

# REPORT 2024



# kids India

India's leading B2B fair for toys,  
children's products and sports goods

10<sup>th</sup> Edition

12<sup>th</sup> - 14<sup>th</sup> September 2024

Pavilion 2 & 3, Jio World Convention Centre, Mumbai

[www.kidsindia.co.in](http://www.kidsindia.co.in)

Supported by:



Sports Goods Export Promotion Council



The All India Toy Manufacturers' Association

Kids India Secretariat:



Organized by:



# Exhibitors Facts and Figures

**127**  
Exhibitors

**170+**  
Brands

**8,000 m<sup>2</sup>**  
Gross Exhibition Area



The 10th edition of Kids India was a great success for the participating companies. A total of **96%** exhibitors were fully **satisfied with the quality of the visitors**, **95%** have already **decided to take part in Kids India 2025**, **91%** had **on the spot successful sales** and **94%** exhibitors want to recommend Kids India to their business partners.

“We manufacture RC cars and were pleased with our first experience at Kids India. The fair was well-organized, received positively, and offered a great platform to showcase our products alongside fantastic companies.”



**Vishal Nahar** | Managing Director  
**Veva Toys, India**

“This was our first participation at Kids India. The response on the show is very interesting. We have met a lot of interested trade visitors, distributors and factories, but also retailers, that are really interested in our premium brand.”



**Ive Meermans** | Sales & Marketing Manager  
**Scoot & Ride, Austria**

# Visitors Facts and Figures

**5,024**  
Visitors

**31**  
Countries

**29**  
State Visitors

A **high relevance of the visit** to India's leading trade fair for toys was seen by **97%** of the participants and **97%** rated the **visit as very satisfactory**. **86%** of the trade visitors are **involved in the purchase decision**, which confirms the very high quality of the trade visitors this year. **96%** of trade visitors are already **planning to return in 2025**.

## Hosted Buyers Program

With 'Made in India' products gaining recognition in the global market, the fair saw a steady increase in international buyer attendance, reflecting the growing global interest in India's toy sector. Many also took advantage of the Hosted Buyers Program offered by the Sports Goods Export Promotion Council (SGEPC), operating under the Ministry of Commerce & Industry, Government of India.

