

India's international  
contemporary  
design show

26–29 November 2025  
Jio World Garden  
Mumbai



# Design Mumbai

“Design Mumbai catapults  
India onto the global  
design stage.”

ARCHITONIC



# 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.

"Design Mumbai 2024 was an incredible platform for us at COCRE8 to introduce USM to an audience that truly appreciates design, sustainability, and timeless craftsmanship

We are excited to return for the second edition in 2025 and continue sharing our passion for creating spaces that inspire."

**ASMEET SING BAKSHI**  
CoCre8





# 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

Design Mumbai Exchange: Curated talks programme

World-class designers



"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 Design Mumbai and are looking forward to building closer ties with India's burgeoning architecture and design community."

**BEN HOBSON**  
CEO, Dezeen



# 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

"We are thrilled to return to Design Mumbai 2025, building on the extraordinary journey we began in 2024. Last year's edition was a testament to the power of innovation and creativity, and we look forward to once again illuminating spaces and minds with our passion for design."

**MONIS AHMED**

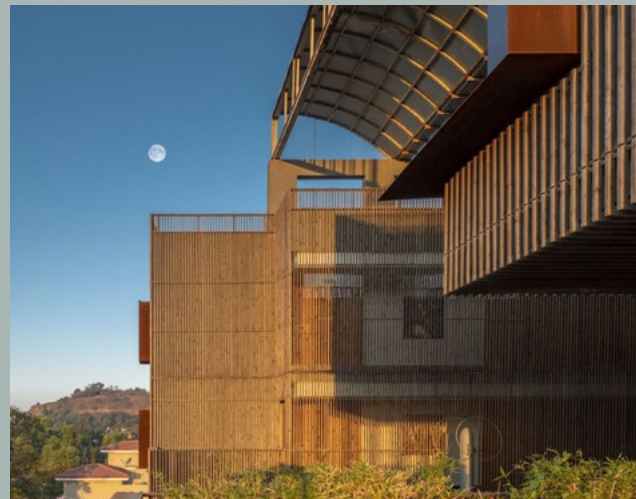
Principal Designer, Emanate Home



MUMBAI AIRPORT



APPLE STORE, MUMBAI



ARJUN MALIK, MALIK ARCHITECTURE



ANANYA SINGHAL, STUDIO SAAR

## SHOW SECTORS

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



# 2024 SHOW HIGHLIGHTS

“The whole vibe of the show was absolutely fantastic.”

Design Mumbai marked the launch of India’s first international contemporary design trade show. The reception amongst exhibitors, partners, media, global industry professionals and press has been incredibly positive, with much excitement around this edition and the upcoming 2025 show.

## SHOW IN NUMBERS

100

Brands represented from the UK, Italy, Switzerland, Sweden, France, Turkey and across India

9k+

Visitors: comprised of trade focused design professionals and aficionados

200m

Combined reach of the media coverage

130

Pieces of media coverage

70

International journalists attended the show

55%

Coverage in international titles

63.5m

Social Media impressions

110.6k

Social Media engagements

Mumbai  
Design



“The whole vibe of the show was absolutely fantastic, the perfect amount of crowd, just the right people. The best thing is we found the time to actually talk to people, which usually doesn’t happen at shows. The quality of the visitors is absolutely fantastic. Overall, the curation has been top. I think it’s absolutely stunning.”

**PARMINDER PAL SINGH**  
LOCO Design



# WHAT MADE DESIGN MUMBAI SO SPECIAL?

A global campaign reach in excess of 200m

India's first contemporary design trade show

First India show with an international perspective and exhibitor presence

Impeccably 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, with multiple global media partners



