

# India Furniture CONCLAVE 2023

**22**  
**23**  
**24** **SEP 2023**

**PRAGATI  
MAIDAN  
NEW DELHI**



**MATECIA**  
BUILDING MATERIAL  
EXHIBITION



**DEALERS AND  
CONFERENCE**



**ARCHITECTURE  
CONFERENCE**

“  
**Knowledge  
is the only  
Currency!**

Earn it in IIR ”



## PRAGAT DVIVEDI

Director, Bigsea Marcom  
India Pvt. Ltd. & Founder, IIR

## HOW IT STARTED

23 years back while working at the ground level, I found the manufacturing sector in interior products sector quite disoriented & unorganised. Most were working in silos and information exchange was missing. To fill the void, The Ply Reporter was thus born in 2001 followed by SURFACES REPORTER in 2010 and Furniture Design & Technology Magazine in 2016. Today, we feel proud when people call Ply Reporter 'The voice of wood & panel trade in India' and SR commands huge respect from the architecture fraternity.

Our mega architecture event, WADE ASIA Architecture Event is an established platform in the industry as a premium forum for connecting with the design community of India. While we were busy bringing the manufacturing and design community together an important link in the chain, i.e. 'Interior Retailing' needed equal attention. In 2019, IIR was born with the objectives of enabling dialogues within the retailing community, interior showrooms and spreading the best market practices through knowledge, research, analysis and awards.

### **In India, the time has come for FURNITURE BUSINESS to take wings.**

We are standing at the crossroads. Here is why a knowledge forum is required that can connect people and engage different stakeholders to shape the current industry and pave the way for a bright future!

I welcome all of you to INDIA FURNITURE CONCLAVE and INDIA INTERIOR RETAILING 2023 happening from the 22-24 September in Delhi! Let's come together to shape India's growth story in Furniture, Kitchens, Hardware & Interior businesses.

# India Furniture CONCLAVE

BUSINESS CONFERENCE ON FURNITURE-  
KITCHEN-HARDWARE-WARDROBES

## ABOUT INDIA FURNITURE CONCLAVE 2023

22-SEPTEMBER 2023, PRAGATI MAIDAN DELHI

India is at the cusp of becoming one of the fastest growing markets globally for furniture makers and sellers. Hardware, Furnishing, Lighting & Decor would be benefiting equally in the run. As per World Bank, India's organised furniture industry is said to grow at 20% annually, being the 4th largest consumer of furniture.

While Indian economy is showing strong signs of resilience with better macroeconomic fundamentals in comparison to the world, INDIA FURNITURE CONCLAVE from the 22-year-old trusted house of Bigsea is set to bring the best of the practices, market knowledge, data, analysis and research at one place for every conscious stakeholder.

**Q. WOULD YOU LIKE TO BE A SPEAKER AND ADD TO OUR OBJECTIVE?**

**Q. DO YOU HAVE ANY IDEA WORTH SHARING?**

**Q. SHARE A SPECIAL EXPERIENCE IN BUSINESS WHICH CAN HELP OTHERS TO LEARN.**

**INDIA FURNITURE CONCLAVE is looking for Thought-leaders in Furniture, Kitchen, Wardrobes, Hardware businesses.** The furniture market of India grew to the value of USD 23.12 billion in 2022, supported by the rising investments and urbanisation. The market is expected to add additional growth during 2023-2028 at a CAGR of 10.9%, says EMR.

**Join us to create the future together!**

**A COMBINED INITIATIVE BY:**

**FURNITURE**  
**DESIGN & TECHNOLOGY**

**SURFACES<sup>®</sup>**  
**R E P O R T E R**

**Ply Reporter**  
जोड़े व्यापार, बढ़ाये कारोबार

# India Furniture CONCLAVE

**TOPIC:****FUTURISTIC & VISION ORIENTATED****BUSINESS OF FURNITURE IN INDIA 2023-2027**

[Changing landscape of furniture demand in the country; From the viewpoint of emerging & existing frontrunners in business]

**TOPIC:****PUZZLE CRACKING SESSION****WHY ITALY, WHY CHINA? A DISCUSSION  
ON THE INDIA MOMENT AND THE HIGH  
OPPORTUNITY SPACE!**

Designers & Architects opt for European products over Made in India. Is something missing in India which is a High Opportunity Area for Growth and Success?

