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



# Spring in High Spirits

IHGF Delhi Fair -Spring 2025 Opens for an exciting sourcing season with focus on Sustainability, Handcrafted Value Additions and Artistry in a theme of all Inclusive Growth & Advancement. A comprehensive showcase of Home, Lifestyle, Fashion, Furniture, Furnishing and Interiors, along with a Designer's Gallery, Artisanal Fare, Live Craft Making, Workshop, Seminars, Ramp Shows and Display Awards, create a truly enriching timeline through the four days.

At the Spring 2025 edition of IHGF Delhi Fair, attendees will be welcomed by over 3,000 exhibitors, including 2,000+ new and returning participants, alongside an impressive mix of industry leaders, emerging brands and visionary entrepreneurs. Organized by the Export Promotion Council for Handicrafts (EPCH), the fair continues to evolve in response to the changing needs of exhibitors, buyers and stakeholders, ensuring a dynamic and future-ready trade platform.

This 59th edition in the series focuses on sustainability, handcrafted value additions and artistry. Offering an immersive space to discover new products, gain fresh insights and forge valuable partnerships, this season's show marks so many exciting new endeavours including regional deco-utility lines and furnishing, a lineup of innovative new products and introductions by start-ups. Exquisite collections await, featuring housewares, tableware, furnishings, gifts, lighting, festive décor, fashion accessories and more. Traditional materials like fibre, wood, steel, stone, etc. seamlessly blend with contemporary innovation, culminating in striking lifestyle pieces and smart functional solutions.

There are latest trends where sustainability isn't just a priority but is the driving force. Blending rustic charm, artisanal craftsmanship and contemporary design, the home décor and gifting space is being reimaged. Manufacturers are redefining creativity by optimizing raw materials and production processes, unlocking eco-conscious possibilities that merge aesthetics with responsibility.

Attendees can navigate the fair effortlessly with a user-friendly mobile application, dedicated Buyer Lounges, Refreshment Zones, and cultural showcases, ensuring a seamless and enriching experience. Whether seeking inspiration, forging new partnerships, or restocking for upcoming seasons, this event stands as a proven, progressive and indispensable sourcing hub for

retailers, importers, wholesalers, retail chains and design professionals worldwide.

While wishing success to the fair, Shri Giriraj Singh, Hon'ble Union Minister of Textiles, Govt. of India, said, "this event collectively symbolizes entrepreneurship, excellence, and 'Make in India', which helps us work towards making the people involved in the handicraft sector in our country self-reliant. I am confident that global buyers and traders will find valuable opportunities in this event to establish meaningful partnerships within India's vibrant handicrafts sector."

## Premier platform offers access to India's finest in handcrafted products



**Pabitra Margherita**  
 Hon'ble Union  
 Minister of State for  
 External Affairs and  
 Textiles, Govt. of India

Over the years, the IHGF Delhi Fair has emerged as a trusted sourcing hub, strengthening India's position as a reliable and competitive supplier in the global handicrafts industry. By fostering trade linkages and generating substantial business opportunities, the fair continues to contribute significantly to India's exports. Its emphasis on innovation, quality enhancement, skill development and design excellence further ensures that Indian handicrafts remain in demand worldwide.

I am confident that this event will continue to showcase India's exceptional craftsmanship and open new avenues for global partnerships.

## Reinforces our position as a leading player in global markets



**Giriraj Singh**  
 Hon'ble Union  
 Minister of Textiles,  
 Govt. of India

Now in its 59th edition, this fair has become a premier sourcing destination for international buyers seeking home, lifestyle, fashion, furniture and furnishing products.

The IHGF Delhi Fair highlights the commitment to quality and creativity within the handicrafts sector, reinforcing our position as a leading player in global markets. I hope this event shall play a significant role in creating new opportunities by bringing together Indian businesses and attracting buyers from around the world.

I extend my best wishes to the organizers and participants for a successful and impactful fair.

Mr. Pabitra Margherita, Hon'ble Union Minister of State for External Affairs and Textiles, Govt. of India, added, "with emphasis on innovation, quality enhancement, skill development and design excellence, this globally recognized B2B trade fair has established itself as a premier platform for international buyers, offering access to India's finest handcrafted products across diverse categories, including home décor, lifestyle, fashion, furniture and furnishings."



## Vital platform to India's cottage and MSME sectors



**Sunil Barthwal, IAS**  
Commerce Secretary,  
Govt. of India

*I am glad to know that EPCH is organizing the 59th edition of IHGF Delhi Fair – Spring 2025.*

*EPCH along with its member exporters, works towards the promotion of*

*handicrafts sector in the international markets. The IHGF Delhi Fair provides a vital platform to India's cottage and MSME sectors to showcase their products and gain global recognition.*

*EPCH, along with its member exporters has been working towards growth of handicraft exports from India and there is a target towards 2030.*

*I wish the fair great success and extend my best wishes to the organisers, exhibitors, visitors and all others who are associated with the event.*

## Networking and partnering opportunities



**Neelam Shami Rao, IAS**  
Secretary,  
Ministry of Textiles,  
Govt. of India

*The Fair will help in providing exporters, artisans and small entrepreneurs an opportunity to display and showcase their latest collections and innovations. Handicraft*

*sector has immense potential for growth and the vast range of handicrafts manufactured in India reflects our cultural diversity. I hope the visiting international buyers and their representatives will utilise this opportunity to network and partner with handicrafts manufacturers and artisans in India.*

*The Council has worked tirelessly to popularise IHGF Delhi Fair – Spring 2025, including extensive overseas publicity campaign, direct mailing & promotion programmes etc. The support provided to them by Indian Missions abroad is appreciable.*

*I congratulate EPCH for their efforts and extend my best wishes for the success of the Fair.*

## Access to India's diverse exporting community in one place



**Amrit Raj, IPOS**  
Development  
Commissioner  
(Handicrafts),  
Ministry of Textiles,  
Govt. of India

*Over the past three decades, the IHGF Delhi Fair has provided Indian exporters with unparalleled opportunities to showcase their products, secure business, and expand their global reach. It has become a*

*preferred sourcing platform for international buyers, offering access to India's diverse exporting community in one place.*

*Handicrafts represent the depth of India's cultural heritage, with each handmade creation reflecting the unity within our socio-cultural fabric. At the heart of this industry are the artisans and craftsmen whose dedication preserves and enhances India's indigenous crafts.*

*I hope that all participants make the most of this opportunity to achieve positive business outcomes and contribute significantly to the growth of Indian handicraft exports.*

### Show Organiser

**Export Promotion  
Council for  
Handicrafts**



IHGF Delhi Fair is organised by EPCH, the apex organisation representing handicraft manufacturers & exporters in India. EPCH facilitates its 10,000+ members to customise and offer unique styles and quality products to the global sourcing community. Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers, facilitating harmonious business. EPCH is recognised for its continuous pursuit of excellence. With its Headquarters in New Delhi, EPCH has regional/representative offices in Mumbai, Kolkata, Bangalore, Moradabad, Jodhpur, Jaipur, Saharanpur, Agra, Guwahati, Narsapur and Patna.

