



@ Home World Expo  
**FUTURE LIVING**

5-6-7  
NOV. 2020

Bombay  
Exhibition  
Center,  
**Mumbai**, India

[www.athomeworldexpo.com](http://www.athomeworldexpo.com)

# Why INDIA

- | India is expected to be **one of the top three economic powers** over the next 10-15 years
- | India to become **5th largest consumer durables market in the world** with growth at **13% CAGR to reach US \$ 46.54 billion by 2020**
- | The size of the Indian consumer market is forecast **to increase from US \$1.9 trillion in 2019 to US \$ 3.6 trillion by 2025**
- | India is **one of the fastest growing in terms of digital adoption**. According to McKinsey Global Institute MGI, India Digital Index rose by 56% during 2014-17, from 18 to 29 on a scale of 1-100. **This placed India second in terms of growth among 17 emerging and mature digital economies**
- | **India's US \$ 2.7 trillion economy continues to be one of the fastest growing major economies** in the world (IMF)
- | With the **youngest working population in the world, India's consumption story will be huge in the next 20 years**, driven by its 440 million millennials and 390 million Gen Z
- | **Online buyers to be 350 million by 2025 from existing 90 million**, with digital spending projected to increase to US \$ 550 bn & account for 35% of all retail sales **by 2025**
- | India has **jumped 79 positions to rank 63rd in 2019, in the 'World Bank's Ease of Doing Business Ranking 2020'**



# About the Show



- | **@Home World Expo - Future Living** will transform India into a Home Décor powerhouse. A truly international platform, **@Home World Expo** is positioned as a strategic converging event for manufacturers from all over the world who would like to showcase their comprehensive range of products and designs to India's top importers, chain stores, hyper markets, trading houses, e-retailers, agents and distributors.
- | India's economic growth and rising household incomes, fuelled by a positive demographic are expected to increase India's total consumption expenditure to reach nearly US \$ 3,600 billion by 2020 from US \$ 1,824 billion in 2017.
- | Understanding this transformation, **@Home** showcases top quality global manufacturers representing a wide spectrum of home related categories to the discerning Indian buyer.
- | India's huge home décor market is growing at 20% per annum and **@Home World Expo** is the platform to help identify potential business partners, showcase new & unique innovations for the relevant market, interact and network with bulk buyers, discover new selling opportunities and enhance brand image within the industry and Indian market.
- | In essence, **@Home World Expo - Future Living** is the key to unlocking the vast Indian market.



## Exhibitor Feedback

### **Nehal Ganatra, Bhalaria Metals, India**

"This is the second year we are participating **@Home** and I would say that the experience has been better this year. We had quality and genuinely interested buyers coming here."



### **Chetan Choudhary, Tilo Pvt. Ltd. India**

"I am thankful to Worldex for giving us an opportunity to display our goods over here **@Home**. It was a good first time experience with meetings with architects and interior designers here."

### **Ranille Ferdinando, Romano Enterprises, Sri Lanka**

"I want to thank the organisers for this show, it was truly a good show. I would also like to attend all future exhibitions organized by you."



### **Shirin Dutta, Ask Handicrafts, Bangladesh**

"We found retailers interested in our products. The serious buyer and visitor footfall was good at our booth."

### **Kwon, Madambee, Korea**

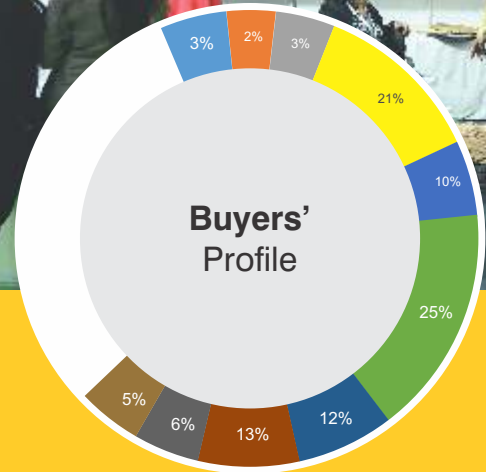
"**@Home** was a fine platform for our entry into the Indian market. After meeting potential buyers, we are now looking forward to Make In India."



