



The Perfect Platform of Opportunities!

**COMPLETE HOUSEWARES EXHIBITION 2025**

India's Largest & Most Comprehensive

# B2B EXHIBITION

**DELHI**

**05 | 06 | 07 JULY 2025**

📍 YASHOBHOOMI, DWARKA,  
SECTOR 25, NEW DELHI

**CHENNAI**

**01 | 02 | 03 AUGUST 2025**

📍 CHENNAI TRADE, CENTRE





- Home Ware
- Home Decor
- Locking Solution
- Modular Kitchen
- Gifts
- Home Textiles
- Home Furniture
- Light Accessories
- Sanetry & Ceramics
- Architectural Hardware

Grace your House with elegance



70,000  
SQ. FT. AREA



800+  
EXHIBITORS & BRANDS



50,000+  
PRODUCTS



45,000  
BUSINESS VISITORS



16 Distinct  
SECTIONS HIGHLIGHTING  
SPECIFIC PRODUCT CATEGORIES

**Vibrant India** stands as one of the largest and most comprehensive exhibition in India, specializing in the organization of B2B exhibitions for a complete range of houseware products. Our offerings encompass a wide array of **Homeware** items, including kitchenware, kitchen appliances, cookware, Thermoware, tableware, earthenware, bar accessories, bathroom accessories, cleaning and maintenance products, plastic and storage solutions, safety and security home appliances, disposable articles, and general household goods. In addition, we feature an extensive selection of **Home textiles**, which includes furniture and decorative fabrics, curtains and blinds, decorative made-ups, mattresses and pillows, comforters and blankets, towels and bath linen, as well as table and kitchen linen, rugs, and carpets. Our **Home decor** products comprise decorative wallpapers, wall decorations, blinds, wooden or synthetic flooring, artificial grass, rugs and carpets, bathroom accessories, handicrafts, figurines, table decorations, decorative hardware, clocks, decorative lights and fans, and various decorative accessories, including dry flowers, fragrances, aroma oils, candles, and candle stands. Furthermore, our **Home furniture** collection offers a comprehensive selection for every room, including living room, dining room, bedroom, kitchen, study room, children's room, bathroom, home office, accent furniture, and outdoor and leisure furniture. Examples of our furniture range include sofas, chairs, dining tables, beds, wardrobes, coffee tables, console tables, cabinets, side tables, nesting tables, wall separators, bean bags and Pouffes, rocking chairs and stools, children's furniture, garden furniture, racks and trolleys, bar cabinets, storage chests, dressers, mirrors, wine racks, glass holders, bookshelves, magazine holders, showcases, and display units. Lastly, our **Gifts** category features a wide variety of customized gifts and promotional items, including beauty, health and Wellness gifts, gourmet home appliances, customized branding machinery, electronic gadgets, and household appliances, as well as awards and rewards, handmade crafts, home decor, kitchen appliances, stationery, and office supplies. 1. Innovative Gift Boxes, Luxury Gifts, and Lifestyle Products encompass a range of offerings including Gold and Silver Gifts, as well as Celebration and Festive Gifts. The **LOCKING SOLUTION** category features products such as Mortise Locks, Cylindrical Locks, Deadbolts, Mortise Cylinders, Rim Cylinders, Key-in-Knob Cylinders, Key-in-Lever Cylinders, Exit Devices, High-Security Locks, Access Control Locks, Biometric Locks, Safe Locks, and Magnetic Locks. The **LIGHT ACCESSORIES** segment includes street and infrastructure lighting, decorative and finished lights, LED architectural and commercial lighting, LED components, drivers and accessories, light fixtures, and smart lighting systems, along with LED interior and residential lighting and intelligent lighting solutions. The **MODULAR KITCHEN** range offers Kitchen Materials, Kitchen accoutrement, Modular Furniture, Adhesives, Mattresses, and Furnishings, as well as Wooden Flooring. The **SANITARY & CERAMICS** category features Bath and Shower Mixers, Faucets, Water Closets, Wash Basins, Bath Tubs, Floor Drains, Ceramics, Tiles, Marble, Stone, and more. This industry aims to connect Manufacturers, international brands, and exporters with retailers, OEM buyers, importers, distributors, institutional buyers and interior designers, Dealers, Hoteliers, Modern Retailers and Corporates, all driven by a passion for transforming ordinary moments into extraordinary experiences in Vibrant India. We are in the process of organizing a B2B exhibition to mark the commencement of the prime sourcing season for Indian buyers. Our exhibition has achieved success through a significant increase in both participants and visitors. Vibrant India 2023 attracted over 26,000 high-potential dealers and buyers from 350 cities and towns across India, with 500 brands, manufacturers, and importers from India and various countries showcasing their products, making it the largest fair for the Indian kitchenware, home appliance, and houseware market. More than 90% of visitors and 85% of exhibitors reported high levels of satisfaction and contentment with the event. Their participation and attendance at the most captivating event of the upcoming year is highly anticipated. India is projected to emerge as one of the top three economic powers within the next 10 to 15 years. This year, over 800 local and international brands will showcase their products at this exhibition. Visitors from India & abroad will have three days to present their products and innovations, as well as explore a comprehensive range of offerings across all categories. A significant number of attendees from various sectors are expected to leverage the favorable market dynamics of demand and supply. The estimated attendance at this exhibition is projected to be between 38,000 and 40,000 visitors. sectors are expected to leverage the favorable market dynamics of demand and supply. The estimated attendance at this exhibition is projected to be between 38,000 and 40,000 visitors.



