



Marcellus International Houseware show

24-26 JULY 2026

Bharat Mandapam, Pragati Maidan, New Delhi



Houseware ♦ Home Décor ♦ Furniture ♦ Gifts



## AT A GLANCE

**250+**

curated brands

**350+**

exhibitors

**15,000+**

trade visitors from India  
and overseas

**12,000+**

sq. m. of exhibition  
space

### Categories

Houseware | Home Décor | Furniture | Gifts

The global home and household goods market is valued at over USD 1 trillion, with the Asia-Pacific driving the fastest growth. India is emerging as one of the most dynamic contributors, supported by rising incomes, organised retail, private labels, and export momentum.



MIHS Delhi 2026 is designed as a focused B2B platform that brings this opportunity together under one roof.



# THE MIHS ADVANTAGE

MIHS is structured around how serious buyers and brands prefer to engage today: clarity of category, quality of audience, and relevance of timing.



## WHAT DEFINES THE MIHS APPROACH



A sharp focus on  
**home and living**  
categories



A curated mix of  
**Indian and**  
international  
brands



Buyer profiles spanning  
**retail, distribution, private**  
label, institutional, and  
export



An inaugural  
edition built  
with long-term  
continuity in mind

Global exhibitions that have endured have followed this same principle:  
start focused, grow deliberately, and earn trust year after year.



# WHO YOU'LL MEET AT MIHS

MIHS is curated for people who shape assortments, sourcing strategies, and partnerships.



## INDIAN DECISION-MAKERS



Modern and large-format  
retailers



Regional and national  
distributors



Specialist home, kitchen,  
and décor retailers



Corporate and institutional  
procurement teams

## GLOBAL DECISION-MAKERS

International sourcing offices



Importers and buying houses



Private-label and  
white-label buyers



Export-focused distributors



The visitor mix reflects how sourcing happens today: fewer meetings, better alignment, stronger outcomes.





## WHAT BUYERS GAIN

MIHS is built to support efficient sourcing and meaningful engagement.

### BUYERS COME TO MIHS TO:

- ◆ Discover **new suppliers and collections** ahead of buying cycles
- ◆ Engage directly with **manufacturers, exporters, and brand owners**
- ◆ Assess opportunities across **retail, private label, institutional, and export formats**
- ◆ Understand **design direction, pricing bands, and category depth**
- ◆ Build relationships early in a platform designed to scale

This is the kind of environment buyers associate with established international trade fairs, now anchored in India's fastest-growing home market.







## WHY INDIA. WHY DELHI.

- ◆ India's home and lifestyle sector is projected to grow at a **double-digit CAGR** over the next decade, supported by urbanisation, premiumisation, and strong digital adoption.
- ◆ Delhi plays a central role in this growth.
- ◆ As India's largest consumption hub and a preferred sourcing base, Delhi attracts buyers from across the country and international teams building India-focused supply chains.
- ◆ For buyers, it offers reach and variety.
- ◆ For brands, it offers visibility and speed.



# THE PLATFORM AND THE PROMISE

MIHS brings together leading brands and manufacturers across:



Houseware and  
kitchenware



Home décor  
and interior products



Furniture for living,  
dining, bedroom, office,  
and outdoor spaces



Gifting, handicrafts,  
and premium packaging

The inaugural edition is expected to host

**250+** ✨ **350+** ✨ **15,000+**  
brands exhibitors trade visitors

in a professionally organised environment designed for clarity, discovery, and long-term value creation.

MIHS is conceived as an annual platform intended to grow in relevance, credibility, and international participation over time.

For buyers and brands looking to engage early in India's next phase of home and lifestyle growth, MIHS Delhi 2026 marks a strong starting point.

Organised by



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