

Glass & Metal Tableware



Essential sourcing intelligence for buyers

India manufacturer profiles

Detailed profiles of 27 suppliers with verified manufacturing and export credentials

Product & price trends

Prices and specifications of 199 top-selling export products ranging from mugs and bowls to wine coolers and trays

Design & material innovations

Coverage of the latest trends in style, materials and finish

June 2009

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

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GLASS & METAL TABLEWARE

Supplier capability in India

EXECUTIVE SUMMARY

Glass and metal tableware from India have gained international recognition for their exquisite craftsmanship, innovative designs and competitive prices.

India's English-speaking population and skilled workers, combined with its accessibility to raw materials, have helped the country establish its position as one of the major sourcing centers for trays, cups, plates and tabletop accessories in Asia.

The high interest in India's glass and metal tableware is the result of growing demand for quality merchandise that is reasonably priced. In fact, more than 65 percent of companies interviewed for this report anticipate their export sales to increase in next 12 months despite the current global financial crisis.

Most suppliers, however, expect the rise in material costs and unavailability, and price competition among exporters will continue to challenge their businesses in the coming months.

The price of stainless steel has increased by as much as 15 percent over the past 12 months, while brass and copper are at least 5 percent more expensive compared to early 2008. Although there is sufficient domestic supply of raw materials, tableware makers are reporting difficulty in sourcing the metal.

Intensifying competition from local and overseas suppliers has also forced many manufacturers to focus on product development.

The following are some of the key trends we see in India's tableware industry:

- Suppliers are optimistic about export sales in the coming months as consumers cut down on spending and cook their own meals at home.
- Exports in the line are expected to experience modest growth in the next 12 months, with some suppliers

anticipating the economic slowdown to ease in late 2009 or early 2010.

- More than half of interviewed manufacturers will increase export prices to keep up with production cost. Some suppliers are exploring other sources of raw materials to have more control over current prices of metal.

- The EU and North America will continue to be the top importers of India-made tableware, despite the drop in consumer demand in these regions. Makers will also focus on markets that they have substantial exporting experience such as South America and the Middle East.

- Companies will continue to upgrade their production facilities by purchasing equipment in the US, the UK, Greece, France, Japan, mainland China, Taiwan and South Korea.

This report covers the main types of tableware produced in India, including dinner, serve and drinkware and tabletop accessories.

The *Products & Prices* section details the features and price ranges of tableware manufactured in India. It also includes the latest trends in design, materials and finish.

The *Industry Overview* discusses key issues affecting exporters and elaborates on the composition of the industry, highlighting key characteristics of different types of suppliers.

Nearly all tableware makers in India are locally owned, with some having been in the business for more than 50 years. This report reflects the nature of the industry with all featured companies being wholly locally owned.

The production of tableware is concentrated in Mumbai, the National Capital Territory of Delhi and Moradabad. Some companies that have established their factories outside Delhi and Mumbai also maintain offices and showrooms in these two key cities to be more accessible to buyers.

In this report

- 22 in-depth company profiles
- 5 short company profiles
- 199 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

OBJECTIVE & METHODOLOGY

This *Indian 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, larger, midsized 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 companies 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.

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INDUSTRY OVERVIEW

India's handicrafts have gained worldwide recognition for their exquisite craftsmanship and intricate design. Its long history of working with metal has produced kitchen and housewares that combine function with art.

Glass and metal tableware are offered in traditional and contemporary models that reflect the country's varied cultural influences. Some pieces come with intricate patterns and embossed motifs, while others feature modern and minimalist styles.

The quality and uniqueness of India-made products have enabled it to become one of the main suppliers of dinnerware in Asia.

Total glass and glassware shipments reached \$344 million in 2007, up from \$237 million in 2005. This represents an increase of 45 percent in two years. Exports of table, kitchen and household items made of copper grew 18 percent during the same period to \$47 million.

The high interest in India's housewares is the result of growing demand for quality merchandise that is reasonably priced. In fact, more than 80 percent of companies interviewed for this report anticipate their export sales to either stay the same or increase in the next 12 months despite the current economic slowdown.