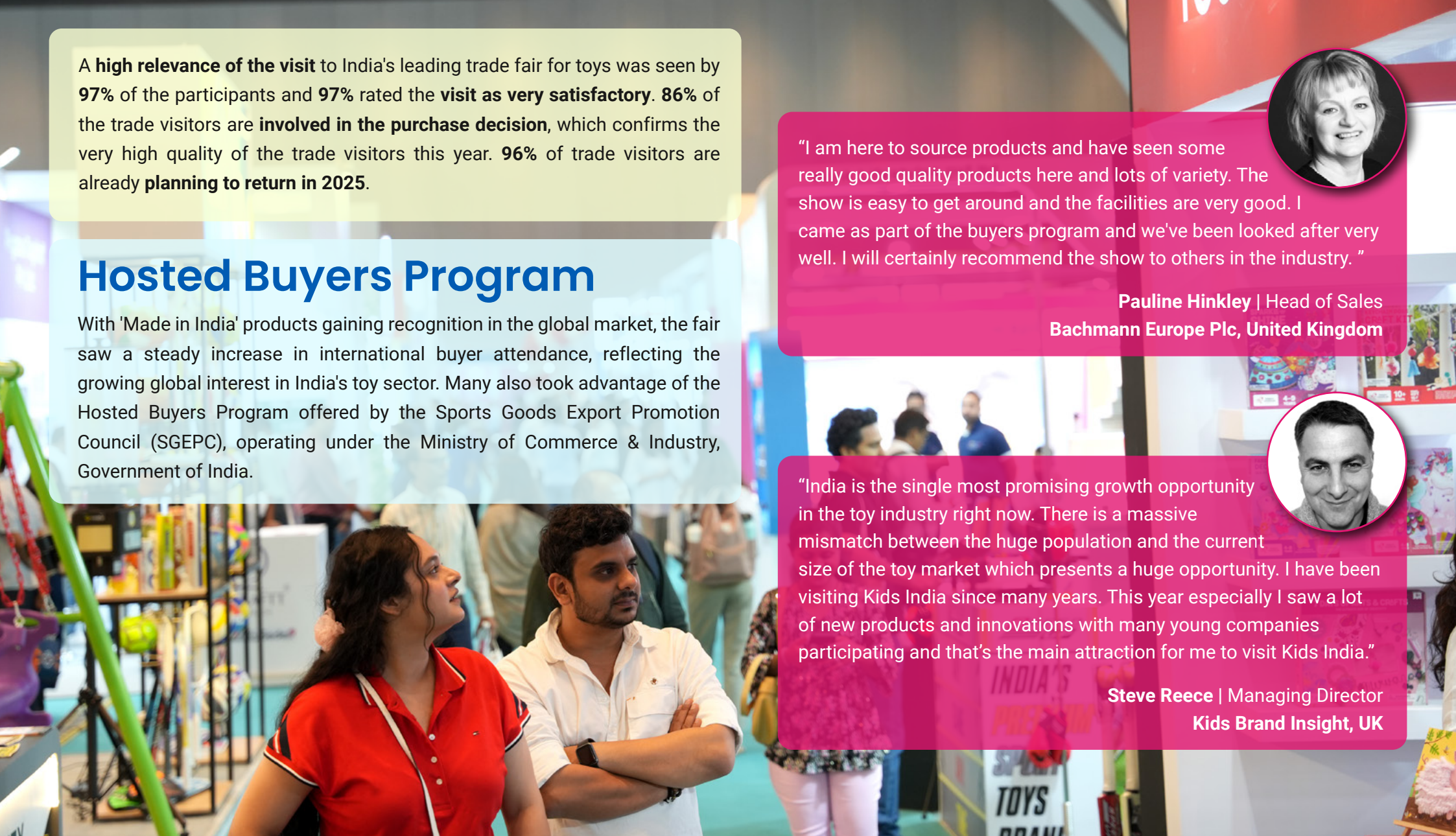
"I am here to source products and have seen some really good quality products here and lots of variety. The show is easy to get around and the facilities are very good. I came as part of the buyers program and we've been looked after very well. I will certainly recommend the show to others in the industry."

