

IHGF HOME | LIFESTYLE | FASHION | FURNISHINGS | FURNITURE

# DELHI FAIR



AUTUMN | FURNITURE

12-16 OCTOBER 2023 INDIA EXPO CENTRE & MART  
GREATER NOIDA EXPRESSWAY, DELHI-NCROrganiser:  EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

## BUSY DAYS TO CONCLUDE WITH GAINS, LEARNING, INSPIRATION AND PROMISES TO MEET AGAIN

### Exhibitors and trade visitors upbeat as business hours move towards conclusion with positives

There is growing inclination towards Indian suppliers for their ability to offer the handcrafted value addition in their stylish product lines confirming to upcoming trends. While contemporary feel and looks are welcome, Indian handcrafting skills and intricate workmanship will continue to route in the aficionado to India, many buyers have shared, as Indian culture, heritage and the history of its civilization is reaching every part of the world. In fact, the world is looking at India for inspiration and tradition inspired 'sophisticated' as well as 'rooted' products.

Expanding at its seams and growing consistently with each edition to include its increasing number of exhibitors and facilitate its growing patronage of overseas buyers, IHGF Delhi Fair-Autumn and Delhi Fair-Furniture in this 56th edition with 3000+ exhibitors, is in full splendor at the plush India Expo Centre & Mart, Greater Noida. The show continues to see busy field days with the first three days having registered buyers from almost all of India's export markets over the world. Several new contacts were made and old ones renewed, product lines from new suppliers and innovations from regular vendors have been considered, some orders made and some noted for finalizing amidst post-show follow-ups. There have been plenty of interactions, learning & observations and most importantly, promises to meet next season.

With the furniture segment seeing a growing scope and more and more markets overseas expanding their home & lifestyle products sourcing from India, the Delhi Fair -Furniture is also seeing busy days. To cater to this segment of buyers and be able to offer larger display spaces to the exhibitors, EPCH launched this exclusive trade appointment under the IHGF Delhi Fair branding, this year.

Live craft demonstrations at the show as well as insightful seminars have been well reciprocated to and attended, adding to the experience at this trade platform.



## Our Special Guests...



Smt. Rachna Shah, IAS, Secretary, Ministry of Textiles, Govt. of India, visited the fair and interacted with member participants of EPCH alongwith Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Chairman, IEM; and Mr. R. K. Verma, Executive Director, EPCH



Smt. Sukriti Likhi, IAS, Additional Secretary (FA), Ministry of Textiles, Govt. of India



Shri Rohit Kansal, IAS, Additional Secretary, Ministry of Textiles, Govt. of India



Shri Pranjal Yadav, Secretary, MSME & Textile and Khadi Deptt., Govt. of UP

Smt. Amrit Raj, IPOS, Development Commissioner (Handicrafts), Ministry of Textiles, Govt. of India, and Ms. T L Yaden, IP & TA & FS, Financial Commissioner, ESIC








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# The world converges under one roof as exhibitors offer their best on display

Excerpts from conversations with exhibitors at IHGF Delhi Fair-Autumn and Delhi Fair Furniture 2023

## Ramandeep Juneja and Gul Meher, Denz Enterprises

Our specialisation is in stylish and luxury hardware. We are door, window, furniture & drapery hardware manufacturers based in Noida. Our company was founded in 1995 and we have a manufacturing setup in Noida itself, where we make brass, mild steel, zinc, aluminium and cast iron kitchen and bathroom door handles, handles for various hard goods, cabinetry, etc. With the help of modern techniques and technology, we design and develop high-end products. All our output is thoroughly examined by quality inspectors to ensure total flawlessness. 95% of business is exporting to Europe and US and the rest is domestic, all through an online platform. We also deal in select ceramics from Khurja.



## Himanshu Shrimali, Treed Inc.

We are manufacturers of all types of wooden, iron and industrial furniture. I started this company about 7 years ago from Jodhpur, Rajasthan and have been participating in this fair ever since. We have 2 factories in the state, with a team of approximately 30 people. I decided to start the furniture business in Jodhpur as it has proximity to related raw material and work force. Our product line includes furniture for the house like, antiques reproduction furniture, beds, chairs, coffee table, dining tables, side tables, cabinet, racks, cupboards, kitchen table, bathroom shelves, boxes, screens, consoles and a lot more made out on an exquisite fusion of wood (mango and acacia) and wrought iron. The dining tables are our highest selling product. I believe our innovative designs set us apart from the crowd. Although, the sales have been a little slow this time for us, we are hopeful of the next season.



