

Press release

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## The Voice India coach and Bollywood star Kanika Kapoor brings an Indian flair to Ambiente 2019

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**On 11 February Kanika Kapoor will be gaining a first-hand impression of the world's leading consumer goods trade fair in Frankfurt am Main. By visiting the event, she will bring a celebrity face to Ambiente's 2019 partner country, India. Covering three areas – Living, Giving and Dining – India will be showcasing itself to an audience from over 160 countries.**

Whether it's as a singer, a Bollywood star, a member of the Voice India jury or as head of her own fashion label, House of Chikankari, Kanika Kapoor always puts the emphasis on stylish elegance. Born in India and based in Lucknow, Uttar Pradesh, she has used her fashion label to develop the art of embroidery and textile decoration. This is one of many reasons why she is looking forward to seeing Ambiente, the world's leading trade fair, in person: "It's my privilege to be a part of one of the leading trade fairs of the world, Ambiente, and be invited to represent India on an international platform. I am looking forward to the overall experience, and it's immensely commendable to be able to bring over 160 countries together over five days", says Kanika Kapoor.



Kanika Kapoor, singer and member of the Voice India jury, is coming to Ambiente 2019.

Kapoor is visiting the world's biggest consumer goods trade fair on the Monday of the trade fair. She is hoping to gain a preview of the colours, trends and innovations that will dominate interior decoration in the coming season. For her, the main point of attraction will be the partner country presentation Hand Make as well as several leading Indian and international exhibitors.

Messe Frankfurt Exhibition GmbH  
 Ludwig-Erhard-Anlage 1  
 60327 Frankfurt am Main

Kanika Kapoor was born in Lucknow, India. Her first song, *Jugni Ji*, became a major commercial success in 2012. She started her Bollywood playback career in 2014 when she sang *Baby Doll* for the film *Ragini MMS 2* – a song that went viral and stayed in the charts for a long time. Further successes came with *Lovely* and *Kamlee* for *Happy New Year*. Kanika Kapoor also went on a concert tour through North America with Shah Rukh Khan and Deepika Padukone. She will be sharing her singing experience with young talents as a coach in the next Voice India series.

In 2016 she became a brand ambassador for the Swiss watchmaking company 88 rue du Rhone, an independent brand by Raymond Weil. She has also been a brand ambassador for Samsung since 2018. In addition to her career as a singer, Kapoor is involved in an NGO that promotes children's education.

Kanika Kapoor will be exploring Ambiente through a guided tour on 11 February 2019. To register for this tour and to request interviews for 11 February, please write to [presse.ambiente@messefrankfurt.com](mailto:presse.ambiente@messefrankfurt.com) by 8 February 2019.

Ambiente 2019 will be held from 8 to 12 February 2019.

#### **Information for journalists:**

Discover inspirational ideas, trends, styles and personalities in the [Ambiente Blog](#).

#### **Press information and photographic material:**

[www.ambiente.messefrankfurt.com/journalisten](http://www.ambiente.messefrankfurt.com/journalisten)

#### **On social media:**

[www.facebook.com/ambientefair](http://www.facebook.com/ambientefair) | [www.twitter.com/ambiente](http://www.twitter.com/ambiente)  
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[www.ambiente-blog.com](http://www.ambiente-blog.com)

#### **Hashtag: #ambiente19**

#### **Ambiente – a leading international trade fair**

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is "The Show" for the entire industry. The breadth and width of Ambiente make its unrivalled product range unique throughout the world. Ambiente 2018 featured 4,376 exhibitors and attracted 133,582 trade visitors from 168 countries, presenting classic and innovative products over five days. This most important global consumer goods exhibition offers a wide range of events, programmes for newcomers, trend presentations and award ceremonies, all at the same time.

#### **Background information about Messe Frankfurt**

Messe Frankfurt is the world's biggest trade fair, convention and event organiser with its own premises. It employs a workforce of 2,500\* at 30 sites and generates an annual revenue of around EUR 715\* million. Thanks to far-reaching ties with the relevant sectors and an

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Frankfurt am Main,

international sales network, the Group provides effective support for its customers and their business interests. By offering a wide range of services, both on site and online, Messe Frankfurt gives its global customers a consistently high level of flexible support in planning, organising and running their events. This wide range of services includes renting exhibition premises, trade fair construction and marketing, human resources and food services. The Group has its head office in Frankfurt am Main and is owned partly by the City of Frankfurt (60%) and partly by the State of Hesse (40%).

Further details from: [www.messefrankfurt.de](http://www.messefrankfurt.de)

\* Provisional key figures for 2018