# Buyers Report



- Architects & Interior Designers
- Brand Owners
- Buying Agents & Trading Houses
- Corporate Sourcing Head
- Dealers
- Distributor
- E-tailers
- Exporters
- Franchisers
- Importer
- Large Format Retailers
- Manufacturers
- Retailers
- SME's & MSME's
- Suppliers
- Trade Associations
- Wholesalers



- President
- Vice President
- Founder
- CEO
- Director
- General Manager
- Manager - Purchase
- Chief Operating Officer
- Manager- Procurement
- Proprietor



## Buyer Feedback

### Ria Nagori, Asst. Buyer, Shoppers Stop

"Good show. Looking forward to replies from the many exhibitors we have already connected with."

### Vibhuti Verma, Designer – Home Fashion, Future Retail

"At Home Expo, we look forward to meet more international exhibitors with new technologies and home products."

### Manvendra Singh Yadav – Hamilton Housewares Pvt. Ltd.

"The Show gave me insight into new product lines and was good overall."

### Ritesh Shah, Partner, Red Lightings

"Wonderful Experience with one-on-one meetings, and special cell. Looking forward to more innovative ideas."



## Participating Countries

China
Hong Kong
Bangladesh
Sri Lanka
India
Thailand
Turkey
Korea
Indonesia
Philippines
Malaysia
Vietnam
Japan
Italy

## Buyers Across Globe



### Buyers From 20 International Countries

Bangladesh	Hong Kong	Myanmar	Singapore	Taiwan	UAE	
China	Japan	Nepal	South Africa	Thailand	UK	Vietnam
Germany	Malaysia	Poland	Sri Lanka	Turkey	USA	West Indies



Andhra Pradesh	Assam	Bihar	Chhattisgarh	Goa	Gujarat
Haryana	Jharkhand	<b>Buyers From 22 Indian States</b>		Karnataka	Kerala
Madhya Pradesh	Maharashtra	Nagaland	New Delhi	Odisha	Punjab
Rajasthan	Sikkim	Tamil Nadu	Telangana	Uttar Pradesh	West Bengal

## Top Brands Visited





## | Décor @Home

Contemporary Handicrafts  
Decorative Handicrafts  
Silverware and Brassware  
Ceramicware and Porcelain  
Stoneware and Pottery  
Antique and Vintage Collection  
Paintings, Sculptures and Murals  
Frames  
Landscape/Mirrors/Photos  
Decorative Clocks and Timepieces  
Idols and Figurines  
Carpets, Durries, Rugs and Mats  
Blinds, Shades and Shutters  
Garden and Balcony Accessories

Artificial Flowers and Plants  
Candles and Candle Holders  
Vase and Vase Fillers  
Barbeque Accessories  
Fireplace Accessories  
Posters  
Decorative Stickers  
Decorative Bowls & Trays  
Keyholders  
Trinkets  
Jewellery Boxes  
Door Knockers and Bells  
Feng Shui Products  
Festive Decorations

## | Tableware & Glassware @Home

Silverware  
Silver/Gold Plated Tableware  
Ceramicware  
Porcelain Tableware  
Flatware and Metalware  
Buffet Equipments  
Disposable Tableware  
Decorative & Functional Glassware  
Table Decorations and Accessories  
Bar Accessories  
Plastic and Metal Cutlery  
Table Service Equipments  
Table Linen  
Functional Glassware  
Crystal Glassware  
Glass Cutlery  
Plasticware

## Exhibitor's Profile



## | Wellness @Home

Aromatic and Fragrance Products  
Massage Products and Equipment  
Incense Sticks, Holders and Burners  
Therapeutic Products  
Potpourri and Potpourri Holders  
Essential Oils and Bath Products  
Spa Products and Equipment





