



delhi fair

IHGF 59th Edition

HOME | LIFESTYLE | FASHION | FURNISHINGS | FURNITURE | GIFTS | INTERIOR

16 - 19 APRIL 2025
INDIA EXPO CENTRE & MART
GREATER NOIDA EXPRESSWAY, DELHI-NCR



See you again
in
Autumn '25
60th milestone edition
India Expo Centre & Mart, Delhi-NCR

Future Positive

A perfect prelude to the milestone 60th edition

Strong and defining finish approaches, setting the tone for future success

The segments of home, lifestyle, fashion, furnishings, furniture and interiors continue to evolve, driven by a growing desire for spaces that inspire, comfort and adapt to contemporary living, pointing to a deeper, more meaningful connection to the way we live. This season, the focus also shifts toward emotionally resonant design, where sustainability meets craftsmanship, surface textures blend with expressive prints, materials tell stories rooted in tradition and statement pieces as well as collections with pure modern aesthetic appeal. Availability of high-quality products under one roof and price points fit that a wide range of budgets. Exhibiting and sourcing at this edition of the IHGF Delhi Fair reflected all of this.

The Spring 2025 edition of the IHGF Delhi Fair is drawing to a close, wrapping up four busy days filled with vibrant activity and meaningful business interactions. The fair attracted major international brands, prominent importers, leading wholesalers, sourcing agents and key retail players. Across its action-packed days, the event remained abuzz with buyer enquiries, order finalisations, and sample selections, setting the tone for a promising sourcing season.

This edition highlighted the strength of dynamic sourcing and witnessed a steady stream of visitors throughout. International buyers from across the globe, along with purchasing agents and prominent domestic retailers, engaged with over 3,000 exhibitors housed in expansive halls, 900 exhibitors in permanent showrooms, alongside curated theme presentations, live craft demonstrations, and a host of value-added features. With the fair concluding on a successful note, all eyes are now set on the much-anticipated 60th milestone edition; IHGF Delhi Fair - Autumn 2025.

Buyers explored fresh product lines from new suppliers as well as innovative offerings from familiar vendors. Several orders were confirmed during the event, with many more expected to be finalised in the post-show follow-ups. From ornamental accents to repurposed home essentials, products that commanded attention and sparked curiosity stood out. Categories such as home décor, gifting products, fashion accessories and furnishings continued to see strong demand, with home textiles once again poised for significant traction.



Our Special Guests...

Ms. Neelam Shami Rao, Secretary, Ministry of Textiles, Govt. of India, along with Mrs. M Beena, Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India, visited the fair on 18th April 2025. The dignitaries toured the exhibits, engaging with the exhibitors and praised the sector's dynamism and competitive spirit, which are evidently reflected in the event. They are seen with Mr. Dileep Baid, Chairman, EPCH; Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML and Mr. R K Verma, Executive Director, EPCH.





Mr. Javed Ali Khan, Member of Parliament (Rajya Sabha)



Mr. Rodmal Nagar, Member of Parliament (Lok Sabha), Rajgarh, MP



Mr. Asit Gopal, Addl. Secretary & Financial Adviser and Mr. Ajay Gupta, Joint Secretary from the Ministry of Textiles, Govt. of India



Mr. C.P.S. Bakshi, Joint Secretary, Ministry of Minority Affairs, Govt. of India



Ms. Renu Lata, Economic Advisor, Ministry of Commerce & Industry, Govt. of India

Exhibitors Enthuse Buyers with Innovative Product Offerings

Excerpts from Team EPB's conversations with exhibitors at IHGF Delhi Fair-Spring 2025

Decades of Craftsmanship and In-House Excellence Akash Agarwal, Shree Sai De Art, Moradabad



We've been in the business for 24 years, based in Moradabad, India. As a full-fledged manufacturing company, we handle everything in-house, from design to production, with a dedicated team of our own designers. We specialize in creating contemporary artisanal home décor products using a range of materials like glass, ceramics and

wood. Our major export markets include the Middle East and Europe. The fair has always been a fantastic platform for us, and we enjoy being a part of it. We continuously upgrade our quality standards and expand our product range.

Carrying Forward a Legacy in Glass Artistry Rajendra Gupta, Glass Creations, Firozabad

I represent the third generation in our family's glassware business, and my son will proudly be the fourth. Our journey began when my father made his first export in 1976. Since then, we have remained committed to preserving and evolving this legacy, rooted entirely in Firozabad. With a state-of-the-art infrastructure, advanced machinery and a skilled workforce, we bring innovation and tradition together. Our specialty lies



in fusing colours directly into the glass, an intricate process that distinguishes us from spray-painted alternatives. Each piece is handcrafted by highly trained artisans using traditional techniques like mouth blowing, etching and cutting. The result is a collection of bold, lustrous and distinctive glass object. We export to Scandinavia and America. Our commitment to exceptional craftsmanship and uncompromising quality standards allows us to stand out in an increasingly competitive global market. I have been associated with EPCH since 1997.

Craftsmanship and Empowerment Ridhim Gupta, Maniere Inc., Noida

We are a 50-year-old family-run business committed to preserving traditional craftsmanship while empowering women artisans. Our products are handmade by a dedicated team of over 400 women, who craft a wide range of home textiles including throws, cushion covers, pillow shams, bolsters, lumbar pillows, and more. Our raw materials are sourced from across India - jute and linen from Kolkata, cotton from Panipat and leather from Agra. We operate as a 100% export-oriented



business, with our primary markets being the USA, Australia, the Netherlands and South Africa. We follow an eco-conscious business model, using recycled cotton and other sustainable materials to create environmentally friendly products. Our goal for this year is to transition our talented female artisans from temporary to permanent employment, ensuring stability and long-term growth for the community.

