Retail is all about detail!”. Exporters catering to the retail market in India have three issues to address—one is the longer payment cycle, second is goods return or replacements needed and the third being need for varied quantities.

C K Nair
Customer Care Associate & Chief Operating Officer, Home Stop

Mr. Alok Kumar, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India spoke about the "India Handloom Brand" newly launched by the Indian PM on August 7th, 2015- the first National Handloom Day, to endorse the quality of handloom products in terms of raw material, processing, embellishment, weaving, design and other parameters besides social and environment compliance. He urged retailers to come forward to access these unique products under the brand that are assuredly made of natural fibre, use safe colours, are colour fast, do not involve child labour and of course are authentic handloom. He assured that the certified products are carefully chosen and tested before endorsement.

Alok Kumar
DC(Handlooms), Ministry of Textiles, Govt. of India

Access unique products with “India Handloom Brand”

Iconic brands like Nike, Mercedes and Apple are testimony to the strength of branding. Brands are all about trust, integrity and quality which are offered with effective price packaging and promotions. For instance, Baba Ramdev and his Patanjali are examples of potential of brands in India that can become big challengers.

Sai Sudershan, CEO, Om Ved Lifestyle Pvt. Ltd.
the strength of branding.

“Brands area all about trust, integrity and quality which are offered with effective price packaging and promotions”; he exclaimed and added that Baba Ramdev and his Patanjali are examples of potential of brands in India that can become big challengers.

Mr. Devesh Rai, Founder & CEO, wydr.in, who comes from an IT background and has seen diverse industries said, that comfort zones are like wastelands, nothing ever grows there and emphasised, exporters who are ignoring retail are like people failing to see an elephant in the same room as they are in. The e-Commerce market in India may likely be closer to 75 billion by 2020 than the last projected 43 billion so one needs to see the opportunity and use it to advantage.

Devesh Rai
Founder & CEO, wydr.in

Comfort zones are like wastelands

Comfort zones are like wastelands, nothing ever grows there. Exporters who are ignoring retail are like people failing to see an elephant in the same room as they are in. The e-Commerce market in India may likely be closer to 75 billion by 2020 than the last projected 43 billion so one needs to see the opportunity and use it to advantage.

Devesh Rai
Founder & CEO, wydr.in

Open Marts benefit both sides

If all Marts open it would be a big opportunity for buyers to visit anytime as per their travel itineraries and convenience. The resultant benefit would be mutual.

D Kumar, Chairman, EPCH

Amazon helps brands from being B2B to B2C

Amazon offers many opportunities to manufacturers of diverse products and helps them reach out to many end-consumers. Amazon not only helps brands establish themselves but also helps them from being B2B to B2C.

Shashank Pant
Amazon India

Mr. Shashank Pant from Amazon India spoke about Amazon’s opportunity for establishing brands and growing from being b2b to b2c in the international market using the Amazon platform which offers all logistics support like warehousing, etc. Mr. Nitin Jain, MD, J. Nitin Merchandising & INV Home, said, Indian products are the soul of a store anywhere in the world and India too must have access to such best of Indian products.

The panel discussion also presented the Mart owners’ thoughts.

Mr. Ravi Sharan of Artefacts India spoke of success stories of grit and determination and shared stories of American entrepreneurship and of some within the Indian entrepreneurs’ community as well. He urged Mart owners to actively uplift themselves to beat the 80-20 rule where 80% of business goes to only 20% of the people.

Mr. D Kumar,
Chairman, EPCH, emphasised, if all Marts open it would be a big opportunity for buyers to visit anytime as per their travel itineraries and convenience. The resultant benefit would be mutual.

Ms. Nitima Sood Mittal from Shakti Exports said, the export business is just like any other business that sees survival of the fittest. This is because, besides global competition there is competition from within, that is among exporters. She emphasised, even if players are dealing in similar kinds of products one has to be different to have an exclusivity and edge. Design and visual mechanizing play a big role in beautiful presentation. A buyer comes to a Mart and asks, “What’s new?”. We can change that expression to “Wow!”