## Syed Shah Faisal Rizvi, Tycoon's Collection

I founded this company with my brother in 1997. We have a set up in Moradabad. Most of our designs are done by us and all the artisans we have, who are sometimes trained by us. We have in-house facilities of production like sand casting furnace, grinding machines, polishing machines, finishing facilities, sample room, packing halls, factory showroom, etc. We source our finest horns from Sambhal and other

places. You would be surprised to know the difference of quality of the horns that are found in Rajasthan and Gujarat. We export our produce to USA, Middle East and Australia besides other countries. We specialise in bar accessories, bone handicrafts, cutlery, cooking tools & accessories like napkin rings, trays, etc. made up of steel, horns, stones, mother of pearl, raisin and acrylic.

## Chirag Suneja, Sant Handicrafts Inc.

We are based in Saharanpur and I am the second generation in this business of making handcrafted wooden home interior artefacts. This business was founded by my father in 1997. We used to work with cast iron as well but since 1999 we work with mango wood. We export to US, Europe Australia and Middle East. The response at the fair has been fairly good. We have met international buyers and made deals with them.



Errata: 'Sant Handicrafts Inc.' was mentioned as 'Sant Exports' in this section in our previous Show Bulletin. The error is regretted.

## Nidhi Mantri, Artisaga



I have always been inclined towards working with rural artisans of India and taking Indian craftsmanship to a global market. We at Artisaga, based in Mumbai, deal in longpi-the black pottery from Manipur, handloom weaves, Kutch or Bhujodi weave, kala cotton, handblock printing and herbal dyes, all made by local artisans from Manipur and Gujarat. We have engaged over 450 artisans to work with us, and truly believe in the empowerment of rural artisans of India. With the motto of

'authentic, sustainable and handmade', most of our raw materials are organic. We currently export home & living products to the United States, Australia, Canada, United Kingdom, Germany and Netherlands.

## Anupam Chatterjee, Itsy Bitsy

Established in 2007 at Bangalore, this is the sister company of Little Birdie, 2004. We specialise in making premium hobby items and craft supplies/products. Our product range includes handmade paper flowers, embellishments, canvases, paint and other art supplies. This is our 2nd time exhibiting at this fair. The flowers made from handmade paper are one of our most adored and highest selling products. We have a factory set up at Bangalore that employs over 3000 people. Over the course of 16 years, the concept, quality and design of our products has significantly changed.



## Hitesh Ahuja, Ahujas Accessories

We specialise in handcrafted bags, accessories, jewellery and artisanal footwear. My enterprise was created in 1991 at Delhi and we have been associated with EPCH since 1994. Our raw materials are sourced from all over India. These are the days of sustainability and keeping earth clean. Our products are made of jute and are purely organic. Our main markets are Europe, Italy & Spain.



## HS Kohli, Kohli Intercontinental

My company was founded in 1994. I have a long relation with the fair; I have been coming to the fair since the very first edition and have seen it grow over the years, adding to its patrons with its successive editions. We design and manufacture handcrafted fashion jewellery, fashion accessories and many other related handcrafted products. Our target audience when considering the designs is usually people in their teens and young years. Our major importers are from West Europe, Australia, Japan and USA.



## Yatin Sharma & Asim Khan, Javi Home Pvt. Ltd.



Panipat based Javi Homes is known for unparalleled craftsmanship and exceptional quality rugs, a rich heritage that spans over 30 years. We offer a wide range of construction styles, including tufted, hand-woven, hand-knotted, hand-loom, braided, knitted, jacquard woven and leather constructions. Our home accessories include a variety of cushions and throws. We have been setting up a stall at the IHGF Delhi Fair every year, since October, 2019. Our business is GRS (Global

Recycled Standard) certified. We work with export markets like USA, UK, Australia, Canada, South Africa, UAE, Spain, etc. We are best known for our exquisite handmade carpets and rugs from Panipat and Bhadohi.

## Raj Kumar & Rishu Gautam, Artline Creation

Based in Mirzapur, a craft making hub of UP, this firm was established in 2001, as a sister organisation of Vikram Carpets. We sell tribal art in the form of home accent items that are made of 100% recycled brass. These antique decoratives are made by the tribes of Chhattisgarh. We have two factories, one in Mirzapur and the other in Chhattisgarh. This is our third time participation at this fair and the response has been great.



## Pashmina Certification Centre, Dehradun represented at IHGF Delhi Fair

The Pashmina Certification Centre (PCC), at the Wildlife Institute of India, Dehradun, Uttaranchal, has a representative stall at the fair for those seeking information on its services & facilities. Inaugurated on 19th May, 2023, it has been developed to assist Pashmina traders in obtaining authenticity certificates for selling certified and genuine products. All the tested Pashmina products are now labelled with a traceable unique id tag with individual certificates, enabling seamless trade of such products in India and overseas markets.