**TOPIC:****A SESSION FOR GROWTH HUNGRY BUSINESS****CONSUMERS MINDSET: METROS  
& TIER 2 CITIES**

An informative discussion on Price Point, Source of Product, Branding, Services :Furniture, Kitchen, Wardrobe & Hardware and demand emerging from premium category customers

# India Furniture CONCLAVE

**TOPIC:**

**FAST GROWING AVENUES & POSSIBILITIES**

## **WANTING TO START OR EXPAND HARDWARE & FITTINGS RETAIL BUSINESS?**

Do's & Don'ts, Learning from top Retail Leaders, Lessons from the past, Role of selecting right Hardware products as per place, Security Solutions, Understanding Innovations & Technology

**TOPIC:**

**MUST ATTEND SESSION FOR RETAILERS**

## **RETAILERS WITH SELF BRANDS; HOW SUSTAINABLE IS THIS MODEL?**

Will the self-branded furniture or multi Branded interior stores sustain for long?







## WHAT IS INDIA INTERIOR RETAILING?

INDIA INTERIOR RETAILING Conference & Awards for audience in the retail chain, which are in dealing, selling, buying, stocking, importing and distributing interior, exterior, home décor, architectural, furniture & furnishing, building materials, and products, to the B2C market, consumers, architects & designers.

The GOAL of IIR is to facilitate engaging discussions around the following so as to build the knowledge of the retailers and equip them with unique tips to achieve growth:

- Best practices in interior retailing
- Challenges, Opportunities & Forecasts
- Current trends in interior retail
- Branding of showrooms or not?
- How to differentiate yourself from others?
- How to grow the retail chain
- How to design showrooms to enhance customer engagement, and more...



# 5 TOP REASONS TO ATTEND MATECIA & CONCURRENT EVENTS



In 2023, the trend is all set to continue on a bigger scale with a plethora of concurrent programs and events including MATECIA Building Material Exhibition, India Interior Retailing (IIR) and India Furniture Conclave on 22<sup>nd</sup>-24<sup>th</sup> September 2023, Pragati Maidan, Delhi. Also there are numerous reasons to attend the mega national event, WADE ASIA 2023.

**1. LIVE presentation of 200+ exceptional building & interior projects from various categories across India.** The presentations will be delivered by the respective principal architects and designers involved in these remarkable projects.

**2. The Merino 'Designs India' WADE Architecture Conference** will delve into a diverse range of contemporary topics providing insights from connoisseurs of architecture and design.

## **3. Display of more than 700+ products!**

MATECIA Building Material Exhibition is a big sourcing ground for architecture products. It will bring together more than 300 brands and companies across an expansive 3,20,000 sqft space.

## **4. SURFACES REPORTER® Innovation**

**Zone**, the ultimate zone to check out innovative materials, samples and products of the future.

## **5. Network, learn, connect, grow and engage**

in knowledge sharing, broadening perspectives, and forging meaningful relationships. Connect with peers, mentors, and like-minded individuals from around the nation, expanding your network and fostering collaborations.

MATECIA is a business exhibition in India that connects Exhibitors & Sponsors with Architects, Interior Retailers, Designers, Distributors, Agents, Builders, Government agencies, Project Consultants, Channel Partners and Dealers in the Building Material and Interior Products industry.