### EPCH (Organiser) Office

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Email: mails@epch.com  
EPCH Website: www.epch.in

### EPCH Fair Site Office

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Fair Website: www.ihgfdelhifair.in

### Helplines

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## 900 Marts add to the Sourcing Experience

Located at the India Expo Centre, the India Manufacturers' Mart has built a reputation over the past two decades as a premier business destination. Strategically designed to support seamless trade, the Mart sees steady buyer traffic throughout the year, with peak activity during key sourcing seasons. Spread across 4 levels, the Mart features well-appointed visitor lounges, open seating areas, exclusive meeting rooms and essential amenities, creating a professional and comfortable environment for productive business interactions.

With over 100 product categories on display, the Mart is a vibrant showcase of India's finest exporters. Each exhibit reflects the craftsmanship, innovation, and quality that define India's manufacturing strengths. All products meet global standards, enabling exporters to successfully cater to regular international markets.

For Mart owners, this is a curated platform to highlight their capabilities and offer buyers a clear view of their product portfolios. Buyers value the Mart as a reliable, all-season sourcing hub that aligns easily with their travel plans. The presence of nearby accommodations - like the Expo Inn - adds further convenience, making every visit efficient and rewarding.



59th IHGF Delhi Fair Spring 2025 - Show Bulletin is brought out on behalf of EPCH by Chapakhana.com; mail@epbureau.com; Ph: 9811311127

# Curated Collections for Spaces that Inspire Comfort and Evolve with Modern Living

Spotlighting handcrafted goods that blend artisanal skill, cultural heritage and modern aesthetics to create meaningful, enduring pieces

A comprehensive product spectrum and a diverse exhibitor base define the growing stature of the IHGF Delhi Fair, a platform that stands as a testament to collaborative excellence. It brings together the collective strength of India's rich and varied handicraft manufacturing hubs, artisan clusters and creative communities, united in their commitment to preserving and promoting India's craft heritage.

The IHGF brand enjoys global recognition and trust, consistently connecting international buyers with the finest expressions of Indian craftsmanship over 58 editions. On display are exclusive, one-of-a-kind creations that capture the spirit of tradition, creativity and innovation.

India's rich heritage finds expression through handcrafted creations that blend artisanal skill, cultural depth and modern design. These pieces are not only visually captivating but also meaningful and long lasting, celebrating tradition while resonating with today's aesthetic sensibilities. Many designs embody a timeless elegance paired with modern comfort, offering a perfect harmony of the classic and the contemporary. In contrast, bold creativity and playful forms, brought to life with vibrant colours and sensory richness, define a range of deco-utility pieces that express individuality and joy. At the other end is thoughtful minimalism, where refined craftsmanship and understated design come together to create artifacts that elevate daily life with simplicity and grace.

These timeless treasures, rooted in heritage yet designed for contemporary living, are available only through this exceptional platform. This edition boasts of dedicated prominent display segments, including Home Decor and Accents; Home Furnishing, Carpets & Rugs; Textiles & Linen; Gifts & Premiums; Interiors; Furniture; Fashion Jewellery; Bags & Accessories; Lamps & Lighting Accessories; Outdoor and Garden; Aroma, Spa & Lifestyle; Christmas and Festive Décor; Kitchen and Dinnerware; Bathroom Accessories; Cane, Bamboo, Paper & Eco-Friendly Products; Kids & Babies Toys & Accessories.

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**Heritage, Comfort, Unmatched Sophistication - It is all in the Details**

**Artisan Craftsmanship – Intricate designs, perfected over generations.**

**Sustainable & Ethical – Handwoven/ Handmade with eco-friendly, responsible practices.**

**Timeless Elegance – Statement pieces that reflect your values and define your space.**

**Ambitious and innovative manufacturers committed to future-readiness**



**Dileep Baid**  
Chairman, EPCH

*This event continues to showcase the remarkable evolution of India's handicrafts sector, driven by ambitious and innovative manufacturers*

*committed to future-readiness. By enhancing their capabilities, adhering to global standards and prioritizing sustainability, they are well-equipped to meet the demands for scale, quality, speed, consistency and impactful presentation.*

*Beyond fostering global business connections, the IHGF Delhi Fair plays a pivotal role in supporting micro, small, and medium-sized handicrafts exporters, along with the countless artisans who bring these creations to life. Recognized for its international reach, the fair continues to strengthen confidence among overseas buyers, who value the marketability, uniqueness and design excellence of Indian products.*

*As the premier event for the industry, each edition unlocks new business potential, facilitating fresh buyer connections for exhibitors while offering visitors an ever-expanding selection of innovative products.*

**Competition among exhibitors drives innovation and excellence, reinforcing the fair's position**



**Dr. Rakesh Kumar**  
Director General in the role of Chief Mentor, EPCH and Chairman, IEML

*The progressive growth of exhibitors and buyers alike stands as a testament to the success of IHGF Delhi Fair, making it a trusted and proven sourcing destination. India's handicraft sector, backed by*

*skilled artisans and a diverse raw material base, thrives on innovation and customization.*

*With EPCH's professional design, market analysis and trend forecasting support, exporters continually introduce bold, distinctive product lines, creating limitless opportunities for global buyers.*

*The fair has evolved into a dynamic sourcing platform, introducing new entrepreneurs to global markets while offering buyers the opportunity to discover fresh products & ideas from emerging suppliers. Many international buyers have made this fair a key part of their sourcing calendar and with each edition, the competition among exhibitors drives innovation and excellence, reinforcing the fair's position as a hub for quality handicrafts.*





This immersive four-day event promises an enriching experience for industry professionals and enthusiasts alike. Mr. Dileep Baid, Chairman, EPCH shared, "carrying forward its legacy, this edition offers a meticulously curated sourcing platform, bringing together exceptional handicrafts and gifts from every corner of India. Buyers can explore refreshing and unique products from trusted suppliers, benefiting from India's vast array of raw materials, skilled artisans, and advanced manufacturing technologies. Designed to cater to evolving consumer preferences, these products seamlessly blend style, quality and value."