On 05th January 2023 Wildlife Institute of India (WII), Dehradun, signed a 'Memorandum of Understanding' (MoU) with the Export Promotion Council for Handicrafts (EPCH), New Delhi, for setting up a 'Pashmina Testing Facility' in WII. Through this MoU, the EPCH collaborated with WII to establish the Pashmina Testing Laboratory for its associated members involved in Pashmina Trade. The purpose of signing this MoU was to streamline the Pashmina Trade and to provide a one-stop testing facility to certify the genuine Pashmina Product that is free from any prohibited fibers to the associated manufacturers, exporters, and traders.

## Sanya, RGC Inc.

RGC was founded over thirty years ago, in 1985, as a family business and is currently located in NCR Region (Gurugram) of India. Owing to our ability to provide all services required in manufacturing apparel and scarves, we serve as a one-stop-shop for our customers. We are able to offer an array



of services - starting from designing, merchandising, sampling, cutting, stitching, finishing and packaging - under one roof. We work with a wide range of fabrics including viscose, cotton, polyesters, crepes and more. Our garment range includes resort wear, prints and finished garments, and the accessories include handbags and scarves. Our scarves have been extremely popular amongst the buyers. Our products are trendy and come in various beautiful designs. We have been showcasing our business at this fair since its establishment. Over the years, we have noticed that many buyers now come more for connecting with the exporters rather than just sampling the products. Our products are also exported to Europe.

## Ishu Gupta, The Handicraft Street

We started in 2021 with marble products and made additions thereafter. We have been sourcing our finest marbles from Agra but we found the market too saturated for so after an extensive R&D, we came up with agri rock which is made out of agriculture waste. We have 200 plus workforce including designers and as this is a new segment we train them accordingly. We make bath accessories and home decor artefacts. We export to more than 8 countries and have a website through which be only wholesale.



## Akhil Fatehpuria & Chhavi, Ramchander Motilal Jewels



The company was established in Jaipur in 2018. We have set up a stall every year at this fair, ever since our initiation. We specialise in all categories of fashion jewellery - including necklaces, earrings, rings, bracelets and anklets, all made of Brass. The earrings are our highest sellers. We offer a wide range of great quality products at extremely reasonable prices. We decided to start a business in fashion jewellery due to its high scope abroad. We currently export to the USA, UK, Australia and Spain.

## Gunjan, R.D. Bag House



R.D. Bag House started in Kolkata by my father. We specialise in jute and canvas bags, and we export to France and USA the most. We manufacture a wide range of eco-friendly home accessories and lifestyle products.

The range is broad and diverse and our products are made keeping in mind the environmental factors to ensure no unwanted impact is caused over nature by their usage. They ensure that they fulfil the purpose for which they have been given their realistic form. The raw materials are taken from Indian jute mills. We have been attending the fair since 2014. The fair seemed a bit slow at the beginning for us, but it is catching up now. We are looking forward to making mutually beneficial deals.

## Anupriya Mewara, Arka India

Based in Champaran, Bihar, we specialise in hand embroidery and most of our products range are accessories like earrings, necklaces, bracelets, hair clips and related products. We take pride in being able to make anything when



it comes to handcrafted goods. Our company has been around for 1 and a half years now and we have been exporting to Italy often. This is our second exhibition at the fair. We support karigars who left their villages and came to the city during covid.

## Buli Ghosh, Thread Curio

We are Kolkata based. Our products are completely handmade with variety in kantha and embroidery, we also make vintage designs. We sell finished goods and raw materials as well. Our assortments comprise bags in cotton, jute and leather as well as embroidered ones; embroidered garments, kaftans, ladies dresses, ladies skirts and tops, zari & zardozi embroidery, etc. Our popular products are quilts and jamdani. We get our raw materials from villages in West Bengal. We use a lot of recycled materials and try to



support sustainability through our designs. Our major export markets are in Canada, Switzerland and USA. Through the fair, we have made deals with buyers from Italy and France.

## Bharat Adwani and Divya, M.B. Exports

We specialize in leather bags, journals, cushions, and various accessories. Our products are crafted using high-quality leather, including buffalo, sheep, and goat leather, which we source from reputable suppliers in Chennai, Calcutta, and Kanpur. Our primary market is the United States, and we



primarily engage in business-to-business (B2B) transactions. We employ over 100 self-trained workers, some of whom receive additional training from our team. Our manufacturing facility is located in the Sitapura industrial area, Jaipur. Established in 2005, we offer collections from the best available raw materials in exclusive designs.

