



# World Furniture Expo

[wofxworldexpo.com](http://wofxworldexpo.com)

**4-5-6**

DEC. 2025

Bombay Exhibition  
Center **Mumbai**



# BUSINESS CONVERGENCE@WOFX

*Trade Show of and for the Furniture Industry*

## INDIA'S FURNITURE INDUSTRY ON THE RISE !

With the growth of India, the rise of the furniture industry is a natural corollary. Besides being the fastest growing large economy, India's growth is multi-dimensional – from infrastructure, urbanization, real estate, robust retail sector, surge in e-commerce to increasing income-levels. Changing consumer trends toward high-quality, ready-made furniture products and an aspirational youth are fueling the furniture growth story. The India furniture market size was estimated at USD 25.64 billion in 2023 and is expected to reach over USD 37 billion by 2030, at a compound annual growth rate of 10.9%.



WOFX is well-positioned and accepted as an industry trade platform wherein the entire furniture industry converges to interact, collaborate, demonstrate innovations and do business. After successive successful shows, WOFX has become the most sought-after trade event providing a spring board to brands and manufacturers to expand their market presence in the high-growth Indian furniture market.

WOFX is an established international trade show in India dedicated to only furniture brands and manufacturers of all categories attracting very focused B2B professional buyers from the furniture industry.

[wofxworldexpo.com](http://wofxworldexpo.com)







**Converge**  
at an Industry Trade Show

**Accentuate**  
your Brand

**Connect**  
with B2B Professional Buyers

**Network**  
with Stakeholders Industry

**Penetrate**  
and tap Potential Markets

**Collaborate**  
and Scale





**Nikhil Redkar**  
Country Head, Kuka Home, **China**

WOFX proved to be an outstanding B2B platform for us. We had many dealers from the West and South of India visiting us as well as a few dealers from the North, providing us with valuable regional and national exposure. What truly set this expo apart was the quality of attendees—a well-curated and targeted audience that enabled us to conduct business efficiently and productively. It was a seamless experience that exceeded our expectations.



**Mahmut Serkan Sen**  
Director – International Markets, Konfor, **Turkey**

Konfor, with a presence in 42 countries, is thrilled to be making our debut at WOFX. Partnering with Creativity, we've strategically entered the Indian market. Our initial experience at the exhibition has been incredibly positive. We have ambitious five-year plans for the Indian market, and WOFX is proving to be an invaluable platform in helping us achieve our goals.



**Pratik Thakkar**  
Director, Trezure Casa, **India**

We connected with numerous dealers from across the country, especially from the South, North and West, providing us with a significant opportunity to accelerate our pan-India expansion. We are very pleased with this response from dealers and we are going to show up again for WOFX 2025.



# BRAND CONNECT @WOFX

**Carmen Gruner**  
Head – International Business, 3C Das Sofa, **Germany**

We are proud to be a part of WOFX. We look forward to connecting with the Indian market which has very good potential and expanding the business opportunities offered by this market.



**Giacomo Barodola**  
CEO/Co-Founder, Indocasa Italian Design, **Indonesia**

We're incredibly pleased with the response we've received at WOFX 2024. The foot traffic has been phenomenal, surpassing our expectations from last year. This platform has provided us with an excellent opportunity to showcase our products to a diverse audience, including visitors from countries like America and Algeria. We're confident that this year's participation will further strengthen our market presence and foster valuable connections within the industry.

