



An outstanding edition of Kids India 2017! India's largest B2B event for children's products

Mumbai, September 2017: Manufacturers and traders from the industry of toys and children's products of different countries show cased their products at the 5th edition of this highly concentrated B2B trade fair called Kids India.

The profile consisted of 8 countries, 150 exhibitors, 350 plus brands and a total of 4154 attendees in 2 days. "Despite the heavy rains, Kids India 2017 being a great success says a lot about the go get it attitude that exhibitors had with them. With such positivity everyone was ready in the field for a great show, no matter what may come. With many new companies this year, we are definitely safe to say that India will soon see a major revolution in the industry and Kids India has once more marked itself as THE platform for the industry with such high quality visitors and exhibitors both well established brands as well as startups" says Ms. Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd.

"In the coming years, India could be a leading manufacturing hub for the toy industry. The international exhibitors at the World of Toys Pavilion at Kids India took this opportunity to evaluate the Indian business associates and step into this emerging market" says Mr. Ernst Kick, CEO, Spielwarenmesse eG, Germany.

Within a short span of five years, Kids India has established itself as a curator, the knowledge sharing platform, industry meeting platform and an ultimate business platform of the industry. Excited exhibitors applauded the efforts of the fair organizers while sharing their experiences. According to Mr. John Baby, CEO Funskool India Ltd, "Kids India is THE place to be for every toy professional in India. As the country's leading toy manufacturer the fair is an important platform for us and we are highly satisfied with the quality of the event and the professional flair with which it is managed."

A highlight of this year's edition was the TrendingNow pavilion which celebrated its debut this year. This special zone featured the products falling under the trending topics in India in the year 2017-18. The topics are "Body and Mind" which includes toys and products that helps to relax the body and mind of a child and "Train your brain" where in products which helps sharpen the thinking process of the child and are solution oriented at the end. "We believe Kids India provided the best platform to achieve our objective to showcase our brands to the Target audience. Product Innovations and New fashion trends are key drivers in this industry and "Trending Now" as a concept is a welcome addition. This gave a secondary placement of our product and managed to create a lot of interest. Despite the obstacles due to rains, we had a good response at the fair and look forward to participate in coming years as well." says Mr. Suresh Menon, Director, Arete Marketing LLP.

New exhibitors, both well established and entrepreneurs felt Kids India gave the right kind of exposure to them in the industry. According to Mr. Ben Wang, Vice President- Sales, Bestway Corp. "This is the first time that we participated at Kids India. We are really impressed by the quality of visitors at the fair and the way Spielwarenmesse India Pvt. Ltd. conducted the show. It was interesting to see the scale of exhibitors varying from industry leaders to new start-up companies. We definitely are looking for a long term association with Kids India."

Kids India has opened up new business and export opportunities for the sports and toy industry. "SGEPC, which is working for the promotion of exports of sports goods and toys from India, is happy to collaborate with Spielwarenmesse for Kids India to promote these two sectors. Kids India has provided a platform to Indian toy and sports industry to showcase its capabilities to the world. SGEPC's travel reimbursement

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program for international buyers has attracted more international buyers to come to India, thus promoting exports” says Mr. Tarun Dewan, Executive Director, Sports Goods Export Promotion Council (SGEPC).”

Various industry relevant topics such as Toy Safety Standards in India, 3D Printing Solutions for the Toy Industry and the mantra for success in Indian toy industry were well covered and well received by audiences participating in the various seminars and workshops at the fair. With so many regulations and changes recently on the imports of toys and other products, a Toy Safety discussion was well appreciated by the attendees as it helped unfold a lot of relevant knowledge regarding the upcoming changes in the industry.

Another topic which attendees found very relevant was the presentation on “How to maximize opportunities and avoid pitfalls” by the well-known industry expert, Mr. Steve Reece. He shared his experiences about his visits to many Indian manufacturing factories and he believes that India can soon take the place of the toy manufacturing hub in the world. The topic was very well appreciated by the manufacturers and the attendees interested in manufacturing in the future.

Since its inception the fair is being supported by the The All India Toy Manufacturers Association (TAITMA) - the oldest and main representative of the toy industry in India. Mr. Manish Kukreja, President, TAITMA states “TAITMA: The All India Toy Manufacturers’ Association, has been actively helping develop the Indian Toy Industry since 1976. Our mission statement is: Fostering integrated and accelerated growth and development of the Toy Industry in India. We are happy & proud of our association with Kids India, as it is an ideal platform for the Indian Manufacturers to showcase their abilities to the world. The importance of Kids India can be seen from the fact that even though day one was affected due to heavy rains, day two & three more than made up, with the visitors coming from all over the country, and many foreign buyers as well. Our goal is that the entire industry should benefit from Kids India.”

“Toys play a vital role to help foster the mental, physical, emotional and social development of children. Parents need to understand how play affects a kid’s future. Our initiative ‘Value of Play’ - an awareness campaign to promote the importance and benefits of play, is one of the steps to encourage play and the use of toys in an emerging market like India”, explains Katharina Janotta, Managing Director, Spielwarenmesse India Pvt. Ltd. As part of this initiative a donation campaign was organized at Kids India 2017 where the participating companies donated their products to the NGO Toybank that sets up toy libraries where socio-economically disadvantaged children can play with educational toys and games.

The next edition of Kids India will also take place 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 on 1 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 Kids India fair. 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