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML added, "Leveraging India's vast diversity, we aim to become the primary suppliers for large wholesalers and importers attending the fair. Through EPCH's visionary initiatives, the Indian handicrafts sector has witnessed rapid and holistic growth, further establishing India as a reliable and competitive supplier in global markets. The fair remains instrumental in driving trade, fostering new market linkages and expanding international outreach. Besides, the thoughtfully curated mix of exhibitors across the Halls and the Mart ensures a seamless and efficient sourcing experience for buyers, offering inspiration, networking opportunities, and a streamlined ordering process."

Manufacturers exhibiting their collections at the fair, understand the challenge of innovating

within heritage backed traditions, creating remarkable and viable pieces that fuse traditional materials and practices with contemporary design possibilities. Evidently, each product reflects this balance between heritage and modernity. Focus is on sustainability, handcrafted value additions and artistry. Bringing together the home, lifestyle, fashion, furnishing, furniture and interior divisions, the fair offers an immersive space to discover new products, gain fresh insights and unite for valuable partnerships. This season marks many exciting new endeavours including regional craft manifestations as well as line-up of innovative new products and introductions by start-ups.

Diverse Products, Creative Inspirations and Design Innovations – Rooted in centuries-old craftsmanship and fueled by diverse regional talents, India's handicrafts showcase exceptional design innovation. From timeless techniques to trend-inspired creations, each product reflects a perfect blend of heritage and modernity.

# Innovative Packaging Strategies

## Blending Sustainability, Functionality & Design Excellence

Packaging today is no longer limited to merely enclosing a product—it has evolved into a dynamic and strategic marketing tool that plays a vital role in product success. According to

Over time, packaging has transitioned from being purely functional for bulk transit to becoming a visually compelling and customer-centric element of branding. This transformation also

Some companies have simultaneously increased sales, cut costs, and reduced carbon emissions. Their secret - closer attention to design and packaging.

Packaging Expert, Dr. Madhab Chakraborty, "Effective packaging goes beyond aesthetics; it blends design, sustainability, science, and technology to create a powerful marketing vehicle."

For packaging to truly fulfill its potential, it must be: Uniquely designed; Environmentally sustainable; Visually appealing; and Aligned with buyer expectations. The most impactful packaging is easy to open and close, offers reliable protection from damage, and ensures the product remains intact, through the transit.

Practical aspects of packaging focus on the 4 challenges faced by exporters: 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. Besides, the ratio of the pricing of a product and pricing of the packaging must be maintained.



### FIND US AT EPCH WORLD

brings with it the critical concept of Extended Producer Responsibility (EPR)—encouraging producers to recycle or responsibly manage materials used in their packaging.

A final, yet essential aspect of packaging lies in marking and labeling, which ensures compliance and enhances communication with consumers. To dive deeper into the future of packaging or get personalized insights, visit the Packaging Booth at EPCH World, located at the IHGF Delhi Fair – Spring 2025.

Ajai Shankar and P.N. Suri  
Memorial Award  
Ceremony for Best stand  
Design Display  
19<sup>th</sup> April 2025 - 2:30 pm  
Activity Area, Front of Hall 9

Significant participation this time comes from two states renowned as major production hubs for handicrafts and home lifestyle products. Over 476 exhibitors from Rajasthan and around 1052 exhibitors from Uttar Pradesh are participating in the fair this time, with 256 from Jodhpur and 193 from Jaipur. In order to cater to existing buyers and draw new ones, the participation has been all inclusive with exhibitors ranging from small & medium exporters, artisan entrepreneurs and designers, to leading manufacturer exporters.



This edition of the fair presents a vibrant selection of home textiles and furnishings—from sustainable lines and contemporary styles to traditional weaves. Featuring handloom, power loom, and man-made fibers, the collection highlights techniques like dyeing, printing, embroidery, and hand painting. Embroidered cushions, rugs, and flooring from over 12 craft clusters across eight states showcase rich artistry and regional flair.

Furniture and outdoor products reflect intricate craftsmanship, while Indian bathroom accessories blend ethnic charm with modern elegance. Spa and wellness items such as dry flowers, incense & candles come in thoughtfully designed packaging that tells a story.

Lighting ranges from minimal to ornate and festive décor captures cultural expressions with a global appeal. Houseware, gifts, and decoratives combine innovation and style, offering everything from elegant tableware and kitchen solutions to creative hospitality concepts.



# Timeless Traditions & Masterful Creations

## Captivating legacy of Bihar's craft and artisanal excellence on display

An exquisite showcase of Bihar's traditional and contemporary handicrafts are on display at IHGF Delhi Fair - Spring 2025.

Visitors will experience Bihar's living craft traditions, where every piece tells a story - Masterful craftsmanship in texture, colour and intricate patterns; Vibrant designs that echo Bihar's cultural richness and storytelling traditions; Authentic, handmade pieces that embody heritage and community; Opportunities to engage with rural artisans and explore time-honoured techniques, some of which are Geographical Indication (GI) tagged.

Manufacturers of these products as well as artisans practicing these craft forms are supported by the EPCH office in Patna, opened a year ago. On display are a variety of items such as bobbleheads, tote bags, notebooks with designer covers, gifting products, flower pots, trays, pillow covers, coasters, jewelry boxes, pendants, necklaces, earrings, scarves and stoles. Some products are crafted using traditional techniques like Khatwa, a form of applique that involves stitching a secondary fabric in intricate patterns over a base fabric, commonly used for making bedsheets.

Bihar has a rich historical legacy and deep-rooted history that has shaped its diverse arts and crafts heritage, preserved through generations, with subtle integration of modern influences.

