

# SHOW REPORT



**INDEX TRADEFAIRS**  
**Mumbai 2010**  
**8 - 11 October 2010**

[www.indexfairs.com](http://www.indexfairs.com)



## INDEX TRADEFAIRS, Mumbai 2010

India's key trade event for the furniture and interior architectural products industry, Index Trade Fairs, Mumbai, 2010, witnessed 35,290 visitors from all over the country over a span of four days from **8 – 11 October 2010** at MMRDA Exhibition Grounds, Bandra – Kurla Complex, Mumbai. Covering an area of 40,000 square meters with 284 participants representing Indian and international brands, the fair registered an enormous 20% increase over Index Mumbai, 2009 figures of 31,094 visitors.

Index Trade Fairs , Mumbai, 2010 was formally inaugurated at the hands of Hon. Shri. Bhaskar Jadhav, Minister of State for Urban Development, Forests, Ports, Khar Lands, Parliamentary Affairs, Sports and Youth Welfare and Ex-servicemen's Welfare on the 8th October with the lighting of the ceremonial lamp. The VIP inauguration party included Hon. Shri. Rajiv Patil, Mayor, Vasai Virar Municipal Corporation, Sukhraj Nahar, Chairman, Nahar Group, Manju Yagnik, Vice Chairperson, Nahar Group, Nayan Shah, CEO, Mayfair Housing Pvt. Ltd., S. G. Joglekar, Technical Director, STUP Consultants, Augusto Di Giacinto, Trade Commissioner, Italian Trade Commission, L.A. Khan, President, Universal Media Group and Sylvia Khan, Editor, IFJ.



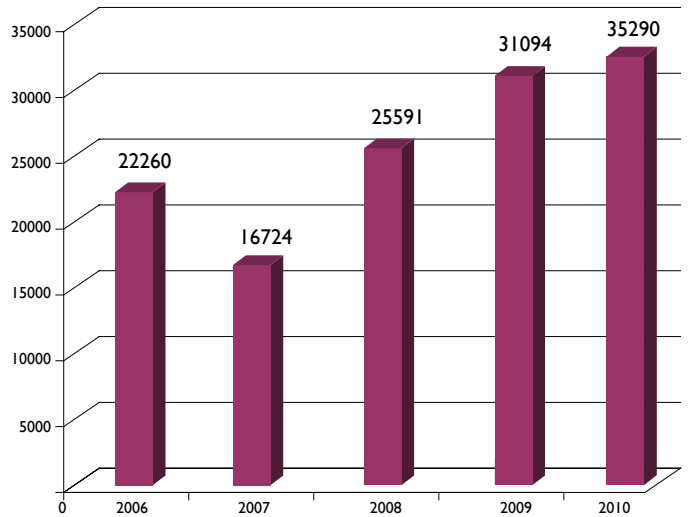


### Visitor profile at index tradefairs

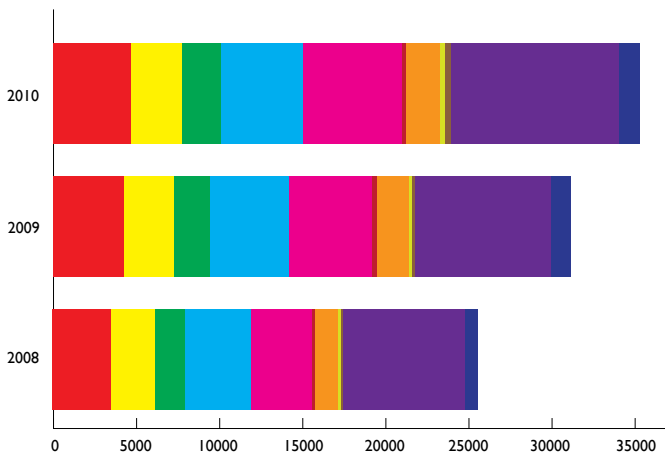
Index Tradefairs 2010 witnessed a remarkable growth in the visitor turnout, attracting well known personalities from the important industry groups such as architects, builders, project managers and consultants, corporate and trade visitors and interior designers. Being considered as the premier business event on the furniture, interiors and design industry, Index brought together important specifiers from all over the country in significant numbers.

