

Kids India 2027: New fair date and new market opportunities

- Return to the Jio World Convention Centre Mumbai
- Exhibitor registrations now open

Kids India will return in 2027 with renewed momentum. From 4 to 6 March 2027, the premium trade fair for toys, sporting goods, baby and children's products will open its doors at the Jio World Convention Centre in Mumbai. With the new spring date, the organiser, Spielwarenmesse India Pvt. Ltd., a subsidiary of Spielwarenmesse eG, is responding to the expressed wish of the Indian toy industry. This, together with the attractive location, provides ideal conditions for another promising event. Exhibitors and trade visitors will benefit from excellent opportunities to prepare early for upcoming trends and business prospects in the Indian market. By combining a modern exhibition centre with a strategic date, Kids India 2027 sends a strong signal to the industry.

Modern and future-focused

Kids India will once again take place at the Jio World Convention Centre — one of India's most modern exhibition venues and a hotspot for international trade events. The location provides excellent conditions for inspiring business opportunities and exchange between Indian and international market players. Kids India 2025 impressed with high visitor numbers, strong exhibitor participation and numerous innovative products. Building on this response, the upcoming 2027 edition aims to further strengthen the industry network and set new market impulses right in the spring. "The new date meets the needs of the industry and supports the continued strategic growth of Kids India. For the twelfth edition of the fair, we are expecting strong national and international participation", says Tanu Ailawadi, Managing Director of Spielwarenmesse India Pvt. Ltd.

Participate at Kids India 2027

The new free trade agreements between India and the EU, as well as between India and the USA, underline India's growing importance in international trade. This opens up new perspectives for the toy industry. Kids India 2027 is the ideal platform to profit from these new opportunities efficiently and to establish business contacts across borders in one place. The new date enables companies to present innovations early and to plan their trade fair presence strategically. Exhibitor registration is now open, and participating

companies can expect a high-calibre professional audience, diverse networking opportunities and international visibility. They can once again draw on the organiser's expertise and the support of the leading industry associations: Sport Goods & Toys Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA).

Further information about Kids India and registration is available at www.kidsindia.co.in.

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 in Mumbai since 2013.

Spielwarenmesse eG

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The Company's own subsidiaries in the key locations of **China** and **India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmania** in Essen, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG (www.spielwarenmesse-eg.de) is active all year round.