**Versatile sikki**, a dried natural grass is used to create colourful and functional products such as bags, baskets and containers. In 2007, Sikki grass work was awarded GI (Geographical Indication) status, recognizing it as an important cultural craft of India. It is known for its complex geometric patterns and symbolic designs, requiring great skill and patience for crafting. Sikki grass items serve both utilitarian and decorative purposes, including grain storage containers, jewelry boxes, baskets for sweets, spice containers, mobiles, children's toys, and bangles for women. The process involves cutting, washing and drying the grass, often dyed in bright colours.

**Sujani embroidery**, a GI-tagged craft, is a composition of intricate patterns on silk dupattas, saris and other garments. An equally elegant twin of 'Kantha' needlework, Sujani is a renowned embroidery style that originated in the Bhusara village of Bihar. Initially considered a form of quilting, this craft involved repurposing old sarees and fabrics by layering and stitching them with simple embroidery to enhance the material. It is practiced in Muzaffar Nagar district of Bihar to produce furnishings, wall hangings and clothing items like saris, dupattas and kurtas. The stories depict themes ranging from village life and the Hindu epics to concerns of daily life.

**Tikuli and Madhubani art** products are also among best-selling products. Madhubani painting, practiced in the Mithila region of Bihar and parts of Nepal's Terai, features two-dimensional imagery and natural, plant-derived colours. Originally painted by women on freshly plastered mud walls and floors, this art form is now also rendered on cloth,

handmade paper, and canvas. GI tagged in 2007, the history of Madhubani paintings goes back to the time of Ramayana. These are ceremonial folk paintings of ancient Mithila region of Bihar that depict nature and mythological events.

**Manjusha art**, another traditional craft from Bihar, is characterized by line drawings using three primary colours: pink, green and yellow. These drawings are bordered by designs inspired by religious and cultural motifs, such as belpatra (leaf), lehariya (wave), triangles and snake patterns, with characters often depicted in the shape of the English letter. Motifs are inspired from religious and cultural beliefs.

Tikuli art, practiced in and around Patna, is believed to be nearly 800 years old and derives its name from the local term for the decorative 'bindis' worn by women on their foreheads.



Bihar's other renowned crafts include Papier Mache, Manjusha Painting, Patna Kalam Painting, Block Printing, Bawan Buty, Metal Craft, Bamboo & Cane Craft, Pottery & Ceramics, Leather Craft, Stone Craft, Wood Craft, Lac Bangles, Applique & Kashida and Jute Craft.

Traditionally, artisans would blow glass into thin sheets, cut them into circular shapes, and layer them with gold foil. Using tools like sharp bamboo pens, intricate designs were drawn, filled with natural colours and sealed with gum. Over time, without the support of affluent patrons, the art nearly faded into obscurity. In the 1950s, this was revitalized by adopting techniques from Japanese enamel painting on wood. Now tikuli art is applied to engineered wood, expanding its use beyond adornment to include functional and decorative items.



**FASHION SHOWS**

17th & 18th April 2025

12:00 noon and 4:00 pm

Activity Area, Front of Hall 9



# Live Demonstration of Craft Forms

Activity Area  
(front of Hall 9)

Artistic expressions by 6 National Awardee artisans and Master Crafts Persons bring Regional Distinctions into prominent display

Renowned National awardee crafts persons and a Master crafts person from various parts of India are among exhibitors, placed in a thematic setting, for live demonstration of craft forms, including GI (Geographical Indication certified) products. These illustrious artisans represent Metal Engraving, Lac Bangle making, Pashmina Sozni Embroidery, Madhubani Painting, Sikki Grass Art and Painting.

## Metal Craft

India's legacy in metal craft is as old as its civilization is rooted in centuries of tradition, yet evolving continuously to meet modern tastes and sustainability goals. From intricately carved brass and copper artifacts to sleek contemporary



iron and aluminum decor, metal craft in India is a harmonious blend of heritage, innovation, and artistic mastery. Forged by skilled hands and shaped by fire, metal objects transcend function to become timeless pieces of art. Each creation reflects the artisan's deep understanding of metallurgy, combined with regional aesthetics that range from the ornate finery of Mughal-inspired motifs to the rustic simplicity of tribal forms.

## Lac Bangle Making

Bright colours shimmer and the soft clinking of bangles fills the air when there's a quiet magic at work—the magic of hands that have carried tradition through generations by shaping warm, soft lakh into delicate circles of colour. These result in treasures that sparkle on the wrists of women not just in India, but across the world.

With roots that trace back to ancient India, Lac bangle making is a radiant symbol of tradition, craftsmanship, and feminine elegance. Made from natural resin extracted from trees, these bangles are not just accessories - they are expressions of culture, identity and artistry



## Eco-friendly, heritage-inspired and finely handcrafted modernistic products



**Dr. Neeraj Khanna**  
Vice Chairman, EPCH

*As one of the most diverse and vibrant trade platforms, IHGF Delhi Fair offers a unique opportunity for buyers to explore an expansive range of Indian handicrafts across*

*home décor, lifestyle, fashion, furnishing and furniture. We are especially proud to highlight eco-friendly, heritage-inspired and modernistic products, reflecting the incredible diversity and creative spirit of Indian craftsmanship.*

*In preparation for this year's event, our exhibitors have invested significant effort in product design and development, ensuring alignment with current buyer preferences and market trends. The enthusiastic response and pre-registration from international buyers highlights the excitement and eagerness to explore what this edition has to offer.*

*IHGF also serves as a platform for artisans from various regions of India to showcase their crafts through dedicated presentations, further enhancing visibility and engagement. We are particularly excited to feature a themed display of designers this time.*

passed down through generations. Across regions like Rajasthan, Bihar, and parts of Uttar Pradesh, lac bangles continue to be handcrafted with meticulous care, their vivid colours and embedded stones capturing the vibrant spirit of Indian festivals, weddings and everyday adornment.