Challenges

Many tableware suppliers are looking at the global financial crisis as an opportunity to increase overseas sales and enter new export markets. With consumers reducing their spending by eating out less, some makers anticipate sales of kitchen and cookware to further increase. In fact, 40 percent of interviewed suppliers anticipate their revenue to grow by at least 10 percent in the coming months.

One major problem makers are facing is the rise in material cost. Prices of stainless steel have increased by as much as 15 percent over the past 12 months, while brass and copper are at least 5 percent more expensive compared to early 2008.

India is the third-largest supplier of crude steel in Asia after China and Japan. For the first four months of 2009, India produced nearly 18 million metric tons of crude steel, which is 10 percent of Asia's total output.

Although there is sufficient domestic supply of raw materials, tableware manufacturers are reporting difficulty in sourcing metal. To address this, some makers are purchasing materials from Thailand, Taiwan and mainland China. Jagdamba, for instance, utilizes stainless steel from Taiwan, South Korea and Finland that has been

Supplier summary

Suppliers surveyed	27
Export sales	\$52mn
Export ratio	79%
Capacity utilized	68%
Full-time employees	6,481

Data: All surveyed suppliers

shipped in by local distributors in the National Capital Territory of Delhi. Suppliers can also accommodate buyers' requests for imported materials.

Some makers are also equipped to process their own materials. P.P. Impex, for example, makes stainless steel CR sheets at its Gujarat facility. Occupying 4,000sqm, the workshop can produce 500 metric tons of sheets per month.

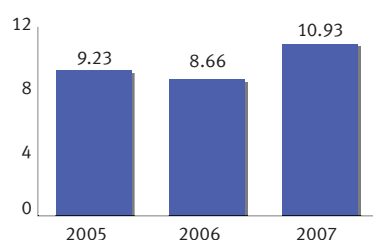
Fluctuations in the exchange rate are another challenge facing suppliers. The strong performance of the Indian rupee against the US dollar has had unfavorable effects on makers' profit margins.

From an exchange rate of Rs.39.42 to \$1 at the start of 2008, the rupee fell to Rs.51.68 in March 2009. After two months, the rupee rose again to Rs.46.87. Sudden changes in the exchange rate have prompted some makers to guarantee quotes for only two to three months, unlike before

Export value

Tableware & kitchenware

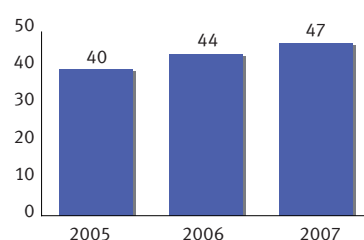
\$mn



Note: Includes HS code 6911 Tableware, kitchenware of porcelain/china

Copper table, kitchen & household articles

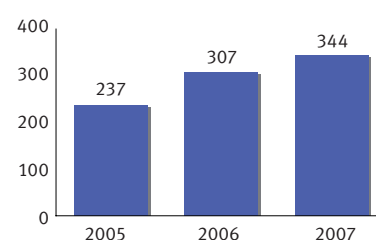
\$mn



Note: Includes HS code 7418 Copper table, kitchen, household articles

Glass & glassware

\$mn



Note: Includes HS code 70 Glass and glassware

Source: Trade Map developed by the International Trade Centre, www.intracen.org/mas

Ahmad Brass Corp.

Ahmad has been manufacturing and exporting high-end metal and glass home decorations and tableware since 1982. Products are sold through importers, distributors and retailers in more than 20 countries.

All output is sent overseas, 60 percent of which is shipped to the EU. North America and the Asia-Pacific region account for 20 percent, while the remaining 20 percent goes to other areas. The majority of orders are in-house designs. Ahmad also sells models under its in-house Progetto brand.

The product range includes bowls, sauce cups, plates, trays, wine coolers, buckets, and tabletop accessories such as vases, lanterns, ashtrays and candle holders.

Prices range from \$2 for napkin holders to more than \$30 for large-sized ice buckets. Double-wall wine coolers are available for \$25 to \$27.

Ahmad works with freelance European designers who are responsible for releasing at least two collections annually. Each ensemble

features about 15 new styles. Sampling time takes about 30 days.

The main materials are stainless steel, aluminum and glass. Wood is used in some models. All materials are sourced from local suppliers.

