

India's international  
contemporary  
design show

Launching  
November 2024

# Design Mumbai

[design-mumbai.com](https://design-mumbai.com)

# WHAT IS DESIGN MUMBAI?

A new international trade event for design, architecture and interiors capturing the creative energy and consumer power of the world's 5<sup>th</sup> biggest economy, featuring leading international and Indian contemporary brands and designers.

"INDIA'S CREATIVITY, NATURAL CAPITAL, VAST RESERVOIR OF SKILLS AND TECHNOLOGY AND RICH HISTORY SHOULD BE MORE WIDELY RECOGNISED AND CELEBRATED."

"I'M HAPPY TO ENGAGE WITH DESIGN MUMBAI AS A NEW PLATFORM THAT CAN BROADCAST THE DESIGN WEALTH OF THIS EXTRAORDINARY SUBCONTINENT."

**TOM DIXON**  
Designer, UK





Naja Utzon Popov

B2B INTERIORS & DESIGN EVENT

4 DAYS TRADE ONLY

+ SELECT VIP CONSUMER ACCESS



Lyndon / Boss

WHAT TYPE OF EVENT IS IT?



Tom Dixon



Beta





Michael Young

# WHAT MAKES DESIGN MUMBAI DIFFERENT?

First India show with an international perspective, focus and exhibitor presence

Professionally curated, edited and vetted

Team with over 60 years experience (combined), curating, organising and delivering high end design events globally

Laser sharp focus on contemporary design

Global design contacts, international and local expertise

Professionally designed, high production values

Independently organised

“INDIA IS A MARKET OF KEY INTEREST FOR ANY DESIGN BRAND NOW”

**MICHAEL YOUNG**  
Industrial / Product Designer, HK/UK



Michael Young

# AN UNRIVALLED TEAM, WITH UNIQUE EXPERIENCE



**IAN RUDGE**

Co-founder of 100% Design, the UK's most successful design event, Ian has over 35 years experience delivering influential design events around the world including most recently Design Shanghai.



**MICHAEL DYNAN**

Michael has launched more than 30 live event brands which are now successful annually. Including Design Shanghai which became the biggest design event in Asia.



**PIYUSH SURI**

Designer, brand owner, event organiser and TV presenter (BBC1, BBC2 & Channel 4) Piyush has over 20 years experience in the Design & Events sector, both in the UK and India.

# WHY INDIA?

Now the world's **5<sup>th</sup> biggest economy**

**Priority target market** for increasing number of international brands

With a **CAGR of 10.5%**, the India interior design market is expected to reach **US \$51.4 billion by 2028**

Real estate and architectural business predicted to grow from **\$200 billion in 2021 to \$1 trillion in 2030**

India plans to spend **US \$1.4 trillion on infrastructure** in the next five years

Number of ultra-high-net-worth individuals is forecast to **increase by 39 percent** between 2021 and 2026

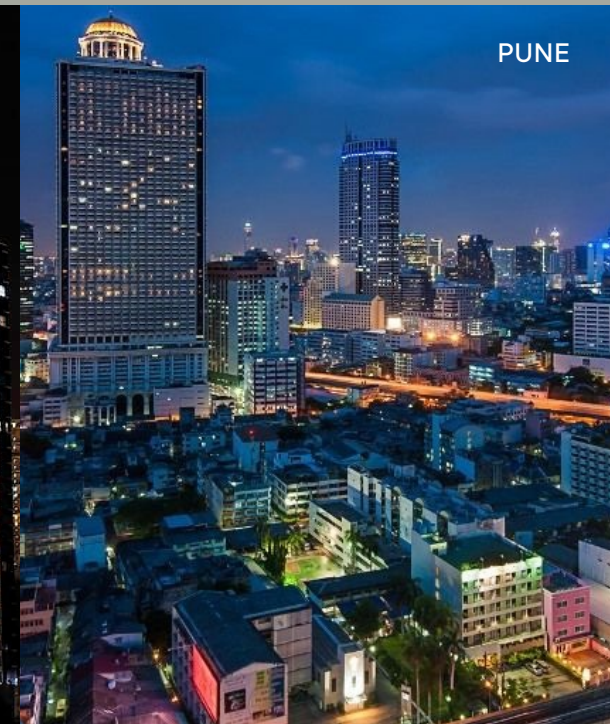
**"INDIA IS DEFINITELY THE CHOICE MARKET TO FOCUS ON"**

**THEO WILLIAMS**

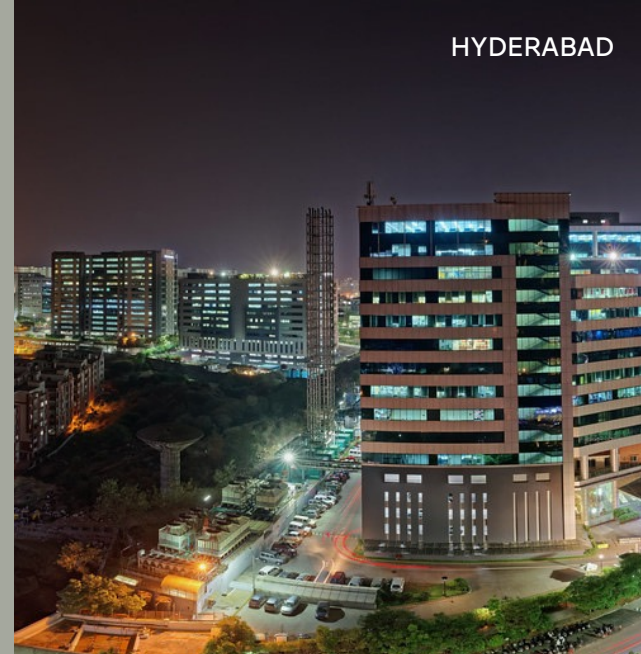
Designer, global retail brand consultant, brand owner, UK