**IR** INDIA<sup>™</sup>  
INTERIOR  
RETAILING  
CONCLAVE & AWARDS 2022

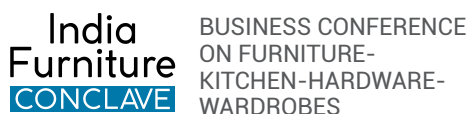
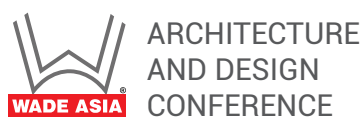
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**MATECIA**  
BUILDING PRODUCTS EXHIBITION



IIR GLIMPSES 2022





## FIRST TIME INTEGRATING ALL STAKEHOLDERS IN ONE PLATFORM

### PRODUCTS

MATECIA Exhibition

### DEALERS & RETAILERS

India Interior Retailing (IIR)

### ARCHITECTS & DESIGNERS

WADE ASIA

**300+**  
BRANDS

**600+**  
PRODUCTS

SPREAD IN  
**3 Lacs sqft**

**50+**

LAMINATE, ACRYLIC  
BRANDS

**20+**

FURNITURE HARDWARE  
& FITTINGS

**45+**

MDF, PLYWOOD, WPC  
BOARDS & PRELAM BRANDS

**20+**

FURNITURE &  
COMPONENTS STALLS

**15+**

DECORATIVE  
VENEER COMPANIES

**50+**

MISCELLANEOUS PRODUCTS  
FOR INTERIOR MATERIALS

**30+**

DECORATIVE SURFACES,  
LOUVERS, HIGHLIGHTERS

**20+**

DOORS & SHUTTERING  
PRODUCTS

**15+**

WINDOWS SOLUTIONS  
BRANDS

**15+**

ARCHITECTURE  
PRODUCTS

**15+**

DESIGN  
PAPERS / PLATES

& counting...

## PANEL DISCUSSION



**KIRIT JOSHI**  
Founder, Spacewood,  
Nagpur



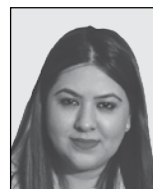
**SAJAL LAMBA**  
Director & Co-Founder,  
Wrivier Presented by  
Alsorg, Gurgaon



**KHANINDRA BARMAN**  
Co-Founder,  
Würfel Küche,  
Bangalore



**AKSHAT GARG**  
Director, SRG Group,  
Ghaziabad



**NAILA KHAN**  
VP, BD, Wooden  
Street, Bangalore

## MODERATED BY



**PRAGAT DIVEDI**  
Founder, IIR, Editor,  
Furniture Design & Tech.

## WHERE IS THE INDIAN FURNITURE INDUSTRY HEADING?

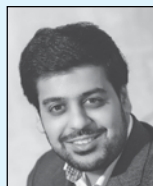
(In the Indian furniture industry, the growth is not the same for everyone. This session is to unveil the potential and mantras for furniture makers and sellers in the Indian market for furniture with the objective of finding "Where to be positioned if one has to opt among categories and segments based on mass (economy) or functionality (uses) or lifestyle or premium luxury"? Listen to the PRO's and CON's from the pioneers before you jump.)



**KESHAV BHAJANKA**  
ED,  
Century Plyboards India Ltd



**MADHUSUDAN LOHIA**  
Director,  
Merino Industries Ltd



**SANIDHYA MITTAL**  
JMD,  
Greenply Industries Ltd



**AKHILESH CHITLANGIA**  
ED & COO,  
Duroply Industries Ltd



**PRAGAT DIVEDI**  
Founder,  
Ply Reporter & IIR

## LEARNINGS &amp; STORIES FROM FRONT RUNNERS

(The 45-minute session is combined with brief solo talks and a crisp rapid-fire Q&A session focusing upon how these next generation entrepreneurs are shaping up their vision and execution map with a glimpse of past turning points & learnings. This Gen next session is about "The Changing Face of Industry from the Perspective of Next Generation Pioneers.")