## Pashmina Sozni Embroidery

Sozni, or Sozan Kaari, is a centuries-old needlepoint embroidery technique from the Kashmir Valley, known for its fine detailing on wool and silk, especially Pashmina Cashmere shawls and jackets. Practiced for over 500 years, this intricate craft can range from 5 to 500 stitches per centimeter, showcasing the artisan's precision and skill. Pashmina shawls may feature delicate Sozni along the borders or elaborate designs covering the entire fabric. The effort varies from a simple border design that takes about a month, to mesh-style jaali work up to two months, while

## Distinctive and trend-forward collections offer an unparalleled sourcing experience



**Sagar Mehta**  
Vice Chairman II, EPCH

*As one of the world's most significant trade platforms, IHGF Delhi Fair - Spring 2025 brings together a remarkable selection of artistic creations that blend*

*tradition with modern design. Exhibitors showcase exceptional handcrafted pieces, backed by contemporary design inspiration, skilled craftsmanship and a diverse raw material base. This fair offers an unparalleled sourcing experience for buyers seeking distinctive and trend-forward product lines. Sustainability remains a key focus, with an emphasis on natural fibers, eco-friendly materials, and nature-derived innovations.*

*The consistent participation of both exhibitors and global buyers has strengthened trade ties, facilitated product innovation and expanded business opportunities worldwide.*

*With every edition, IHGF Delhi Fair continues to scale new heights, introducing innovative designs, sustainable solutions and diverse product offerings.*



fully embroidered shawls (Sozni Jama) can take up to two years to complete.

## Painting

Each brushstroke tells a story. In the world of handpainted homeware and home accents, utility meets artistry in the most delightful way. From trays and coasters to vases, jars, wall plates, and furniture accents, these everyday items are transformed into expressive, one-of-a-kind pieces that add warmth, colour and culture to any space.

# Global Community to converge as buyers from numerous nations confirm attendance

## Many international brands among the pre-registered

Buyers from across the globe prefer to visit IHGF for their sourcing requirements due to its exclusive access to leading Indian manufacturers offering an exquisite product range, attractive prices, diverse varieties, exceptional quality and innovative product lines. "With a significant influx of visitors from around the world, our exhibitors are committed to make this Spring edition a pivotal platform for the Indian handicraft sector," informed Mr. Dileep Baid, Chairman, EPCH.

Dr. Rakesh Kumar, Director General in the role of Chief Mentor, EPCH and Chairman, IEML said, "The IHGF Delhi Fair exemplifies the strength, scale, and potential of India's vibrant handicrafts sector. With a relentless commitment to making it the most sought-after sourcing event, our mission spans key aspects of manufacturing and export like scaling production capacities, enhancing quality, driving design innovation, introducing new product variations and expanding our global reach to meet the diverse needs of buyers. Our aspiration is to be the preferred sourcing destination for everyone, from large wholesalers and importers to niche buyers and specialty retailers attending the fair."

Speaking on the current global trade landscape, Dr. Kumar added, "we do not expect a significant impact of the US tariffs at this edition of the fair, as we continue to see strong participation from American buyers, with a healthy number already registered. The tariffs introduced by the United States are not exclusive to India; they apply globally. In comparison to competitor countries like China, Vietnam and Cambodia, India faces relatively lower tariffs. Furthermore, the 90-day tariff pause announced by the US provides a timely opportunity for India to engage in a Bilateral Trade Agreement (BTA). I am confident that the Govt. of India will seize this opportunity, paving the way for a trade-friendly agreement that will further strengthen our position in the American market."

This premier Asian show garners significant participation from the USA, Canada, Europe, Australia, South America, the Middle East, and Asia. Over 100 countries, including Argentina, Australia, Austria, Brazil, Canada, Chile, Colombia, Denmark, France, Germany, Greece, Israel, Italy, Japan, Korea, Mexico, The Netherlands, New Zealand, Panama, Peru, Philippines, Portugal, Russian Federation, Saudi Arabia, Sweden, Switzerland, United Arab Emirates, United Kingdom, United States and many more have pre-registered.

Facilities and services tailored to meet the diverse requirements of our esteemed buyers



**Nirmal Bhandari**  
President, Reception Committee, IHGF Delhi Fair Spring 2025

*EPCH, alongside India's exporting community, continues to strengthen global trade relationships through this premier sourcing event.*

*Representing every state and craft region, the*

*fair makes a distinctive impact in the home, lifestyle, fashion, furnishings, furniture and interior product sectors.*

*With a significant global buyer presence, India's leading manufacturers are poised to present their finest collections, ensuring the upcoming Spring 2025 edition serves as a key platform in positioning India as the most sought-after sourcing destination*

*Spanning 16 curated exhibition halls, the fair features theme displays, collective participations, insightful sessions, dynamic interactions and cultural shades. With extensive global promotion by the Council, we anticipate a robust buyer turnout, eager to explore product segments showcased at the fair.*

*I am confident that this fair will open new avenues for growth and will be utilized efficiently to foster new business links and expansion of trade ties.*

Dynamic showcase allows buyers to refresh their merchandise and discover new product lines



**R K Verma**  
Executive Director, EPCH

*Recognized as a premier sourcing destination for the global gifting and lifestyle industry, the fair offers a distinct opportunity to connect with India's top manufacturer*

*exporters alongside small and medium sized enterprises. The product range spans timeless classics to contemporary designs, seamlessly blending regional influences, heirloom craftsmanship and modern innovation.*

*The fair's reputation is built on the loyalty of international buyers, who return each year to source from a diverse and evolving product lineup. Exhibitors are equipped to meet the demands of both high-volume orders and customized design requirements, catering to a broad spectrum of global consumer preferences.*

*EPCH remains committed to providing seamless support, ensuring a productive and engaging sourcing environment with well-equipped meeting spaces, lounges and assist services.*

*More than just a trade event, IHGF Delhi Fair is a celebration of creativity, craftsmanship and commerce. We look forward to yet another successful edition, fostering meaningful connections and new opportunities for all.*



## Regular patrons for Domestic Volume Retail Sourcing

**SR**

IHGF Delhi Fair, since its past few editions has welcomed volume retail buying from renowned domestic players. Facilitating the fast changing retail landscape in India fuelled by renewed buying dynamics and quest for international designs and premium products, IHGF Delhi Fair continues to host Buying/Sourcing consultants as well as visitors from major Indian Retail/online brands and domestic volume buyers.

Representatives from The Bombay Swadeshi Stores, The Oberoi Hotels & Resorts, Chumbak Design Pvt Ltd, Hotel Le Meridien, Reliance Retail Limited, The Purple Turtles, Fabindia Limited, Amazon.com, Pure Home and Living Pvt Ltd, Maspar Industries Private Limited, Hi Design, Chumbak Design Pvt. Ltd., The Furniture Stop, Arvind Group, Lulu Group India, Shoppers Stop Ltd, Hindustan Times, Home Centre, Taj Hotels / Taj Hampers, Westside and many more have confirmed their visit to the show.



