

Kids India 2014 ends with strong growth for exhibitors and visitors

- 153 exhibitors and 5,726 visitors met at Kids India 2014 in the Bombay Convention & Exhibition Centre
- Free seminar and workshop programme rounds off the fair activities
- All information about Kids India at www.kidsindia.de

Kids India, the newest trade fair from Spielwarenmesse eG, continues on the road to success. The second edition of Kids India also presented a convincing concept and attracted visitors and exhibitors from all provinces of India and beyond the country's borders. Altogether 153 exhibitors and 5,726 trade visitors took part in the Indian trade fair from 18–20.9.2014, which is 40 per cent more exhibitors and 10 per cent more visitors than at the premiere of the Indian B2B fair the year before. (Kids India 2013: 108 exhibitors and 5,200 visitors)

The fair organizer, Spielwarenmesse eG, enlarged the display area from 6,200 m² to 8,700 m² due to the big demand. "We are delighted that Kids India has positioned itself so quickly in the Indian market," says Ernst Kick, CEO of Spielwarenmesse eG. "My team organizes many trade fairs all over the world, but it is something special for us when a new fair is so successful in such a short time. In my view the fair has become established in and for India," says Kick.

The fact that Kids India has the right concept is also shown by the satisfaction of the exhibitors. "Kids India is one of the finest toy fairs that is being organised in only its second edition. We met with both buyers and manufacturers from across the country along with a few global participants as well. It has been a great exposure for the brand and we are looking forward to a long term association and an even bigger participation next year", says Rajesh Vohra, CEO of Artsana India / Chicco.

Rahul Bhowmik, Director Marketing at Mattel Toys (India) Pvt. GmbH, also favours Kids India. "For several years Mattel has been associated with Spielwarenmesse in Germany with the world's biggest Toy Fair in Nuremberg, and in India we are proud to have been a part of the premiere edition of Kids India in 2013. This year too, we are delighted with the wonderful platform we have got to showcase our core brands and comprehensive portfolio and we now look eagerly forward to participating at Kids India 2015."

Shree Narayan Sabharwal, Managing Director India of Simba Toys Middle East / India shares this positive verdict: "We were very excited about the second edition of Kids India as it is a great opportunity to showcase our products and also understand the current trends and nuances of the Indian toy sector. We had a tremendous turnout of visitors and business inquiries this year as well. The quality of the event was excellent and participation was above our expectations with many international brands being present at the fair. Needless to say we are already looking forward to the next edition."

"I would like to thank the team at Kids India for putting up an excellent show for the 2nd time. Just like last year, this year as well we received tremendous response to our products and met many quality visitors. Kids India profits from the experienced organization team, which also organizes Spielwarenmesse in Germany. Especially this professionalism gives the annual Kids India a certain charm. It also offers a solid platform for the toy industry in India, which is still small. I'm sure that Kids India will grow from year to year and become more international", says Jitin Prashar, Director of Anacra Merchandise Pvt. Ltd.

Most of the visitors also want to attend Kids India again next year. The professional audience is agreed that Kids India is the business platform for the Indian toy industry. Philippe Guinaudeau of Kidz Global characterizes Kids India in three words: "professional, excellent and efficient." The industry expert from France particularly praises the fair's concept: "While walking down the aisles, the show looks perfect. All steps to get to business are without a hitch and opportunities for the companies just great. It's the Nuremberg toy fair Spielwarenmesse in Mumbai."

Ursula Meili from Micro Mobility Systems Ltd. in Switzerland is also very satisfied with Kids India. "I'm extremely surprised about how much I profited from Kids India. I've now got a much better insight and understanding of the Indian toy industry and the Indian toy market. I have also made a few very valuable contacts."

"This was our second visit to the show. The quality of the stands and products on display was very impressive. It was a very professionally organized fair and an excellent opportunity for us to interact and build business relationships with such an extensive gamut of manufacturers under one roof.", says Deepti Marlapalle, Associate Director – Toys & Baby at Flipkart.

Manufacturers, buyers and retailers were all specifically concerned with the value of play at Kids India. As part of the fair initiative "Value of Play" there was a panel discussion with top-class speakers from the "Value of Play" committee and a donation campaign by the exhibitors. The panel discussed the development of play and the development potential of children through play with the audience, but this was not only confined to theoretical statements. Many exhibitors at Kids India took part in the "Value of Play" donation campaign, which made it possible to hand over a large number of donated products to the non-governmental organization Magic Bus. 25 beaming children accepted the toys on behalf of the 300,000 children the Magic Bus mentor programme reaches every week.

Kids India also offered its participants a free seminar and workshop programme, which discussed new trends and technologies. All the topics can be found at www.kidsindia.de/fair-facts/programme. The next Kids India takes place from 24–26.9.2015 in the Bombay Convention & Exhibition Centre in Mumbai.

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Overview of Kids India 2014

List of exhibitors at Kids India: www.kidsindia.de/fair-facts/exhibitors-list

Programme of Kids India: www.kidsindia.de/fair-facts/program

Registration for Kids India: www.kidsindia.de/visitors

Kids India on Facebook: <https://www.facebook.com/events/474309822675537/>

Kids India on Pinterest: www.pinterest.com/spielwarenmesse/kids-india-2014

Press photos: www.spielwarenmesse.de/photos

Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg company organizes the world-leading **Spielwarenmesse®** in Nuremberg, **Kids India** in Mumbai, **Toyzeria** in Istanbul and **Insights-X** in Nuremberg. The spectrum 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 in pavilions at trade fairs in Asia and Russia. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries and two subsidiaries, Spielwarenmesse Shanghai Co., Ltd. with responsibility for the People's Republic of China, and Spielwarenmesse Middle East Fuarçılık Ltd. Şi., which is responsible for Turkey, the Near East and the Middle East. The cooperative also holds a major stake in the Russian exhibition company RNTA Expo, which organizes **Kids Russia** in Moscow. **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 seen on the Internet at www.spielwarenmesse-eg.de.

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 Kids India is available on the Internet at www.kidsindia.de.