# VIBRANT INDIA 2025 KEY HIGHLIGHTS



## WHY EXHIBIT ?

- Vibrant India Exhibition is providing golden chance to showcase the new innovation and getting new trade buyers over from domestic and global market just within 3 days.
- You will associate with new dealers, distributors, wholesalers, retailers, corporate & formal and Overseas buyer's other than maintaining with the existing buyers.
- Build up trade relationships for the better book spot orders from merchants and zonal distributor.
- Benefit to get prompt estimate on innovation, products and price form the wholesaler, merchants and leading distributor better result.
- To get knowledge about competition market of different product, size, shape, price, consumer preference, segment, trending innovations and product need of retail's.
- Illustrate your competitive leads in terms of features, product cost, benefits & product design.
- High stride of visitors from various sectors.
- Make a strong database of prospective buyers.

## WHY VISIT ?

- Exhibitions offer a chance to explore a wide range of unique products and innovation & get new suppliers to make new business.
- Get connect with latest innovative products form Indian and international brands for the business benefits.
- Exhibitions bring together people with shared interests, making them excellent networking hubs.
- Search new suppliers to conduct business with current suppliers in competitive business environment.
- Compare prices, compare quality & increase profit margins.
- Experience and origin of product from about 1000 leading -manufactures and brands from worldwide.
- Through one on one connection, alter your new agreement to suit your future purchasing needs.

When It Comes To Completing Your Houseware Collection, Here Is A Comprehensive List Of Essential Items You May Consider

## HOME WARE

A complete line of homewares including kitchenware, kitchen appliances, cookware, thermaware, tableware, earthenware, bar accessories, bathroom accessories, cleaning and maintenance products, plastic & storage items, home appliances safety & security, disposable articles, and general household products.



## HOME TEXTILES

Textiles such as furniture & decorative fabrics, curtains & blinds, decorative made ups, mattress & pillows, comforters & blankets, towels & bath linen, table & kitchen linen, rugs & carpets, etc.

## HOME DECOR

Decorative wallpapers, wall decorations, blinds, wooden or synthetic flooring, artificial grass, rugs & carpets, bathroom accessories, handicrafts, figurines, table decorations, decorative hardware, clocks, decorative lights & fans, decorative accessories, dry flowers and fragrances, artificial flowers and fauna, aroma oils, candles and candle stands are among the products we offer.



## HOME FURNITURE

A comprehensive selection of living room, dining room, bedroom, kitchen, study room, children's room, bathroom, home office furniture, accent furniture, outdoor & leisure furniture. Furniture Such As Sofas, Chairs, Dining Tables, Beds, Wardrobes, Coffee Tables, Console Tables, Cabinets, Side Tables, Nesting Tables, Wall Separators, Chairs, Bean Bags & Pouffes, Rocking Chairs & Stools, Kids' Furniture, Garden Furniture, Racks & Trolleys, Bar Cabinets & Storage Chests, Dressers & Mirrors, Wine Racks, Glass Holders, Book Shelves & Magazine Holders, Showcases And Display Units Are All Examples Of Items We Offer.