## Vinod, Intercon Impex Pvt. Ltd.

Our forte is in dried flowers and potpourri. Based on sustainability and symbiotic mixes, our Kolkata & Chennai based company of 30 years prides in a clientele base across the globe. We attribute this to our creative legacy and state-of-the-art waste and floral recycling unit. We get our raw materials from all over India. Our company is compliant with international standards and



certifications connected to this industry. We have been associated with EPCH since a long time now. This fair has been favourable for us, the footfall is good. We don't have any specific bestseller; people like to get whatever they fancy. We provide items in different sizes in accordance with their customisation.

# Best Stand Design and Display Awards

As a practice, the Council gives away the Ajai Shankar Memorial and P N Suri Memorial Awards for Best Stand Design & Display. The winners and their stand pictures appear here. The Awards will be given away at the Valedictory Function to be held today.

## LAMPS, LIGHTING & ACCESSORIES

1<sup>st</sup> - Lumi Art, Jodhpur E-01/02, Hall 1



## HOME TEXTILES, FURNISHINGS, ETC

1<sup>st</sup> - G.K. Exports, Jodhpur F-01/05, Hall 2



2<sup>nd</sup> - K.B. International, Moradabad E-12/02, Hall 5



2<sup>nd</sup> - Mallow International, Karur J-04/09, Hall 16



Recognition - Reflections Interior Products Pvt. Ltd.,  
Bengaluru J-03/21, Hall 16



## CHRISTMAS & FESTIVE DECORATIONS

1<sup>st</sup> - Mentor Inc., Jammu & Kashmir E-07/18, Hall 3



## BATHROOM ACCESSORIES

Design India, Moradabad E-13/05, Hall 7



2<sup>nd</sup> - Omkar Corporation, Bhiwandi E-14/13, Hall 7



## FASHION JEWELLERY

1<sup>st</sup> - Mode Joyas, Jaipur J-05/56, Hall 16



2<sup>nd</sup> - Just Interesting Things, New Delhi E-05/03A, Hall 3



## DECORATIVES AND GIFTS

1<sup>st</sup> - Saran Exports, Moradabad G-12/17, Hall 11



Master Stroke Interiors P. Ltd., Gautam Budh Nagar  
G-12/07, Hall 11



Recognition - Meraki Arts, Jodhpur F-06/12, Hall 4



## CANDLES, INCENSE AND POTPOURRI

1<sup>st</sup> - R.M. Enterprises, Bengaluru F-15/14, Hall 8



2<sup>nd</sup> - Shabro International, Mumbai F-14/07, Hall 8



## HANDMADE PAPER AND PRODUCTS

1<sup>st</sup> - Seet Kamal Private Limited, Jaipur E-01/01A, Foyer



2<sup>nd</sup> - Feenix Print Pack Pvt. Ltd., Jaipur F-14/10, Hall 8



## TOYS AND GAMES

Recognition - A.S. International, Noida J-05/49, Hall 16





## BAGS, SCARVES AND ACCESSORIES

1<sup>st</sup> - Artien Exports, Panipat E-07/22, Hall 3



2<sup>nd</sup> - Silktex Exports, Mumbai E-07/11, Hall 3



Recognition - Gift Options, New Delhi J-02/28, Hall 16



## SUSTAINABLE PRODUCTS

1<sup>st</sup> - Opaa Homes LLP, Noida K-03/17, Hall 9A



2<sup>nd</sup> - Vac International, Kolkata J-01/03, Hall 16



## HOUSEWARE AND TABLE DECOR

1<sup>st</sup> - Nodi Exports Inc., Moradabad G-02/02, Hall 9



2<sup>nd</sup> - Malhotra Handicrafts, Moradabad E-16/01, Hall 7



## FURNITURE AND ACCESSORIES

1<sup>st</sup> - Family Hub LLP, Jodhpur K-03/05, Hall 9A



2<sup>nd</sup> - Woodpecker Living Pvt. Ltd., Jodhpur H-05/18, Hall 15



Recognition - Paras Industries, Jodhpur H-08/20, Hall 15A



# KNOWLEDGE SESSIONS

## Successful Online Marketing Strategies for Global Growth

13th October 2023: With Manuj Bajaj, CEO, GreyBox Technologies, as the guest faculty, this session was on rapidly evolving digital landscape; innovative ways to connect with online customers; global growth strategies; and gaining insights into market entry, localization and global market trends.