# Designers Gallery at IHGF

Accomplished design professionals from the home lifestyle sectors brought together in a thematic showcase

Spring 2025 houses a thoughtfully spread out Designers Gallery, featuring 18 accomplished design professionals in home lifestyle sectors. For most, this is their maiden participation at the fair and they look forward to their learning, networking and market connects through this platform.

These designers, drawn from diverse regions and specializations, present original design concepts in textiles, décor accents, ceramics, surface prints, basketry, metalcraft and eco-conscious materials. Their thematic presence reflects the evolving landscape of design in India, where tradition meets contemporary thinking. Whether it's handpainted homeware, fashion-forward textiles, modern interpretations of folk crafts, or sustainable lifestyle accessories, each designer brings a distinct voice and vision. Collectively, they offer insight into the future of handmade design, rooted in heritage yet geared for a global, conscious market.

Parali by Aarushi from Panipat, Haryana is led by Ms. Aarushi Mittal and specializes in elegant home textiles and décor including table mats, coasters, textile artworks and lamps that blend traditional weaving with a modern flair. Texle from Gurgaon curated by Ms. Khyati Sinha, offers stylish home and fashion décor items like cushions, bags and wallets with a contemporary edge. Asama Enterprise LLP, helmed by Ms. Noopur Keshan, brings sustainable craftsmanship through beautifully woven baskets, mats and utility products rooted in Assamese traditions. Art on My Plate by Ms. Fauzia Jamal from New Delhi showcases curated craft stories through home accents.

Kriti & Kunal, a Delhi-based design studio led by Ms. Kriti Sharma, creates exclusive prints for fashion, furnishings, wallpapers and original art, adding vibrancy to everyday spaces. Diti Mistry, a brand by its designer's name is known for merging art with wearability, through wall décor and fashion jewellery, as well as accent cushions with a distinctive artistic touch. New Delhi based Vakr Studio by Ms. Devyani Gupta brings bold



Studio SRZ



Mianzi



Asama Enterprise



The Beehive India

statement furniture and lighting pieces that combine architectural structure with refined aesthetic sensibility. Mianzi, based in Greater Noida and founded by Mr. Shashank Gautam, presents sustainable home décor and lifestyle accessories, specializing in lamps and furniture that reflect minimalist, eco-friendly design.

Delhi based Design Clinic India by Mr. Parth Parikh brings a curated line of furniture pieces with a fresh, design-centric philosophy, offering both functionality and flair. MANmade from Hubli, Karnataka, led by Mr. Manmath Shetty presents itself as a slow fashion and lifestyle brand that works with natural materials like veg tanned leather, cotton, banana fibre, wood and wool to craft clutches, corset belts, handcrafted helmets, and accessories.

Bareilly, UP based VanaKruti, by Mr. Anurag Swarnkar, offers furniture and lighting that emphasize earthy tones, functional design and natural textures. Lucknow based Sangraha Atelier by Dr. Jaspal Singh Kalra makes home textiles and garments, from table runners to stoles, blending craftsmanship with artistic narratives. Chetankala LLP from Kolkata, by Mrs. Chetan K Agarwal, offers handmade crochet lines

including toys, baby blankets, and "forever" flowers – a celebration of softness and skill.

Its all folk with teams in Delhi, Vadodara and Arunachal Pradesh under the leadership of Ms. Namrata Tiwari emphasizes loom woven textiles, creating an array of cushion covers, runners and throws rooted in folk weaving traditions. Delhi based Katran, a creative venture by Ms. Swati Soharia, specialises in home, office, and fashion accessories from recycled and upcycled materials, turning waste into style statements.

Pashya Studio from Jaipur, Rajasthan, led by Ms. Parul Bansal, brings modernity to traditional textiles with cushion covers, table runners and kitchen accessories enriched by regional techniques. The Beehive India, New Delhi, founded by Mr. Pankaj Narain, offers rustic and artisanal wooden décor and furniture, including trays, trivets and magazine holders with a handcrafted charm. Studio SRZ, a bespoke leather lifestyle studio from Chennai, Tamil Nadu showcases Mr. Shahrukh Zaidi's fine craftsmanship and luxury, offering stationery sets, gifting/packaging boxes and premium lifestyle pieces.



Manmade



# Conscious Adaptations: Sustainable Products Showcase

With a strong emphasis on the circular economy and sustainable supply chains, the Export Promotion Council for Handicrafts (EPCH) is committed to responsible value creation, artisan empowerment as well as environmental consciousness. A structured framework supports artisans through mentorship, skill development, and capacity-building, helping them sustain and thrive within an inclusive and productive ecosystem.

Co-existing with Nature - Embracing sustainable practices and mindful interaction with the environment can help mitigate global warming and preserve natural resources for future generations. Every element of a responsibly produced product is crucial, including its design, production process, lead times and packaging, which must facilitate effective disposal, reuse/alternative uses.

plant-based dyes and various biodegradable handicraft items.

Today, while many established players (manufacturers/exporters) in India's handicrafts sector have taken decisive steps to be socially as well as environmentally responsible and compliant, and are certified, there are many artisans and manufacturers at the grassroots level whose business model is essentially all about sustainability.