The company operates two facilities in Moradabad, Uttar Pradesh. The workshops are equipped with locally made machines.

There are 100 full-time employees. During peak months, up to 150 additional workers are hired.

Fifteen to 20 QC specialists visually inspect all pieces after each manufacturing phase and before packing and shipping.

The capacity is 100,000 pieces per month, while average output is 30,000.

Standard packaging materials are Styrofoam and corrugated carton, with other options available on request.

Lead time is 45 to 60 days. The minimum order requirement is 600 pieces for small items and 150 pieces for mid and large-sized products.

Payments can be made via L/C at sight.

Capability

Materials used

Glass	Yes
Brass	No
Aluminum	Yes
Copper	No
Stainless steel	Yes
Iron	No

Exports by product

Dinnerware	—
Serveware	50%
Drinkware	—
Tabletop accessories	50%

Exports by market

United States/Canada	10%
European Union	60%
Europe (non-EU)	—
Asia-Pacific	10%
Middle East	—
Other	20%

Company facts

Year established	1982
Head office location	Moradabad (Uttar Pradesh)
Ownership	Locally owned
Factory location(s)	Moradabad (Uttar Pradesh)
Full-time employees	100
Part-time employees	150
Total annual sales (all products)	\$5,000,000

Sales & output: Glass & metal tableware

Annual sales	•
Share of total sales	•
Annual export sales	•
Total monthly capacity	100,000 pieces
Average monthly output	30,000 pieces
Capacity utilized	30%
Average monthly exports	30,000 pieces
Export ratio	100%

• Information not disclosed

Contact details

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Moradabad, Uttar Pradesh, India

Popular export models



Model: 5050
Minimum order: 600 pieces
Packaging type: Carton
Delivery time: 45 to 60 days
Indicated price: •
Description: Chip and dip tray; stainless steel 18/8



Model: 5020
Minimum order: 600 pieces
Packaging type: Carton
Delivery time: 45 to 60 days
Indicated price: •
Description: Bowl; stainless steel 18/8



Model: 5001
Minimum order: 600 pieces
Packaging type: Carton
Delivery time: 45 to 60 days
Indicated price: •
Description: Champagne cooler; stainless steel 18/8



Model: 5002
Minimum order: 600 pieces
Packaging type: Carton
Delivery time: 45 to 60 days
Indicated price: •
Description: Ice bucket; stainless steel 18/8



Model: 5007
Minimum order: 600 pieces
Packaging type: Carton
Delivery time: 45 to 60 days
Indicated price: •
Description: Champagne bucket; stainless steel 18/8



Model: 5003
Minimum order: 600 pieces
Packaging type: Carton
Delivery time: 45 to 60 days
Indicated price: •
Description: Wine cooler; stainless steel 18/8

• Information not disclosed

PRODUCT GALLERY

Drinkware



Austenitic
(profile page 28)
Model: MH-5731
Minimum order: \$10,000, assorted items
Packaging type: Carton
Delivery time: 60 days
Indicated price: •
Description: Coffee mug; stainless steel, glass



Austenitic
(profile page 28)
Model: MH-5931
Minimum order: \$10,000, assorted items
Packaging type: Carton
Delivery time: 60 days
Indicated price: •
Description: Coffee mug; stainless steel, glass



Austenitic
(profile page 28)
Model: MH-6231
Minimum order: \$10,000, assorted items
Packaging type: Carton
Delivery time: 60 days
Indicated price: •
Description: Coffee mug; stainless steel, ceramic



Avon
(profile page 30)
Model: 17104
Minimum order: One TEU, assorted items
Packaging type: Carton
Delivery time: 60 days
Indicated price: •
Description: Tall mug; stainless steel; 250mL



Avon
(profile page 30)
Model: 17108
Minimum order: One TEU, assorted items
Packaging type: Carton
Delivery time: 60 days
Indicated price: •
Description: Cappuccino mug; stainless steel; in 210 and 300mL



Avon
(profile page 30)
Model: 17122
Minimum order: One TEU, assorted items
Packaging type: Carton
Delivery time: 60 days
Indicated price: •
Description: Cup and saucer; stainless steel; 150mL

• Information not disclosed

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