

Kids India première attracts exhibitors from all over the world

- Kids India in the Bombay Convention & Exhibition Centre from 24–26.10.2013

More than 100 exhibitors are expected to catapult Kids India as India's grandest exposition on the Toy Industry. Participating companies include most leading brands such as Mattel, Funkskool, Simba Dickie, Frank Educational Aids, Chicco, Hexbug, Toyzone Impex, Jasco Handicrafts, Zephyr, Brightway Exports, Hanung Toys & Textiles, Universal Legguard Works, Shinsei, Playcraft, Peacock Toys, Pleasantime Products, Wasan Exports and many more.

Kids India 2013 has generated an excellent interest from toy manufacturers' right from the announcement of the show. "At the premiere event of Kids India 2013 in Mumbai, we are looking forward to showcasing our upcoming 2014 spring line to our customers, meeting and interacting with potential new customers and most importantly network and share learning with our industry colleagues", says Karun Gera, Country Manager, Mattel Toys India.

Shree Narayan Sabharwal, Business Head, Simba Toys India believes that "The event will give toy manufacturers and retailers a platform to come together to engage on issues straddling the industry and explore growth opportunities."

"We welcome and support Spielwarenmesse's initiative in launching Kids India. We are confident that they will be successful in setting a benchmark in creating an ultimate interface between the world's best toy manufacturer and the toy fraternity", says Mr. John Baby, CEO, Funkskool India.

Spielwarenmesse eG is to organize Kids India for the first time in the Bombay Convention & Exhibition Centre from 24–26.10.2013. On 4.500 sqm, exhibitors from all over the world will present their products there. In its organisation of Kids India Spielwarenmesse eG cooperates with the Indo German Chamber of Commerce (IGCC), the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers Association (TAITMA). The B2B fair Kids India will showcase toys, baby articles, licensed products, sports articles, leisure and hobby products manufactured in India and abroad. Companies from Germany, Korea, Macau, Poland and Spain have already signed up for the World of Toys Pavilion. This international pavilion is organized by Spielwarenmesse eG.

More information about Kids India is available at www.kidsindia.de. For further details and participation, please contact

Ms. Tanu Ailawadi

Indo-German Chamber of Commerce

Tel.: +91 11 / 4 71 688-22

E-Mail: tanu@indo-german.com

15.07.2013 – ta/sd

Spielwarenmesse eG

Spielwarenmesse eG is a trade fair organizer and marketing services provider for the toy industry. The Nuremberg company organizes the world-leading **Spielwarenmesse** in Nuremberg, **Kids India** in Mumbai and **Toyzeria** in Istanbul. The spectrum of services provided by the cooperative includes industry campaigns and the international fair programme **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit in pavilions at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. These include the subsidiaries, Spielwarenmesse Shanghai Co., Ltd., which is responsible for China, and Spielwarenmesse Middle East Fuarçılık Ltd. Şti., which is responsible for Turkey, the Near East and the Middle East. The cooperative also holds a stake in the Russian exhibition company RNTA Expo, which organizes **Toys & Kids Russia** in Moscow. The complete company profile can also be seen on the Internet at www.spielwarenmesse-eg.com.

Kids India, Mumbai

Kids India in Mumbai is organized by the Nuremberg fair and marketing services provider Spielwarenmesse eG. The international trade fair for kids' articles covers toys, baby articles, licensed products and articles for sport, leisure and hobbies. Kids India takes place annually in the autumn in the Bombay Convention & Exhibition Centre (BCEC). Spielwarenmesse eG is supported by the Indo-German Chamber of Commerce (IGCC) in the organization of Kids India. More information about the premiere of Kids India from 24–26 October 2013 is available on the Internet at www.kidsindia.de.