Committed to Sustainability through Recycled Wood Mohit Arora, Esquisse Marquise India, Jodhpur

I've been in this business since 2013. What sets us apart is our complete use of recycled wood. We do not support cutting down trees and are fully committed to eco-friendly practices. Our operations are based in Jodhpur, and all our artisans work from there. I've been associated with EPCH since the beginning, and this year's fair has brought in fresh responses. It's been a truly positive experience.



Handcrafted Elegance: Our Tradition Since 1999 Hitesh Ahuja, Ahujas Accessories, New Delhi



We are a Delhi based fashion accessories brand specialising in bags and jewellery. What sets our products apart is that our jewellery is completely handmade and many of our bags are hand embroidered. We strive to minimise machine work wherever possible. We have been associated with EPCH since 1999. Our designs are mostly Europe oriented and we frequently export to countries like Spain and Italy. The fair has been pretty good so far.

Following a passion for Earth-friendly Creations Kinjal Jain, The Earthy Life, Kolkata

I started this company with my husband over two years ago, driven by a shared passion for sustainability and thoughtful design. We work exclusively with eco-friendly cotton and jute, staying firmly committed to a no-plastic policy. Every product is designed by me, with our unique



strength lying in the use of recycled materials. Each piece crafted mindfully and with love. We put immense care into our production process, ensuring that if something leads to waste, we simply don't pursue it. Our creations have found homes across Europe, Canada, Australia and the UAE. The fair has been wonderful so far, offering us the perfect platform to connect with like-minded buyers and showcase our sustainable story.

Elegant Metal Décor with Lasting Quality

Ravi Raj Prabhakar, Jeevan Overseas, Moradabad



With five years in the business and multiple participations in this fair, we've built a strong reputation for premium metal-based home décor. Specializing in aluminium and gold-plated items, our collection includes an elegant range of vases, candle holders, trays, and

plates. Based in Moradabad, we take pride in sourcing our raw materials locally. Our skilled artisans are also from the same city and locale. Our in-house design team ensures every piece reflects a blend of craftsmanship and creativity. Exporting primarily to the US, we stand out for the consistent quality of our products—something we prioritize across every collection.

Vintage Craftsmanship rooted in Tradition

Sunil Bhandari, Desert Art Export, Jodhpur

With 45 years of experience, our company specializes in vintage-inspired creations made from reclaimed wood, celebrating timeless design and sustainability. Based in Jodhpur, we source raw materials from across India, ensuring authenticity and character in every piece. In addition to our vintage furniture and décor, we also run a greenhouse business crafted entirely from iron, an element reflected in the distinctive setup of our stall. Everything we do has been self-taught and developed over the years, grounded in a deep passion for craftsmanship. Our products have found homes in the US, Saudi Arabia, Italy, and France. Thanks to EPCH, we've witnessed remarkable growth and continue to move forward with confidence and creativity.



Poetry of Prints on Metal and Wood

Deepak Malhotra, Garvik International, Moradabad



Founded five years ago by my father, our Moradabad-based company specializes in unique prints on metal and wood, designs that truly set our brand apart. With a dedicated team of in-house designers, we take great pride in creating pieces that reflect originality and creativity. We source our raw materials from Ghaziabad, Delhi, and Punjab, while our skilled artisans bring each design to life in Moradabad. Our creations frequently make their way to markets across Europe and America, where they are well-received for their distinctive appeal. This fair holds great significance for both buyers and exhibitors, offering an invaluable platform to connect, showcase, and grow.

Jute Reimagined: Sustainable, Soft & Stylish

K N Tulasi Rao and Rajiv, Ramakrishna Paramahansa & Co., Seetharampuram, West Godavari District, Andhra Pradesh



In line with a growing global focus on sustainability, we have recently expanded our product range to include eco-friendly materials such as jute and hemp. Emphasizing conscious production, we have incorporated jute with recycled cotton, and now use chemical-free dyes in accordance with Global Recycling Standards (GRS). Our latest summer collection has introduced a fresh, sustainable concept that has received encouraging feedback from customers. Notably, our jute is processed in a unique way that gives it softness, in contrast to the typical roughness associated with jute fiber. One of our standout products is a cotton-based sleep eye mask, which can be heated for 6–10 minutes and offers a soothing lavender aroma, combining comfort with the benefits of aromatherapy. Additionally, our new line of jute runners and pillow covers, now featuring crocheted detailing, has been particularly well received. Given the limited availability of recycled cotton colours, we collaborate with designers in Sweden, who create elegant summer-themed designs from these select palettes. Adding to our identity, we've preserved a few of our original heirloom designs, which lend a sense of authenticity and heritage to our collection.

Lighting the Way with warmth of Terracotta and Wood

Abhi Jain, Anjani Art, Jodhpur



We've been in business for the past seven years, offering lighting-based products in the decorative sector, essentials that add warmth and character to every home. Despite the current uncertainties many businesses are facing, the fair remains a valuable initiative that helps bring the industry together. Our materials range from terracotta and bamboo to mango wood and more, all thoughtfully chosen to support our commitment to sustainability and recycling. Based

in Jodhpur and associated with EPCH since 2018, we take pride in crafting eco-conscious designs that resonate with modern sensibilities. Europe remains our primary export market, where our handcrafted lighting solutions continue to find a growing audience.

