India's largest B2B fair for toys, children's products and sports goods

World of Toys Pavilion - International Exhibitors

India's number 1 industry platform

- Successful track record for doing business and networking since 2013.
- 6,000+ top quality trade visitors from India and abroad.
- Attendance of buyers and purchasing decision-makers from large to small retails stores, distributors, wholesalers, importers and e-commerce platforms.
- 160+ companies from renowned brands to new innovative players presenting their latest products and trends.
- Effective brand promotion through various marketing opportunities.
- Coverage in national and international media.
- Highly professional event management built on 70 years of international trade fair expertise of Spielwarenmesse®.
- Support of The Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturer's Association (TAITMA).
- Travel reimbursement program for international buyers under the aegis of the Government of India.
- Educative seminar program and interactive panel discussions.

Product Groups

- Soft Toys
- Dolls and Role Plays
- Educational Toys and Games, Learning and Experimenting

- Technical and Action Toys
- Electronic Games, Multimedia
- Games, Puzzles, Cards, Children's Books and Music

- Wooden Toys
- Baby and Infant Articles
- Party and Festive Articles, Costumes

- License Products
- Model Construction Hobbies
- Model Railways and Accessories

- Creative Design
- School Articles, Stationery
- Handicrafts Gifts and Souvenir Articles

- Sports, Leisure, Outdoor
- Playground Equipment
- Testing, Inspecting Institutes and Certification Services

Special Areas

Highlights school articles and stationery

Explores sporting & outdoor games products

Showcases the trending products of the year

Presents international companies

Showcase your startling products

81%
of exhibitors already decided to take part in Kids India 2019

84%
had on the spot successful sales talks

"As the prime industry association our main interest is to work towards the overall growth of the Indian toy industry. Kids India has been able to nurture this interest of ours by providing our members with this one and only platform to showcase their vast potential and to do business at a single platform in India. We are absolutely proud of our association with Kids India."

- Manish Kukreja | President | **The All India Toy Manufacturers' Association**

"With the debut of sports section in 2018 the show has become even more versatile now. Kids India is the only trade fair in India that we support as it is the most important and successful platform for the industry as a whole."

- Tarun Dewan | Executive Director | **The Sports Goods Export Promotion Council**

Connect with the top buyers

90%
of visitors already decided to visit Kids India in 2019

94%
of the visitors influence purchasing decision making in their companies

"Kids India is the only platform in India that serves the industry as a whole. It has undoubtedly made it very convenient for retailers/e-tailers like us to interact with the right manufacturers in the industry not only on a PAN India basis but also with international suppliers. Kids India has also made it very easy to keep track of the latest trends in the toy industry. With new additions of services and themes every year it also keeps the excitement alive for the attendees."

- Nikhil Dua | Category Head - Toys & Stationery | **Snapdeal.com**

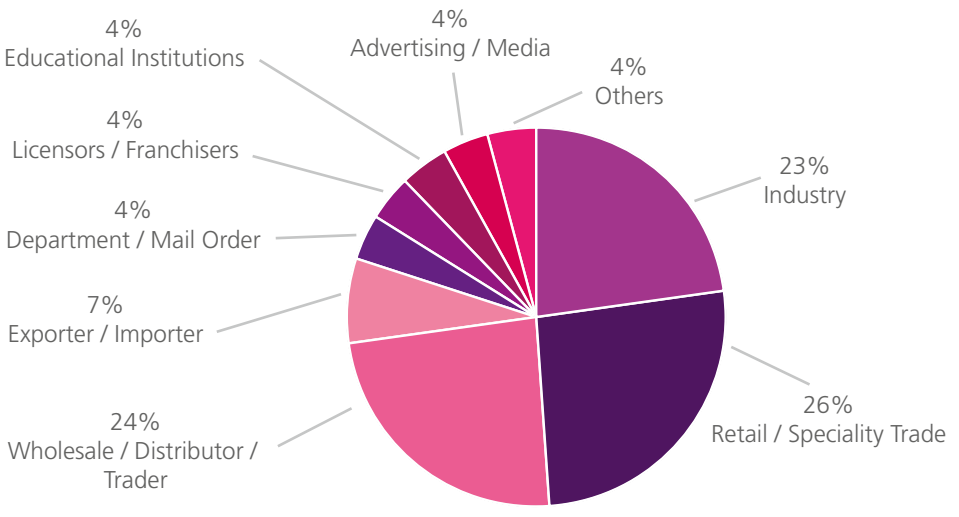
"Kids India has always been a very productive trade fair for us. Presence of every product group presented by a variety of suppliers across the country and abroad under one roof is very convenient and fruitful for any retailer."