## | Kitchenware @Home

Pressure Cookers  
Steamers  
Stainless Steel Skillets  
Cast Iron Skillets  
Pots and Pans  
Grill and Baking Sheet Pans  
Bakeware  
Knives and Slicers  
Chopping Boards  
Graters and Peelers  
Colanders and Strainers  
Spatula and Stirring Spoons  
Trivets, Tongs and Clippers  
Measuring Cups and Spoons  
Trash Bins

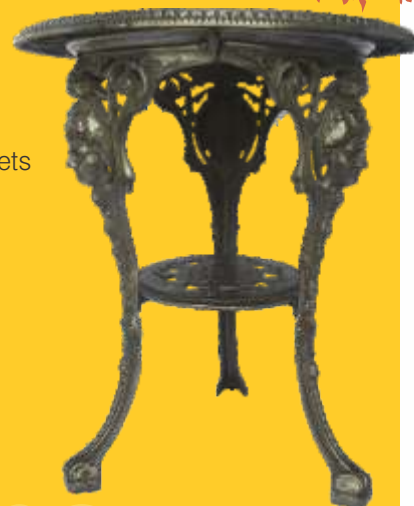
Kitchen Linens  
Kitchen Scales  
Kitchen Organisers  
Bath Rugs and Mats  
Bathroom Canisters  
Bathroom Shelves  
Bathroom Trays  
Bathroom Storage Cabinets  
Shower Curtains and Rods  
Bathroom Stools  
Bathroom Mirrors  
Cleaning Supplies  
Food Storage Containers  
Bathroom Cosmetic Organisers



## | Furniture @Home

Living Room Furniture  
Dining Room Furniture  
Bedroom Furniture  
Outdoor Furniture  
Bar Furniture  
Plastic Furniture  
Modular Furniture  
Wrought Iron Furniture  
Inflatable/Folding Furniture  
Antique and Vintage Furniture

Wicker/Cane/Bamboo Furniture  
Recliners/Bean Bags  
Ottomans and Pouffes  
Screens and Dividers/ Shelves and Cabinets  
Accent Tables and Chairs  
Shoes and Magazine Racks  
Mattresses and Pillows  
Sofa-cum-Beds and Futons  
Handcraft Furniture  
Decorative Furniture



# @ Home World Expo



## | Decorative Lighting @Home

Smart Lighting & Solutions  
Designer Lights  
LED Lighting and Display  
Indoor Lighting  
Outdoor Lighting  
Fluorescent & Neon Lighting  
Energy Saving Lamps  
HID Incandescent Lamps  
Avenue of Chandeliers  
Lighting Accessories

## Visitors' Profile



Retailers



Large Format Retailers



Architects & Interior Designers



HORECA (Hotel/Restaurant/Café)



E-tailers



Government Procurement Agencies



Retail Chain Aggregators



Buying & Trading Houses



Distributors & Dealers



Wholesalers & Agents



Corporate Sourcing Heads



Brand Owners



SMEs and MSMEs



Importers



Entrepreneurs



Trade Associations



### Organised By



SingEx Exhibitions Pte Ltd  
SingEx Exhibition Ventures  
Pte Ltd.  
#01-01, 11 Tampines Concourse  
Singapore 528729  
Tel : +65 6403 2100



Worldex-Singex Exhibitions  
(Guangzhou) Co. Ltd.  
Room 2502, No. 538,  
Dezheng Bei Road Yuexiu District,  
Guangzhou, PRC 510045  
Tel : +86 2083276736



Worldex India Exhibition & Promotion Pvt. Ltd.  
Mumbai : 309, Parvati Premises,  
Sun Mill Complex, Lower Parel  
(W). Mumbai - 400013.  
Tel : +91-22-4037 6700  
Delhi : F-10,  
First Floor, Kalkaji,  
New Delhi 110019.  
Tel : +91-11-4180 2119  
E-mail : contactus@worldexindia.com



Follow us on :  
f in i You Tube  
Download the athomeworldexpo App  
Available on the App Store

### Supporting Organisations



### Industry Partner



### Trade Support



### Media Partners