Collective Display of Heritage Crafts from Bihar



Runway Highlights Fashion & Lifestyle Accessories

The Ramp Sequences presented at IHGF Delhi Fair - Autumn 2025, brought alive curated collections in fashion jewellery & fashion accessories from many exhibitors at the show.

Rohit International, Jaipur, presented a beautiful collection of solid-colour garments. Their showcase also included bags and headbands featuring modern, versatile, and aesthetically pleasing designs that reflected contemporary style with timeless charm.

In the second segment, Rafia Bags by Mangoes Industries Pvt. Ltd., Gurgaon, took the spotlight. Featuring intricate embroidery and a vibrant mix of colours, their raffia bags stood out for their unique craftsmanship. Accompanying their bags were crochet stoles by Muchhala NV, Mumbai, showcasing versatile Indian patterns that reflected their creative ingenuity. In the next segment, Anil Industries, New Delhi, presented a range of vegan leather bags that offered a blend of function and fashion, tradition and modern elegance. Also showcased were sleek and stunning leather bags by M B Exports, Jaipur

that exemplified exquisite craftsmanship. Complementing their collection were jacquard solid-colour ponchos by Muchhala NV, Mumbai, presenting a vibrant blend of colour, comfort and bold style.

Next on the runway was Vinayak Exports, Jodhpur, with their collection of kaftans and bags in vibrant colours, crafted from cotton, silk and jute. The pieces were adorned with beautiful designs and tassels, bringing together texture, flow, and tradition. Next were leather bags by GR Creations, New Delhi—statement pieces that reflected fine craftsmanship and timeless design. These were accompanied by shrugs from Old Village Overseas, Noida, embellished with beautiful embroidery and intricate details that added elegance and charm to every ensemble.





Jeet Enterprises, Jaipur presented a collection of handblock print and tie-dye garments in effortlessly fashionable styles. These were accompanied by bags from Skin'n Stitch Private Limited, Kolkata. Their line of leather bags are exclusively crafted to achieve excellence and customer satisfaction through premium materials and fine craftsmanship.

The next sequence displayed raffia clutches by Saluja Exports, Gurgaon. With a blend of innovation and originality, their bags are a global favorite, exported to Japan, Europe and America. These were paired with garments by Nivedita Swaroop, New Delhi, a label established in 2002. Their designs are made using natural fibers such as cotton, linen, and wool, reflecting a conscious and earthy approach to fashion.

In the next segment, were vibrant and summery jute beach bags by India Glazes Ltd., Kolkata. The brand also specializes in promotional and packaging bags and has recently ventured into home furniture items, exporting mainly to the USA and Europe. These were accompanied by colourful and beautiful summer stoles by Nivedita Swaroop.

Prits Leather showcased a collection of stylish, sleek leather bags that effortlessly complement any outfit. Alongside them were garments from Bigdi, a brand by Bonafide Exports from Jodhpur. This distinctive label merges zero-waste vintage fabrics with eco-conscious fast fashion, creating a beautiful fusion of tradition and trend.

Next were accessories and bags by Ahuja Accessories, an elegant blend of timeless tradition and contemporary design. Backed by an in-house design team, their creations remain rooted in heritage while embracing modern fashion sensibilities.

The final segment featured eco-friendly bags by Shilp Story, based in Assam. Handcrafted from natural, grass-based materials such as cane, kauna, water hyacinth and bamboo, each piece reflects a deep commitment to sustainability and earth-friendly craftsmanship.



Designers Gallery at IHGF Delhi Fair

Thematic Showcase featuring acclaimed talent from the Home Fashion & Lifestyle Industry

Spring 2025 presents a thoughtfully curated Designers Gallery, showcasing the work of 18 accomplished design professionals from the home lifestyle sector. Hailing from diverse regions and specializations, these designers bring original concepts to life across a spectrum of mediums including textiles, décor accents, ceramics, surface prints, basketry, metalcraft, and eco-conscious materials. Their thematic showcase captures the dynamic evolution of design in India—where age-old traditions blend with contemporary thought. Together, they offer a compelling glimpse into the future of design, deeply rooted in heritage, yet aligned with the sensibilities of a global, conscious market.

Kriti and Kunal by Kriti Sharma and Kunal Gaurav

We are a Delhi based design studio offering creative services to brands across sectors. Our strength lies in creating original artworks that serve as the foundation for concepts in apparel, wall art, upholstery, etc. We



collaborate with manufacturers and fellow designers to bring these ideas to life. While we have our own signature art collections, we also specialize in developing designs tailored to individual buyer requirements. Our work spans original artwork, hand embroidery, painting and digital art, catering to fashion, home furnishings and wallpapers. We travel and take inspiration from nature, and all our designs reflect different interpretations of it. The fair has been a great. People have shown interest and liked our concepts.

Diti Mistry

I've been working in this space for six years now. Our fabric is sourced from local boutiques, tailors and craftspeople, and we transform these offcuts into statement wall décor, accent cushions and wearable art. Under the label Diti Mistry, we repurpose discarded fabric, jute, wood and stones, giving them a new life as bold, artistic creations. The focus is on reusing materials and reducing waste, while crafting designs that carry meaning. Many of my pieces are inspired by the women of Kachchh. I also work closely with local female artisans in Delhi, training and empowering them.