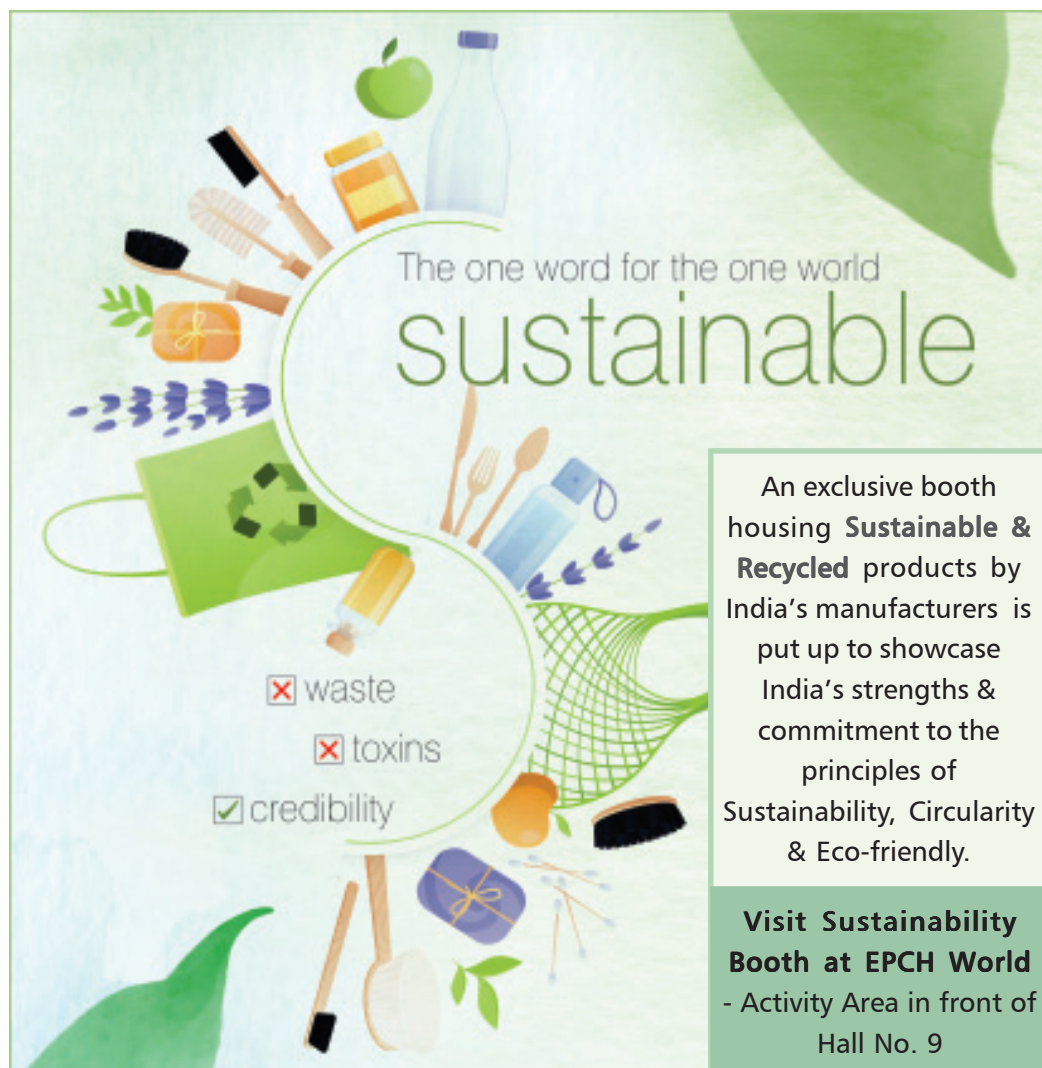
In Etikoppaka near Visakhapatnam, toys are produced from leftover pieces of wood and coloured using vegetable dyes. Fabric is being converted to value added furnishing and waste from imported brass and copper is being converted to valuable products in Rajasthan. Plastic waste is turned into Handmade Recycled Plastic (HRP) in different states. Most states in India have hundreds of biodegradable handicraft items. The classic pattachitra paintings from Odisha, the delicate wood work of Bastar in Chhattisgarh, bamboo products from the northeast, fine metal work from Tamil Nadu and Karnataka, Aranmula Kanaadi artwork of Kerala, terracotta, etc. are some examples.

All these and many more are finding traction from international buyers at the IHGF Delhi Fair. Regular visitors have often shared that they find many new products in the sustainability spectrum with each successive IHGF Delhi Fair.

India's vast and spread network of such green craft product makers provides a strong base to build-up and scale-up manufacturing of a wide variety of products. This has been made possible by various initiatives of the Export Promotion Council for Handicrafts (EPCH), with support from the Ministry of Textiles, Govt. of India.

The products they make not only reach retail shelves of the world's leading home & lifestyle brands but continue to be appreciated at international fairs of repute.

Mr. R K Verma, Executive Director, EPCH, informed, “EPCH’s VRIKSH certification ‘Sustainability through Legality’ is globally recognized as a standard, (conforming to major timber regulations like EUTR, US Lacey Act, etc.) assuring sustainable trade of all timber species. MSME Sustainable (ZED) Certification is an extensive drive to create awareness amongst MSMEs about Zero Defect Zero Effect (ZED) practices and motivate and incentivise them for ZED Certification while also encouraging them to become MSME Champions.” He adds, “EPCH’s mandate is not only in sync with the United Nation’s Sustainable Development Goals (SDGs) that emphasize the interconnected environmental, social and economic aspects of sustainable development, but also keeps us connected to our roots of timeless traditions.”



EPCH's sustainability-focused initiatives integrate material innovation, community co-production, and circular economy principles—bridging traditional knowledge with modern sustainability goals. These efforts align India's rich handicraft heritage with contemporary environmental priorities, benefiting both local communities and the planet. They exemplify responsible production and consumption for a more sustainable future in the handicraft sector.

The growing global shift towards sustainable living is reflected in evolving consumer preferences—marked by heightened awareness, demand for long-lasting products, and a preference for ethical sourcing and circular design. This includes a strong focus on materials and processes that prioritize human and animal health, alongside ecological balance. Sustainable choices feature non-toxic, non-polluting

materials sourced from renewable resources, by-products and recycled content.

The IHGF Delhi Fair highlights the sustainable dimensions of the handicraft industry, reflecting a commitment to green practices and mentorship from the Export Promotion Council for Handicrafts (EPCH). These products support an environmentally conscious lifestyle centered on 'mindful and deliberate utilization' rather than 'mindless and wasteful consumption.'

