

Kids India 2015 displays the potential of the toy industry through organic growth

- Over 150 participating exhibitors & over 350 brands, domestic & global
- Industry seminars & workshops on licensing, play and academic learning, trade potential in the toys sector
- Innovative product showcase

Mumbai, 26th September, 2015 – Kids India 2015, India's only international B2B trade event serving the toy industry reiterated the industry's potential and defined the roadmap for India to manufacture in India, in line with the current national policy of Make in India. The trade show now in its third edition organized by Spielwarenmesse eG concluded on 26th September. Spread over 8,500 m² of gross display area at the Bombay Convention & Exhibition Centre, Goregaon, Mumbai. Key players of the toy industry, both domestic & global, congregated to connect, share and ideate.

Spread over three days, the event provided an industry platform for international buyer-seller meets to domestic manufacturers, distributors, exporters/importers, consultants and trade bodies. The trade show had an industry congregation of about 150 exhibitors and was visited by Indian as well as foreign buyers including delegates from Malaysia, Mongolia, Nepal, Sri Lanka and UAE amongst others. Participating companies included Funkskool, Simba, Chicco, Frank Educational Aids, Green Gold, Zephyr, Playgro etc.

Discussions on various issues & the need and scope for innovations, conceptualization through organic growth was well covered & well received by audiences participating in the various workshops & seminars at the trade fair. Topics covered through these seminars/workshops included: Future of Licensing in India, Children's Play and Academic learning: Intricacies and Management, 3-D Printing solutions for the Toy Industry, Trade Potential in the Toys Sector: Quality and safety Requirements & Quality Infrastructure for Enhancing Exports. Key speakers included experts like Jiggy George, Founder/CEO, Dream Theatre Pvt. Ltd.; Nagarajan Subramaniam, Managing Partner, En Theos Consulting, Prof. Dr. Christian Thorun, Director, ConPolicy GmbH - Institute for

Consumer Policy and S. Vijay Kumar, Additional Industrial Advisor, MSME TC (WR), Ministry of Micro, Small & Medium Enterprises (MSME), Government of India.

Addressing the seminar "Future of Licensing in India" as a panelist, Sharad Devarajan, Co-Founder & CEO, Graphic India stated *"With 600 million people under the age of 25, the youth of India will transform not only India's entertainment and merchandising landscape but also the world's. Yet despite having the world's largest youth market, India has one of the smallest shares of the annual US\$100 Billion global character and entertainment licensing industry. For the Indian character licensing industry to rise, the entire eco-system needs to work together, and fortunately 'Kids India' is one of the rare conferences where retailers, manufacturers and IP owners can discuss opportunities, challenges and collaboration to move India forward. I am honored to have been a part of it."*

Special set ups likematchmaking centre to facilitate business networking & solution was well received by business visitors. The urgent need for development of manufacturing zones & favourable policies relating to custom duties on import, sourcing was unanimously highlighted by all participating brands.

Commenting on the issues plagued by domestic SME's, Mr. Sarabjeet Singh, CEO, Centy Toys stated *"The growth for SME/MSME sector in the domestic toy sector is heavily dependent on innovative designing & conceptualization of products. Development of manufacturing capability & growth of the ancillary support industry to toy manufacturers are key issues hampering the growth of the domestic sector, currently dominated by the unorganized sector. High custom duty on imports of raw material & machinery suitable for toy manufacturing from China, severely affects a very price sensitive domestic market currently influenced by rising number of distributors importing products, mainly from China. A platform like Kids India offers a lot of potential for the domestic SME sector to network & display innovative quality products to potential buyers & distributors"*.

The show has been well received by industry with support from Sports Goods Export Promotion Council (SGEPC), The All India Toy Manufacturer's Association (TAITMA) and the Indo-German Chamber of Commerce, Concluding the event, Ernst Kick, CEO, Spielwarenmesse eG stated, *"The increased participation of exhibitors & the rise of repeat participants highlight's the importance of a B2B trade fair like Kids India. The number of participation this year has forced us to book an additional hall for the subsequent year to accommodate the expected growing number of exhibitors both domestic & global. Through Kids India we have been able to successfully display the manufacturing & retail potential India has to offer. Through favourable policy decisions & development of special manufacturing zone. The domestic toy sector holds great potential to become a key contributor to the National GDP. We at Kids India are delighted to be able to showcase this potential."*

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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 / Kids Turkey** in Istanbul and **Insights-X** in Nuremberg. 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 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. Şti., which is responsible for Turkey, the Near East and the Middle East. The cooperative holds a major stake in the Russian exhibition company Grand 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.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 Kids India is available on the Internet at www.kidsindia.de.