Mianzi by Shashank Gautam



Our focus lies in creating timeless home décor pieces, ranging from lamps and furniture to lifestyle accessories. All are hand made with emphasis on bamboo craftsmanship. I've been in this business for four years and every product is designed by me. We currently work with over 150 artisans, with our production based in Madhya Pradesh. The idea is to blend technology

with traditional craft. Indian artisans are already immensely skilled and creative. We aim to empower them further by integrating tech-driven processes that enhance both quality and efficiency. Our eco-conscious collections have found a strong export base in New Zealand, Australia, and Europe, and we continue to grow with that commitment as our foundation.

Pashya Studio, Parul Bansal



Based in Jaipur, we specialize in cushion covers, table mats, table runners, lampshades, utility bags and kitchen accessories. All raw materials are sourced locally, supporting regional communities and promoting sustainability. Hand block printing is at the heart of what we do, it's not just a technique, but a passion I've pursued to help preserve this beautiful traditional art form. I design each piece myself. We work closely with around 12 skilled local

artisans, and I personally oversee every step of the process. Our aim is to blend timeless tradition with contemporary aesthetics.

Art on My Plate by Fauzia Jamal

I'm the artist and founder behind Art on My Plate, Delhi, a home décor and curative crafts studio with a creative journey spanning 35 years. My work combines paper, clay, natural wood and even discarded materials, transforming the ordinary into art. The clay is infused, cooked and then hand-painted, with some pieces reflecting surreal, illusion-like designs. We source our raw materials from various parts of India, ensuring each piece carries a distinct story. We export to France, the UK, the US and Dubai. The fair has been an inspiring experience. Response has been great, with strong interest and meaningful enquiries. It's been a platform of credibility that's not only brought recognition but also helped me set a benchmark and prepare for the next chapter in my creative journey.



MANmade by Manmath Shetty

Ours is a design studio based in Dharward, Karnataka and rooted in the philosophy of slow, sustainable fashion. With 27 years in the business, we create a diverse range of handcrafted products like clutches, stilettos, shoes, corset belts, cigar cases, bags, trunks, accessories and even artisanal leather



helmets. We go beyond just making products; we also engage in research and design consulting, collaborating closely with Indian artisans to understand their craft and challenges at the grassroots level. Our material palette is a thoughtful blend of natural and synthetic fibres, including Indian sheep wool from the Deccan plateau, tree bark, cotton, jute, banana fibre and vegetable-tanned leather. Notably, our handcrafted helmets have received safety certifications in over 20 countries. The fair has been a rewarding experience, filled with meaningful interactions and encouraging enquiries from interested buyers.

Sangraha Atelier Jaspal Singh Kalra

Based in Lucknow, Sangraha Atelier was founded in 2015 with focus on home textiles and garments. At the heart of our work is Chikankari. Our aim is to move beyond the traditional perception of this needle craft and integrate it into everyday pieces like garments, home décor items, etc. so it becomes part of people's daily lives. Our statement cushions are bestsellers. We work with a dedicated team of 50 trained artisans, striving to ensure consistent work and improved income cycles for them. We believe that design is power and through thoughtful, handcrafted creations, we aim to drive social change. Each of our collections is concept-driven, inspired by eras, cultures, motifs, or experimental blends of colour and technique.



The Beehive India by Pankaj Narain



I'm Archana Narain, and I represent The Beehive India, a brand founded by Mr. Pankaj Narain. We specialize in eco-friendly rustic and artisanal wooden décor and furniture, offering unique pieces like trays, trivets, magazine holders, and more, all crafted with a distinctive handmade charm. What sets us apart is our extensive use of indigenous woods. We've worked with over 50 varieties

so far. Each type is carefully studied for its properties, allowing us to design products that highlight the wood's natural strengths and aesthetics. Though we are based in Delhi, we collaborate with skilled artisans from across the country like Saharanpur, Mysore, Bijnor, Channapatna and beyond. Our raw materials are sourced from Kirti Nagar. Inspired by nature and Indian monuments, our collections include motifs of champa leaves, birds and even a series influenced by Qutub Minar.

Studio SRZ by Shahrukh Zaidi

Based in Chennai, Studio SRZ is a utility-driven brand focused on creating small, everyday-use items. We blend traditional craftsmanship with contemporary trends, offering products that are inclusive, fashion-forward, and accessible to all, without assigning them to specific genders. My extensive travels and background in human psychology deeply influence



my design approach, allowing me to infuse emotion and storytelling into each piece. Alongside the brand, I run a design consultancy, seeking new ways to express creativity through both art and functionality. We operate five branches and have proudly showcased our work at international fashion shows and showrooms. Our

products are 100% biodegradable, made from bark and leaves, crafted without harmful chemicals, setting us apart from mainstream brands. Each piece is meticulously handcrafted, reflecting our commitment to sustainability, reuse, and refined quality. The expo has been an incredible platform for meaningful connections.