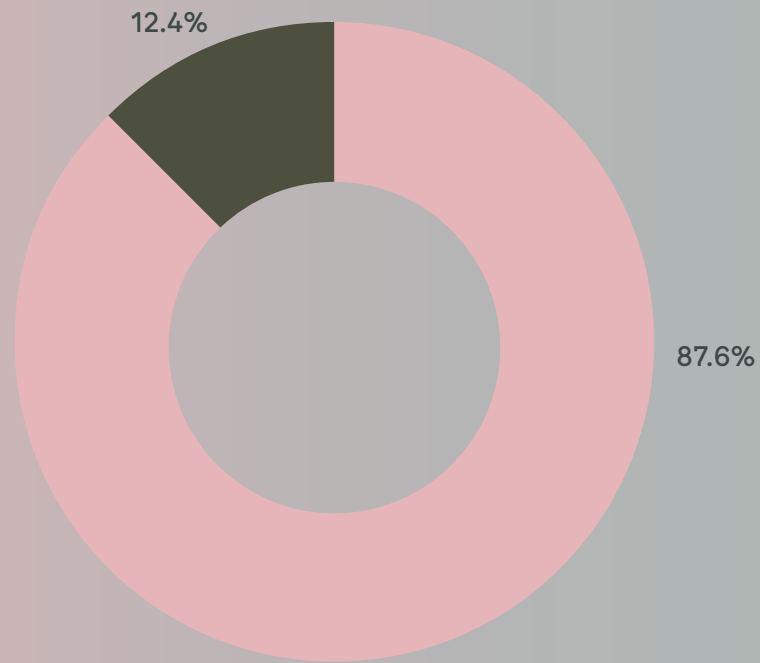
“Thrilled to be a part of this show! We’re delighted with the amazing footfall and client connections – an incredible platform to show our rugs.”

**JAIPUR RUGS**

# VISITOR PROFILES

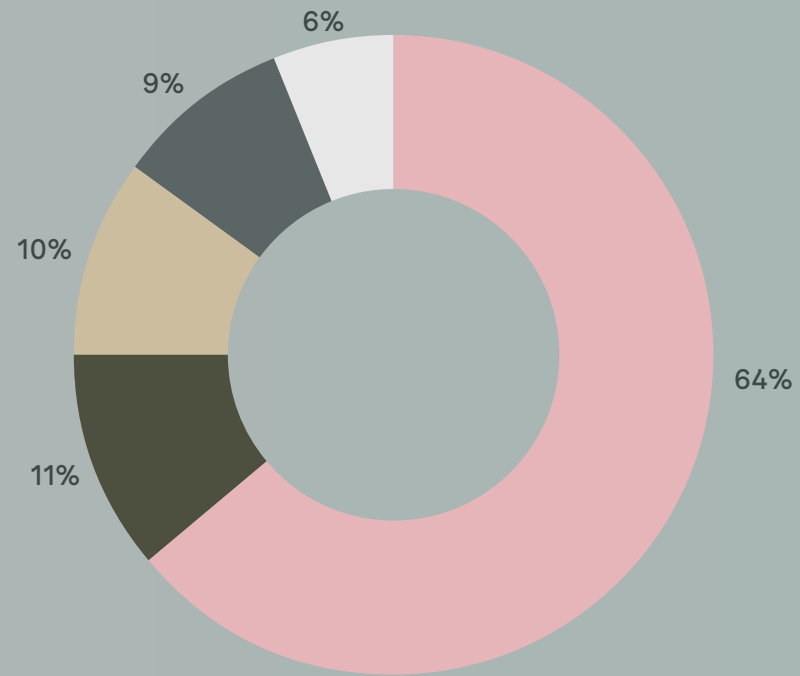
## WHERE THEY ARE LOCATED

OVERALL VISITORS



- Indian visitors
- International visitors
- Asia (Singapore, Dubai, Hong Kong, Malaysia, Nepal)
- Europe (France, Italy, Spain, Switzerland, Vienna, Germany, England)
- North America (USA)
- Oceania (New Zealand)
- Middle East (Bahrain)

