

Kids India helps easy entry to the Indian toy market

- Limited visitor offer covering travel and accommodation costs
- Indian market experiencing high rates of growth

The countdown has started: the eighth edition of Kids India takes place from 15 to 17 September 2022 at the Jio World Convention Centre in Mumbai. It is regarded as India's most important international B2B fair for toys, children's products and sports goods. Since the previous exhibition in 2019, India has become even more attractive as a market for the toys industry. Kids India offers participating toy businesses at home and abroad the ideal framework for a market launch and for building their business relationships. International trade visitors may be able to take advantage of a limited travel cost scheme, allowing them even more scope to just relax and enjoy the fair. In addition, a wide-ranging programme of conferences and podium discussions will be running across all three days of the event.

Full trade fair programme in Mumbai

As a supporter of Kids India, the Sports Goods Export Promotion Council (SGEPC) has a special offer available. The 'Hosted Buyer Programme' is available for a limited number of international buyers. Amongst other benefits, this programme covers the full cost of a return ticket from the visitor's home country to Mumbai for arrival on 14 September 2022. Hotel accommodation in Mumbai for two nights is also included. At the fair itself, special 'Decision-maker meetings' are arranged for the visitors, providing direct contact with those responsible for sales in relevant organisations. Anyone interested in this offer will find an [application form](#) for the 'Hosted Buyer Programme' on the Kids India website.

More wide-ranging than ever

The market for toys in India is experiencing rapid growth at present. Forecasts suggest that for the period to 2024, sales will rise by 10 to 15% a year – way above the global average. The attractiveness of the market will be reflected at Kids India. From global brands to local players and newcomers, over 130 exhibitors from many different product categories will be presenting their innovative goods at the event. Alongside classic toys such as goods for babies and infants, dolls and plush fabric products, wooden toys and modelling, the varied product range also includes fields such as electronic and learning

toys. Complementing this world of products will be sports goods, playground equipment, school supplies and creative design products from the fields of craft and painting. And across all three days there will be a comprehensive conference programme with high quality speakers and interactive podium discussions.

“The anticipation is huge – India is still a very exciting place for the toy industry,” comments Christian Ulrich, Spokesperson of the Executive Board of Spielwarenmesse eG. “Kids India is a door-opener where interested businesses are given easy access to this market and can get to know its special characteristics from within.” Details of the programme and additional information on Kids India and exhibitors can be found at www.kidsindia.co.in.

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Note for editors: Reprint free of charge. Images are available at www.world-of-toys.org/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse India Pvt. Ltd.

On 1 April 2016, Spielwarenmesse eG opened Spielwarenmesse India Pvt. Ltd. in New Delhi, a subsidiary in one of the world’s most important growth markets. The company is responsible for organising the trade fair called Kids India, held annually in Mumbai since 2013.

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People’s Republic of China. Its **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.