



India's Only Dedicated International B2B  
**Furniture + Design Marketplace**



Furniture + Design Marketplace

# World Furniture Expo

**5-6-7  
DEC. 2024**

Bombay Exhibition Center  
Mumbai

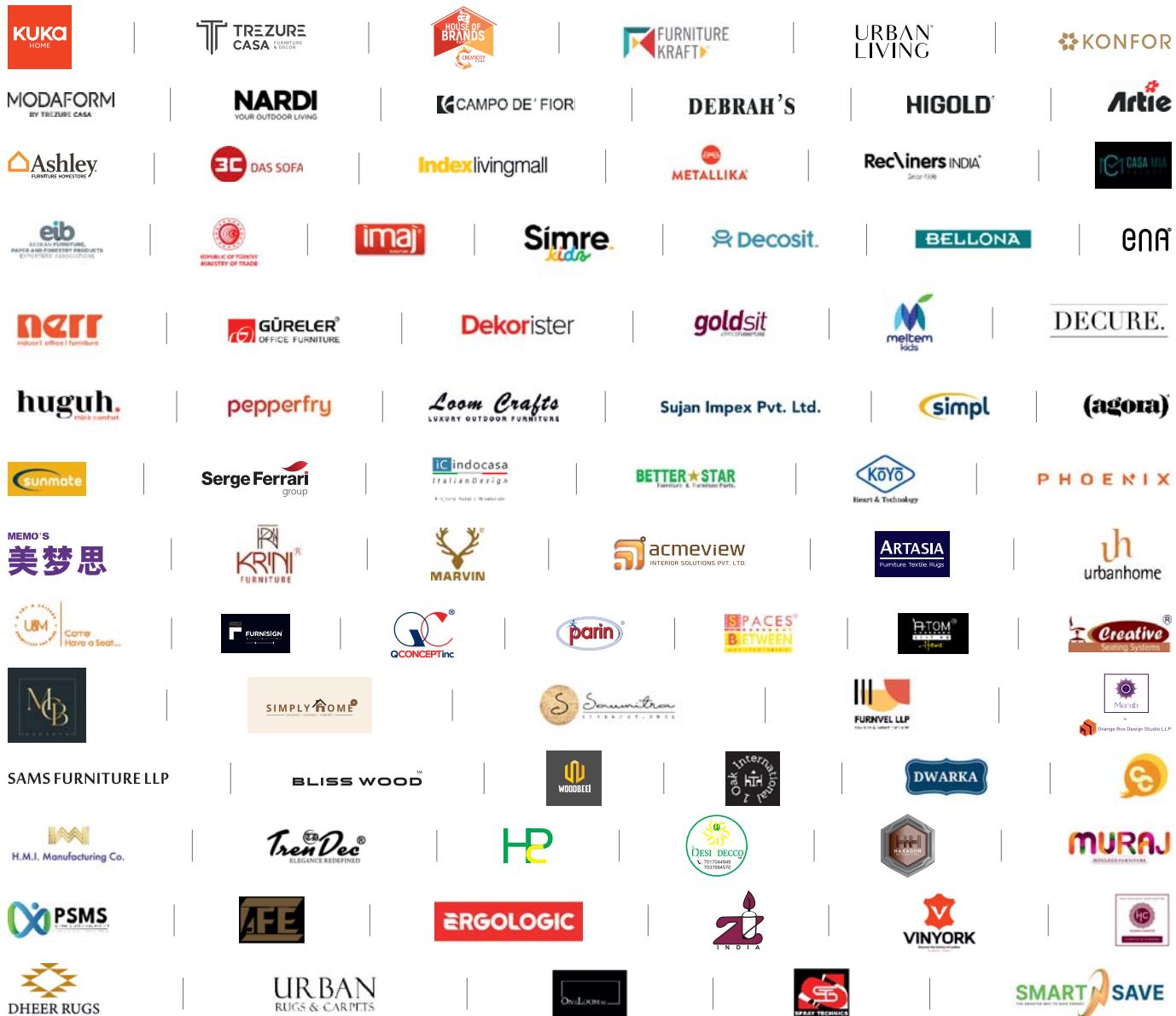


wofxworldexpo.com



## POST SHOW REPORT

### Featured Brands



### Industry Bodies Endorsing WOFX



### Supporting Media



## Show Summary



**100+**  
Exhibiting  
Brands from  
**11**  
Countries

**13,247**  
B2B  
Buyers



International  
Buyers from  
**21**  
Countries

Buyers from  
**26**  
States of  
India/UT



### WOFX 2024 – Empowering the Furniture+Design Industry & Harnessing Growth by Creating New Connections and Showcasing Contemporary Innovations.