The graphs below denoting the visitor growth at Index and the visitor profile, clearly show the strong business orientation of the fair :

### visitor growth at index fairs 2006-2010

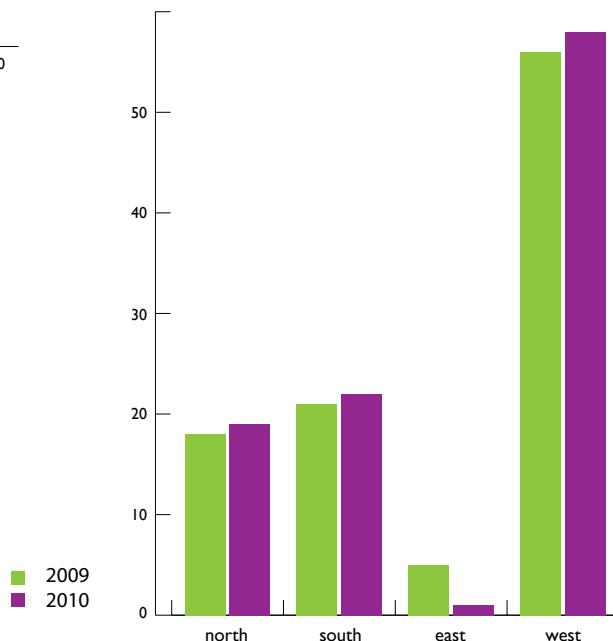


### profile of visitors - index mumbai : 2008 - 2010



	2008	2009	2010
Architects .....	3498	4250	4665
Interior Designers .....	2648	2950	3100
Builders .....	1814	2211	2340
Corporate .....	3968	4750	4950
Trade .....	3636	4966	5899
International Visitors .....	223	313	289
Importers/ Exporters .....	1378	1950	2010
Govt. Sector .....	130	177	332
Project Managers/ Consultants..	131	140	360
Business Visitors .....	7371	8237	10111
Other Visitors/ Students .....	794	1150	1234

### outsation visitors domestic at index fairs 2009-2010



Total no. of outstation visitors in 2009 : 5745  
 Total no. of outstation visitors in 2010 : 7337  
 \*does not include mumbai, navi mumbai & thane



### Products and design from across the globe

The four day event provided an ideal platform that accentuated local and international trade with the opportunity to see a range of stunning products from other parts of the world such as Italy, Malaysia, Japan, China and Indonesia.

Federlegno Arredo, the Italian association of wood, cork, furniture and furnishing manufacturers from Italy, supported by the Italian Trade Commission in India drew attention with products from major Italian firms including Uffix, Pataviumart, Magniflex, Ceramiche Crestani, Scab Giardino, Real Piel & Golly, Anacleto Mariani S.R.L, Modenese Gastone and Masoni Collections.



With the aim to promote and support foreign business in Tuscany region of Italy, the association Toscana Promozione made its initial presence at INDEX with brands such as Savio Firmino and Spini S.R.L.



The stunning design pavilion from the Philippines in association with the Chamber of Furniture Industries of the Philippines impressed visitors with wonderful collections from Dale Mathis Studio Inc., Lightworks Resources Inc., More Than A Chair Inc., CSM Enterprises International, Johansen World Group, Christmas Décor Producers & Exporters Association and Sarilinlikha Novelties.



Companies such as Isotop Corporation Sdn Bhd, Maicador Sdn Bhd and Trueloc International Sdn Bhd were introduced to the Indian markets by the Malaysian Timber Council.



INDEX 2010 also witnessed the presence of MOSDER – an association of Turkish Furniture Manufacturers and Hong Kong Trade Development Council.





### Impressive Indian and overseas exhibits

Some notable participants at the focused fair for finished furniture, **INDEX FURNITURE & INDEX LIGHT** were Burchwood Furniture Pvt Ltd, Chesterfield, Honey Homes, Italuxe, Orange Gecko Innovations Pvt Ltd and Primo – The Art of Fine Furniture.



