

Tap into attractive markets with Kids India in Mumbai

- Exhibitor registration open now
- Good growth prospects for toys in India

The Indian toy market is one of the fastest-growing markets in the world. Companies interested in either making their first contacts in this exciting environment or expanding their existing business relationships have the opportunity to do so at Kids India. At the previous edition more than 120 exhibitors presented their products there. This year India's most important international B2B trade fair for toys, children's products and sports goods takes place from 31 August to 2 September in Mumbai. Once again it is being organised jointly by Spielwarenmesse India Pvt. Ltd., a subsidiary of Spielwarenmesse eG, and the Indo-German Chamber of Commerce – with the support of leading industry associations the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA).

Exhibitor registration is open

In two halls, Kids India has a broad portfolio to offer – from dolls, soft toys, wooden toys, writing implements, educational toys, electronic toys, model railways and model construction articles and products for children and infants to sports, leisure and outdoor goods. This makes it the right platform both for the larger companies in the industry and for interested startups. Alongside attractive seminars and interactive podium discussions, exhibitors have the possibility to get into conversation with international buyers from retail and wholesale chains. The fair's restart in 2022, following an enforced two-year break for the pandemic, attracted 5,476 trade visitors from 33 countries to the ultramodern Jio World Convention Centre in Mumbai. Businesses that are interested can register now for Kids India at www.kidsindia.co.in/exhibitor-registration. The first established companies have already secured their participation. Others will follow, as Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG confirms: "The response has been overwhelmingly positive and demand is already very high. We are expecting exhibitor numbers to rise further compared with what was already a very successful event last year."

Growing market

The toy industry in India is reporting excellent economic prospects: according to Germany Trade & Invest, it has the potential to grow in the coming year to three billion dollars. Turnover in the retail toy trade is expected to increase by up to 15% – some ten percentage points more than the global average. This is due to the demographic structure in India, with a very high proportion of younger people and a growing middle class with rising incomes and consumption. Consumers place great store by quality and sustainability. Moreover, well-known brands are just as much in demand as new products and trends.

Images are available at www.world-of-toys.org/media.

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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. Expanded coverage of the topic of licensing comes with **BRANDmate** in Offenbach. 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.