WOFX 2024, India's leading international Furniture+Design B2B trade show, once again proved its mettle as the ultimate platform for industry collaboration, innovation and growth. Over three days, the event brought together 13,247 industry professionals, directly connecting them to the furniture and design sector, reinforcing WOFX's reputation as the premier B2B event for India's Furniture+Design industry.

WOFX 2024 is now well recognized by the industry as a pivotal platform connecting domestic and international brands and manufacturers with professional B2B buyers from across India and various countries on one business platform. The expo has emerged as a key gateway to market trends, cutting-edge technologies, and inspiring design innovations.

By bringing together industry professionals, suppliers and innovators from 11 countries, WOFX empowered Indian businesses to explore new opportunities, forge valuable partnerships, and strengthen their position in the dynamic furniture market.

From cutting-edge furniture to design solutions, trade buyers converged from 21 countries and 26 Indian States and UTs to explore unique products and directly negotiate business deals with Indian and international brands. From the Americas to the EU & UK, and from North Africa & the Middle East to Southeast Asia and South Asia, furniture and design businesses came together at WOFX positioning it as a powerful business enabler.

Catalyzing industry transformation, the expo showcased diverse products & designs that sparked new possibilities for India's furniture sector. WOFX not only facilitated sourcing but also drove meaningful change by fostering partnerships, sparking innovation and creating a thriving ecosystem for furniture and design businesses.

A force for knowledge exchange and inspiration, WOFX 2024 went beyond the exhibition floor, hosting insightful seminars that tackled vital industry topics like smart sourcing, skilling, infrastructure and international business strategies. Industry experts presented actionable insights, fostering growth and innovation across the sector.

The WOFX Awards celebrated excellence in design and innovation. Judged by leading architects and designers, WOFX honoured Indian and overseas participants for outstanding booth designs, innovative products, and exceptional creativity, further elevating the expo's prestige.

WOFX 2024 is the ultimate business catalyst. By connecting stakeholders from across India and the world, showcasing contemporary innovations, and facilitating knowledge exchange, WOFX has solidified its status as the premier international furniture and design sourcing event in India. Its impact resonates far beyond the exhibition, propelling the Indian furniture industry toward a brighter, more organised and connected future.



# Buyer's Profile



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



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



- ← Franchisees
- ← Entrepreneurs
- ← Agents
- ← Consultants



- ← Project Management Consultants
- ← Architects & Interior Designers
- ← Real Estate Developers
- ← HORECA
- ← Corporate Sourcing Heads
- ← Institutional

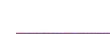
## International Buyers from 21 Countries