Texle by Khyati Sinha

This is my first time showcasing at a fair, and it's been a great and quite busy experience. I've been in the business for 7 years now, creating bags and fashion accessories inspired by recycled design concepts. I work with both vegan and non-vegan leathers, always aiming to strike a balance between style and sustainability. Texle based in Gurgaon, collaborates with artisan teams across different regions of India, supporting and encouraging them is something I truly enjoy. We currently export to the Netherlands, and during this fair, cushions and zari work from my collection have received a lot of attention and appreciation.



Vakr by Sakshi and Saumya



We are a Delhi-based furniture and lighting studio blending modern design sensibilities with traditional art styles to create a unique, fresh design language. Founded in 2020, everything we make is



handcrafted, with sustainability at the centre of our process. With a background in architecture, our team brings a distinct perspective to each piece, focusing on thoughtful design and lasting impact. While we're still learning and growing, the journey so far has been rewarding. The fair has been a great experience. Visitors have responded warmly to our work, and we're excited to take the valuable

feedback back to our team as we continue to evolve.

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Vankruti by Anurag Swarnkar



At Vankruti, we focus on creating completely handmade and sustainable products. This is what makes our work truly exclusive. Our designs are led by our designer Priya Gupta and brought to life by a talented team of women artisans from Uttar Pradesh. We work exclusively with cane, sourced responsibly from Assam, crafting elegant furniture, home décor, and lighting pieces. Our bestselling

products include handcrafted chairs and furniture that blend simplicity with artisanal charm. Looking ahead, we're excited to explore colour integration and incorporate technology to further elevate our craft.

It's All Folk by Namrata Tiwari

This Arunachal-based initiative is rooted in a decade-long connection with the people of that state. For the past three years, I've been working to preserve their traditional crafts and support indigenous communities through sustainable design. Currently, I collaborate with 30 women artisans to create loom-woven cushion covers, table runners, mats and throws. A unique aspect of our work is forest conservation, every product is named after an animal or species to spark awareness about biodiversity. Our bestseller is the 'Red Panda' cushion cover, which has received a lot of appreciation at the fair.



Katran by Swati Soharia

We upcycle with a purpose. Our core mission is skill development and empowering women from low-income backgrounds in New Delhi's Karol Bagh area. We operate in a B2B format, supporting brands and labels with their production needs, crafting home, office and fashion accessories such as diaries, toys, earrings, necklaces, utility pouches, tabletop items, and mats. Our designs are entirely client-centric. We take time to observe,

understand, and respond to each brand's unique requirements with thoughtful execution. We source our raw materials from export houses, local tailors and fashion colleges, and are MSME-registered and certified upcyclers. We upcycle a wide range of materials including polyester, which is often overlooked, ensuring that nothing goes to waste.

Parali by Aarushi Mittal

Founded in 2022, Parali is a sustainable design studio based in Panipat, dedicated to upcycling and eco-conscious living. Our mission is to combat pollution by transforming agricultural waste into eco-friendly home decor and lifestyle products. From table mats, coasters and baskets to handmade papers, boxes, handwoven rugs, and even books, every item we create is rooted in sustainability. Our factory operates on a zero-waste policy, ensuring that nothing is discarded or polluting. We take pride in



empowering women through meaningful work opportunities and are steadily growing our presence in international markets, particularly the UK.

Mynamo (Chetankala LLP) by Chetan K Agarwal

I started Mynamo two years ago with a simple yet powerful purpose to create handmade crochet goods that generate livelihoods for underprivileged women. What began as a spark during a government project in a calamity-hit area, where I witnessed the joy and dignity that knitting brought to women, soon turned into a full-fledged mission. I taught myself crochet in just a month, driven by the idea of blending creativity with empowerment. Today, I design all our pieces, from adorable animal toys and baby blankets to everlasting Floever flowers and charming wall art. We collaborate with NGOs to train and employ women artisans, giving them a sustainable source of income and a chance to rediscover their self-worth. Our yarns are responsibly sourced - wool from Ludhiana and cotton from Ahmedabad, ensuring quality with a conscience. Our small animal crochet dolls are customer favorites and are now featured in select stores as well. Based in Kolkata, Mynamo continues to grow with a heart full of purpose.



Asama Enterprise LLP by Noopur Keshan



Our products are handmade with love and care by women artisans, bringing the essence of Assamese traditions to life through sustainable craftsmanship. Based in Assam, we create beautifully woven baskets, mats and utility products using locally sourced materials. Nature, animals, and lush gardens inspire my designs, especially in our basket collection, which reflects the serene and earthy spirit of the region. At Asama,

every product is eco-friendly and crafted to support livelihoods while preserving our environment. The expo has been a great experience, I've received many promising leads and had the opportunity to share our story.

WORKSHOP

The Art of Attraction: Visual Merchandising Strategies for Impactful Booths



17th April 2025: Gunnar Hoffrichter, Independent Consultant, Hamburg, Germany, conducted this workshop that centered on visual merchandising strategies for impactful booths and explored key areas including the psychology of attraction, design principles for booth effectiveness, storytelling through spatial design and the integration of interactive elements and digital tools.

With over 30 years of global experience, including 20+ years across Asia and a decade each in retail and wholesale, Mr. Hoffrichter brought deep insights from his work with brands like JOOP! Living and Lambert. He emphasized the importance of a design-led process that goes beyond mere product display.