Manuj Bajaj, CEO, GreyBox Technologies, interacting with the audience during his presentation, in the seminar on 'Successful Online Marketing Strategies for Global Growth'

In a very interactive and engaging session, the speaker started with a direct question to the audience - "what are the biggest challenges faced by them as an exporter in finding new buyers?" The explanations and information on the topic followed as Mr. Bajaj touched upon regional demographics of India's target import nations, connecting with sellers, working with them and thereafter, retaining them by keeping one's export company competitive as well as well-informed of what the buyers want, how to market one's products and always strive to bridge communication gaps if any. This was intercepted with questions from the audience and Mr. Manuj Bajaj answering them.

Mr. Manuj Bajaj detailed about challenges faced in reaching the right buyers with cost of overseas exhibitions being expensive but not giving positive return on investment for some; where is the demand if there is any, who should one connect with to sell one's manufactured products and how much time will it take to establish a connection with the target buyers. Explaining solutions/voice to find the right countries with the right buyers and connect with people with the right designation, the speaker demonstrated a procedure to use the right Google tools to have a positive impact on exports.

He introduced Google ads keyword panel which is the free tool that tells us about the products being searched and in what country was it searched more. This provides exporters with more precision/ better results and lesser expense. He added on how an exporter can see demand of the product through a geographical stand point throughout the world and all along the year. In specific nations one could go to specific provinces and specific County where one's product was search the most. Further one could also check which companies are already selling there and in what percentage.

Among other pointers, the speaker shared that LinkedIn is the best and the smartest platform to grow a business and how exporters could exploit it to their advantage by going to the 'people' tab and then choosing filters like 'purchasing and sourcing' in the job type and in that too, searching people from India and connecting with them.

Mr. Bajaj also shared about an interesting system that reveals their number through LinkedIn. A third party app 'Lusha' that helps to extract numbers. The only problem with LinkedIn is, people are not much online there, where an average of screen time for Facebook is 45 mins a day while for LinkedIn is 17 minutes a week. He also shared the perfect hack to get positive responses on one's email.

Excerpts from the speaker's suggestions on effective communication: One must not copy templates from other companies to reach out through email else it would result in flat 0% response, because it's repetitive; Do not have a 'me me me' theme but add a mutual benefit theme to it; What is done is done, but now its about how one's course in a particular subject makes them competent to their company goals; and video messages or mails are way better. In closing Mr. Bajaj exclaimed, "One needs to perfect targeting or communication, then you've hacked Marketing!"

A solution strategist, online marketing consultant, best-selling author, speaker and digital marketing and profit coach, Mr. Bajaj has been a trusted advisor and business growth strategist to over 4700+ businesses, across 11 countries, from start-ups, SMBs all the way up to large enterprises including Fortune 50 companies. He is a Master Class trainer for Google and Digital Marketing Training Partner for Microsoft. Business owners who have attended his workshops / trainings have reported a growth in their profits anywhere between 17% to over 2000%. With experience spanning 26 years, he has produced dozens of success stories and turned-around several business initiatives in the online space from total disaster and loss-making ventures into solid, highly profitable and scalable ones.



### Digital Commerce Revolution

Mr. Manish Pande, spokesperson of Open Network for Digital Commerce (ONDC), facilitated a brief session to update attendees on ONDC. ONDC is a part of the digital revolution that Prime Minister Shri Narendra Modi has talked about on several occasions. The ONDC aims at significantly expanding the share of Indians using E-Commerce and eliminating the intermediaries between the sellers and buyers. They plan to do this by introducing a system that facilitates commerce aware communication between unconnected entities through an open protocol email system. The ONDC enables the retailers to set their own terms and conditions for sales and allows the buyers to access a single platform for all domains. Mr. Pande also mentioned about the platform Digi Ready, a digital readiness assessment tool, that provides a certificate stating that an entity is "digitally ready" to trade with. This certificate is provided on the basis of a user's responses to a questionnaire, consisting of 35-40 questions at a nominal fee.



# Crafting Success through Innovative Packaging Strategies



The session also saw the participation of Mr. Raj Kumar Malhotra, immediate Past Chairman, EPCH; Mr. Ravi K Passi, Past Chairman, EPCH; Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region; and Mr. Naresh Bothra, President, IHGF Delhi Fair-Autumn & Delhi Fair-Furniture 2023, who also shared their insights.

13th October 2023: Dr. Madhab Chakraborty, Joint Director and Regional Head, Indian Institute of Packaging (Delhi) (Retd.) and global packaging consultant, through an illustrated presentation, explained about understanding consumer psychology; innovations in packaging & design interventions; effective packaging design strategies; and essential elements for sustainable packaging.

