



E-Serve No.: 171 of 2025 | Date: October 06, 2025

Sub: Join us for the E-meet: SIMA x Texzone for "Unlocking Indian Market"

Dear Member,

As you are aware, the Indian domestic consumer market is one of the fastest growing in the world, with rising disposable incomes, increasing urbanization, and rapidly evolving lifestyles. This growth translates into significant demand for high-quality home textiles, furnishings, sleep products, and apparel.

The Southern India Mills Association (SIMA) has traditionally focused on exports, and many of its members are globally reputed suppliers to leading international brands. However, their exposure to the vast Indian consumer opportunity remains limited.

To bridge this gap, Texzone Information Services, the organizers of HGH India (India's leading trade show for home products) and World of Sleep (India's first consumer-focused exhibition on sleep solutions), is organizing an exclusive seminar for SIMA members.

The session will provide insights into:

- India's evolving consumer demand in home textiles, furnishings, sleep, and lifestyle categories.
- Retail and distribution structures—from modern trade and e-commerce to regional distributors and multi-brand outlets.
- Changing consumer preferences for branded, design-driven, and wellness-oriented products.
- Opportunities through HGH India and World of Sleep as platforms to directly connect with Indian retailers, distributors, and consumers.
- Case studies of successful exporters who have established strong domestic brands.

The objective is to equip SIMA members with knowledge and a roadmap to enter and expand in the Indian market, complementing their existing export businesses.

Meeting Details

Date: 10th October 2025

Time: 03:30 p.m.

Mode: Online (link to be shared with confirmed participants)

We invite interested member companies to participate in this interaction. Kindly submit the form ([click here](#)) latest by Wednesday, 8th October 2025 for enabling us to share the meeting link and further details.

We look forward to your active participation in this important initiative aimed at enhancing business opportunities in the fast-growing quality home and lifestyle products.

Regards,

Dr. Siddhartha Rajagopal
Executive Director

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