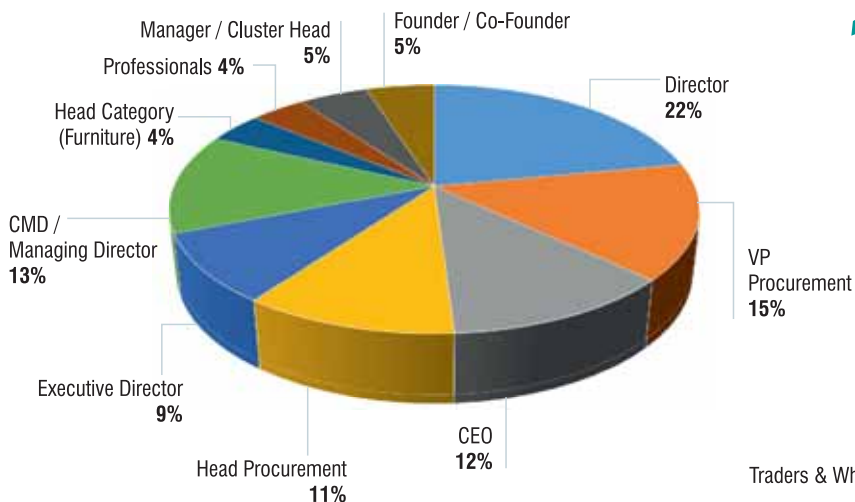


**Mustafa Merchant**  
Founder, Urban Living, **India**

This is our 3rd year at WOFX and every year has been better for us. This year the show has gone 2 notches up in terms of quality in a new venue, very well laid out leading to a very good experience for us. The reason we also participate regularly at WOFX is because this show is primarily dedicated and focused on dealers who come from all over the country which is our main focus and main market so this is the best show for us. WOFX is perfect for Business-to-Business relationship building and we highly recommend this show.

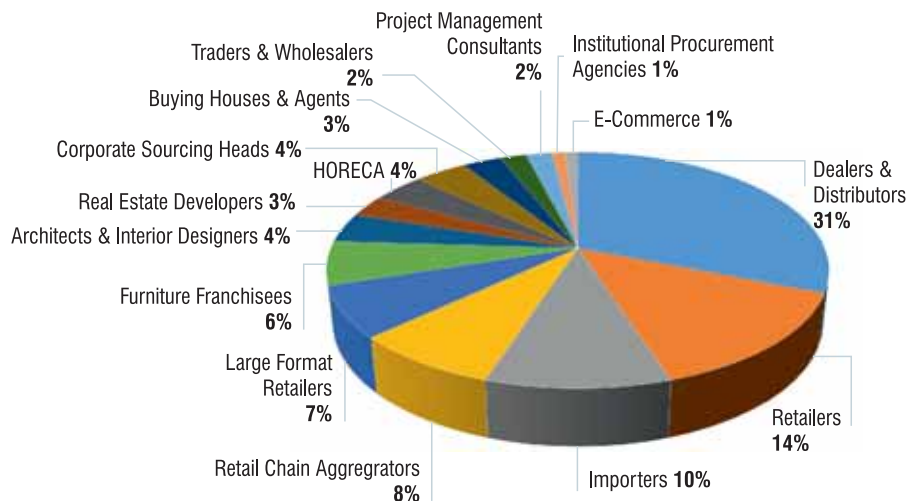


## BUYER PROFILE

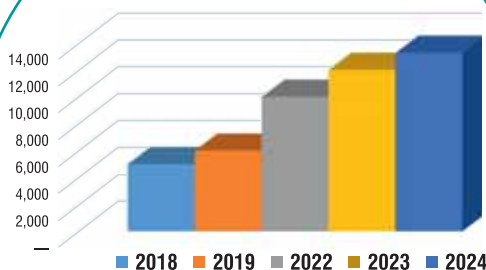


13,247  
**BUYERS**  
ACROSS THE GLOBE

## INDUSTRY PROFILE



## BUYERS GROWTH YEAR WISE



**Ashish Bhutda, CEO,**  
**Praxis Home Retail Ltd., India**

WOFX exceeded expectations with its impressive assortment of products featuring diverse designs, exceptional quality, and unparalleled comfort. The opportunity to connect with manufacturers from around the globe added tremendous value, making it an essential event for anyone in the furniture and design industry.



**Pavan Chatlani, Co-founder,**  
**Dash Square, India**

I've been attending the WOFX exhibition for several years, and I must say the 2024 edition truly exceeded expectations. The exhibitors have clearly raised the bar, consistently showcasing innovation, quality, and remarkable improvements year after year. It's exciting to see the event evolve into an even more impressive platform!



**Jaswinder Malik, Sr. Manager - Project Procurement,**  
**Mahindra Holidays and Resorts, India**

At WOFX we found a wide range of furniture which we were looking for our upcoming Resort projects. The event is exceptionally well-organized and managed. This Expo features both Indian and international furniture varieties, which are best in terms of customizations and quality. It is definitely a must-visit show for those looking to source in bulk.