The session also saw the participation of Mr. Raj Kumar Malhotra, immediate Past Chairman, EPCH; Mr. Ravi K Passi, Past Chairman, EPCH; Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region; and Mr. Naresh Bothra, President, IHGF Delhi Fair-Autumn & Delhi Fair-Furniture 2023, who also shared their insights.

Dr. Chakraborty began his presentation by quoting the future sales goals of India "3 guna 30 tak" and stated that this goal would be impossible to achieve without the right type of packaging. He said, packaging of a product does not merely serve the purpose of packing a product anymore; rather it is a dynamic, multifaceted tool of marketing that should be dealt with, strategically. He highlighted that the packaging of a product would fulfil its potential only if it has a unique design concept, is sustainable, is aesthetically pleasing and is acceptable by the buyers.

The speaker stressed on the fact that a product must be protected and delivered in its freshness to the buyers, and a proper packaging is an essential tool for this purpose. He demonstrated the various types of packaging currently used and that can be used taking 2 categories of products into consideration, i.e. Marble Stone products and Glass Products. He explained how each product has a different fragility factor, depending upon its shape, size and weight, and each product might require a different type of packaging. He suggested that each packaging must be customised according to the product and then tested before dispatch.

Thereafter, Dr. Chakraborty described packaging as an art, science and technology, and defined it as a silent salesman, in terms of being a tool for marketing the product. Each product packaging must undergo impact tests and drop tests from different heights, facing different sides and edges to ensure the product's safety in the final usage and application.



Dr. Madhab Chakraborty, expert on packaging enumerates how one can use innovative packaging to add value to export oriented products

"The packaging must be able to withstand great impacts, different weather conditions and temperatures. It must be pilfer - proof and must add a value addition to the product," he added and used multiple methods to demonstrate the right type of packaging for each product, that is both sustainable and cost - effective, including a live demonstration of the honeycomb paper packaging, paper - based lock packaging and hard cardboard packaging and through video clips demonstrating the process of the designing of each type of packaging. He explained how the honeycomb packaging has no polymers, no synthetics and provides cushioning to the products.

Mr. Raj Kumar Malhotra, immediate Past Chairman, EPCH, spoke about the practical aspect of packaging, focusing on the 4 challenges faced by the exporters, that are : 1. To design Sustainable packaging, 2. Packaging should be economical, 3. The Face of the package must be attractive and 4. Waste management or Carbon footprint management. He stated that the packaging a seller uses primarily depends on the needs and wants of the customer and must vary accordingly. Mr. Ravi K Passi, Past Chairman, EPCH, added about how the ratio of the pricing of a product and pricing of the packaging must be maintained.

Mr. Naresh Bothra, President, IHGF Delhi Fair-Autumn & Delhi Fair-Furniture 2023, discussed how over the years, the need for packaging has changed from simply being transit-worthy for wholesale of products to being aesthetically pleasing and attractive to cater to online needs of customers. He then spoke about the need of sustainability in packaging of products and thanked the speakers for shedding light on the importance of the issue.

Following these insights, Dr. Chakraborty discussed the need of EPR or 'Extended Producers Responsibility' that concerns the contribution of the producer of a product to recycle the materials they use in their products and packaging. "The final aspect of packaging encompasses marking and labelling of a product on its package. The marking must be readable and understandable by the recipient,

it doesn't necessarily have to be in English, the language can change according to the convenience of the buyer. The label must be tamper proof as it serves the purpose of brand identification," Dr. Chakraborty emphasised. He concluded the session with the demonstration of a paper - based, suitcase like packaging that is easy to open and close and protects the product well from any type of damage and allows the product to "get a good sleep at night. "

The session ended with Mr. Lekhraj Maheshwari, Regional Convenor, EPCH NWR Region, felicitating the speaker and thanking him for the insights.



## EPCH (Organiser) Office

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Helplines - Hotel: +91-9871121212; Shuttle: +91-9818725533; General: +91-9818725553

## EPCH Fair Site Office

Ph: +91-120-2328003; Email: visitors@ihgfdelhifair.in  
Fair Website: www.ihgfdelhifair.in

# Buyers at the Fair

## FASHION & HOME



**Chevaune & associate,  
Superbalist, South Africa**

I found the fair really pleasant and had many options to explore from. I have a company that imports products from all over the world and conducts sales through an e-commerce channel. Our site is South Africa's most-loved, online wardrobe + lifestyle destination. We're all about accessible style that inspires self-expression and confidence. Indian products perform well in international markets and we are looking forward to continue our business with them.