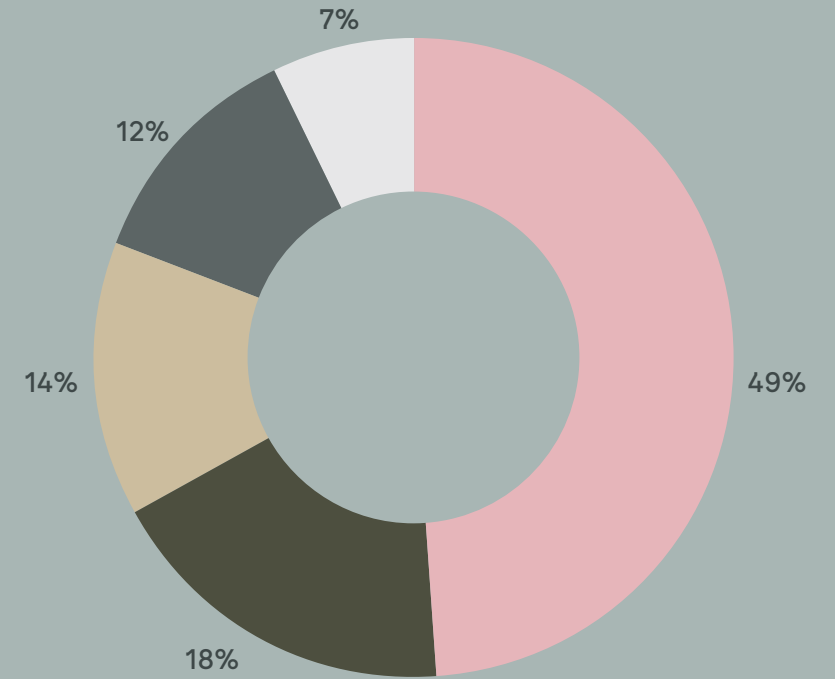
INDIAN VISITORS



- Mumbai + Maharashtra
- South (Karnataka, Tamil Nadu, Andhra Pradesh, Kerala)
- West (Maharashtra, Gujarat, Rajasthan)
- North (Delhi, Chandigarh, Haryana, Punjab, Uttar Pradesh)
- East (West Bengal, Odisha)

## WHO THEY ARE

TRADE VISITORS



- Architects and Interior Designers
- Commercial specifiers & operators
- Developers, Builders & Hospitality
- Media and other creative professionals
- Consumers and HNI's



# 2024 FEATURED INTERNATIONAL BRANDS

101  
COPENHAGEN

 **BARRISOL**  
WORLD LEADER FOR YOUR WALLS AND STRETCH CEILINGS

boss

  
Catellani & Smith®

  
Furnishing Knowledge®

 de Sede   
SWITZERLAND

ERCO

Ethnicraft

FLOS

Hästens   
since 1852

HAY

infiniti

INHO MAURETZ

küche7

ligne roset®  
depuis 1860

CECCOTTICOLLEZIONI

  
Poltrona  
Frau  
1912

  
TECHNOGYM

  
TIMOTHY OULTON

Tom  
Dixon.

&Tradition®

  
USM

VitroA

  
WENDELBO

JAIPUR RUGS

LOCO  
DESIGN

**OBEETEE**  
CARPETS

Michael Jouney

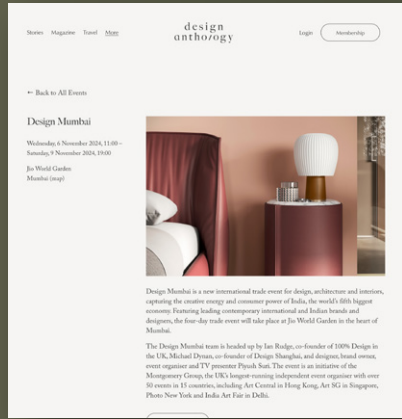
# 2024 NOTABLE ATTENDEES

Including Kumar Mangalam Birla, Shravan Bendapudi, Avijit Mukul Kishore, Tanya Godrej, Jaya Raheja, Simone Arora, Jay Mehta, Jay Shah and many more.