- Debadipta Ghosh | Merchandiser- Toys | **Me N Moms Pvt. Ltd.**

"We visit Kids India every year and it is always a very good experience. It is the perfect platform where we can meet our existing partners and find new ones, all at one spot. This year we came across a lot of new additions and the latest trends which were especially interesting for us. Overall it was a well organized trade fair"

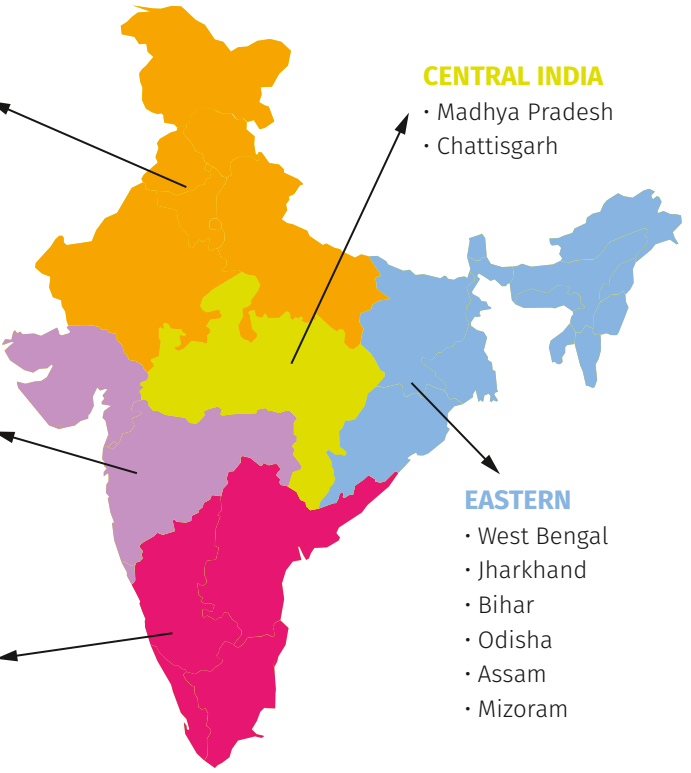
- Aarti Doshi | Senior Business Development Manager | **Hopscotch.com**

Visitor Profile



5,356 Visitors

India: Visitors from 22 states



NORTHERN
- Delhi
- Uttar Pradesh
- Haryana
- Punjab
- Uttarakhand

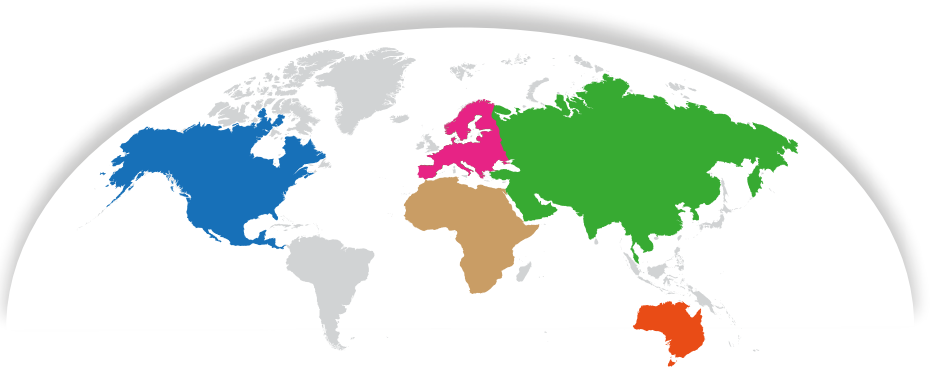
CENTRAL INDIA
- Madhya Pradesh
- Chattisgarh