## FURNITURE & ARTEFACTS



**Alberto, Bogota, Bogota,  
Colombia**

I've been in importing and wholesaling home decor artefacts as well as furniture in wooden, iron, resin and other mediums. I source from Jodhpur/Jaipur for fine quality woodwork that is done there. Moradabad is my choice for brass and glass cum metal compositions. I am based in Bogota. I liked the fair very much for providing me with a diverse range of products to choose from.

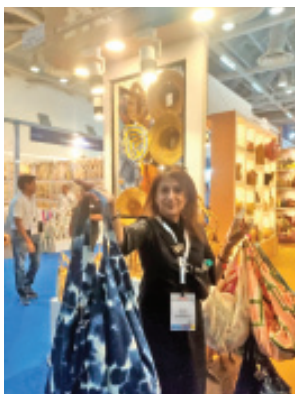
## COTTONS, HOME DECOR



**Kawamura Tadashi, Adastria,  
Tokyo, Japan**

I represent a 20 years old multi-brand fashion store in Tokyo. This is my first visit. I have already found some beautiful home decor to sample. I work with home decor and fashionable garments. Through a mission of 'Play Fashion' at our company - Adastria, we have been delivering 'excitement' to our customers. The company's group includes apparel, food, living environments, culture, art, etc. that help people live out their personal styles.

## HANDCRAFTED APPAREL



**Reena Wahi, Napean Sea Store, USA**

It is just my second day at this fair and I still have not even explored half of it so I would say the variety provided by the fair is really great. I have been in this business of lifestyle since the past 35 years. I work from London as of now through an online channel to reach my customers. Indian products perform great in a market.



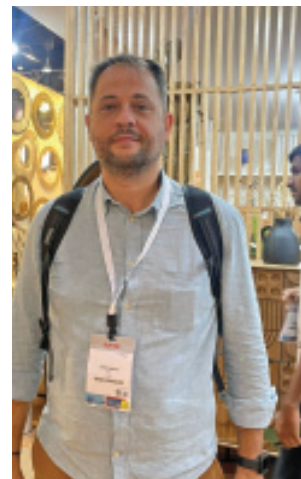
## FASHION JEWELLERY



**Jane, Steve and Alice, Derby, USA**

We have been in this business of sourcing and selling home decor as wholesalers since 14 years. This company we represent is 75 years old. We've done business with India in the past as well and are happy with what we source as they get good market response. Our suppliers are good, the products have been nice but at times logistics slows the process from factory to market.

## RESTAURANT FURNITURE



**David Cancelas, B.M.C, Spain**

B.M.C is a project company that deals with popular chain restaurants, such as Burger King, Popeyes and Tim Horton, to name a few. I have been a part of B.M.C since the last 4 years and have been visiting this fair for over twenty years, since when I worked in retail. I'm currently looking for metal chairs and tables for our restaurants and have found a few I quite admire. I really like how the fair has developed over the last two decades.

## SMALL DECORATION ITEMS



**Sengmin Kim, Woogeun  
Networks, Republic of Korea**

I work at Woogeun Networks, Republic of Korea. It is a newly established organisation, started about 4 years ago. I have personally been a part of this journey since the past 2 years. We deal in stationery items. It is my first time in India and at this fair. I am just looking around for small decoration items, and really like how the fair is very well organised and easy to explore.

## FURNITURE & HANDICRAFTS



**Charles Kerr, Heathergate  
Trading, South Africa**

As a company, we have been dealing in furniture and handicrafts since 2002, supplying to chain stores such as MRP Home, which has over 300 outlets in South Africa. I have been a part of this organisation since its initiation over 20 years ago. I've been visiting this fair for nearly 30 years, including its earlier editions in Pragati Maidan. I am here looking for new products and suppliers, and am visiting old exporter friends.

## RESORT WEAR



**Martin, Melebeach, Spain**

At Melebeach, offer free-spirited women's clothing, mediterranean essence and hippie-chic styles. We are looking for functional and stylised lines in soothing colours, tie & dyes, prints, etc. for summers by the sea. I am doing this business since 10 years. I am here to purchase clothes and accessories. It is my second time at the expo, I always enjoy it here. The people in Spain like Indian products as they are perfectly made.

FURNITURE & HOME DECOR



**Katrein Denamur, Flamant, Belgium**

My firm, Flamant was established in 1978 and I have been a part of the company for the last 32 years. We deal in all types of furniture and decor items, ranging from cupboards to spoons, etc. I have been visiting this fair for both its seasons, each year since the past decade. This time too, I have found some great new things from my existing suppliers, to add to my collection. I have already made a couple of selections and got a few quotations.