## GIFTS

A Wide Range Of Customized Gifts And Promotional Items Are Available, Including Beauty, Health And Wellness Gifts, Gourmet Home Appliances, Customized Branding Machinery, Electronic Gadgets, And Household Appliances. Awards And Rewards, Handmade Crafts, Home Decor, Kitchen Appliances, Stationery, Office Supplies, Innovative Gift Boxes, Luxury Gifts And Lifestyle Products, Gold & Silver Gifts, Luxury Gifts And Lifestyle Products, And Celebration & Festive Gifts



## LOCKING SOLUTION

Mortise Locks, Cylindrical Locks, Deadbolts, Mortise Cylinders, Rim Cylinders, Key-in-knob Cylinders/key-in-lever Cylinders, Exit Devices, High-security Locks, Access Control Locks, Biometric Locks, Safe Locks, Magnetic Locks

## LIGHT ACCESSORIES

Lighting for streets and infrastructure, decorative and finished lights, LED architectural and commercial lighting, led components, drivers and accessories, light fixtures and smart lighting systems, LED interior and residential lighting, smart and intelligent lighting.



## MODULAR KITCHEN

Kitchen Materials, Kitchen Accoutrements, Modular Furniture, Adhesives, Mattresses, Furnishings, Wooden Flooring.

## SANETRY & CERAMICS

Bath & Shower Mixers, Faucets, Water Closets (wc), Wash Basins & Bath Tubs, Floor Drains, Ceramic & Tiles, Marble & Stone, & More.



## ARCHITECTURAL HARDWARE

Bathroom Accessories, Door & Window Fittings, Door Locking System, Railing Solutions, Aluminium Section, Glass Hardware, & etc

## COLOURS & PAINTS

Paint & Coatings is a comprehensive Paint & Coatings providing platform to the needs of every facade of the coating industry right from raw materials, formulation, application, technology, finishing, quality assurance, recycling and disposal. The Exhibition will feature a wide range display of products, Raw Materials, Application systems, Machines, Tools, current trends, development & innovations shaping future of coating industry. Paint is a finishing material that gives a building to next level. Here is a list of different types of paints using based on technical specifications. This paints guide help you to use the right paints for the house, residential, office buildings, commercial and other industrial building construction projects. Let's take a look types of wall paint and types of paints and their uses in construction.



# SPONSORSHIP OPPORTUNITIES

Vibrant India offers stellar ways to help you achieve your branding goals and really stand out from others. Whether you are looking for to be recognized as a thought-leader or want to build up awareness of your brand, we are here to give you the best platform to do it. With a choice of sponsorship opportunities available, there is something to suit every business goal and we will work with you to offer unique, tailor-made packages that bring you additional success.

## MAIN SPONSOR PRICE: INR 32,00,000/-

One Complimentary stall of Bare Space 110 sqm. (two/three side open)  
Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor  
Company Name & logo at invitation Cards, banners, hoardings, promotional material, Publications & printing materials  
Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.  
Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations  
Will be awarded with Main-Sponsor momento in award night stage.  
4 Room Nights complimentary in any of the 5-7 Star Hotels, during the exhibition dates.  
Complimentary Two Page Colour Advertisement with company profile in the show catalogue.



## CO-SPONSOR PRICE: INR 12,00,000/-

One Complimentary stall of Bare Space 54 sqm. (two/three side open)  
Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor  
Company Name & logo at invitation Cards, banners, hoardings, promotional material, Publications & printing materials  
Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.  
Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations  
Will be awarded with Co-Sponsor momento in award night stage.  
4 Room Nights complimentary in any of the 4-5 Star Hotels, during the exhibition dates.  
Complimentary Two Page Colour Advertisement in the show catalogue.



## GOLD SPONSOR PRICE: INR 6,50,000/-

One Complimentary stall of Bare Space 36 sqm. (two/three side open)  
Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor  
Company Name & logo at invitation Cards, banners, hoardings, promotional material, Publications & printing materials  
Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.  
Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations  
Will be awarded with Gold-Sponsor momento in award night stage.  
3 Room Nights complimentary in any of the 3-4 Star Hotels, during the exhibition dates.  
Complimentary One Full Page Colour Advertisement in the show catalogue.