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

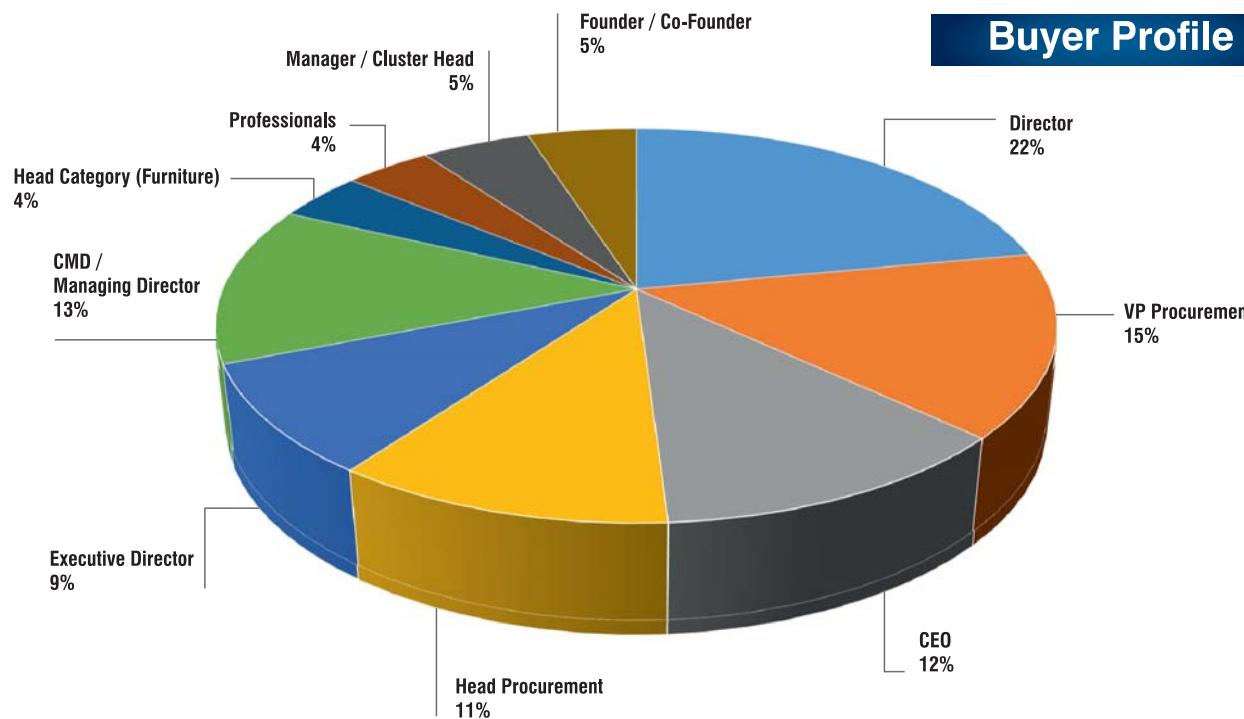
## Indian States and UT 26 States/UT

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

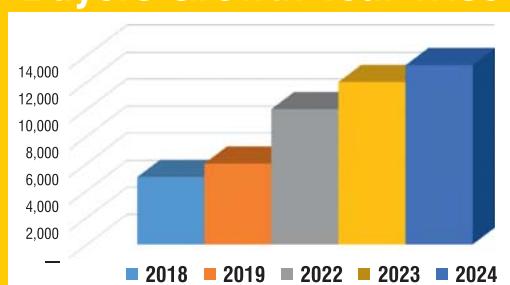
## Some of the Leading Buyer Brands



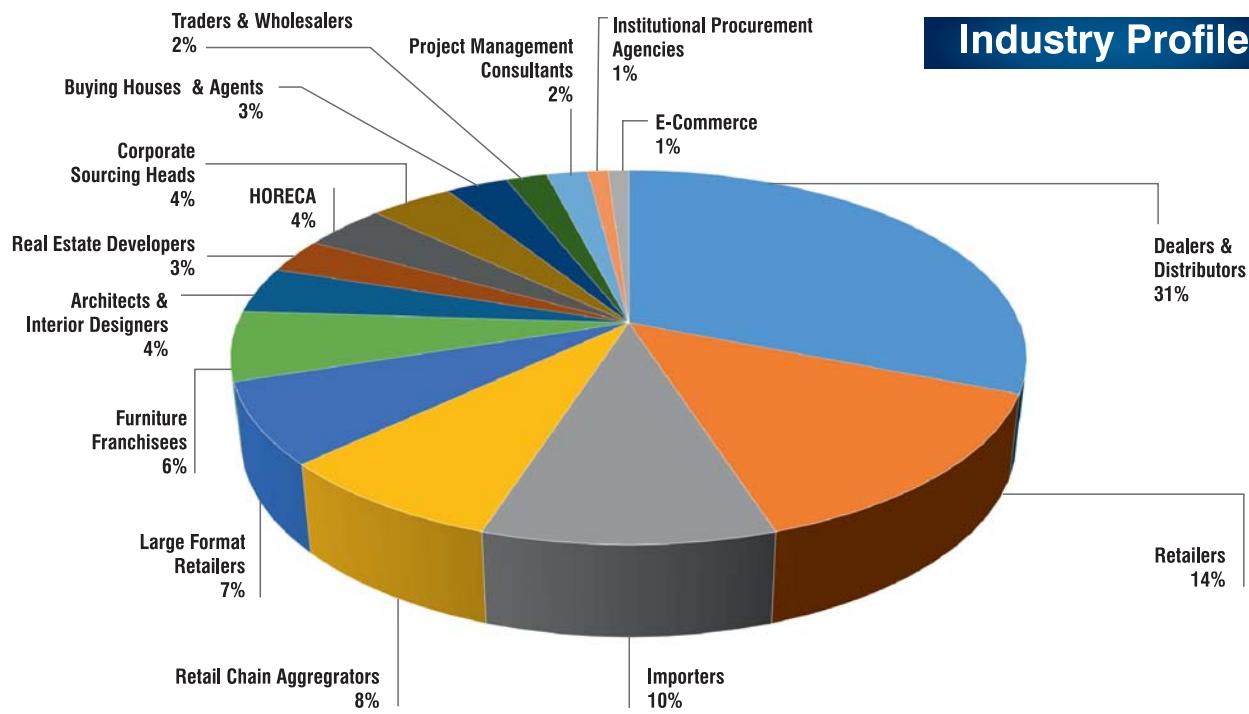
# Buyer's Report



## Buyers Growth Year Wise



## Industry Profile



## Exhibitor's Feedback

**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.



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

We are in the business of manufacturing upholstered furniture and seating solutions from our factory in Mumbai. 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.



**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.



**Masanobu Yamashita**  
**CEO, Koyo Corporation, Japan**

WOFX 2024 was a valuable experience for Koyo Corporation. The exhibition provided us with a unique platform to connect with the Indian furniture market and explore new business opportunities.



**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 who came from across India and we are going to show up again for WOFX 2025 next year.



**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 Creaticity, we've strategically entered the Indian market. Our initial experience at the exhibition has been incredibly positive. The quality of visitors and the overall atmosphere have exceeded our expectations. 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.



**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. Notably, we've observed a strong brand recognition among attendees, which is a testament to the growing influence of WOFX. We're confident that this year's participation will further strengthen our market presence and foster valuable connections within the industry.



## Exhibitor's Feedback

**Titus Lin**  
**General Manager, Better Star Co.**  
**Ltd, Taiwan**

WOFX 2024 was a highly professional platform for our business. As a dedicated B2B show, it provided us with the ideal environment to connect with qualified buyers and generate valuable leads. I am extremely pleased with my participation here.