As moderator of the discussion, Mr. Karan Jethwani, Co ordinator - Domestic Retail Promotions at EPCH, spoke about the opportunity and importance of Marts. He said, “Marts are not just about 9 days of IHGF but about 365 days in a year.” He put questions to all panelists to give an insight into what ought to follow in the times ahead and also encouraged the exporting community present, to ask questions to panelists and participate in open forum. The session concluded with interaction between participants and panelists.
Mr. Tom Mirabile, Senior Vice President of Global Trend and Design for Lifetime Brands, who provides creative direction for some of the most well-respected brands in the housewares and tabletop industries, made a presentation on emerging trends in home décor for 2017. Referring to the prime international home fashion fairs he travels to, he observed that the emerging trends which are, and will in the near future, dictate what goes in the market are Global Caravan, Simply Serene, New Modernist, French Kiss, Into the Woods and Maritime Chic.
Exhibitors Comment

Mart exclusive Home Expo India - a welcome initiative....

Buyers assured of a permanent Mart address of suppliers

With permanent Marts, the buyers are able to trust easily that at least we the sellers are not going anywhere and are going to be here at anytime. Definitely there has been a positive inflow with the coming of permanent Mart.

Pradip Muchhala, Muchalla NV

A great effort

Mart is much smaller as compared to the temporary fair but this is a great effort. This is brilliant.

Ravindra Sharan, Artefacts India

Mobilised more footfall, given us a better platform

It has not only mobilised more footfall for us but has given us a better platform to create new contacts. I hope that our Marts’ popularity will get more enhanced in coming years.

Ravi Khanna, NCCR Exports

Quality buyers at the Marts

I thank EPCH for keeping the fair exclusive to the Marts. Not many customers have landed this time but the ones who have come are serious buyers.

Satish Dhir, Highland Exports

Really a good attempt

It’s really a good attempt by EPCH which will have a good impact on our sales. Looking forward for a great response.

Vivek Vikas, Vijay Enterprises

Positive buyer inflow

With this setting, the buyers are directly coming to the Mart which was not possible earlier. There has been a positive inflow. Now with the opening of permanent Marts one can see more traffic of buyers, which is positive.

Vasu Pahwa, Surya International

Show more focussed

A show in Marts is better for the Mart owners as well as the buyer as an intimate relationship is developed between the seller and the buyer. Marts even though small in size collectively as compared to a fair, is focussed. Permanent Mart events would definitely work better in the long run with good promotion.

Rukshad Bhagwagar, Forms

Good way to promote Mart products

We are happy with this initiative. Though we are not seeing a big footfall of buyers but this is a good initiative to promote the products in the Mart area. In future too I hope they continue to do so.

Damini Mnachanda, Textile Concept International
Quite a good show this year

I am happy with EPCH consolidating the expo in the Mart. This is good from business perspective. Home Expo this year is quite a good show. Buyers are coming and showing great interest in the products and seem to do good business.

Shikhar Bhansali, Maker’s Mart

Selling has improved

All buyers are visiting our Marts for the first time. Our selling has improved. So if you ask about my feedback I am definitely one of those who is happy and positive with this move.

Sharad Jain, Indian Artware

A good way to ensure popularity for Marts

I consider it to be a good way to ensure that the Marts gain popularity and attract customers. The footfall is low but since I had few fixed appointments I have all reasons to be happy.

Amit Malhotra, Asian Handicrafts

Enabled better association with buyers and buying agents

I feel this is a very good initiative. This time in the Mart area, we were able to create a better association with the buyers and buying agents. We were able to sit, talk, explain and negotiate with our buyers. I addressed the panel discussion on retail which was attended by experts of various fields. I think more such events should be held where forthcoming scenario of business can be talked about.

Leela Bordia, Neerja International

This has led buyers to Mart area

Now when the exhibition is in the Mart area, it has made buyers who would otherwise stick to the exhibition halls, venture into the Mart area.

Nicky Taluja, Powerdeals International

Very happy with this development

It is a very good initiative and we are very happy with this development. We have good number of inquiries coming in from the buyers and we are very happy about that.

Gurvinder Kohli, Malika Overseas

Happy with this initiative

We are very happy with this development, though this April fair is small compared to other fairs.

C.P Sharma, Garud Fabs Pvt Ltd
A good opportunity to benefit from

I feel this is the only right way of doing business. Even with less number of buyers we have more opportunity to grab them. Buyers that have come in are real concrete buyers who genuinely want to know about our products. Also we don’t have to shift our products to the temporary halls which is also a cost saving.

Satish Katta, Siyaram Exporters

Helped engage more buyers

This year, the consolidation of the Expo inside the Mart has helped the established exporter as well as buyers. The buyers are giving good response and are happy while exporters are engaging more with buyers and this has created a space for more contractual relationships. I believe this to be the best way of conducting expo.