## SILVER SPONSOR PRICE: INR 4,50,000/-

One Complimentary stall of Bare Space 18 sqm. (two/three side open)  
Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor  
Company Name & logo at invitation Cards, banners, hoardings, promotional material, publications & printing materials  
Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.  
Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations  
Will be awarded with Silver-Sponsor momento in award night stage.



## REGISTRATION SPONSORSHIP PRICE: INR 6,00,000/-

The privileges sponsorship option in the event that provides you a unique opportunity to greet the visitor just before he is ready for the exhibition visit. The registration area sponsor will enjoy below Benefits.

One complimentary 09 sqm. Stall  
Exclusive branding rights in the registration area 50 % branding of the sponsors and 50 % of the organizers and exhibition.  
One Side branding on exhibition distribution 20000 non woven bags.  
Company's name and logo on 50,000 lanyards  
Complimentary Two Page Colour Advertisement in the show catalogue.  
Company Name & logo presence on VIBRANT INDIA website's homepage as sponsor  
Welcome SMS / Whatsapp / Social Media to all Indian Housewares Industries.  
Company logo to be acknowledged in "thank you Sponsor" panel on prominent locations  
Will be awarded with Registration Partner momento in award night stage.  
100% target audience reach through the registration counter



# SHOW PROMOTION

## ELECTRONIC MEDIA

Cable Ads



Cinema Slides



Television Coverage



Radio Announcements



Internet



## PRINT MEDIA

Invitation Cards



Brochures



Flyers



Consumer Magazines



## OUTDOOR PUBLICITY

Hoardings



Kiosks



Banners



Over Road Signage



Public Utilities



Bus Panels



Bus Shelters



Auto Rickshaws



Car banners



Umbrellas



Walking Balloons



Human Banners



## OTHER MEDIUMS

Telemarketing



SMS Campaign



Direct Mailers



E-Mail Blasts



Web Promotions



Personal Invitations



## SOCIAL MEDIA

Whats App



Facebook



Instagram



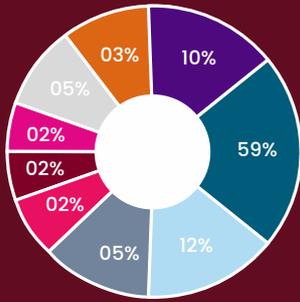
Twitter



Linkedin

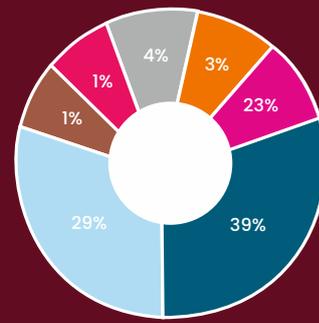


## VISITORS BUSINESS PROFILE



- 59% Wholesalers/Distributors
- 12% Exporters
- 10% Manufactures
- 5% Foreign Visitors
- 5% Corporate Buyers
- 3% E - Retailers
- 2% Importers
- 2% Agents
- 2% Others

## VISITORS JOB PROFILE



- 39% CEO/Directors Owners
- 29% Sourcing Head
- 23% Business Merchandiser
- 4% Business Development Head
- 3% Others
- 1% Creative Head
- 1% Product Development

## VISITOR PROFILE

A diverse range of key buyers create the right balance.

Our visitors come from a wide range of sectors and represent the whole buying landscape. The very best department store buyers, multiples, buying groups, independent retailers, online retailers, interior designers and contract buyers, from across India and beyond. It's a diverse mix that we have carefully developed in order to achieve the right balance.

We really look after our visitors with initiatives like our matching programme, to help make the VIBRANT INDIA - 2023-24 experience as positive, effortless and conducive to business as possible for everyone.

The visitor segment can broadly be divided in the following categories.





# GLIMPSES OF EXHIBITION

Book your Prime Space Now

More than 70% of exhibitors have already shown their interest in participating Vibrant India 2024, also there's a large numbers of visitors increasing every years..





## Exhibitor Contact

Mumbai / Chennai  
**Mr. Sachin Mishra**  
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### INTERNATIONAL SALES

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