

India's definite marketplace for
houseware, home decor, furniture and gifts

HOME OF WHAT IS NEXT

MIHS INDIA 2027

Marcellus International Houseware Show

25 | 26 | 27 JUNE 2027
Bharat Mandapam, Pragati Maidan, New Delhi

WHERE
MOMENTUM
MEETS
OPPORTUNITY



*Your gateway to India's booming retail
and distribution network*

Associate Partner

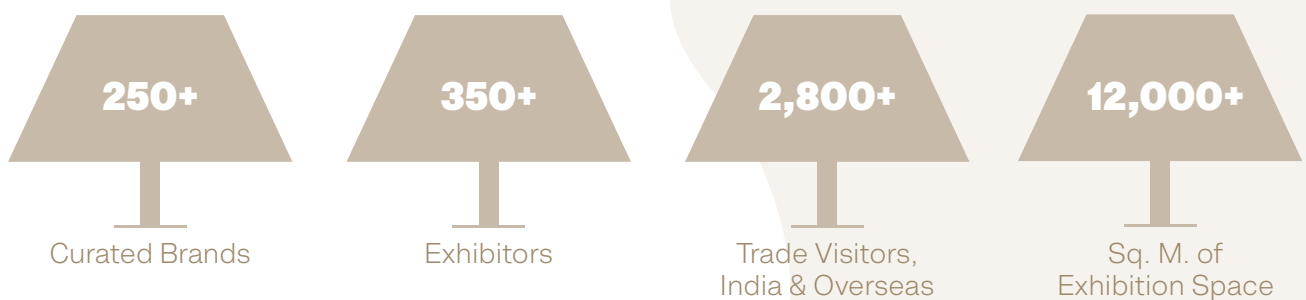
Max Fresh™



First Edition Legacy

In July 2026, MIHS redefined India's home and living landscape. We proved one bold truth: India's booming market deserves a world-class dedicated address. With over 250 brands, 350+ exhibitors, and 2,800+ elite trade visitors under one roof, Edition One set the benchmark. Second Edition builds on that powerhouse foundation-backed by real momentum and proven ROI.

EDITION ONE, JULY 2026



Building on this strong foundation, Edition Two is set to deliver an even larger platform in June 2027

WHAT'S NEXT IN THE PLACE YOU CALL HOME



SECOND EDITION, 25-27 JUNE 2027

While most inaugural shows promise a future, MIHS has the proven numbers to deliver Second Edition.

HOUSEWARE ♦ HOME DÉCOR ♦ FURNITURE ♦ GIFTS

Built on Unwavering Category Clarity. Sharpened by a Year of Industry Feedback.

First Edition's success came from discipline: a sharp focus on Home & Living, holding the show floor to a single category story. Second Edition carries that same DNA forward, sharpened by a year of on-the-ground insight.

Unwavering Category Focus



Houseware, Home Decor, Furniture, and Gifts anchor the entire show, ensuring visitors experience pure, unfragmented categories.

We welcome an expanded roster of top-tier Indian and international brands, each one held to our rigorous First Edition curation standard.



A Broader, Deeper Exhibitor Mix

More Buyers. Better Buyers.



Retail, distribution, private label, institutional, and expert buyers return in greater numbers—a validation of the value found on our floor.

This is a legacy already in motion. Edition Two stands firmly on the track record and tangible results set by the inaugural show.



From Promise to Proof

Global exhibitions that endure follow one pattern: start focused, grow deliberately, earn trust year after year. MIHS is one year into that pattern, on schedule.



The Decision-Makers Who Move Markets

Curated exclusively for industry leaders who shape major assortments, global sourcing strategies, and high-value partnerships-many returning for Edition Two.



Domestic Powerhouses: Indian Decision Makers

- Modern & Large-Format Retail Giants
- Influential Regional & National Distributors
- Specialist Home, Kitchen & Decor Retailers
- Enterprise Corporate & Institutional Procurement Teams



Global Reach: International Decision Makers

- Global International Sourcing Offices
- Top-Tier Importers & Established Buying Houses
- High-Volume Private-Label & White-Label buyers
- Leading Export-Focused Distributors



The Buyer's Advantage

- | Discover exclusive new suppliers and upcoming collections well ahead of standard buying cycles.
- | Engage face-to-face with verified manufacturers, master exporters, and primary brand owners.
- | Unlock lucrative opportunities across multi-channel retail, private label, institutional, and export formats.
- | Return to a proven exhibition floor that has already delivered measurable commercial success.