## International Buyers from 21 Countries

- |             |          |                  |
|-------------|----------|------------------|
| ← Algeria   | ← Italy  | ← Saudi Arabia   |
| ← Australia | ← Japan  | ← South Africa   |
| ← Bahrain   | ← Kenya  | ← Sri Lanka      |
| ← Egypt     | ← Nepal  | ← Thailand       |
| ← Germany   | ← Oman   | ← UAE            |
| ← Hong Kong | ← Russia | ← United Kingdom |
| ← Indonesia | ← Serbia | ← United States  |

## Indian States and UT 26 States/UT

- |                     |                   |                    |
|---------------------|-------------------|--------------------|
| ← Andhra Pradesh    | ← Jammu & Kashmir | ← Punjab           |
| ← Arunachal Pradesh | ← Jharkhand       | ← Rajasthan        |
| ← Assam             | ← Karnataka       | ← Tamil Nadu       |
| ← Chhattisgarh      | ← Kerala          | ← Telangana        |
| ← Delhi             | ← Madhya Pradesh  | ← Uttar Pradesh    |
| ← Goa               | ← Maharashtra     | ← Uttarakhand      |
| ← Gujarat           | ← Manipur         | ← West Bengal      |
| ← Haryana           | ← Meghalaya       | ← Daman & Diu (UT) |
| ← Himachal Pradesh  | ← Odisha          |                    |



# BUYER LOUNGES

FOR BUSINESS MEETINGS  
AND NETWORKING



- ▲ Dealers
- ▲ Distributors
- ▲ Wholesalers
- ▲ Importers
- ▲ Trading & Buying Houses
- ▲ Agents



- ▲ Retailers
- ▲ E-Tailers
- ▲ Large Format Retailers
- ▲ Online Traders



- ▲ Franchisees
- ▲ Entrepreneurs
- ▲ Agents
- ▲ Consultants



PROJECT  
PROFESSIONALS



- ▲ Architects
- ▲ Interior Designers
- ▲ Real Estate Developers
- ▲ HORECA
- ▲ Corporate Sourcing Heads
- ▲ Institutional



- ▲ Private Equity
- ▲ Family Offices
- ▲ Venture Capital
- ▲ Investment Consultants
- ▲ International Companies
- ▲ Corporates

## FUEL YOUR SUCCESS AT LOUNGES

**Maximize Networking:** Dedicated meeting spaces to ensure efficient connections with potential partners.

**Strategic Alliances:** Forge valuable partnerships that drive results and propel your business forward.

**Business Sanctuary:** Relax and discuss business with refreshments in a tranquil environment.

# NETWORK@WOFX



## WOFX F+D AWARDS

TO HONOUR EXCELLENCE IN

Performance  
Design  
Scaling  
Innovation  
Marketability  
Concept  
User Experience  
Sustainability



## SEMINARS & FORUM SMARTTALK

120 Minutes of Power Packed Insights



There is a push from the industry and the government to scale and skill the furniture industry to meet the growing demands, bring new technology and automation, develop exports and generate employment.