WESTERN
- Maharashtra
- Gujarat
- Rajasthan
- Goa

EASTERN
- West Bengal
- Jharkhand
- Bihar
- Odisha
- Assam
- Mizoram

SOUTHERN
- Telangana
- Tamil Nadu
- Kerala
- Andhra Pradesh
- Karnataka

Global: Visitors from 31 countries



AFRICA:
- Bostswana
- Ghana
- Mauritius
- South Africa
- Sudan

ASIA:
- Bangladesh
- China
- Hong Kong
- Indonesia
- Japan
- Korea
- Kuwait
- Malaysia
- Nepal
- Philippines
- Saudi Arabia
- Singapore
- Sri Lanka
- Tajiskistan
- Thailand
- UAE

AUSTRALIA:
- Australia

EUROPE:
- Austria
- Belgium
- Denmark
- France
- Germany
- Netherlands
- UK

NORTH AMERICA:
- Mexico
- USA

Why India?

▸ One of the fastest growing markets in the world with a huge potential: over 350 million children 0-14 years.

▸ Increasing middle class with rising income and willingness to consume signifies an enormous purchasing power.

▸ Changing attitudes towards the value of play and a growing quality awareness in the society.

▸ Decline in the average number of children per family is leading to increased attention to quality and premium toys.

▸ Growing urbanization and rise in e- commerce lead to a better access to quality products.

Join the winners

"India is the upcoming major market and now is the right time to act and start building the foundations and find the right distributors. Kids India plays a crucial role in doing so and is definitely the most important platform in India."

- Gerardo Gonzales | Sales Manager | **Latex Occidental Exportadora, S.A. De C.V.**

"Kids India is an important try to enter into the india market and we see a good potential for new business in India."

- Klaus Schuppan | CEO | **Loick Biowertstoff GmbH, Germany**

Participation Fee

Raw space only (excluding stand construction | Empaneled Stand Building Agency would be recommended) - **min. 24 m² area** - **Euro 200 per sqm. + GST***

Space with shell scheme package (including stand construction) - **min. 9 m² area**
Euro 220 per sqm. + GST*

Registration fee
Euro 150 per company + GST*

Inclusions in a 9m² stand:

- 1 table
- 3 chairs
- 1 info counter
- 3 wooden shelves
- 3 spotlights
- 1 socket
- 1 waste bin
- Carpet
- 1 electric socket including electricity consumption
- White panels (2.5 meters)
- Backlit Fascia with company name
- Company details in fair catalogue (online & printed)
- Company logo in Hall plan (onsite)
- Stand cleaning service

**GST @ 18% will be charged on the above mentioned prices. Subject to change as per government rules.*

For your successful participation!

Benefit from our full service offer and comprehensive know-how. We are here to support you before, during and after the show with value added services:

Personal support
Competent advice and support from our experienced team in Germany and India.

Catalogue
Benefit from your company listing in the print and online versions of the official fair catalogue.

Online seminar
Free online seminar about fair preparation, implementation and follow-up to help make your participation a success.

Shell scheme package
Enjoy the advantages of booking a shell scheme package that includes stand construction, basic stand equipment and power supply.

Online Exhibitor Service Manual
A comprehensive personal online service manual for your participation through which you can book all the services you need quickly and easily.

Marketing measures
We offer you various opportunities to market your company and products before, during and after the fair.

Travel and Accommodation
Utilize our travel partner for easy accessibility of various accommodation and conveyance options

Supporting program
Besides the opening event and exhibitors evening, an informative seminar and workshop program runs parallel with the fair. This provides you an ideal platform for business, networking and learning.

September 26-28

2019 | Thu - Fri - Sat
10:00am - 6:00pm

Hall IV, Bombay Convention & Exhibition Center, Mumbai

kids india

Your Contacts

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Organized by

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Supported by

Sports Goods Export Promotion Council

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