

## Press Information

### Kids India 2018 with all new spirit!

- Application forms for Kids India 2018 are out
- Launch of special area, Sports Arena focussed on health, leisure and outdoor products

With the launch of its brand-new website, Kids India 2018 is in all new spirits for the upcoming fair which is organized by Spielwarenmesse India Pvt. Ltd. Companies can apply now for their participation on [www.kidsindia.co.in](http://www.kidsindia.co.in). “More than 90 percent of the exhibitors were extremely satisfied with the quality of trade visitors at Kids India 2017. A considerable number of companies has already confirmed their participation for 2018. We recommend companies to apply now to get their desired space” said Ms. Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd.

#### **Special Areas focused on the rising demand of sports and leisure products and other market trends**

With the rising awareness on the importance of healthy life style consisting of physical activity for children among the parents in India, Kids India 2018 will highlight this product group and give visitors the chance to explore products related to sports, leisure and outdoor activities at the new “**Sports Arena**”.

As Kids India is a platform tailored to the Indian market, the focus on school and stationery articles in the **Back to School** Area will be continued in order to cater the rising demand for these products throughout the year.

The **TrendingNow** Pavilion, which showcases the trending products of the year enjoyed great popularity among the visitors at its premiere at Kids India 2017. Again in 2018 the trends forecasted by an international Trend Committee, which travels across the entire world to identify the most interesting and promising products will be presented.

“Kids India, besides being a business and networking platform, has also emerged as a significant platform to address topics relevant to the industry. It is **THE** place to be for toy and children’s

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products industry in India” feels Vivek Jhangiani from the All India Toy Manufacturers' Association (TAITMA), one of the supporting organizations of Kids India.

“Kids India has provided an excellent platform to the toys, sports goods and other children related products industry in India. SGEPC supports international buyers’ visits to Kids India by providing travel reimbursements, thus promoting exports” says Mr. Tarun Dewan, Executive Director, The Sports Goods Export Promotion Council (SGEPC).

More information on the terms and conditions for participating at Kids India is available at: <http://www.kidsindia.co.in/exhibitors/>

### **About Spielwarenmesse India Pvt. Ltd**

Spielwarenmesse India Pvt. Ltd. is the Indian subsidiary of Spielwarenmesse eG which is the organizer of the world-leading Spielwarenmesse® (www.toyfair.de) in Nuremberg. The company was founded in April 2016 to consolidate the position of Spielwarenmesse eG in one of the world’s largest growth markets. The main objectives of the company, which is headed by Ms. Katharina Janotta as its Managing Director, include representing Spielwarenmesse eG and staging the trade fair Kids India. Kids India is supported by SGEPC (Sports Goods Export Promotion Council), TAITMA (The All India Toy Manufacturers’ Association) and IGCC (Indo-German Chamber of Commerce).

**More information about Kids India is available on the internet at [www.kidsindia.co.in](http://www.kidsindia.co.in)**