Lekhraj Maheshwari, Rajasthan Handloom & Handicrafts

Move is good

This move is good. A lot of factors come into play when you are into export import market. We have to understand the global economy. Also I feel that marketing and promotion is very important for the exhibitors.

Rajiv Sirohi, Shara
Ajai Shankar Memorial Awards

for Best Designed and Displayed Marts during Home Expo India - 2016

Furnishing, Flooring and Textiles

GOLD

M/s Surya International, New Delhi
Received by Mr. Vasudev Pahwa

SILVER

M/s Vijay Design Inspiration, Noida
Received by Mr. Vivek Vikas

BRONZE

M/s Indcraft Exports, Meerut
Received by Mr. Samir Jain
Indian Furniture & Accessories

GOLD

M/s Manjushree Exports, Moradabad, Received by Mrs. Manju Rawal

SILVER

M/s J.O. Exports International, Moradabad, Received by Mr. Anshul Agarwal

BRONZE

M/s Chirag Exports, Noida Received by Mr. Sabu Thomas
Houseware and Decorative

**GOLD**

M/s Curio Crafts, Noida
Received by Mr. Rakesh Jain

**SILVER**

M/s LTS International, Noida
Received by Ms. Vidhushi Gupta

**BRONZE**

M/s A.M. Glass International, Firozabad, Received by Mr. Mahesh Kumar Gupta
Guests at Home Expo India 2016
Buyers Comment

Prime Interest: **Home Textiles**

I am a textile retailer and this is my first visit to Home Expo India. Indian home wares are very much popular in Australia but textiles appeal me most. These have lot of potential in our market. We expect all Indian manufacturers to be socially compliant. We have met new suppliers and are going to place orders soon.

**Suzanne Barlow, AUSTRALIA**

Prime Interest: **Home Decor**

This is my 20th visit to an EPCH event. Indian crafts are quite popular in our market, especially iron lamps and mosaic lamps. Indian fabrics appeal the most. This time I cannot find too many things as compared to my past experiences. Indian products have good potential in our markets. I have met only one new supplier till now, rest are old ones.

**Rene Riebeek, HOLLAND**

Prime Interest: **Jewellery-Stone and Metal**

I am a France based jewellery retailer. Earlier I was into decorative retailing. This is my third visit to Home Expo. This permanent mart venue and showrooms are better than the temporary ones in the past. Indian products have good potential in our market. I personally prefer stones, silver and gold. I have met a new supplier this time and I have placed my orders too.

**Martine Menguy, FRANCE**

Prime Interest: **Artisanal Apparel & Textiles**

I have a garment business in France. I have visited EPCH fairs at least 10 times in the past. Indian embroidery and appliqué work are most popular in France. Indian paints and prints appeal me most. Indian products have better potential in our market. I have met new suppliers this time and I am going to place some orders.

**Villaret Bernard, France**

Prime Interest: **Houseware**

I am a houseware retailer in Los-Angeles. This is my first visit to Home Expo. Indian silver, stainless steel and brass products are popular in our market. Indian products have good potential in our market because of the price. We expect Indian manufacturers to speed up in terms of time of production. I have not met any new supplier this time. I am going to place an order.

**Holly Jourabchian, USA**
Prime Interest: **Home products**

I am from Agile Sourcing and my business is of resourcing and procuring home furnishing, floor coverings, furniture, marble products and apparel for e-suppliers. I found the expo atmosphere very professional, exporters very engaging & impressive and new designs in alignment with new upcoming trends.

Belinda Coyle, AUSTRALIA

Prime Interest: **Furniture**

I am into retail market of furniture and accessories in Mexico and this is my first visit. The popularity of Indian products especially furniture is something that brings me here. I personally prefer antiques from Indian markets that see good demand in many markets.

Rubin Colea, MEXICO

Prime Interest: **Textiles & Flooring**

I am a wholesaler. Indian products are pretty popular in my market, especially carpets, textile linings, textiles and furniture. My experience with Indian products so far has been good with carpets, tableware and furniture. These products have lot of potential in the US.

Jennifer Regester, USA

Prime Interest: **Furniture Hardware**

This is my second visit to India and first visit to this fair. My friend has been visiting India since past 20 years. I am a wholesaler of hardware goods and I am looking for metal stands, ceramic handles and knobs. Indian goods are better in quality and appeal much more than those manufactured in China. And they also have that handmade value. People often buy low quality stuff for low price but I am definitely not one of those.