MUMBAI



PUNE



HYDERABAD



BENGALURU





MUMBAI AIRPORT

# WHY MUMBAI?

Currently no international event of this calibre in Mumbai

Mumbai provides the perfect backdrop for a world class celebration of design

India's beating heart, financial capital and a pulse point for design and creativity

India's biggest city and the 6<sup>th</sup> most populous metropolitan area in the world

The biggest A&D, cultural and creative communities in India

Among world's top 10 cities where the largest number of billionaires reside

A trend setter attracting visitors from across India and near by cities such as Ahmedabad, Pune, Bengaluru, Hyderabad, Goa, Cochin and Chennai



# WHY NOW?

India's increasing influence across the world of design, fashion, film and architecture is unrivalled and set to grow exponentially in the next decade.

Proof comes in the form of the first Apple Store in India which opened in Mumbai in spring 2023, followed by the imminent arrival of iconic department store Galeries Lafayette and an increasingly sophisticated retail landscape.

"INDIA IS A VERY EXCITING AND FAST-GROWING MARKET FOR ARCHITECTURE AND DESIGN - AND MAKES UP DEZEEN'S THIRD-LARGEST AUDIENCE!

WE'RE VERY HAPPY TO BE A MEDIA PARTNER FOR THIS AMBITIOUS NEW EVENT AND ARE LOOKING FORWARD TO BUILDING CLOSER TIES WITH INDIA'S BURGEONING ARCHITECTURE AND DESIGN COMMUNITY."

**BEN HOBSON**  
CEO, Dezeen





# WHAT'S ON SHOW?

Established and emerging brands and fresh talent from all interiors product sectors

Installations and features that stretch the boundaries of the event into film fashion and music

Networking, socials and VIP events

Rising talents showcase (International and national)

International showcases



Tom Dixon



Boss



Furniture / Lighting /  
Interiors / Materials /  
Kitchens & Bathrooms  
Workplace / Wall &  
Floor Coverings /  
Outdoor Living



# WHAT IS DRIVING GROWTH?

Flourishing economy

Social media influence, increase in consumer demand and rising incomes

Relaxation in FDI norms (simplified and rationalised import duties)

Increased government support towards businesses in form of various schemes such as Production Linked Incentive (PLI) Scheme

Booming tech sector

Growing global competitiveness

Growing infrastructure

“INDIA IS THE NUMBER ONE MARKET TO FOCUS ON RIGHT NOW”

RICHARD HUTTEN  
Designer, NL



SOHO HOUSE, MUMBAI



# VISITOR PROFILE

ARCHITECTS  
INTERIOR DESIGNERS  
SPECIFIERS AND END USERS  
RETAILERS  
DEALERS & DISTRIBUTORS  
SHOWROOMS AND GALLERIES  
PROPERTY DEVELOPERS,  
OWNERS AND OPERATORS



CREATIVES  
INFLUENCERS  
PRESS  
+  
DESIGN SAVVY MEMBERS OF  
THE PUBLIC, COLLECTORS AND  
INVESTORS IN THE DESIGN  
AND CREATIVE SECTOR





# QUALITY RULES

EVERY EXHIBITOR IS CAREFULLY VETTED FOR QUALITY AND ORIGINALITY OF PRODUCT

Design Mumbai is a juried event, where every exhibitor has been carefully chosen and vetted or has been invited to take part by a professional panel of advisors and our team, who have over 60 years' experience delivering the very highest quality design and art events around the world. You will be in good company.

AND IT'S NOT JUST THE EXHIBITORS WHO ARE CAREFULLY SELECTED

The same vigorous attention to detail goes into the look and feel of the show, right down to the quality of the food and the strength of the coffee.

# INDIA MADE EASY

Design Mumbai has been designed to provide easy access for international brands looking to enter the India market with minimal hassle and maximum exposure.

## PIONEER PACKAGE

Carefully tailored packages are available to all exhibitors include purpose built, professionally designed stands created to provide you with everything you need to present your products in the best possible light.

## YOUR DESIGN MUMBAI CONCIERGE

Assistance connecting you with dealers, distributors potential partners and of course buyers and specifiers.

Logistical, import and export advice from our professional advisors who can assist you at every stage and advise you on recently streamlined import regulations and taxes – developing your business has never been easier.

## LOCAL EXPERTISE

We've teamed up with Montgomery Group, organisers of India Art Fair, India's premier art event.





# Design Mumbai

[design-mumbai.com](http://design-mumbai.com)

## Contact Us

IAN RUDGE

Co-Founder

Email / [ian@design-mumbai.com](mailto:ian@design-mumbai.com)

Phone / +44 (0)7958 402 441

MICHAEL DYNAN

Co-Founder

Email / [michael@design-mumbai.com](mailto:michael@design-mumbai.com)

Phone / +44 (0)7879 660 335

PIYUSH SURI

Co-Founder

Email / [piyush@design-mumbai.com](mailto:piyush@design-mumbai.com)

Phone / +44 (0)7876 595 850

1895 MONTGOMERY GROUP

ORGANISED BY

Montgomery Group

9 Manchester Square, London W1U 3PL