Abha Narain Lambah Architect Hafeez Contractor Associates	Gensler GGAEC Grish chatpar design studio	Parry Architects Pooja Bhandari RAAJEEV KASAT&ASSOCIATES	Studio Pomegranate Studio ko Studio Lotus Studio Osmosis Studio Urban Studio SW Sumesh Menon Associates Form + Objects Talati & Partners The Busride Design Studio The DesignBox TOUCHWOOD DESIGNS TPA Two Storey Design Studio Ultraconfidential Vijeyta Singh VISTA ARCHITECTS vivek prabhu architects ZZ ARCHITECTS A+D, BurdaLuxury Aditya Birla New Age Hospitality Studio Hinge	Anuvad Innovation Studio BLUE APPLE TEAM Bombay Digital Brain Bristle Branding Aesthetics (Anu Khatwani) Design Owl Dr Bhau Daji Lad Museum Epistle Ether Hospitality Globo Swiss Pvt. Ltd. Independent Insomniacs Digital Pvt. Ltd. Jasmine Jhaveri Design Studio Krsp Meetu Publications Metafor MG O&M Quarry Synergy Lifestyle Pvt Ltd The Art Insider	3codz Design A&T A Different Way Aarshya atelier AMPM Designs Arjunvir Gujral Design Studio Astella Baldiwala Edge Biswas Chris Lefteri Design Chanakya School of Craft Design Qandy DESIGN MATRIX INTERIORS Diana Framroze interiors Dragonfly Designs DesignHex DRISHTI ARCHITECTS Essajees Atelier Elsie Nanji Elicyon Faquih & Associates Horizon	INC design studio Inside Art Interiors Iram Sultan Design Studio Interics Design Consultants Kapadia and Associates Kinjal sanghvi designs Kling Klang Klong Loco Design Josmo Studio K Space Consultants KSA Lighting Ma:cha MMRDA Mahek Aga design studio Mangesh lungare studio MDL Mint Leaf Designs Morphogenesis Michael Young Studio Multitude of Sins	NA Designs Nakshatra design studio Nandini_arora Nirmala Furnisherss Nulty Lighting NV Interior Design Studio NIFT Oluxury India Parekh Realty LLP Prasanna Architects Pree D'fine Quirk Studios Ratan Batliboi of RJB-CPL Richard Hutten Studio R.K. INTERIORS RS Design Shades by Shweta Sheena Inc SJK Architects Sonal Parekh Sonali & Siddarth Lodha Architecture Studio Deeznats	Studio Vibhor Sogani Studio Rohini Bagla StirWorld Studio PKA Studio Saar Studio POD Solarpunk Futures Talati & Partners The Charcol Project The Busride Studios Tejal Mathur Design Tej Chauhan Ltd ThedesignCODE Upton Hasner Architects Vistasp Kharas Studio Zubin Master of Design Matrix Armani BVLGARI Christian Dior Deloitte Dolce&Gabbana JIO JLL	GUCCI Hermes Louis Vuiton mma design One Meraki Pluchi World Pvt Ltd Propshop worldwide Expo Quba Reliance RachTR Chemicals Pvt Ltd S Raheja Samsara SÂR STUDIO SECURE METERS LIMITED SHAPOORJI PALLONJI CO LTD SIMONE Naturally Inspired Living LLP Studio Vibhor Sogani Tata Tata CLIQ Unispace VENZO	Venzo woods Vrijesh Linens wipro Wps Aditya Birla New Age Hospitality Ami Punjani Aquant Artemon Artiere nouveau Baaya Design Birla Opus British High Commission to India Chanakya International Curadev Pharma Private Limited Design Konstruct Dr Bhau Daji Lad Museum DRISHTI ARCHITECTS Elle Ether Hospitality Good Biscuits Grasim	House of Flair Independent Lifafa Studios M/S EDW MG Neomi khattau Quarry Reliance Retail Ltd. SECURE METERS LIMITED TBWA The Art Insider The Asian Heritage Foundation Trésor House Workrite, Herman Miller
---	---	--	---	--	---	---	--	---	---	---	--