Nikolai Vasaasen, NORWAY

Prime Interest: **All Home Products**

I have been working as a buying agent for 5 years now. Our agency basically works to facilitate buyers. When I started, the market was very limited but in the last few years I have seen that Indian market getting very competitive. Manufacturers are getting well aware of the global market. Things are definitely improving. Indian manufacturing is quite reputed internationally. In terms of fabrics, handmade and handcrafted are best selling propositions and through Home Expo, we are getting good deals.

Devanshi Tewari (buying agent), India
Prime Interest: **Bed Linen & Cushions**

We are from Domus Home and we are just starting our new online company. We are looking at the different designs and prints that are on display here. We have heard that the Indian market has a wide range of prints and designs. But I feel despite having such a wide range of products, Indian market is still not able to reach every market. And that is why we are here to look at the options ourselves. We are pleasantly surprised to see that the Home Expo is at such a composition and that too organized very well.

**Sharon Ding and Yvette Kwan, HONG KONG**

Prime Interest: **Seasonal decoratives**

I am a Germany based wholesale retailer of seasonal decorative items. This is my fourth visit to Home Expo and it is comparatively small this time. Since it was already known that this time it is going to be smaller and concentrated, it is actually not disappointing. Indian craft is quite popular in Germany and people are really interested in metal, glass and wooden products. German people are not much into Indian furniture. We expect Indian manufacturers to produce season based products as India has lot of potential in this segment.

**Kristin Czernakowski, GERMANY**

Prime Interest: **Metal products**

I am visiting this fair for the first time. I am a retailer in Australia and I am planning to shift to a wholesale business. I am out here to buy metal items and ceramics. Indian items find a good market in my country. People are interested not only in the items but also the story behind each of them. They like to know about the region where the products are made and the manner in which they are manufactured so that a real relationship between our country and India is established. I have bought many aluminium items and will buy more.

**Luke Edward Lawler, AUSTRALIA**

Prime Interest: **Furniture & Textiles**

I am from Alafia Gallery and am here to look at the range of furniture and textiles that Indian market is offering. I have been coming here on and off since 2010. Since 2010, I have noticed that the Indian products are just getting better and modern. I think Indian market and products have a great scope in International space since manufacturers have a creative edge as well.

**Lorna Mauritzen, AUSTRALIA**
Prime Interest: **Home Textiles**

I have attended EPCH fairs many times but this is my second consecutive year to Home Expo India. I feel that consumer interests are changing. Recycled products from India are being noticed more as they have long life. Also wooden products are gaining popularity in the eyes of buyers. Quality of Indian product has improved and is constantly improving over time. People who do not travel much still consider India a low profile country but exporters from European countries and people who are well read see the general economy improving day by day. I have spotted few manufacturers of scarves and wooden products. **Cristine Anna Jung, GERMANY**

Prime Interest: **Furniture**

I am a wholesaler of furniture and interior decor products in Denmark. I have visited EPCH fairs 20 times in the past. This time I can find new glasses, carpets and lamps. My interest is particularly around furniture. On the scale of 10, I can rate the popularity of Indian crafts in Denmark as 8. Indian products have really good potential in Denmark. I met new suppliers this time. I haven’t done any orders as of now but I am going to do so soon. **Henrik Jensen Steen, DENMARK**

Prime Interest: **Textiles & Laces**

I represent Heritage lace Inc., USA and this is my first visit. Last time I visited the EPCH February fair in 2015. We are very impressed with the rapidly emerging new categories in metals like glass and other fibres in India. I see great potential in manufacturers here, especially those who have good network of delivery and customer service. In India, our prime focus is laces. We have been looking at different material from different buyers and we are hoping to have good business in India. **Daniel Decosk, USA**

Prime Interest: **Textiles**

I have just established my company-BTC Retail. It is a corporation in which we have 16 shops for which I buy and do advertisement. I have been coming here since 2012. I have attended the October fair last year too. Since 2012 I have seen that the products in Indian market are getting trendier by the day. Also I must say that my colleagues and I agree that the Indian product quality is far better than any other country. We also work with China and buy a lot of decorative products from there but for textiles and fabrics we always prefer to come to India. Also, in Indian products you see a lot of love for hand work. **Kees Gommers, NETHERLANDS**
Prime Interest: **Handmade Articles**

I have a business of furniture in Barcelona worth 2.5 million dollars. This is my first visit to Home Expo. Indian products are still not very much known in Spain. My product of interest is handmade articles.