**Leshani Goonewardene**  
**Head of Exports, Phoenix Industries Ltd, Sri Lanka**

WOFX has been an excellent platform for us to achieve our goal of connecting with dealers, distributors and wholesalers in India. From day one, the footfall has been remarkable, bringing us valuable interactions with retailers and distributors, particularly from Mumbai. The expo exceeded our expectations, offering outstanding opportunities to expand our network and strengthen our presence in the market. Overall, it's been an amazing experience, and we're pleased with the results.



**Dileep Kumar**  
**Vice President Sales & Operation,**  
**Recliners India, India**

Our participation in WOFX was a success. We were impressed by the quality of attendees, with a high concentration of serious buyers specifically focused on the furniture industry. The crowd was genuinely interested in exploring new products and connecting with exhibitors. We received a significant number of high-quality inquiries, and we are confident that these will translate into sales in the coming months. WOFX provided an excellent platform to showcase our brand and gain valuable recognition within the industry. We believe WOFX is poised to become the premier dedicated furniture show in the years to come.



**Amiet Rameshchandra Barot**  
**MD, Krini Furniture Pvt. Ltd., India**

Participating in WOFX 2024 has been an excellent experience. We received a great response from buyers across all categories, with an impressive number of inquiries and exceptional footfall. The best part was the quality of the buyers —100% B2B professionals. A big thank you to the WOFX team for organizing such a well-curated platform that truly delivers value for exhibitors.



**Hussaine Kesury**  
**Chief Business Officer, Pepperfry Ltd, India**

We have received an amazing turnout and witness many new trends here at WOFX 2024. Really happy to see the kind of efforts and innovations that are happening in the expo. It is good to see that this fair is showcasing so much different variety from India and international brands. WOFX provides a good blend, helping you visualize and plan, catch up with the industry and grow your network. The sessions on day 1 and 2 were very insightful and we look forward to the next edition of WOFX 2025.