AIDA Model (Attention, Interest, Desire, Action)

The session highlighted how strategic planning, thoughtful layout, and impactful presentation can significantly enhance customer engagement, boost brand visibility, and even increase turnover by up to

35%. Mr. Hoffrichter emphasized that visual merchandising goes beyond product placement—it's about storytelling and crafting a memorable customer experience. He introduced the AIDA model (Attention, Interest, Desire, Action) as a foundational framework for booth design, guiding participants on how to attract and retain customer interest effectively.

He stressed the significance of logo placement and lighting, using space effectively and creating visual balance through methods like pyramid shapes, symmetry, repetition and focal points.

Encouraging exhibitors to plan ahead, he recommended building mock-ups, curating product categories carefully, and creating thematic displays with cohesive colour schemes.

"Less is more," he advised, cautioning against cluttered setups or overwhelming audio effects.

His practical tips from layout planning to unpacking strategies highlighted how good visual merchandising leads to higher customer engagement and business growth.



Gunnar Hoffrichter, Independent Consultant, Hamburg, Germany, being greeted by Mr. Nirmal Bhandari, President, Reception Committee, IHGF Delhi Fair-Spring 2025. Below: Mr. Hoffrichter conducting the workshop



SEMINAR - AI in Product Design: Redefining Trends for Tomorrow



Dr. Kaustav Sengupta, Futurist, Color Behaviourist, AI Analyst & Academic Leader

17th April 2025: Dr. Kaustav Sengupta, Futurist, Color Behaviourist, AI Analyst & Academic Leader, made an insightful presentation on the evolving role of AI in the creative industries. His session covered key themes such as AI in industry, generative AI for design ideation and realization, AI-powered product technologies, ethical considerations, creative control, case studies, and future opportunities for designers in an AI-integrated world.

Dr. Kaustav Sengupta began his presentation by highlighting the greatness of India's culture and history, emphasizing key innovations such as the first potter's wheel, the first

chessboard, and the first bricks, all of which were created in the Indian subcontinent. He also mentioned the Indian invention of the catamaran. Dr. Sengupta then shared some statistics, revealing that India is ranked fourth on the Stanford Global AI Power List.

AI applications in daily life

Shifting to artificial intelligence, Dr. Sengupta explained how AI enables computers to think and learn like humans, helping machines solve problems, understand language, recognize and create images, predict outcomes and make decisions, all faster and often more accurately than humans. He gave examples of AI applications in daily life, such as AI-powered laundry services, massage chairs, and products designed for elderly individuals, including AI-powered wheelchairs and utensils that detect shaking in patients with Parkinson's disease. He also discussed the "loneliness epidemic" and how AI companions are being used to assist people who feel isolated or disconnected from their families and friends.

Dr. Sengupta introduced several innovative AI-driven products, including a lamp that can read books and generative AI used for predicting trends and designing products. He explained how generative AI helps brands and individuals in the early stages of prototyping by generating AI-created images for product planning, which reduces costs associated with QA



and prototyping. The speaker then delved into the concept of prompts, describing them as natural language instructions or questions given to an AI model to generate responses. These prompts can be as simple as a sentence or as complex as a paragraph or even a block of code. He outlined the six components of a prompt: 1) Task, 2) Context, 3) Example, 4) Person, 5) Format, and 6) Tone, noting that the quality of the prompt directly impacts the quality of the output.

Dr. Sengupta also introduced the 5P design process, which integrates AI and human intelligence. This process includes: 1) Adding input to generate concepts via text prompts in AI-enabled platforms like Dream Studio, Midjourney, or DALL·E; 2) Selecting a concept from AI-generated options; 3) Modifying the selected concept; 4) Enhancing the concept manually with functional detailing; and 5) Taking the final design to software like Gravity Sketch for 3D rendering.

Next, Mr. Sengupta introduced VisionNxtTrend Research & AI Lab, a research lab in Chennai that is India's only



ethically certified trend insights lab. The lab integrates AI and NEI to forecast emerging trends using proprietary tools like Depression and Foresight Cube. The lab leverages data from over 800 trends and expert insights for a data-driven approach to trend forecasting.

Dr. Sengupta concluded by showing how AI is not here to replace human jobs but rather to assist in human endeavors, making tasks easier and more efficient. He encouraged seminar participants to experiment with prompts themselves, highlighting how AI can quickly generate concept sketches and modify existing ones in just minutes. He emphasized that AI has made design accessible anywhere, eliminating the need for a studio, professional camera, or perfect lighting. With AI's capabilities, photo shoots and design tasks have become simpler and more efficient. He urged designers to embrace AI to reduce laborious tasks and focus on more creative endeavors, which, in turn, could help humanity achieve greatness.

With over 25 years of experience at the intersection of fashion, technology, and foresight, Dr. Sengupta is Faculty and Link Chairperson at NIFT and Director of the VisioNxtTrend Research & AI Lab. He has consulted for global brands like Nike, Apple, Samsung, Coca-Cola, and Hyundai, and contributes to shaping design education through various academic boards. A prolific author and sought-after speaker at TEDx, ThinkEdu Conclaves, and global forums, he is widely respected for his trend forecasting tools and AI-driven insights that continue to influence both industry and academia.

SEMINAR - Safeguarding Business Transactions through Cyber Security Services in Digital Era #CyberSurakshit!