Exhibitors emphasize how lifestyle choices impact the world, offering earth-friendly crafts that showcase the handicraft industry's green caliber. India produces a diverse range of sustainable handicraft products using natural fibers from plant and animal sources such as cotton, flax, hemp, silk, wool, and more. Other categories in the sustainability space include bamboo and cane-based products, textiles using



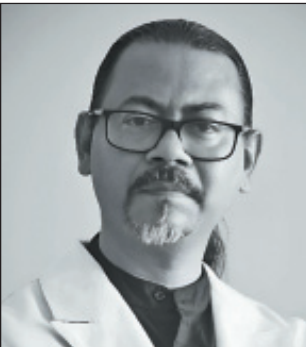
# Seminars

17th April 2025-Thursday; 02.30 PM

AI in Product Design: Redefining Trends for Tomorrow

Board Room, CFB, India Expo Centre & Mart

AI in industry | Generative AI in Design Ideation and Realization | AI-powered Technologies for Products | Ethical Considerations and Creative Control | Case Studies and Future Outlook | Opportunities for Designers in an AI-integrated Future



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

with over 25 years of experience at the intersection of fashion, technology, and strategic foresight. As Faculty and Link Chairperson at NIFT and Director of the VisioNxtTrend Research and AI Lab, he leads pioneering work in fashion forecasting

and AI-driven insights. He has provided trend consultancy to global brands such as Nike, Apple, Samsung, Coca-Cola, and Hyundai, and serves on academic boards shaping design education in India. A sought-after speaker at TEDx, ThinkEdu Conclaves, and global panels, Dr. SenGupta is renowned for his foresight tools and trend methodologies. With over 30 published works, he continues to influence both industry and academia with his forward-thinking expertise.

18th April 2025-Friday; 02.30 PM

Safeguarding Business Transactions through Cyber Security Services in Digital Era

Board Room, CFB, India Expo Centre & Mart

Cyber Threats in Current Landscape - From business to communication & devices |Threats, redressal and Securities | Email Threats,Digital Money Threats and Securities | Mobile Devices Safety & Security | Proactive Securities for Digital Infrastructure at Business | Cyber Hygiene



**Rakshit Tandon**,Cyber Security Evangelist & Risk Advisory Leader

A leading Cyber Security Evangelist, Cyber Crime Investigator, and Risk Advisory Expert with over two decades of impactful work. He serves as Cyber Consultant to CID Haryana Police (2021–2024) and IAMA, and advises multiple state cybercrime units. As Visiting Faculty to elite

institutions like the CBI Academy, NIA, and Central Detective Training Institutes, he trains law enforcement in cyber forensics and digital investigation. Dr. Tandon has played a key role in solving high-profile cybercrime cases and setting up cybercrime cells across states. Internationally, he contributes as a Non-EU Expert to the European Commission and as a Training Consultant to the UNODC, guiding officers across South Asia. Passionate about cyber awareness, he has educated over 7 million youth and collaborates with corporates, government bodies, and armed forces. #CyberSurakshit!



# Workshop

17th April 2025-Thursday; 11.00 AM

The Art of Attraction: Visual Merchandising Strategies for Impactful Booths

Activity Area, Near Hall No. 9, India Expo Centre & Mart

Understanding Psychology of Attraction | Design Principles for Booth Impact | Storytelling Through Space | Interactive Elements & Digital Integration



**Gunnar Hoffrichter**,Independent Consultant,Hamburg, Germany

With over 20 years of expertise in strategy, product development and visual merchandising, he brings deep insight into design-led processes. He has worked extensively across analysis, positioning, purchasing, and product management, contributing to renowned brands such as JOOP! Living and Lambert. His creative approach has led to the successful implementation of new lines and categories.

18th April 2025-Friday; 03.30 PM

Leveraging AI-Powered Software for Optimizing Export Operation

Board Room, CFB, India Expo Centre & Mart

Export Challenges & Technical Compliance | Limitations of Traditional Software | AI's Role in Modern ERP | DiracERP: AI-Powered Export Optimization | Real-World Benefits: Efficiency, Accuracy, Cost Savings | The Future of Export Operations



**Lakshman Das**, Director,DiracERP Solutions Pvt.Ltd.

With 15 years of experience in the ERP domain, Mr. Das leads DiracERP Solutions, delivering innovative ERP software solutions to over 250 clients worldwide. Specializing in sectors like home essentials, handicrafts, furniture, leather, perfume, and textiles, he is passionate about empowering industries, particularly handicrafts, with AI-driven, user-friendly ERP

systems to drive digital transformation and long-term growth. He is committed to innovation, simplifying complex workflows, and bridging traditional processes with modern digital solutions. His visionary, client-focused leadership fosters collaboration, transparency, and long-term partnerships. DiracERP specializes in tailored ERP solutions for manufacturing, supply chain, and service sectors, streamlining operations through intelligent automation and seamless integration. DiracERP helps businesses enhance efficiency, make data-driven decisions and scale confidently.





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## FAIR LAYOUT



### HALLS 1, 3, 5 & 7

FASHION JEWELLERY & ACCESSORIES  
LAMPS & LIGHTING ACCESSORIES  
HOUSEWARE, DECORATIVES & GIFTS

### HALLS 2, 4, 6 & 8

CARPETS, RUGS & FLOORINGS  
HOME FURNISHINGS & MADE-UPS  
CHRISTMAS & FESTIVE DECOR  
HAND-MADE PAPER & PRODUCTS  
CANDLES, INCENSE, POTPOURRI & AROMATICS

### HALLS 9, 10, 11 & 12

BATHROOM ACCESSORIES  
HOUSEWARE, DECORATIVES & GIFTS  
LAWN & GARDEN ORNAMENTS  
CHRISTMAS & FESTIVE DECOR

### HALLS 14, 15 & 15A

FURNITURE & ACCESSORIES

### HALL 16

CANDLES, INCENSE, POTPOURRI  
& AROMATICS  
CHRISTMAS & FESTIVE DECOR  
CARPETS, RUGS & FLOORINGS  
HOME FURNISHINGS & MADE-UPS  
HOUSEWARE, DECORATIVES & GIFTS  
LAMPS & LIGHTING ACCESSORIES  
LAWN & GARDEN ORNAMENTS  
FURNITURE & ACCESSORIES



## EPCH WORLD

at IHGF Delhi Fair-Spring 2025 (Activity Area in front of Hall No. 9)

- EPCH Information
- Add Colour to Your Craft - Dyeing Unit, Narsapur
- Art of Packaging
- Design Clinic & Design Register
- Design Connect
- Testing Facility - Wooden Handicrafts
- Malabar Neem - the Versatile Wood

- Carpentry Skillings - Alternative Timber Species
- Centre for Handicrafts Export Management Studies (CHEMS)
- VRIKSH - Timber Legality Assessment and Verification Scheme
- Centre of Excellence for Competitiveness for SMEs
- Pashmina Certification Centre
- Sustainability for Greener Future
- Scheme for Regeneration of Traditional Industries (SFURTI)