Edition First successfully united this exact caliber of buyer. Edition Two brings back the leaders who found immediate ROI-and welcomes those who heard about the results.

New Additions for Edition Second: Built from a year of Real Feedback

The MIHS Design Lab



An exclusive trend forecasting initiative mapping out the exact design and colour directions for Indian home and living in 2027 and 2028, backed by hard consumer data.

MIHS Conversations



A premier knowledge platform uniting retail leaders, top designers, and category experts to discuss sourcing, design shifts, and the future of the Indian home market.

MIHS Recognition Awards



A prestigious evening celebrating products and innovations that drove the industry forward, evaluated by an independent panel of retail experts and designers.

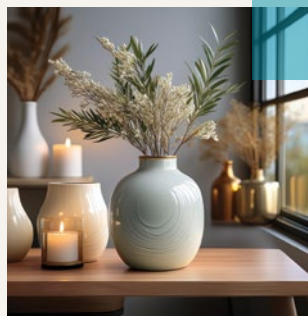
Additions like these are earned. Edition First proved we have the foundation to build them right.

Four Clear Categories, One Uncompromising Standard

We maintain the exact four pillars from Edition First-deepening our focus rather than watering it down.

Houseware

Essentials kitchenware, drinkware, steelware, appliances, tableware, and daily home solutions for the modern indian market.



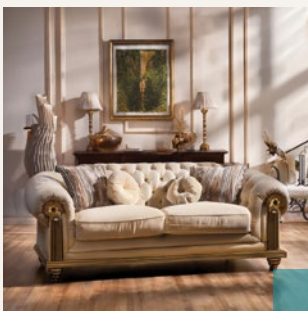
Home decor

Striking wall accents, lighting, textiles, table items, and festive collections.



Furniture

Complete living, dining, bedroom, office, and outdoor layouts for all spaces.



Gifts

Unique corporate gifting, personal items, handicrafts, and high-end packaging solutions.



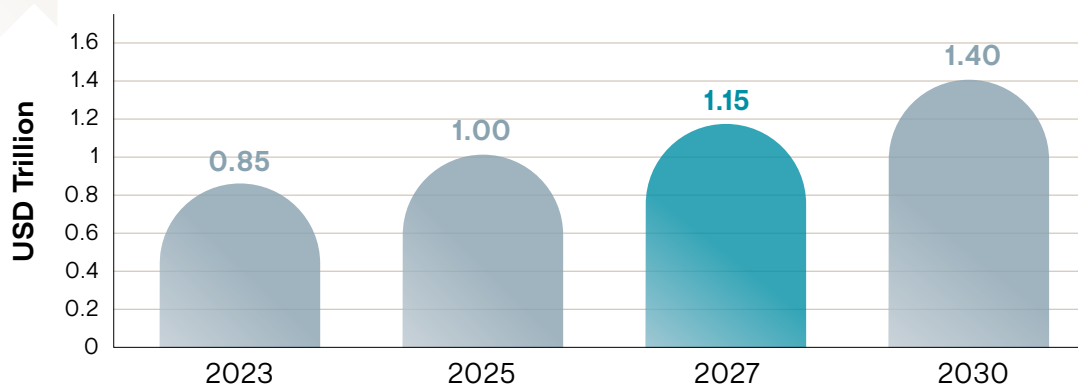
Early Movers Win Big In This Fast-Growing Market

Edition Second's success is backed by an explosive market trajectory-both globally and across India. These illustrative projections provide a clear directional blueprint for your planning.

Global Home & Household Goods Market

Projected in trillions (USD) - highlighting our launch year focus.