Rakshit Tandon, Cyber Security Evangelist & Risk Advisory Leader, being welcomed by EPCH COA Members: Mr. KN Tulasi Rao, Mr. R.K Malhotra and Mr. Ravi K Passi

18th April 2025: Mr. Rakshit Tandon, Cyber Security Evangelist and Risk Advisory Leader, delivered a compelling session on the evolving cyber threat. He opened the seminar by introducing three fundamental concepts crucial to personal and organizational cybersecurity: Cyber Hygiene – Practicing safe behaviors and habits while using digital devices; Digital Quotient (DQ) – A measure of how

well one understands and navigates the digital world; Cybersecurity Proactiveness – Taking preventive steps to secure oneself against cyber threats rather than reacting after damage has been done. To emphasize the growing need for robust cybersecurity practices, Mr. Rakshit showcased a series of news headlines about recent cyberattacks and data breaches. These included incidents involving major institutions such as AIIMS, Google Chrome, Star Health, Big Basket, Zomato, Domino's,

etc. These breaches often resulted in the leaking of sensitive user data, including passwords.

Key Takeaways and Recommendations

It is essential to keep all your devices—phones, laptops, and tablets—regularly updated, as updates often include critical security patches. Use strong, unique passwords for each platform, ensuring they are complex and not based on easily guessed information like birthdays or anniversaries. Utilize tools such as HavelBeenPwned.com to check if your credentials have been compromised in data breaches, and VirusTotal.com to scan suspicious files or links for malware. Be cautious of scams and fake calls, especially from individuals impersonating government authorities like TRAI or customs officers—always verify their identity before sharing any information. Stay alert to deepfake-based scam ads that use celebrity faces to promote fraudulent or illegal schemes. Finally, never download files with extensions like .apk or .iso from unknown sources, as these may contain malware.

Emerging Cyber Threats

Trusted Contact Attacks: Criminals pose as known contacts to deceive victims; Advanced Phishing Techniques: Quishing - Phishing via QR codes, Vishing - Phishing via video or voice calls; and USSD Exploits: Refrain from entering unfamiliar USSD codes, as these can activate call forwarding and compromise OTP-based security. Mr. Rakshit recommended avoiding storage of personal documents (e.g., Aadhaar, PAN) in phone galleries.

Instead, use secure platforms like: DigiLocker: A government-backed app for safely storing digital documents with masking options.

“If your phone is stolen, immediately block your SIM card to prevent the misuse of OTPs or incoming calls. File an FIR at the nearest police station and reissue your SIM with the help of your telecom provider. Use Google’s Find My Device or Apple’s iCloud to track and erase your phone remotely.



You should also block the stolen device via the Sanchar Saathi portal. Any suspected fraud or cybercrime must be reported using official government portals or by calling the cybercrime helpline at 1930, he advised and added, when it comes to cybercrimes involving children, extra vigilance is essential, as minors are particularly vulnerable to online abuse and fraud. Prompt reporting through official channels is strongly advised. Mr. Rakshit issued a strict warning against giving smartphones to children under the age of 13. He emphasized that a phone today holds sensitive information, like a wallet, bank account, and investment portfolio and should never be handed to a child.

He also highlighted global best practices, applauding countries such as Australia and Norway for enforcing strict regulations on teen access to social media. He suggested that India should consider adopting similar protective measures. To conclude the seminar, Mr. Rakshit provided a practical demonstration of Multi-Factor Authentication (MFA), which enhances digital security through methods such as one-time passwords (OTP), physical security keys, authentication apps, or biometric verification.

SEMINAR - Leveraging AI-Powered Software for Optimizing Export Operation



18th April 2025: Mr. Lakshman Das, Director, DiracERP elaborated on the evolving landscape of export operations, addressing key topics such as export challenges and compliance, limitations of traditional software, AI's role in modern ERP, and real-world benefits of AI-powered solutions like

DiracERP, including improved efficiency, accuracy, and cost savings.

Export Management

In today’s global economy, export management is more complex than ever, with evolving regulations, intricate documentation, and unpredictable logistics. Exporters must work with speed, accuracy, and efficiency while reducing errors, cutting costs, and meeting shifting global demands. Despite these growing demands, Many exporters still rely on outdated or manual systems that can't handle the complexities of modern global trade. These systems lack real-time updates, automation, and adaptability, leading to errors, compliance issues, delays, and higher costs. To stay competitive, businesses also need better-trained staff and access to reliable market data.

Technical acceptability

Technical acceptability is key to export readiness. Exporters must meet global standards, adapt quickly to disruptions, and manage costs effectively. Success depends not just on product quality and packaging, but also on the ability to adjust production methods and timelines to fit each country’s requirements. Well-trained personnel and strict compliance with international norms are essential for staying competitive.

Traditional ERP systems, though effective at managing core transactions, often fall short when it comes to handling dynamic, real-time decision-making. These systems typically lack predictive capabilities, intelligent automation, and the ability to process large volumes of unstructured data. In today’s fast-paced business environment, what is needed are intelligent systems that do more than just record data—they must learn from it, generate insights, and initiate timely actions.

AI as a Game-changer

This is where Artificial Intelligence (AI) becomes a game-changer in ERP systems. AI significantly enhances the functionality of ERP by introducing

automation, predictive analytics, and actionable insights. Repetitive and rule-based tasks such as generating invoices, managing shipping documents, and monitoring compliance requirements can be automated with a high degree of accuracy.

Predictive tools use historical data to forecast potential delays, demand shifts, or inventory shortages, allowing companies to stay one step ahead. Furthermore, AI-powered ERP systems offer real-time insight into potential risks or opportunities, helping exporters make informed and timely decisions.

