

Press Release

Kids India celebrates another outstanding success

- High quality exhibitors and visitors reconfirmed Kids India as the biggest and innovative industry platform in India
- 5,356 industry professionals attended the sixth edition

160 manufacturers and suppliers convened at the leading trade fair for toys, children's products and sports goods industry to present more than 300 brands at the Bombay Convention and Exhibition Centre in Mumbai. The participating companies who came from India and other countries, i.e. Germany, Malaysia, Mexico and the PR China were characterized by high quality products and innovations.

Kids India which has yet again proved itself as THE industry platform for the Indian market is gaining more and more international awareness as it attracted not only visitors from all over India but also 106 top buyers from 29 other countries including Australia, Austria, Bangladesh, Belgium, Denmark, France, Ghana, Germany, Hong Kong, Iran, Japan, Kuwait, Libya, Mauritius, Mongolia, Nepal, Philippines, PR China, Qatar, Tajikistan, Singapore, Sri Lanka, Sudan, South Africa, South Korea, Thailand, United Kingdom, UAE and many more. This clearly indicates the international popularity of the fair.

Ms. Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd. says "Kids India brings together the best from the industry. Our endeavour was to further strengthen the fair by further advancing the high quality standards not only with regard to exhibitors and visitors but also to services. By introducing more value-added offerings we have also upgraded our services. And we are very glad that our efforts are appreciated by the participants which is reflecting in numerous stand bookings already now for Kids India 2019. It is a great motivation for our team to continue along this road to maintain Kids India as the number one in India in the future."

Concurrent seminars which covered hot topics from toy safety through toy trends and the industry's chances and challenges to retail store concepts, rounded out the competent program.

"Clearly, the Indian toy industry is gaining more and more momentum every year. We see a continuous rise of international attention at Kids India. With the increasing quality products from India, it is safe to say that India is on its way to be the next manufacturing hub" declares Mr. Ernst Kick, CEO, Spielwarenmesse eG, Germany.

The fair is supported by the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA). SGEPC, which is working for the promotion of exports of sports goods and toys from India, is happy to collaborate with Spielwarenmesse to further promote these two sectors through Kids India: "Kids India is the perfect platform to showcase the sector's expansion not only to Indians but also to the whole world. The interest of international buyers has increased drastically over the past years and we see it growing a lot more in the

coming years which will further boost the exports” concludes Mr. Tarun Dewan, Executive Director, SGEPC.

Mr. Manish Kukreja, President, TAITMA states “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 a fantastic 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.”

With this edition Kids India has further strengthened its leading position in the market. The exhibitors applauded the quality and standard the fair offered. Mr. Bhavesh Somaya, Managing Director, Hasbro LLP says “2018 being our first year at Kids India, we were amazed with the quality of execution of the event and overwhelmed with the positive response we received from the visitors. I believe this is the best and biggest B2B forum for the toy industry in India and we look forward to the next one.”

“Kids India has been a great platform for Green Gold and has definitely worked wonderfully for us on our new associations and alliances with our brands Chhota Bheem, Mighty Raju, Super Bheem and others. It also helped us as a point of contact with all our present partners and future ones too. This exhibition has triggered the business of toy industry to a new high in India and boosted the trade volumes. We look forward to a bigger show next year with newer opportunities.” says Mr. Samir Jain, Chief Operations Officer, Green Gold Media Pvt. Ltd.

This year’s highlights were the special areas Sports Arena, TrendingNow and Back to School Pavilion. Sports Arena, a special area which made its debut this year and encouraged the attendees to gain hands-on experiences on sports goods. The TrendingNow Pavilion showcased the trends in India for 2018 - 2019: Express Yourself (products which foster the creativity, imagination and help build the overall personality of the child) and Tech Toys (toys based on technology with fun experience). The pavilion managed to bring out the top products belonging to these categories making it easier for an attendee to glance these trending products at one spot. The special pavilion Back to School was the hub of stationery and school article presenters from the industry. The pavilion gave easy access to the visitors who had special interest in the segment.

“Kids India 2018 has been a huge success for us. We have got a lot of interested buyers already. Our product falls under the trend "Tech Toys" so our product Shift Orboot was present at the TrendingNow pavilion as well which further enhanced our presence at the show. We look forward to Kids India 2019.” says Mr. Harshal Ved, Vice President Sales, PlayShifu India.

Mr. Gajender Dabas, Managing Director, Happyfeets India says, “We have participated at Kids India for the very first time under the Back to School pavilion and it was an excellent experience. It was a unique fair with quality visitors that perfectly matched our quality products.”

The success factor of the visitors to Kids India 2018 was the variety of exhibitors that the fair had to offer. The fair presented a perfect mix of leading international brands and young innovative start – ups who catered to the expectations of every attendee varying from the need of quality, quantity, region, novelties and so on. Ms. Aarti Doshi, Senior Business Development Manager, Hopscotch.in adds “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”

“Kids India is determined to contribute sustainably to raise the awareness among parents and the industry of the important role that toys play in a child’s development. Our initiatives in terms of visitor and exhibitor quality, special areas and focus topics in our seminar program reflect this commitment.” concludes Ms. Katharina Janotta,

The next edition of Kids India in 2019 will take place from 26 – 28 September 2019 in Mumbai.

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 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 Kids India fair which was launched in 2013. Kids India is supported by SGEPC (Sports Goods Export Promotion Council), TAITMA (The All India Toy Manufacturers’ Association) and NSIC (National Small Industries Corporation)

More information about Kids India is available on the internet at www.kidsindia.co.in