200m  
combined reach of  
the media coverage



55%  
coverage in  
international titles

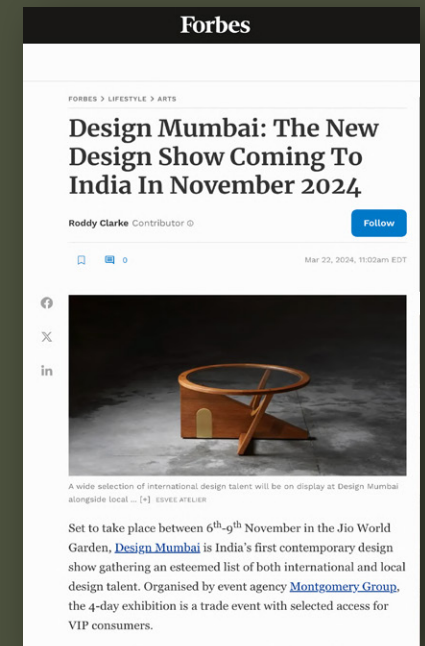
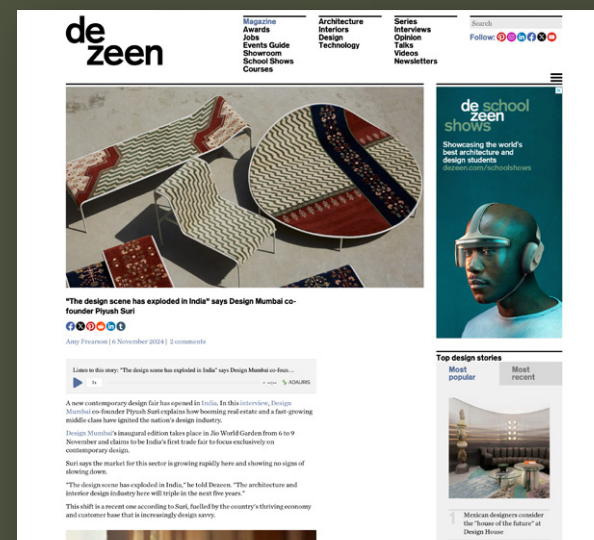
130  
pieces of media  
coverage