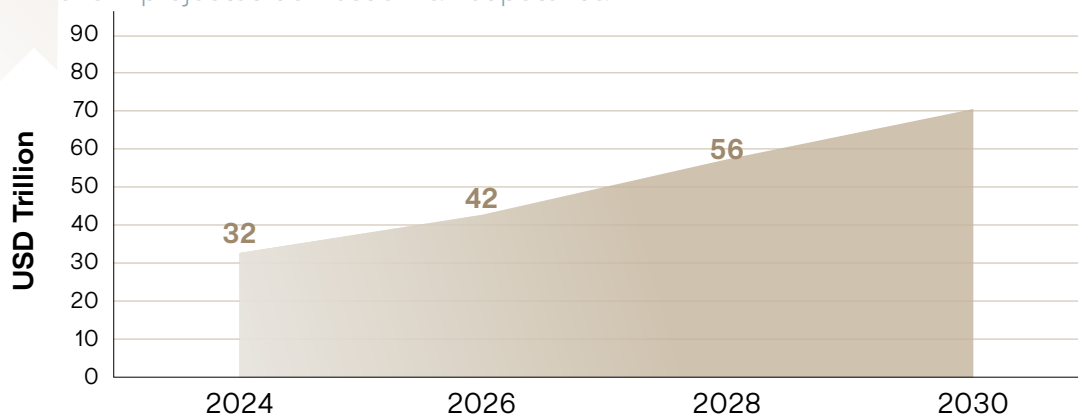
+65%
BY 2030



India Home & Lifestyle Market

Billions in projected domestic market potential.

~14%
CAGR



Consistent, multi-year double-digit growth makes this the ideal market for a forwardthinking show to capture right from the start.

The Market Kept Growing. Delhi Maintained Its Magnetism.

Last year's projections on urbanization, premium digital adoption, and growth came true. Edition First's hard numbers and buyer conversations proved it.

Delhi stays anchored as India's premier consumption hub and top sourcing base, drawing national buyers and global teams building supply chains.

Buyers get unmatched variety under one roof; brands gain instant visibility and speed with an audience primed for purchase.

WHY INDIA? WHY DELHI? HERE IS WHY.

USD 1 trillion+ Global Market

Driven heavily by Asia-Pacific's rapid expansion.

Double-digit CAGR

Projected for India's booming home sector over the next ten years.



For those ready to scale on a proven track record, MIHS Delhi 2027 is the ultimate next step in India's lifestyle narrative.

A Capital City Engineered For Maximum Reach

Positioned right at the centre of India's supply chain map. Delhi connects you to every major economic hub via a short flight or direct road access.



Buyers find every regional assortment in one stop, while brands get a venue that key decision-makers nationwide schedule their calendar around.

Bharat Mandapam, Pragati Maidan offers unbeatable proximity to central Delhi, the airport, metro lines, and the major NH48 business highway

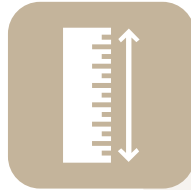
Why Exhibit With Us Backed by a Year of Proof



Connect with qualified trade buyers, including a loyal base returning straight from Edition First.



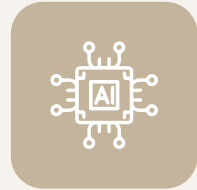
Launch new innovations directly to an audience that completely trusts the MIHS platform.



Scale your retail, distribution, and sourcing network alongside a stellar exhibitor lineup.



Gain massive brand visibility via our special features like Design Lab and Recognition Awards.



Gain first-hand intelligence on where the Indian home and living market is heading next.

EXHIBITOR PROFILE

From veteran market leaders to global brands entering India for the first time, MIHS brings together top-tier manufacturers and buyers.

WHAT VISITORS COME TO SOURCE

Retail, distribution, private label and institutional buyers



Architects, interior designers and hospitality buyers



Corporate and personal gift buyers



Build Your Brand Presence Before the Doors Even Open

We provide a comprehensive marketing platform covering advertising, digital media, and physical visibility so you're top-of-mind early.

Onsite Branding



High-impact hoardings, flags, and LED placements throughout the venue.

Pre-Show Visibility



Targeted digital features across our website, newsletters, and social channels.

Catalogue Advertising



Direct placement in our official guide reaching every registered visitor.

Private Events & Activations



Exclusive dealer meets timed precisely during peak footfall hours.

Our business team is ready to craft a customized visibility plan that matches your brand goals and budget.

Organised by

Marccellus Exhibitions

*See you at Bharat Mandapam.
Let's close the deals we started last year.*

Corporate Office

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