Showcase  
Investment  
Projects



Network  
with Potential  
Investors



B2B  
and G2B  
Meetings



Presentations  
and Deal  
Flow Meetings

**FIRM**  
FURNITURE INVESTOR  
ROUNDTABLE & MEET

PITCH | NETWORK | DEAL



**SCALE  
@ FIRM**

## THEMATIC ZONES @WOFX

Made in India

International



Showcase of leading  
Indian brands and  
manufacturers



Craftsmanship  
from different  
States of India



Contemporary  
designs & innovative  
concepts



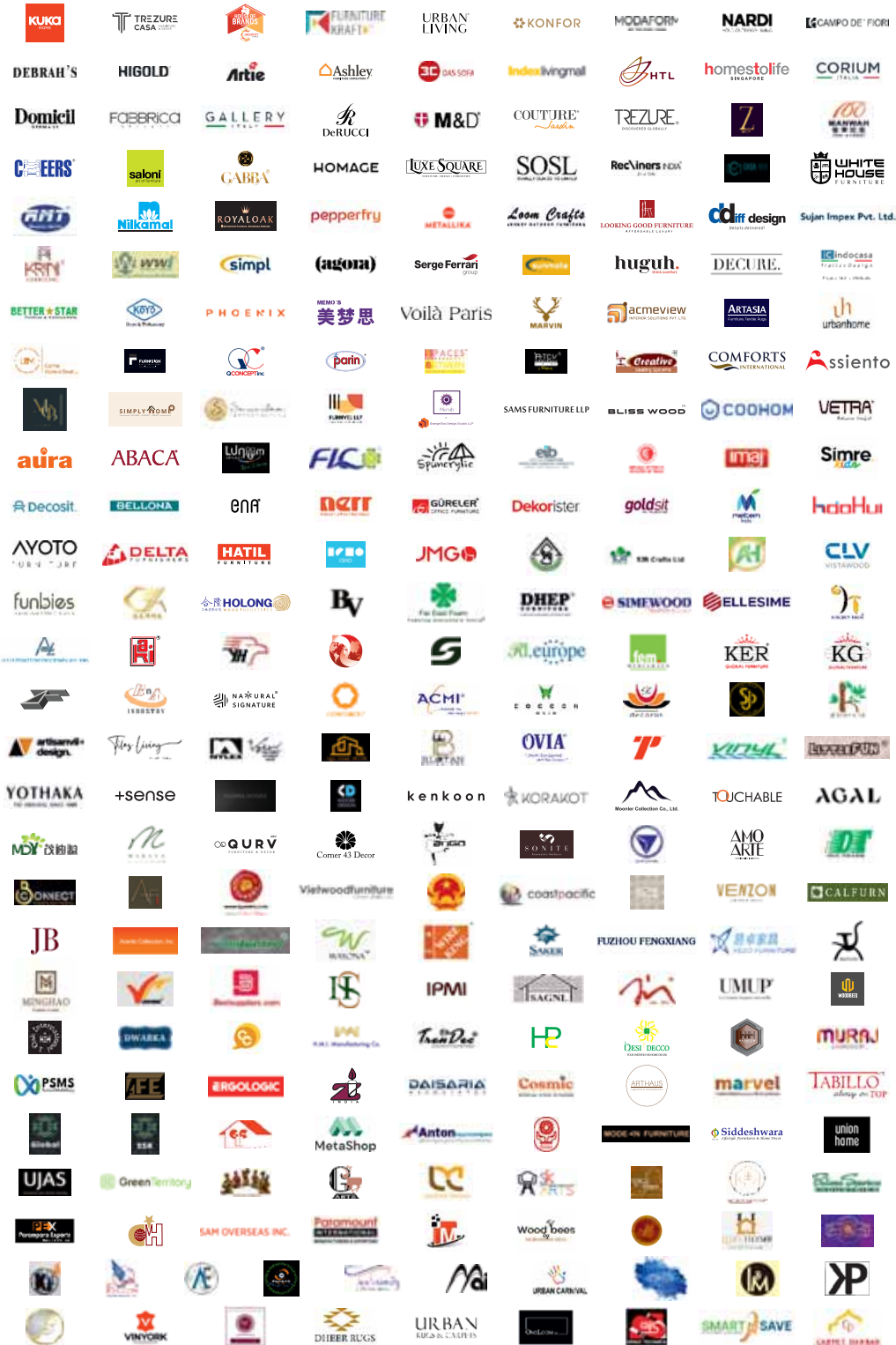
Hosting international  
brands and pavilions  
from across the globe



Contemporary  
designs from  
ASEAN countries



# BRANDS@WOFX



## EXHIBITOR PROFILE

Home  
Office  
Outdoor  
Modular  
Kids  
Handcrafted  
Plastic  
School/College  
Institutional  
Mattresses  
Carpets  
Décor



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### Industry Bodies Endorsed WOFX

Industry Partner



a-f-m-t  
ASSOCIATION OF FURNITURE  
MANUFACTURERS & TRADERS (INDIA)

Industry Association  
Partner



RAI  
RETAILERS ASSOCIATION OF INDIA

Skilling Partner



FPSC  
FURNITURE & ALLIED PRODUCTS  
SKILL COUNCIL

House of Brands Partner



HOUSE OF BRANDS

Trends Partner



WGSN



CREDIT-MOH THANE



AII  
All India Association of Industries



SME CHAMBER OF INDIA  
Empowering SMEs for Global Competitiveness



IIA  
INDIAN INSTITUTE OF ADVANCED STUDIES



FUMMA  
FURNITURE MANUFACTURERS & MERCHANTS ASSOCIATION



AIE  
ASSOCIATION OF INDIAN EXPORTERS



H&R



H&R  
HOTEL AND RESTAURANT ASSOCIATION  
WESTERN INDIA



HPMF  
HOME PRODUCTS MANUFACTURERS FEDERATION



IIA  
INDIAN INSTITUTE OF ADVANCED STUDIES



IIA  
INDIAN INSTITUTE OF ADVANCED STUDIES



AIE  
ASSOCIATION OF INDIAN EXPORTERS



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