# OUTSTANDING MEDIA COVERAGE

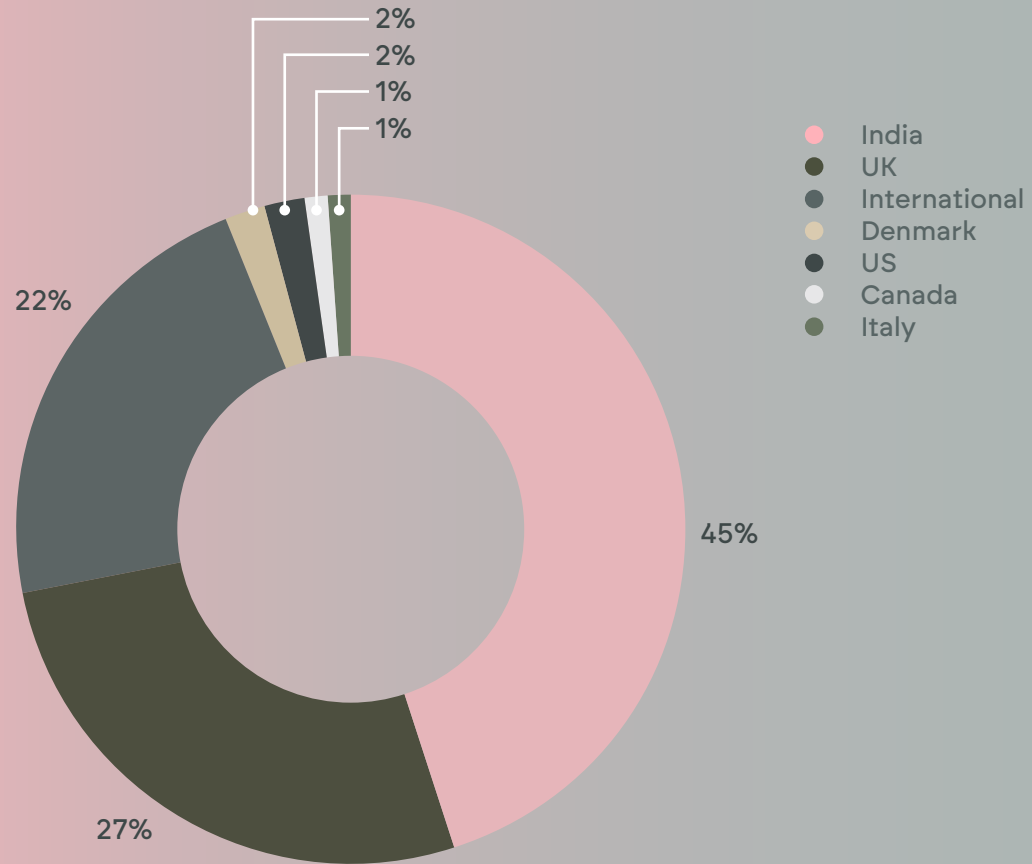


70  
international journalists  
attended the show

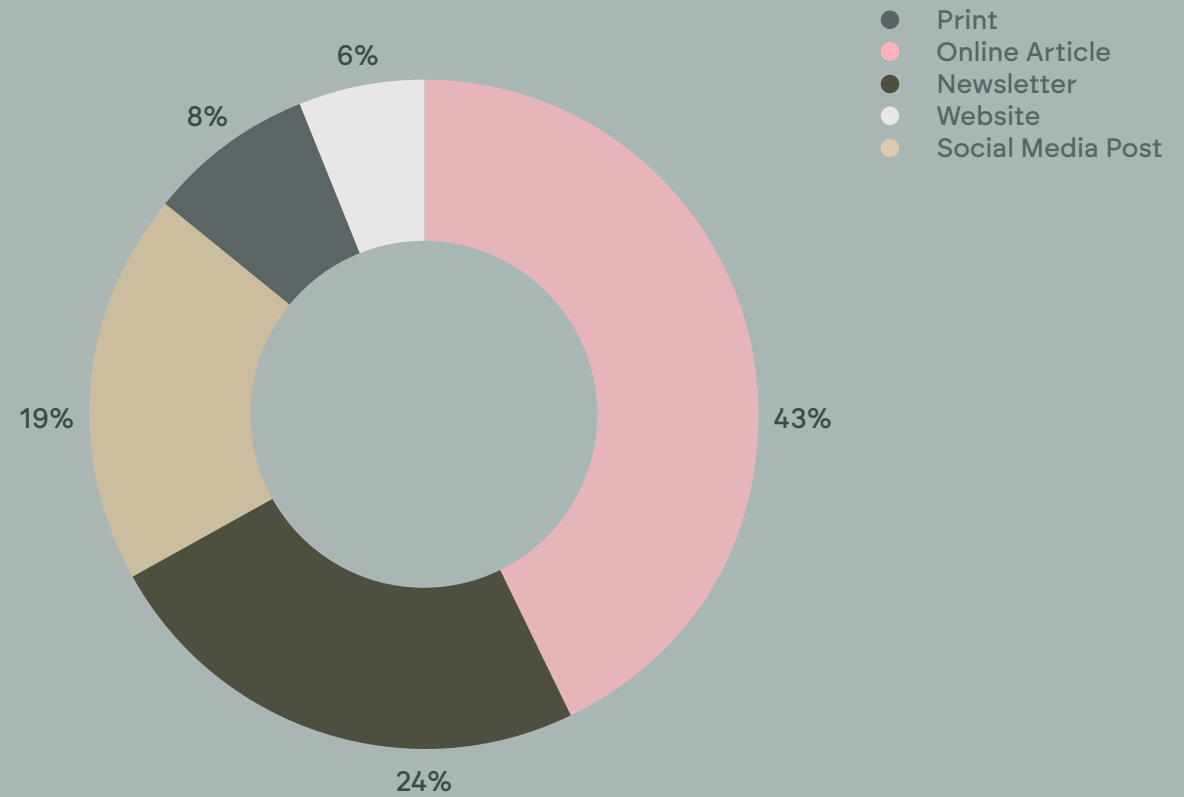


# UNRIVALLED MEDIA COVERAGE

## ARTICLES FROM KEY TERRITORIES



## COVERAGE TYPE





# SOCIAL MEDIA

OVERVIEW OF ALL SOCIAL CHANNELS  
(1 JAN – 25 NOV 2024)