**Pauline Hinkley** | Head of Sales  
Bachmann Europe Plc, United Kingdom

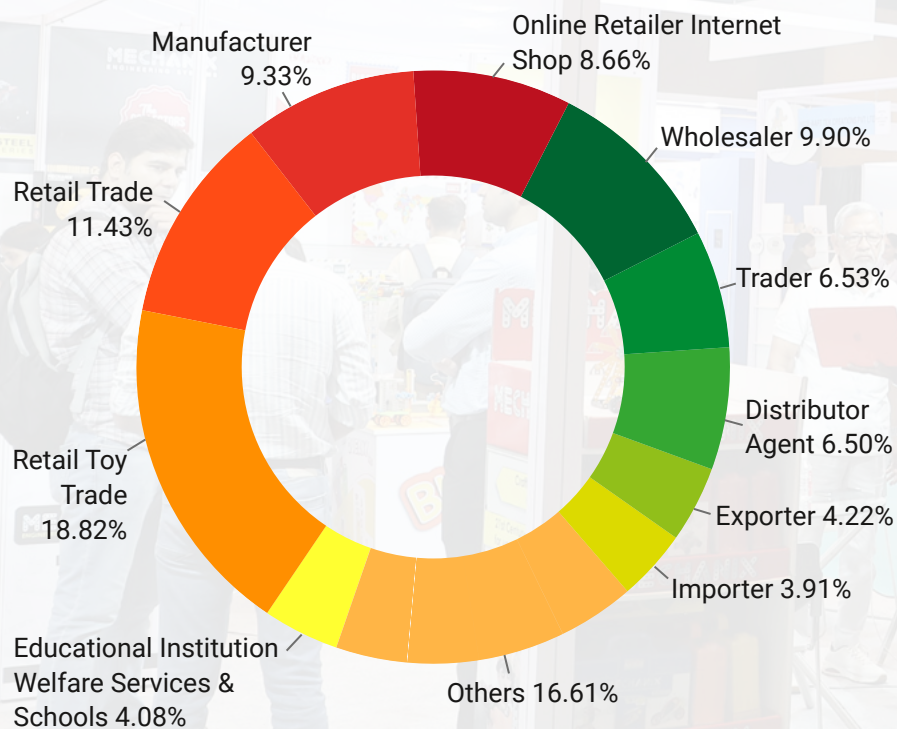


"India is the single most promising growth opportunity in the toy industry right now. There is a massive mismatch between the huge population and the current size of the toy market which presents a huge opportunity. I have been visiting Kids India since many years. This year especially I saw a lot of new products and innovations with many young companies participating and that's the main attraction for me to visit Kids India."

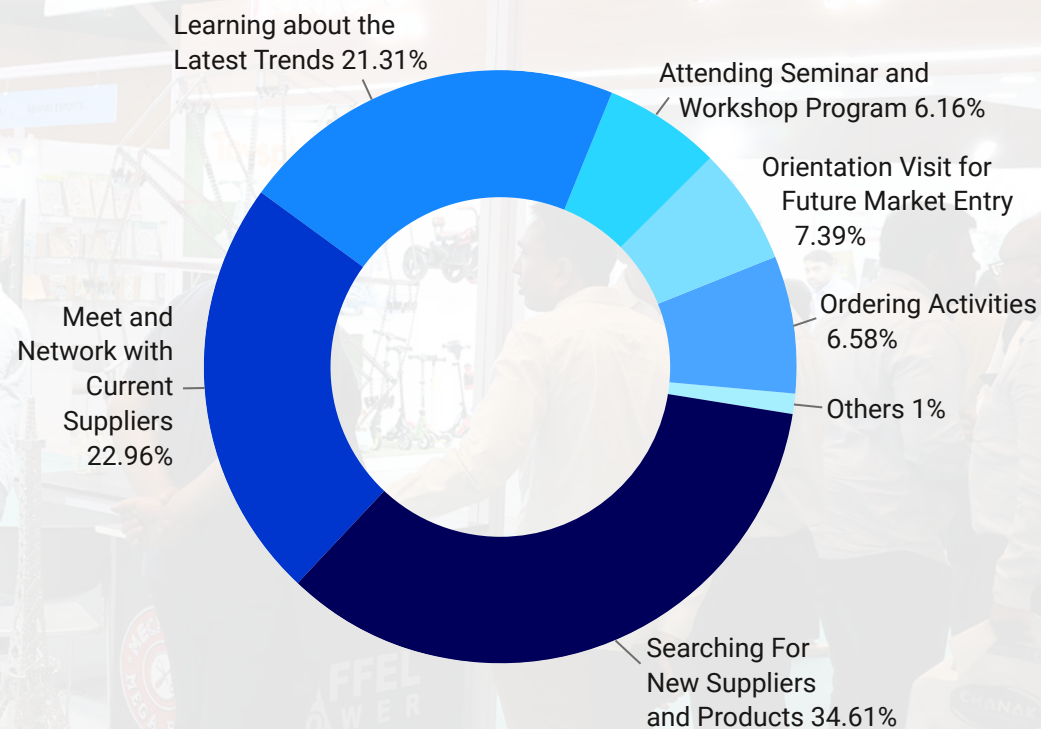
**Steve Reece** | Managing Director  
Kids Brand Insight, UK



## Business Categories



## Purpose of Visit



## New Product Gallery



The **New Product Gallery** showcased innovative products, attracting trade visitors and buyers. This dedicated space provided excellent exposure to participating exhibitors, helping them generate quality leads and drive traffic to their stands. Focused marketing measures further elevated brand presence, highlighting the latest trends and most innovative products at the fair.