**MANOJ LOHIA**  
Director, Sales &  
Mkng, Merino Group  
Bangalore



**PRASHANT SUTARIA**  
Principal Architect  
PSA, Mumbai



**VIKAS AGARWAL**  
President, ILMA  
Ahmedabad



**SURINDER ARORA**  
MD, Virgo Group  
Delhi



**GOPAL DWIVEDI**  
AVP - Category  
Development - Global,  
Livspace, Bangalore

## MODERATED BY



**PANKAJ CHANDAK**  
MD & CEO, Praveedh  
Decor (Acrymica)  
Mumbai



**PRAGAT DIVEDI**  
Founder,  
IIR & MATECIA

## GROWTH PROSPECTS IN DECORATIVE SURFACING BUSINESS

(The topic is to find key takeaways from a very balanced panel of industry pioneers and influencer experts with respect to changing user behaviour and perspective in the decorative laminate category. Where is the premium market for laminate heading? Is there still scope for premium quality HPL or is it more on a price point basis? A knowledge session on future prospects for trading and retailing in decorative laminate businesses).



**NITIN VAZE**  
CEO, Sleek Boards,  
Pune



**SWASTIK RANKA**  
MD, Paracasa  
Kitchens, Udaipur



**SATYAN THUKRAL**  
CEO, Caple,  
Mumbai



**MANOJ TOMAR**  
Founder & MD, AFC  
Furniture Sol., Noida



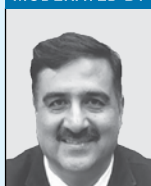
**NEETII MAACKER**  
COO, InnoDesigns,  
Gurgaon



**RAHUL MEHTA**  
CEO, FFSC,  
Gurgaon



**KIRIT JOSHI**  
Founder, Spacewood,  
Nagpur



**VIKAS MARWAHA**  
Country Head, Engineered  
Panels, Greenlam

TAKE AWAY & CRUX

MODERATED BY

## WHY FURNITURE FIRMS & OEMS STRUGGLE TO GROW?

(This topic is meant to highlight the reasons why any furniture company struggles to grow in volume or sales revenue. The panel discussion with furniture industry experts and pioneers will be an eye-opening session with key takeaways for growth and scaling up. The growth factors and scaling up opportunities for OEMs and furniture makers will be discussed in a capsule session at IIR.)



**KHANINDRA BARMAN**  
Co-Founder,  
Würfel Küche,  
Bangalore



**SAJAL LAMBA**  
Director & Co-Founder,  
Wrifer Presented by  
Alsorg, Gurgaon



**GOPAL DWIVEDI**  
AVP - Category  
Development - Global,  
Livspace, Bangalore



**RAKESH KHOKHANI**  
MD, Nirvana Furniture  
Pvt Ltd, Mumbai



**DHWANIT PARMAR**  
Founder,  
Alankaram, Indore



**SWASTIK RANKA**  
MD, Paracasa  
Kitchens, Udaipur



**VERTICA DWIVEDI**  
Editor, Surfaces Reporter;  
Founder Wade Asia

MODERATED BY

## POSSIBILITIES IN FURNITURE RETAIL

(Furniture is still sold either through imports and own showrooms or through factory orders. This topic is about exploring the franchise scope in furniture and kitchen-wardrobe retailing among dealers. In India, kitchen hardware and raw materials are sold by mostly wood-panel decorative retail stores. With a growing market, is it feasible to obtain a franchise for emerging furniture brands in India? What are the roadblocks? Let's find it with the front players of the industry.)