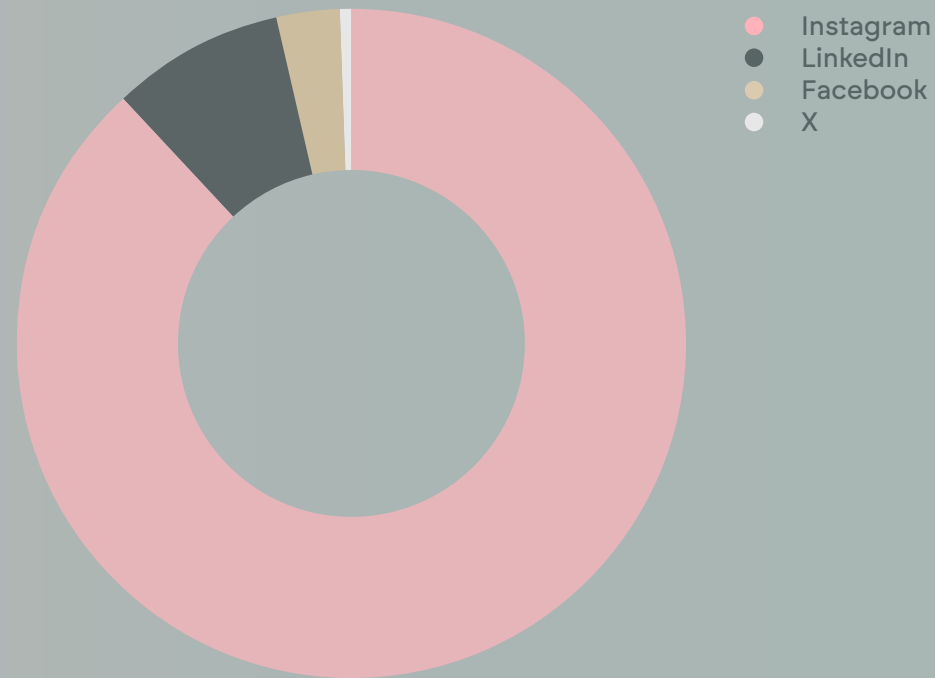
63.5m

Impressions

110.6K

Engagements

TOTAL FOLLOWERS  
ACROSS ACCOUNTS



INSTAGRAM  
DEMOGRAPHICS

AUDIENCE TOP COUNTRIES

India	94%
United Kingdom	3%
United States	2%
United Arab Emirates	0.6%
Italy	0.4%

AUDIENCE TOP CITIES

Mumbai, Maharashtra	69%
Delhi, Delhi	8.5%
Bangalore, Karnataka	8%
Ahmedabad, Gujarat	8%
Pune, Maharashtra	6.5%

# DESIGN MUMBAI EXCHANGE

## Talks Programme

An A-list talks programme brought together the finest minds from Indian and international design practices, publications and cultural institutions, breaking down borders and sparking fresh conversations on the status of contemporary design.

The talks spanned diverse topics, from the impact of new technologies on design practice to exploring sustainable and climate-responsive architecture, making Design Mumbai Exchange talks program a must-attend for professionals in the industry.

Among the luminaries that joined the 2024 programme are:



Ananya Singhal  
Managing Partner,  
Studio Saar



Hafeez Contractor  
Architect



Eric Parry  
Principal, Eric Parry  
Architects



Iram Sultan  
Iram Sultan Design  
Studio



Abha Narain  
Lambah  
Architectural  
Conservationist



Tej Chauhan  
British Industrial  
Designer



Richard Hutten  
Droog Design



Charu Gandhi  
Founder, Elicyon



Kapil Gupta  
Co-founder, Serie  
Architects



"It was a thoughtfully curated series of talks and I enjoyed being part of the sessions. It was wonderful to meet the team and I look forward to seeing all of you soon."

**ARJUN MALIK**  
Principal Architect, Malik Architecture



# 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 including 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.

"The timing is perfect, Design Mumbai has elevated Boss Design to another level in India."

