

EPCH Pavilion Showcases Indian Craftsmanship for the Hospitality Sector

India International Hospitality Expo, India Expo Centre, Greater Noida; 5th – 8th August 2026

The EPCH Pavilion was inaugurated by Dr. Neeraj Khanna, Chairman, EPCH, in the august presence of Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; Mr. Rajesh Rawat, Executive Director, EPCH; prominent member exporters; participating artisans; and representatives of the hospitality industry.

The 9th edition of the India International Hospitality Expo (IHE) 2026 was held from 5th to 8th August 2026 at the India Expo Centre & Mart, Greater Noida. It provided an important platform for strengthening linkages between the Indian handicrafts and hospitality sectors. The EPCH Pavilion was inaugurated by Dr. Neeraj Khanna, Chairman, EPCH, in the presence of Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML; Mr. Rajesh Rawat, Executive Director, EPCH; prominent member exporters, participating artisans and representatives of the hospitality industry.

Seven EPCH member exporters participated in the pavilion, showcasing an extensive range of Home Décor, Glassware, Furniture, Houseware, Carpets, Kitchenware, Household Products, Jute Products and other handcrafted products. To further promote India's traditional crafts, EPCH also set up a thematic display featuring live demonstrations by master craftspersons and artisans. The Office of the DC (Handicrafts), Ministry of Textiles, Govt. of India, deputed



Master crafts persons and artisans representing a diverse range of traditional crafts, including Zari Zardozi from Agra, Folk Painting from Almora, Candle Craft from Dehradun, Paper Mache and Fusion Craft from Delhi, Dry Flower Craft from Gurugram, Home Décor from Hoshiarpur, Grass Fibre Craft from Kolkata, Chikankari from Lucknow, and Dolls & Toys from Prayagraj. The live demonstrations added a strong experiential dimension to the pavilion and highlighted the diversity, skill and contemporary relevance of India's handicraft traditions.

Overall, the EPCH Pavilion at IHE 2026 highlighted the strong potential of Indian handicrafts in the hospitality sector, where hotels, resorts and restaurants increasingly seek distinctive, sustainable and design-led products. Dr. Neeraj Khanna, Chairman, EPCH, emphasised opportunities for customised handicraft solutions across guest rooms, restaurants, lobbies, banqueting, wellness and outdoor spaces, enabling direct engagement with institutional buyers and long-term sourcing relationships.

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML, emphasised IHE as an important platform connecting handicraft suppliers with hospitality decision-makers, offering opportunities to develop innovative, customised and scalable products. ■