Role of DiracERP

DiracERP is one such innovative solution that leverages AI to optimize export and manufacturing operations. It automates critical documentation such as invoices, packing lists, and certifications, reducing manual errors and saving time. It performs intelligent compliance checks tailored to destination-specific trade rules and alerts users to regulatory changes. Additionally, DiracERP provides predictive logistics support, offering detailed insights into shipment routes, costs, and timelines, ultimately streamlining the process.

In the context of manufacturing, DiracERP delivers a unified platform that connects various departments including supply chain, production planning, inventory control, and customer relationship management (CRM). This integration ensures smooth operations and clear visibility across all functions. The system offers industry-specific modules tailored to sectors like automotive, electronics, textiles, and heavy machinery. Manufacturers benefit from streamlined production planning, which ensures optimal resource allocation and timely order fulfillment.

Real-time inventory management helps prevent overstocking or stockouts by keeping accurate track of materials and finished goods. The quality control module, supported by DiracERP’s mobile application LookOver, helps monitor product quality at each stage of production and ensures compliance with national and international standards. The platform also supports data-driven decision-making through robust analytics, enabling businesses to track key performance metrics and gain actionable insights.

With its scalability and flexibility, DiracERP caters to both small manufacturers and large enterprises, adapting to evolving business needs and expanding alongside organizational growth. The implementation process is supported by a dedicated team that ensures seamless integration and ongoing system optimization. As global trade evolves, exporters and manufacturers must adopt advanced systems like DiracERP.



Lakshman Das, Director, DiracERP

Buyers at the IHGF Delhi Fair-Spring 2025 ready to sign off, look forward to the Autumn show...



Kellie Lemon, Ambra and Daryl, Australia

This is our first time at the fair and we are truly surprised by the huge variety and diversity of products being showcased. We represent My Divine Home and we source choicest products from around the world to offer a beautiful collection.

Even though we primarily focus on home decoration, we are exploring different categories with an open mind here. The craftsmanship and creativity in Indian products really stand out. We are enjoying the experience and look forward to building meaningful partnerships with makers here.



Nina and Paula, USA

We represent a home décor company called Home Neatly, and this is our third time attending the fair. Each visit brings something new and inspiring. We continue to choose Indian products for their exceptional craftsmanship, attention to detail, and consistently

high quality. What we truly appreciate is the variety. There's an impressive mix of materials. That said, the current tariff situation has introduced some uncertainty, and we're unsure about what the future holds, which makes decision-making a bit challenging.



Halreux de Tubert, France

Our company, ozeol.com, specializes in overstock clearance services and operates 325 shops across France. We are looking for a wide range of items, including slow-moving stock, end-of-line products, cancelled orders, and more. I've been attending this fair for 7 years

and am 100% confident that I will be placing orders today. I have visited nearly 100 fairs throughout Asia, and what stands out in India is the exceptional quality and diverse collections. The shuttle and hotel services were very convenient, making my experience here even better.



Andrew Patrick, USA

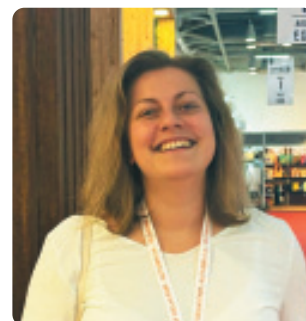
My company is called Five star brand. I've been visiting India for the past three years, primarily sourcing jewellery and bags. What draws me to Indian products is their exceptional quality, intricate craftsmanship, the handmade touch, and their eco-friendly appeal.

I also place great value on ethical manufacturing, and I believe India aligns beautifully with that philosophy. Personally, the current tariff situation hasn't had an impact on my business, and I'm optimistic about India's prospects moving forward. The fair has been a great platform for discovering new ideas and building connections.



Tim O' Hearn, USA

It's my first day at the fair, and I'm here in India to reconnect with longtime partners and explore new designs for ideas and inspiration. I work in the home textiles and furnishings industry, and I choose Indian products for their handcrafted quality, fair pricing, and undeniable beauty. India is a fascinating country, and I've seen the fair grow stronger and more impressive with each edition post-COVID. I'm sourcing here on behalf of my company, Linen Society. We celebrate the legacy of generations of skilled artisans. Our textiles are sourced directly from makers across the globe.



Regina Chashkina, Russia

I'm from Alias Group, Russia, and the fair has been going very well for me. Everything is exceptionally well organized, and the range of products is quite interesting. I'm not looking for anything specific at the moment, as I usually base my sourcing on customer demand. As a developer myself, I truly appreciate Indian products.



Samson, South Korea

I represent The Village Shop in South Korea and visit India often because I deeply appreciate the quality and design of the products here. This time, I came specifically to source brass and aluminium items for the South Korean market. However, I found myself especially captivated by the beauty of handcrafted fabrics. The intricate craftsmanship and vibrant Indian designs never fail to draw my attention.



Hiroko Ishi, Japan

I represent ITPL, and this is my second time attending the fair. I live in India and truly enjoy being here. I run a tea and souvenir-based business, so I'm sourcing products that align with that niche. I have a shop in Delhi and also export to Japan. Indian handicrafts are exceptional, and what stands out most is the variety. In Japan, everything is easily available, but people are always looking for something fresh and unique - which I'm able to find at this fair

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