**Harish Lunani**  
**Projects Head - India, Saumitra International, India**

We are pleased we could participate at WOFX 2024 and are delighted with the quality of clients we encountered at the show. Our primary objective was to connect with businesses like restaurants, cafes and bars seeking high-quality furniture to enhance their customer experience. WOFX provided the ideal platform to showcase our brand and achieve this goal. We are extremely satisfied with the results and are already looking forward to participating in future editions of WOFX.



**Priyesh Bhandari**  
**CEO, Simply Home / MCB Exports, India**

WOFX 2024 provided an excellent platform for us to promote our brand within the thriving Indian domestic market. We were encouraged by the strong buyer interest, with the first day seeing a good response, followed by two days of highly targeted and qualified leads. We received positive feedback throughout the show and were impressed by the professional organization of the event. We are confident in the future of WOFX and look forward to participating again.



“

## Buyer's Feedback

”



**Susheekumar Wankhed**  
President, Reliance Industries Limited India

“WOFX 2024 was a transformative experience, providing a remarkable platform for talented manufacturers and designers to shine on a global and pan-India stage and connect with industry leaders and innovators.”



**Aprajita Bhardwaj**  
Business Development Manager, Amazon India

“WOFX provided an outstanding platform for sourcing, networking, and building connections with top furniture sellers. The event offered a seamless experience to discover innovative products and establish valuable partnerships, making it a must-attend for anyone in the industry.”



**Kishan Panigrahi**  
Sr. Brand Manager, Flipkart India

“My main agenda for visiting WOFX was to explore new furniture designs, and it was fulfilled. The quality of the products exhibited is excellent. We were amazed by the home decor collection alongside the furniture. We connected with many new manufacturers, just as we have in past years with WOFX, for business opportunities.”



**Ashish Bhutda**  
CEO, Praxis Home Retail Limited 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.”



**Jogy Abraham**  
Dy. General Manager, Godrej & Boyce Mfg. Co. Ltd. India

“Impressed by the well-organized setup at WOFX! Looking forward to seeing even more renowned brands and innovative designs in the future.”



**Aditi Shah**  
Key Account Manager, IKEA India

“WOFX was a great platform, well organized with a wide range of high-quality furniture and interior solutions. Wishing WOFX continued success in setting benchmarks for future exhibitions.”



**Kinnar Majithia**  
Assistant General Manager, Reliance Retail Limited India

“Attending the World Furniture Expo (WOFX) was an exceptional experience. The event was impeccably managed, with a well-laid-out venue and stunning displays that truly showcased the industry's creativity. The highlight for me was the 'Smart Talk' seminar, which was both insightful and inspiring—a perfect platform for gaining valuable knowledge and ideas.”

“

## Buyer's Feedback

”

**Sourabh Sharma**  
Key Account Manager, Trident Hotels India



“WOFX was a spectacular showcase of creativity and craftsmanship, offering an excellent array of furniture across all categories. It showcased an impressive diversity and innovation on display, making it a must-visit event for anyone passionate about furniture, design and quality.”



**Minnath Kanchar**  
Manager Contract, Hiranandani Group India

“The show is the perfect B2B platform where we can explore a wide variety of furniture across different categories. Our visit to the show was focused on sourcing and connecting with vendors. The Smart Talk session with industry leaders was also amazing, and we exchanged contacts with many professionals. We would love to visit WOFX in the upcoming years.”

**Pravin Tambe**  
Asst. Manager, Chandak Group India



“It was a great experience connecting with renowned global brands and industry leaders. The show is a well-curated B2B platform for networking with passionate individuals from the industry.”



**Nidhi Tekwani**  
Principal Design Specialist, Asian Paints India

“Attending WOFX is always an exceptional experience. As a truly focused B2B platform, it offers great opportunities to connect with leading brands and industry professionals. Each visit is productive, enabling us to build on business relationships formed at the event. Highly recommended for anyone in the furniture and interiors business.”

