

Home Furnishings & Textiles

Essential sourcing intelligence

January 2012

US\$100

India supplier profiles

Detailed profiles of 23 suppliers with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 147 top-selling export products ranging from lamps to bedding sets

Industry trends

Coverage of current issues, plus insights into supply centers, products and pricing



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Global Sources is offering this series of *Developing Country Sourcing Reports* as part of its corporate social responsibility undertakings in partnership with The Kearny Alliance, a nongovernmental development organization whose mission is Aid through Trade.

The aim is to give international buyers new sourcing opportunities from experienced exporters, generating orders and creating lasting jobs in developing economies.

Supplier capability in India

HOME FURNISHINGS & TEXTILES

Efforts aimed at improving supplier capability are propelling the home furnishings and textiles industry in India. Companies are increasingly adopting new manufacturing- and marketing-related strategies seen to ensure brisk sales.

As a result of these undertakings, latest export statistics reveal that shipments have risen considerably. This development reverses the downward trend that had marked the sector's performance since the onset of the global economic crisis.

A number of competitive advantages are expected to sustain the industry's growth. The most important of these is India's status as one of the world's leading sources of natural and synthetic fabrics utilized for home textiles. Materials for furnishings and accents are also widely available in the country, minimizing the need to import such inputs.

Key findings

1. Due to the sovereign debt crisis facing several key markets in the EU, many suppliers are broadening their reach to alternative overseas destinations. These regions, which have comparatively positive financial outlook than major economies in the West, include the Asia-Pacific, the Middle East and South America.
2. Despite the shift to new destinations, the EU and the US are forecast to remain as the leading foreign markets in the year ahead. The latest export data indicate that both account for the bulk of outbound shipments, taking up nearly 60 percent of India-made home furnishings and textiles.
3. Product prices are generally expected to increase over the next six months. The majority of suppliers featured in this report plan to raise quotes because of increasing raw material expenditure. High electricity costs brought about by frequent power interruptions are also putting a dent on profits.
4. Manufacturers emphasize the midrange and high end, although most are capable of crafting items for all price segments. The type of materials used, complexity of design and product size are the major price determinants.
5. Among interviewed companies, home textiles is the largest line as it accounts for more than 80 percent of foreign revenue. The range includes rugs, curtains and throws.
6. Most companies operate out of cities and states located in India's northern section. These places provide quick access to most raw materials and have stable availability of manpower.

Objective, methodology & scope

This India Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid through Trade. The objective is to help create jobs in developing Asia through export promotion.

To produce this report, large, midsize and emerging manufacturers, all with substantial export experience, were surveyed. The selection of suppliers is designed to reflect the composition of the industry in India in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers

visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other makers in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

This report covers different types of home furnishings and textiles available in India, including carpets, curtains, rugs, blankets, candles and lamps. They are classified under product categories, each of which has its own price guide that describes features of low-end, midrange and high-end models.

In this report

- 15 in-depth company profiles
- 8 short company profiles
- 147 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within India.

The Products & Prices section details the features and price ranges of home furnishings and textiles. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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A.S. International

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A.S. was established in 2007 and began exporting two years later. It specializes in home textiles. Total sales in 2010 reached \$1.5 million.

The EU accounts for 90 percent of exports. The rest is sent to the US.

Almost three-fourths of output is made under OEM basis.

The supplier targets the midrange and high-end markets. Aside from rugs, covers and bedding, the company manufactures toys and furniture for children. Prices range from \$1 for bathroom mats in basic designs to \$20 for cotton bedding sets. Embroidered throw pillow covers start at \$1.50

Cotton is the main material used and procured from domestic suppliers.

Three designers release up to 300 collections annually. Sampling time is one week for simple designs and within 15 days for complex models.

The company has a 20,000sqm factory in the Gautam Budh Nagar district of Uttar Pradesh state. The workshop is equipped with locally

made table tufting, stitching, cutting and power press packing machines. All manufacturing steps are done in-house.

The facility can produce 25,000 pieces every month. The average monthly output is 20,000 pieces.

There are 25 permanent and 50 part-time employees. QC is carried out by a team of five inspectors who check the materials used, sizes, shapes, finishing and packaging.

Cartons are utilized as packaging. Customized labels are accepted. The minimum order requirement is 500 pieces or \$5,000, which can be composed of assorted product types. Delivery time is between 50 and 60 days.

The company is a member of the Export Promotion Council of Handicrafts and Federation of Indian Export Organization. The supplier plans to expand market presence in North America in the year ahead. It will focus on models that have simple designs over the next six months.

Capability

Materials used

Metal	No
Glass	No
Wood	No
Plastic	No
Fabric	Yes

Exports by product

Home accents	—
Home textiles	75%
Bedding	25%
Lamps	—

Exports by market

North America	10%
EU	90%
Europe (non-EU)	—
Asia-Pacific	—
Middle East	—
Other	—

Contact details

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Company facts

Year established	2007
Head office location	Gautam Budh Nagar (Uttar Pradesh)
Ownership	Locally owned
Factory location(s)	Gautam Budh Nagar (Uttar Pradesh)
Full-time employees	25
Part-time employees	50
ISO certified	Pending
Total annual sales (all products)	\$1,500,000

Sales & output: Home furnishings & textiles

Annual sales	\$1,200,000
Share of total sales	80%
Annual export sales	\$1,200,000
Total monthly capacity	25,000 pieces
Average monthly output	20,000 pieces
Capacity utilized	80%
Average monthly exports	20,000 pieces
Export ratio	100%

PRODUCT GALLERY

Home accents



Global Glory

(product profile 34)

Model: Embossed Pillar Candle

MOQ: 1,000 pieces

Packaging: Polybag, carton

Delivery: 50 days

Price: \$0.40 to \$9

Description: Candle; paraffin wax; 3x6in; in various designs and colors



Global Glory

(product profile 34)

Model: Candle Glass Work

MOQ: 500 pieces

Packaging: Polybag, carton

Delivery: 60 days

Price: \$0.40 to \$9

Description: Candle; paraffin wax; glass trimming; in various designs, colors and sizes



Global Glory

(product profile 34)

Model: Wax Filled Candle 1

MOQ: 500 pieces

Packaging: Polybag, carton

Delivery: 60 days

Price: \$0.40 to \$9

Description: Candle; paraffin wax; glass container; scented; in various designs, fragrances, colors and sizes



Global Glory

(product profile 34)

Model: Wax Filled Candle 2

MOQ: 200 pieces

Packaging: Polybag, carton

Delivery: 50 days

Price: \$0.40 to \$9

Description: Candle; paraffin wax; glass container; scented; in various designs, fragrances, colors and sizes



Global Glory

(product profile 34)

Model: Color Votive Candle Set

MOQ: 200 sets

Packaging: Polybag, carton

Delivery: 50 days

Price: \$0.40 to \$9

Description: Votive candle set; 16 pieces; paraffin wax; glass containers; in various colors and sizes



Global Glory

(product profile 34)

Model: Square Votive Candle Set

MOQ: 500 sets

Packaging: Polybag, carton

Delivery: 60 days

Price: \$0.40 to \$9

Description: Votive candle set; three pieces; paraffin wax; glass containers; in various designs and sizes

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