While **INDEX KITCHEN & APPLIANCE** had leading brands like Alno, Beneditto Kitchens, Evershine Appliances Pvt Ltd, Oren Kitchen Appliance Pvt Ltd and Sleek Kitchen World.



**INDEX CONTRACT & INDEX OFFICE**

presented companies like Ergocomp Plastic Pvt Ltd, PSL Modular Systems, Merino Industries Ltd, Monarch Ergonomics India Pvt Ltd and Rockworth Systems Furniture Pvt Ltd.



**INDEX INTER-FURN** displayed brands like Collins India, Ebco Pvt Ltd, Hafele India Pvt Ltd, Hallmark Creations Pvt Ltd, Hettich India Pvt Ltd and Pooja Hardware.





**INDARCH** for architectural interior products, showcased Asian Paints Ltd, Balaji Action Buildwell, Bonito Surfaces, Classic Marble Company Pvt Ltd, G M Modular Pvt Ltd, Home Build Tech India Pvt Ltd, MRJ Trading Pvt Ltd, Prolite Autoglo Ltd and many more.



The **HOTEL & SPA SHOW** comprised of companies such as Aver LED & Solar List, Colston Concepts, New Idea Hotel Furniture Manufacture Co Ltd and TEC Workshop Interiors India Pvt Ltd.





Ar. D M Upasni, Ar. Sanjay Puri, Ar. Khozema Chitalwala, Manish Goel, Ar. Karan Grover, Ar. Aniket Bhagwat, Ar. Brinda Somaya, Ar. Shirish Beri, Ar. Kath Williams, Ar. Elma Durmisevik, Ar. BV Doshi,



### Concurrent events

The IFJ Seminars & Workshops inspire individuals and organizations to redefine their own frontiers with a series of seminars aimed at creating a forum for ideation that energized the industry. Bridging the gap between the industry and the design community, the IFJ Seminars & Workshops, Mumbai has evolved into an interactive avenue for the industry at large and a powerful forum for ideation.

Considered a very strong information-centric event, Index Tradefair hosted the IFJ Seminars & Workshops, with initiative partner : Hettich, on the 9th, 10th and 11th of October 2010. A wide spectrum of industry players and students attended to educative and enlightening speeches by eminent architects.



Day 1 of the IFJ Seminars & Workshops, 9th October, focused on the theme 'Design & Delivery In Hospitality Projects (in association with Jones Lang LaSalle)'. An illustrious panel of architects who made presentations included Ar. D M UPasani, Principal Architect, Urban DesigCell, Mumbai, Ar. Sanjay Puri, Principal Architect, Sanjay Puri Architects Pvt Ltd, Mumbai and Ar. Khozema Chitalwala, Principal Architect, Designers Group Architects & Interiors Designers, Mumbai with Manish Goel, Head, Hospitality Division, Jones Lang LaSalle, Gurgaon who was the moderator for this day.

On day 2 of the IFJ Seminars & Workshops, 10th October, eminent architects made signature presentations on the theme 'Green Buildings, Architecture, Design and Sustainability', an event which evoked an overwhelming response with a panel of speakers that included luminaries from India such as Ar. Karan Grover, Principal Architect, Karan Grover & Associates, Vadodara, Ar. Aniket Bhagwat, Partner, M/s Prabhakar Bhagwat & Sons, Ahmedabad, Ar. Brinda Somaya, Architect and Urban Conservationist, Somaya & Kalappa Consultants, Mumbai,

Ar. Shirish Beri, Chief Architect, Shirish Beri & Associates, Kolkahur ; while Ar. Kath Williams, Principal Architect, Kath Willians + Associates, Montana, and Ar. Elma Durmisevik, Founder, 4D Architects, Amsterdam provided the view from overseas.

Day 3 of the IFJ Seminars & Workshops, 11th October, witnessed the felicitation of the renowned guru of architecture; Ar. B V Doshi, at the hands of Hon. Shri. Sachin Ahir, Minister of State for Housing, Slum Improvement, Repairs and Reconstruction, Urban Land Ceiling, Industries, Mining, Social Justice, De-addiction, Activities and Environment. This was followed by the screening of 'Doshi' – a film by Premjit Ramachandran on the life and works of Ar. B V Doshi.