**Oliver Fritz**  
CEO, HJH Office Germany



“The quality of furniture exhibited at WOFX is simply amazing. The hospitality we received from both the organizers and exhibitors at the individual booths was very polite and humble. We connected with almost all the brands showcased at WOFX and are excited to expand our trade business in the Indian market as well.”



**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.”

**Ketan Ghotge**  
Procurement Manager, Ajmera Realty Infra India Ltd India



“The event was well-organized. It was great to have vendors and suppliers from various locations, and the products they displayed were impressive. We now have personal connects with vendors and will reach out to them as per project requirements. We would love to attend such B2B Exhibitions dedicated to a particular industry in the future too.”



## Registration



## Opening Ceremony

Key stakeholders of supporting industry bodies, consulates and international trade bodies converge at the opening ceremony of WOFEX 2024





Brand Connect  
@  
**UDFx**  
Furniture + Design Marketplace





# Newspaper Advertisements



## Media Coverage



# Promotional Activities

## Promotion on Trade Portals

The image displays four separate browser windows, each showing a listing for the "WOFX World Furniture Expo 2024".  
1. Top-left window: Shows a general event listing for WOFX World Furniture Expo 2024, featuring the date (05-07 Dec 2024), location (Bombay Exhibition Centre (BEC), Mumbai, India), and a call-to-action button "Add to Event".  
2. Top-right window: Shows a detailed event listing for WOFX World Furniture Expo 2024, highlighting "Reach over 2M+ audience with 1 post!" and buttons for "Link Event", "Ask Question", and "Share Event".  
3. Bottom-left window: Shows a dashboard or event listing page with a sidebar menu (Dashboard, Messages, Event, View Events, My Profile, Logout) and a main area displaying two event cards for WOFX.  
4. Bottom-right window: Shows a detailed event listing for WOFX World Furniture Expo 2024, including sections for "Date & Time", "Location", and a "Tickets" button.

## Promotions on Social Media

The image is a collage of various social media posts and advertisements for the WOFX World Furniture Expo 2024, all featuring the expo's logo and branding.  
1. Top-left: A post encouraging attendance with the text "Be a part of Furniture + Design Industry Trade Platform". It includes a QR code and the URL "www.wofxworldexpo.com".  
2. Top-middle: An advertisement for "PREVIEW 1" featuring a modern sofa and a QR code. It includes the text "View Exclusive PREVIEW 1 for leading Indian & International furniture brands".  
3. Top-right: An advertisement for "FRANCHISEES" featuring a modern bedroom interior and the text "EXPLORE AN EXCITING FRANCHISING JOURNEY".  
4. Middle-left: An advertisement for "TRENDS PARTNER WGSN" featuring a futuristic interior design and the URL "www.wofxworldexpo.com".  
5. Middle-middle: An advertisement for "WHY YOU SHOULD ATTEND?" featuring a modern sofa and the text "ENGAGE IN DEALERSHIP & DISTRIBUTORSHIP OPPORTUNITIES WITH NEW FURNITURE BRANDS".  
6. Middle-right: An advertisement for "DEALERS & DISTRIBUTORS" featuring a wooden office desk and the text "MEET INDIA'S LEADING FURNITURE BRANDS & MANUFACTURERS".  
7. Bottom-right: An advertisement for "SHOWCASING THEIR PREMIUM FURNITURE COLLECTION FOR:" with a list including Home, Office, Outdoor, Handcrafted, and Institutional, along with a QR code.



# Gateway to Global Trade

## Our Services

### Exhibitions

- Show Organisers
- Show Management
- Consultants
- Show Representations
- Stand Construction
- Vendor Management
- Design & Printing
- Logistics Support



### Trade Promotions

- PR Management
- Print Advertising
- Website Designs
- Mobile Apps
- Interactive Media
- Publications
- E-commerce



### Marketing

- Trade Exhibitions
- Buyer-Seller Meets
- Business Missions
- Business Matching
- Seminars & Conferences
- Social Media
- Digital Marketing
- Telemarketing
- Online Promotions



SEE YOU  
**AGAIN**



Furniture + Design Marketplace

# World Furniture Expo

**4-5-6 DEC. 2025**

Bombay Exhibition Center, **Mumbai**