## ANDY WATSON

Sales Director, Boss Design



# OUR 2024 PARTNERS

Presenting Partner



Associate Partner



Design Feature Partners



Media Partners



Strategic Communications Partner



VIP Programme Partner



Content Partner



Knowledge Partners



Design/Branding Partner



Hospitality Partner



Hotel Partner



Hydration Partner



Coffee Partner



Gin Partner



Beer Partner



Restaurant Partners



Ticketing Partner



Logistics Partner



Outdoor Furniture Partner



Stage Furniture Partner



Furniture Partner



Design Sector Partner



“It was an absolute pleasure to be part of the lovely event. Kudos to the entire team for pulling off such an amazing show.”

**SUMISHA GILOTRA**  
Editor, Architect & Interiors India



# AN UNRIVALLED TEAM WITH GLOBAL EXPERIENCE

1895 MONTGOMERY GROUP

The UK's longest running independent events organiser, with over 50 events and co-locates in 15 countries, including India Art Fair, Art Hong Kong and Photo New York.

## FOUNDERS



**IAN RUDGE**  
Co-Founder  
London

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**  
Co-Founder  
London

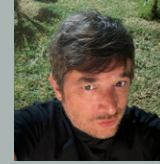
Michael has launched more than 30 live event brands which are now successful annually. Including Design Shanghai which became the biggest design event in Asia.



**PIYUSH SURI**  
Co-Founder  
London

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

## SALES

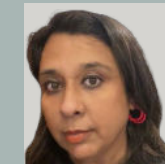


**TAHA MEZIANE**  
Global Sales Director  
Design Mumbai  
London

With Over 20 years experience in international design trade shows, Taha is the Global Sales Director for Design Mumbai and a former director of Design Shanghai.



**KAUSHAL SHAH**  
Sales Consultant  
Design Mumbai



**MALVIKA SONIE**  
Sales Consultant  
Design Mumbai

## PARTNERSHIPS



**ARJUN MEHRA**  
Founder  
C&C Talent  
Mumbai

Arjun leads the partnerships for Design Mumbai. He led the exhibitions vertical for Condé Nast India in his 16 years at the company where he was Chief Business Officer.

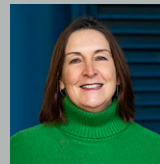
## OPERATIONS



**FAZAL AHMAD FARUQI**  
Director of Operations and Production  
Design Mumbai  
Delhi

With 14 years of event experience, Fazal is the Director of Production at Angus Montgomery Arts India, overseeing India Art Fair and Design Mumbai, two premier art and design exhibitions in India.

## MARKETING & PR



**CAROLYN LARKIN**  
Founding Director  
Caro Communications  
London

Carolyn leads the PR for Design Mumbai and has 30 years of trade show expertise. Carolyn is an Honorary Fellow of RIBA, and a member of the Design Museum's external communications committee.

## DESIGN



**JON CEFAL**  
Creative Director/Founder  
Collaborate  
London

With over 20 years experience working in branding, digital and show design, Jon leads the Design Mumbai design team.

# Design Mumbai

design-mumbai.com

## EXHIBITOR APPLICATIONS

Please contact:  
TAHA MEZIANE  
Global Sales Director  
Email / taha@design-mumbai.com  
Phone / +44 (0)7401 049 582

## PARTNERSHIP ENQUIRIES

Please contact:  
PIYUSH SURI  
Co-Founder  
Email / piyush@design-mumbai.com  
Phone / +44 (0)7876 595 850

IAN RUDGE  
Co-Founder  
Email / ian@design-mumbai.com  
Phone / +44 (0)7958 402 441

## CONTACT US

IAN RUDGE  
Co-Founder  
Email / ian@design-mumbai.com  
Phone / +44 (0)7958 402 44

MICHAEL DYNAN  
Co-Founder  
Email / michael@design-mumbai.com  
Phone / +44 (0)7879 660 335

PIYUSH SURI  
Co-Founder  
Email / piyush@design-mumbai.com  
Phone / +44 (0)7876 595 850

TAHA MEZIANE  
Global Sales Director  
Email / taha@design-mumbai.com  
Phone / +44 (0)7401 049 582

1895 MONTGOMERY GROUP

ORGANISED BY  
Montgomery Group  
9 Manchester Square, London W1U 3PL