

# ambiente

## INDIA

20 – 22 June 2017  
Pragati Maidan, New Delhi

[www.ambiente-india.in](http://www.ambiente-india.in)



## POST SHOW REPORT

- > Spread across **12,000+** sqm of exhibition space
- > Over **250** renowned brands under one roof
- > **7000+** visitors during the 3 day event

The premier trade fair for Homeware, Interior Décor and Gift Articles targeting business visitors across India

# New, strong and long term business deals set the tone for Ambiente India 2017

The fourth successful edition of Ambiente India displayed a bright and promising future to new business ventures, as the three day trade event proved to be a hub for homeware, interior décor and the gifting industry. With a clear aim of turning prospects into long-term clients, Ambiente India played host to **7457 visitors** and **over 250 brands** from the Indian and international market.

Having the best of Indian and international brands, every collection on display spread across **12,444 sqm space** was a must-have for the visitors, making it one of the most awaited trade shows for retailers, distributors, the gift trade industry, trade buyers and interior designers.

With consumers having high demands for home products' the exhibition was a one-stop solution to visitors in India and across the globe. Being held in the month of June, it was a great way to kick start the pre-festive retail season of India.

Co-located with Heimtextil India, this home fashion trade fair duo was a complete package for visitors who meant serious business.



“ We chose Ambiente India to launch our Sanjeev Kapoor series of premium table ware collection and Doremon stainless steel kids' products. Our participation has been very fruitful as the visitor response was good. ”

– *Salim Siddiqui, Managing Director, AWKENOX*

“ It was a big boost to continue with the choice of material we have as Ambiente India opens up the horizons for manufacturers like us. We have got a good response from exporters and people from the hospitality industry. ”

– *Malavaika, Interior Designer, Gomaads*



# A win – win situation for everyone

This year again, Ambiente India ended with strong business opportunities between exhibitors and visitors as most of them closed long running deals.

**31%**

growth in its display area as compared to 2016

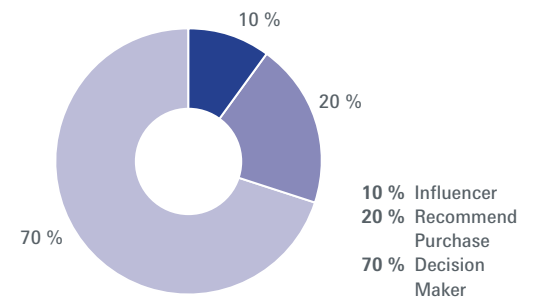
**21%**

growth in the number of companies exhibiting at the fair

**70%**

of influencers and decision makers, including entrepreneurs and top management from companies were looking out to conduct purchase and build new business relations at the exhibition.

## Purchasing Authority



# A place full of talent, innovation and new business opportunities

Besides placing orders and initiating new business deals, the exhibition also featured a number of highlights – from record breaking creation to impressive product launches, making this a gala affair.



## CushionKari – Telling tales of Indian textile

One of the most eye catching display of art was the world's largest cushion created by the Limca world record holder Ms. Kanika Bawa and D' décor. Unveiled at the hands of Hon'ble Minister of Textiles Smriti Irani, this record-breaking installation paid tribute to our rich Indian history of textiles.



“ Cushion Kari is handcrafted using natural & renewable materials and is completely eco-friendly in nature. Introducing Cushion Kari at such a renowned platform was a billion dollar opportunity for me and I feel extremely fortunate to have it unveiled by none other than our Minister of Textiles, Smt. Smriti Irani. ”

– Ms. Kanika Bawa  
Design Director, Tattwam  
Design Studio



## ILA Zone - The best of Indian talent at one place

Once again, India's design talent proved to be a high point as it was nearly impossible to miss out on the amazing creations put on display.

Amongst the creative minds that came together to share their ideas and designs, Ms Anshul Malhotra from Mandi and Mr Himanshu Dogra also from Himachal were declared as winners who would get the golden opportunity to represent India at the Frankfurt fair in 2018.

“ I am ecstatic about winning ILA 2017. I have already learned & gained so much from this platform. I am looking forward to my participation at the Ambiente show in Germany. ”

– Mr. Himanshu Dogra, Winner of Interior Lifestyle Awards 2017

“ I had a wonderful experience being on the ILA Jury panel. The interior lifestyle awards , as a platform it gives upcoming entrepreneurs & established brands, an equal opportunity to showcase their talents & prove their design capabilities. ”

– Sunil Sethi, President, FDCI

## Special Skills Zone – Supporting financial independence

Like every year a group of specially abled students were given the opportunity to display their talents using various art forms. These stalls not only attracted the visitors but also industry giants like Reliance and Welspun were seen discussing long term projects.





## GST Workshop – Addressing Industry concerns

To address concerns related to the home and interior design industry, an exclusive seminar was held in attendance of the many notable tax experts.

Inventory clearance, documentation and an impact on the margins were among the major topics discussed in detail and addressed with case studies at the seminar.

“ The GST seminar was interesting & the speakers shared a lot of insights on the GST regime. ”

– Mr. Jaideep Gupta,  
Hospitality Consultant



## Buyer-Seller Meetings – Promoting new business opportunities

Pre-set meetings between potential buyers and exhibitors resulted in firm associations as it catered to some of the immediate requirements, making this one of the major highlights of the fair. Many delegates from the hospitality and retail sector visiting these fairs had benefitted from these meetings as it met the exhibitor's individual needs and immediate requirements.

“ Ambiente India proved to be beneficial to me for having meetings & discussing my requirements directly with manufacturers. We will be placing orders for the season with two of the exhibitors I met. ”

– Mr. Dinesh Keshwani, Purchase at  
Krishna Décor

“ Ambiente India offers a great platform for the hotel industry. The buyer-seller meet has been quite helpful where we could network and establish relationships with the hospitality buyers. ”

– Md. Tawhid-Ul-Hassan, General Manager  
(Export Marketing), Monno Ceramics

# Testimonials



“ We have generated very good enquiries from big brands such as Amazon, Pepperfry, and we are expecting good conversions from these enquiries. We are very happy we participated at Ambiente India.”

– *Organic Homes, Himanka Saikia, Design Director*

“ We have had good visitor response in the past editions and this year has been great. The buyers are credible and enquiries are genuine. We look forward to serious business out of the enquiries generated.”

– *Rishabh Singh, R R International*

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**See you in 2018!**

**27 – 29 June 2018**  
Pragati Maidan, New Delhi