*Maximiliano Zicart, SPAIN*

Prime Interest: **Furniture and Decoration Items**

I represent a company called Comexpo and I have been visiting India since the last 16 years though I have been mostly attending the exhibition in the month of October and February. So this is my first time at the Home expo. Through the years I have seen the growth that the Indian market has made. This time I am looking for something radical in design. I feel that Indian manufacturers need to work on more competitive pricing.

*Garcia, SPAIN*

Prime Interest: **Home Products**

I am from Al Mounasabat and have been coming here since 2005. I majorly deal in wood and aluminum furniture and home decoration. The quality of wood and the aluminum of Indian market is well known in our market too. I am here to look at new designs that the Indian market is presenting and source accordingly.

*Elias Diab, LEBANON*

Prime Interest: **Textiles**

I represent TnF Enterprise, Taiwan and this is my first visit to Home Expo. Right now I am looking at the Indian textile market and trying to explore new options that the market presents. I am currently looking at everything related to textiles- from home furnishing to rugs. A few new designs have attracted me and I have sent them to a few people. I just hope to get an answer soon.

*Paul Hou, TAIWAN*

Prime Interest: **Soddy Wood Products**

I am secretary general of KLSFEA Committee in Malaysia and am here through Malaysian Furniture Council. Here at Home Expo, wooden craft decorative items appeal most to me. My particular item of interest is decorative items made up of soddy wood. Indian products are quite popular in Malaysian market especially soddy wood is more popular. I am planning to order products from this expo.

*Ricahrd Ko, MALAYSIA*
Glimpses
OVERSEAS PUBLICITY OF THE FAIR

To popularise Home Expo 2016, the Council worked out an extensive publicity plan:

- Fair information on mailers, brochures & posters were sent to Indian Diplomatic Missions abroad and direct mailing was also made to Associations, Chambers of Commerce & Import Promotion Organizations abroad.

- Direct mailers were sent to wholesalers, importers and retailers abroad.

- Advertisements released in International Magazines of Handicrafts, Gifts & Textiles and In-flight Magazines of national and international carriers and in various International Fair Catalogues & Directories.

- Banner advertisements were released in leading international websites dedicated to various product categories and merchandise trade.

- One-to-one publicity at EPCH booths in international fairs abroad.

INLAND PUBLICITY OF THE FAIR

- Fair information, mailers and invites sent to Foreign Missions in India, Leading Buying Houses, Buying Agents, Associations, Chambers of Commerce, etc.

- Press Meets organized to brief local media on Home Expo 2016.

INFORMATIVE & DEVELOPMENTAL PUBLICITY AT THE FAIR

- Informative Fair Directory, having messages, indexed participants profiles, fair layout, etc. provided to all trade visitors.

- Show Bulletins, having industry leaders and buyers interviews, besides update on products, fair fact file, and advertisements of forthcoming EPCH shows published and distributed to Trade Visitors, Media & Participants.
EPCH is a certified non-profit organization and the apex body representing Indian handicraft manufacturers & exporters. The Council provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers facilitating business.

Among its regular activities, EPCH organizes the world’s largest handicrafts show on Home, Lifestyle & Fashion ‘IHGF Delhi Fair - Spring & Autumn’ which has seen 41 superlative editions. EPCH also organizes the product specific show ‘Indian Fashion Jewellery & Accessories Show’. Besides participating in prime sourcing and retail shows overseas, the Council also organizes buyer-seller meets, conferences and study tours overseas to explore market opportunities. The Council also undertakes design & technical workshops for creating awareness within the industry. EPCH facilitates its 9000+ members to customize and offer unique styles and quality products to the global sourcing community.

EPCH is recognized as a model organization for its continuous pursuit of excellence. With its Headquarters in New Delhi, EPCH has regional/representative offices in Mumbai, Kolkata, Bangalore, Moradabad, Jodhpur, Jaipur, Saharanpur, Agra, Guwahati and Narsapur.

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"One-to-one publicity at EPCH booths in international fairs abroad"

Home+Houseware Show
5-8 March, 2016
Chicago, USA

International Furniture Fair
10-13 March, 2016
Singapore
Annexure – C

“Invites sent to Foreign Missions in India, Leading Buying Houses, Buying Agents, Chambers of Commerce, etc.”
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"North East Region’s Participants Publicity at the Fair"

Participants Catalogue

Advertisement in Show Bulletin
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"Souther Region’s Participants Publicity at the Fair"

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"Show Bulletins during the Fair"