**NIKHIL ARORA**  
Director, Virgo Group,  
New Delhi



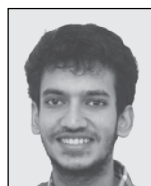
**VIDIT KEDIA**  
Director,  
Bhutan Tuff, Delhi



**RAVI SINGHAL**  
Director, SIAM Ply,  
Visakhapatnam



**DHEERAJ SAWLANI**  
Dheeraj Ply &  
Veneer, Indore



**RAHUL GARG**  
Director, Black Cobra  
Group, Yamunanagar

MODERATED BY



**ADITYA TIBREWAL**  
Crest, Hyderabad



**AKHILESH CHITLANGIA**  
ED & COO,  
Duroply Industries Ltd

## HOW GEN NEXT IS ADOPTING TECHNOLOGY FOR BUSINESS GROWTH

(The wood panel industry is often termed as unorganised and fragmented. This session will discuss how youths are quickly adopting digital technology and modern tools and processes for business transformation and the future.)





**iR FLASHBACK 2022**







# DON'T MISS THE

# 6<sup>TH</sup>

EDITION OF  
ARCHITECTURE  
CONFERENCE  
AND AWARDS



*A journey beyond words!*

## **WADE ASIA 2023**

### **MEGA ARCHITECTURE EVENT**

200+ LIVE PRESENTATIONS BY PRINCIPAL ARCHITECTS & DESIGNERS

4300 SQFT INNOVATION AREA | 1200+ PROJECT ENTRIES

250+ JURY & SPEAKERS | 250+ BRANDS

“WADE ASIA is a revolutionary platform where objectives meet action. It is the discovery ground for women in design and a connecting bridge for the architecture & design fraternity. In the last 7 years it has emerged to be one of the largest annual events for architects & interior designers of India”



Mandira Bedi  
Host  
WADE ASIA

WADE ASIA GLIMPSES 2022



HAPPENS CONCURRENTLY...



WADE ASIA GLIMPSES 2022



**FLASHBACK 2022**



# INDIA'S TOP DESIGN EVENT



*Mr Amol Parse  
TATA Pravesh*



*Ar Sonali Bhagwati & Sohrab Dalal*



*Ar Nita Kumbhavi*



*Ar Ashok Sharma, Mr Mandeep Manchanda*



*Ar Simran Boparai*



*Ar Zarir Mullan*



*Dr Sridevi Rao*



## FLASHBACK 2022



WADE ASIA GLIMPSES 2022





*(L - R) Ar Dhananjay Shinde, Ar Ravindra Kumar, Ar Sunil Patil, Vertica Dvivedi, Ar Behzad Kharas, Ar Santha Gaur*

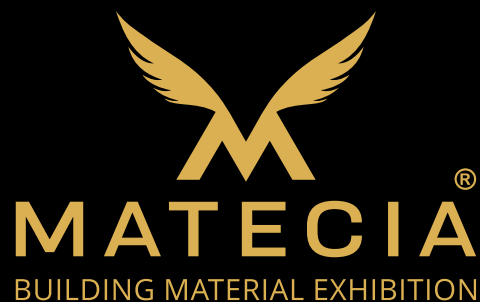


# FLASHBACK 2022



*Shabnam Gupta  
Mentor, MASTERCLASS,  
WADE ASIA 2022*

A member of



**22 23 24 SEPT 2023**

PRAGATI MAIDAN, NEW DELHI

# India Furniture CONCLAVE

BUSINESS CONFERENCE ON  
FURNITURE-KITCHEN-HARDWARE-WARDROBES



Architecture  
and Design  
Conference  
and Awards



Dealers and  
Distributors  
Conference  
and Awards

*India's fastest growing exhibition on*  
**INTERIOR PRODUCTS,  
WOODPANEL, FURNITURE,  
HARDWARE & DECORATIVES**



**REGISTER NOW**

[www.matecia.com/visitor-registration/](http://www.matecia.com/visitor-registration/)



*Waiting to meet you!*

*You are  
Invited*

# India Furniture CONCLAVE

BUSINESS CONFERENCE ON  
FURNITURE KITCHEN HARDWARE WARDROBES

**22 23 24 SEPT 2023**

PRAGATI MAIDAN, NEW DELHI

## CONCURRENT EVENTS



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REGISTER