## Conference



The **Conference Program** served as a hub for knowledge exchange igniting vital conversations during the high-quality presentations and panel discussions, featuring some of the brightest minds in various fields. Key topics included the challenges faced by toy manufacturers in India and strategies for enhancing exports and global distribution. Panels also explored the role of innovation and design in shaping the future of toy businesses, as well as the impact of play on child development from educational, therapeutic, and social perspectives.

## StartUp Pitch

Trade visitors had the opportunity to discover the next wave of innovation and the most promising talents in the Indian toy industry at the **Startup Area**. This special area was also supported by Startup India, an initiative of the Ministry of Commerce and Industry, Government of India. Participating companies utilized the conference area to present their pitches.

## Exhibitor Evening

The Exhibitor Evening provided a dinner and **networking opportunity** where exhibitors could interact with buyers in a more informal setting after the first day of the event. This relaxed atmosphere fostered meaningful conversations, allowing participants to build relationships and explore potential collaborations in the industry.

## Spirit of Play Foundation

Spielwarenmesse eG launched **The Spirit of Play Foundation**, a new initiative, at Kids India 2024 with a donation drive aimed at raising awareness of "play as a basic need." Organized in Mumbai in partnership with [St. Catherine's Home](#) and [Toybank](#), the campaign seeks to emphasize the importance of play in children's lives.



# Supported by

“The repeated positive response and the wide range of products on display shows what immense potential there is in the Indian market. Kids India has affirmed once more its role as the most valuable international toy fair in South Asia and has opened the door to the largest toy network in the world for those who attended.”

**Christian Ulrich** (third from right) | Spokesperson of the Executive Board  
**Spielwarenmesse eG**



“Kids India has always been a pivotal platform for Indian manufacturers to showcase their innovative products and connect with key players in the industry. With India's toy market projected to grow at a CAGR of 15% over the next five years, this event is crucial in driving that growth and enhancing our global presence. We are excited to contribute to and benefit from this thriving industry.”

**Manish Kukreja** (second from left) | President  
**The All India Toy Manufacturers Association**

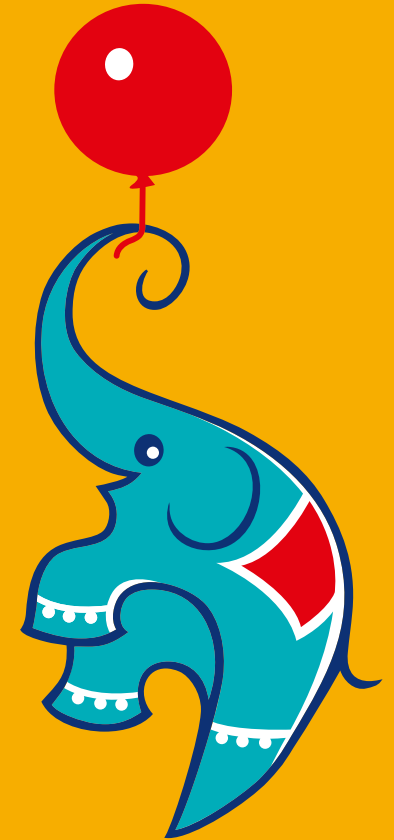
“India's ability to meet global safety standards and deliver high-quality, innovative products is positioning us as a key exporter. Kids India plays a pivotal role in fostering collaboration and networking opportunities between exhibitors and overseas buyers, invited by SGEPC, that are vital for expanding India's footprint on the global stage. This year, we saw a significant influx of international buyers from various regions, reinforcing our confidence in India's potential as a global leader in toy exports.”

**Tarun Dewan** (in the center) | Executive Director  
**Sports Goods Export Promotion Council**



**See you next year!**

**kids India**



6<sup>th</sup> - 8<sup>th</sup> October 2025

Hall 6, Bombay Exhibition Centre NESCO, Mumbai

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