HOME FASHION



**Nacho, Importer, Spain**

It's not my first time here, I have been here many times before. Since I am a multi-products importer in Spain, I am looking for every kind of product from textile to kitchenware, furniture, etc. The special thing about Indian products is the good quality. The price is high but we can pay since we trust the quality. I buy products from both the Mart and the halls, so far I really liked all the products I came across.

LIGHTING, MIRRORS



**Risa, Risabraine, Japan**

It is my first time at the fair and everything grabbed my attention instantly. The display is so multi-faceted. I think Indian goods are very interesting. I am looking to purchase lighting decor, mirrors and fabrics. I think the best thing about Indian products is the handcrafted aspect, it is absolutely mesmerising. I am here to check out the fair and the Mart both.

HOME DECOR



**Bradley Adair, Mississippi, USA**

I am a creative director from a Mississippi based firm looking for home decor and lighting products. I have been sourcing products from India's since 2008 and even today I would say India never fails to surprise. Every year it presents something new and diverse collectively through exhibitors at the fair. The quality is good too. We source from all over the world and wholesale them.

HOME DECOR & LIGHTING



**Shou - shuan lu & Janet Lu from Qi Xuan, Taiwan**

This is our first time in India. Our company deals in home decor and lighting items. We've been looking around for these items and are really impressed by the unique designs and quality of Indian products exhibited here. We import to different countries, primarily Europe and are planning to further expand our target customer market and imports, to reach more countries.

HOME ACCESSORIES & GIFTS

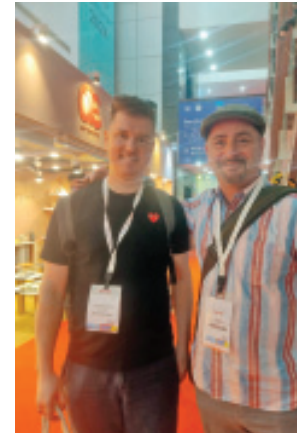


**Susan, Kalalou, USA**

I have been in this business since 10 years and I come to India every 6 months to renew my stock. I am looking for home accessories and gifts for the upcoming holiday season. I think Indian products are magnificent and so far I have found whatever I was looking for. At Kalalou, since 30 years, we offer unique, fun, and fascinating products in home accents, garden decor, and gifts,

sourced from lesser known corners of the world. We have a commitment to working with recycled/sustainable materials, and dedication to improving lives of those who make them.

HOME PRODUCTS



**James Dove & Alcuin Dean, AD Compliance and Technical Services, Leeds, UK**

I, Alcuin, have been engaged in business since 2017. I have been working with Indian suppliers for 13 years now, primarily offering tax support and occasionally acting as a liaison for my clients. This year, I am accompanied by my friend James Dove, aiding him in his inaugural year of business dealings with India. He is looking at manufacturers of natural

marble materials, hardware, metal, and related products. I am located in Leeds, UK and my firm established in 2010, aims to provide a personal, flexible and competitive service for retailers, suppliers and manufactures using our experience to guide them through all aspects of compliance and product development, whether it is working on an existing product area or looking to develop new products.

HOME DECOR



**Arnfinn, Perfect Home, Norway**

Since the 2000s, I have been attending all the fairs here. I have been in this business since 28 years now. I am looking to buy decor and household products, and everything one would need to decorate a perfect home. The people of Norway like these products to a great extent, and I take my good time to select tasteful products according to their preferences and taste. Yesterday I explored the furniture halls, today I am looking at the other halls, tomorrow I plan on visiting the Mart.

LEATHER & JUTE PRODUCTS



**Adrian Rossouw & Triny from Jat Comercio, Mexico**

We deal in garments and bags made of leather/ jute. This is our first time at the fair, we are here for inspiration, new ideas and meet suppliers; glad to have found interesting products and networking opportunities here. I may also have found new sources for my company! I'm really enjoying this fair so far, people are professional and focused. Overall, it's a great fair and I would surely like to again.

# Our buyers - at work







IHGF SOURCING REDEFINED

# DELHI FAIR



INDIA EXPO CENTRE & MART, GREATER NOIDA EXPRESSWAY, DELHI-NCR

HOME | LIFESTYLE | FURNITURE | FASHION | FURNISHINGS

06 - 10 FEBRUARY | SPRING 2024

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Lamps and Lighting | Christmas and Festive Décor | Handmade Paper Products & Stationery | Houseware  
Bathroom & Accessories | Garden & Outdoor | Educational Toys and Games | Carpets & Rugs  
Leather Bags & Cases | Candles, Incense & Potpourri



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