

Pavilion 1 & 2
Jio World Convention Centre
Mumbai 31 Aug - 2 Sep 2023

kids india



member of **Spielwarenmesse eG**



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

REPORT 2023

www.kidsindia.co.in

Supported by:



Sports Goods Export Promotion Council



The All India Toy Manufacturers' Association

Kids India Secretariat:



Organized by:



Spielwarenmesse India
Pvt. Ltd.

An Outstanding Edition of Kids India 2023!

Kids India, India's largest international B2B fair for toys, children's products and sports goods successfully concluded on the 2nd September 2023 at Jio World Convention Centre, Mumbai (www.kidsindia.co.in).

It was the ideal platform for toy manufacturers to establish contact with the decision-makers from the wholesale and retail trade chains and specialist trade. The fair was jointly organized by **Spielwarenmesse India Pvt. Ltd.**, a wholly owned subsidiary of **Spielwarenmesse eG, Germany**, that organizes the world's largest fair on toys, hobby and leisure products and the **Indo - German Chamber of Commerce**. Additionally, the show was supported by leading industry associations **The All India Toy Manufacturer's Association (TAITMA)** and the **Sports Goods Export Promotion Council (SGEPC)**.

The show garnered positive response and increased participation owing to support received by the **Ministry of Micro, Small & Medium Enterprises (MSME)** which proved beneficial for many MSME companies to take advantage of this unique platform. The show was a true delight to visitors at Kids India wherein **160 exhibitors showcasing more than 200 brands** manufacturing toys came together at a common platform to participate at a physical exhibition. He emphasized on designing of toys based on Indian value system, Indian history and culture to strengthen and position India as a global manufacturing hub for toys.

Since its launch in 2013, Kids India has been one of the most prominent trade shows for the toy industry worldwide. After a two-year break due to the pandemic, India's most important international B2B trade fair for toys, children's goods and sports products reclaimed its position as the most awaited industry event once again. **5313 visitors from 28 countries** witnessed a wide array of innovative products on display by **160 exhibitors** across various product categories.

The **International buyer's delegation** was a great forum for the exhibiting companies to showcase their wide range of products to international clients. There were **80 international buyers from over 35 countries** invited by the SGEPC under the RBSM scheme of MAI, from USA, UK, Australia, Malaysia, UAE amongst others. They visited the event so as to specifically extend their network and develop new procurement sources and the total value of **business generated was approximately USD 589.5 million**.

On the knowledge and education side, insightful conference sessions and interactive panel discussions were held to deliberate on the current practices/ trends/ challenges faced by the toy industry.

Conference Programme

Day 1 : Thursday 31st August 2023

Inauguration of Kids India 2023

VIP Tour

Indian Start up Ecosystem: Benefits for start ups by Government of India

Lunch Break

Panel : "New Age Parenting and Value of Play"

Incentivising Manufacturing & Exports from India

Day 2 : Friday 1st September 2023

11:00 - 11:45 hrs. Expert Talk : Government Approved Certifications

12:00 - 13:00 hrs. TOY DIALOGUE: Hosted by SpielwarenMesse eG

14:00 - 14:45 hrs. Sustainability and Innovation – Glimpse into future trends for the Toy Industry

15:15 - 16:00 hrs. Expert Talk

Day 3 : Saturday 2nd September 2023

11:00 - 16:00 hrs. Exhibitors Forum : Company / Product Presentations

Exhibitors - Facts and Figures

160

Exhibitors

200+

Brands Represented

10,000 m²

Gross Exhibition Area



93%

exhibitors were fully satisfied with the quality of the visitors

90%

exhibitors had on the spot successful sales



95%

of exhibitors have already decided to take part in Kids India 2024



95%

exhibitors want to recommend Kids India to their business partners



Visitors - Facts and Figures

5313

Trade visitors from 28 countries

Promotional activities:

Email Marketing

Online and Social Media promotion

Tele-marketing

Networking events

Show website

Trade websites



Visitor Survey



97%

of visitors were completely satisfied with their visit to Kids India

84%

of the visitors influence purchasing decision making in their companies



94%

of visitors already decided to visit Kids India in 2024

95%

visitors were satisfied with product categories displayed.



Visitors Demography

INTERNATIONAL VISITORS



United Arab Emirates
Australia
Brazil
Singapore

USA
Kenya
Honduras
South Africa

Germany
Belgium
Italy
Taiwan

UK
Canada
Lithuania
Thailand

Hong Kong
Ghana
Nepal
Uruguay

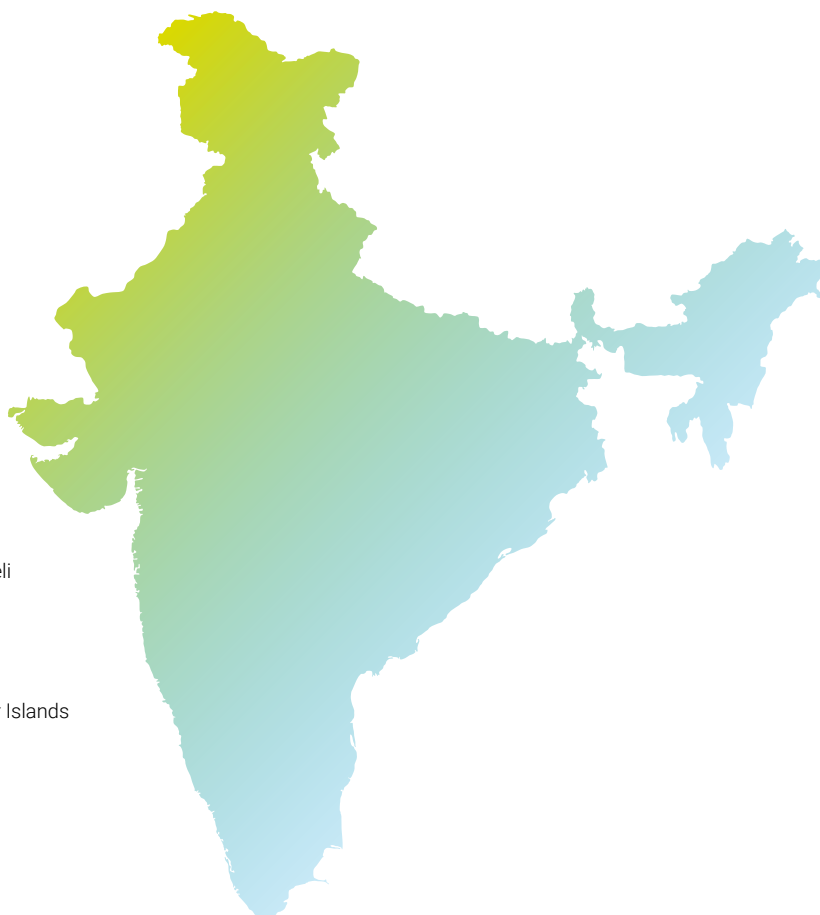
Seychelles
Japan
Netherlands
Vietnam

Sri Lanka
Saudi Arabia
Russia

STATE WISE

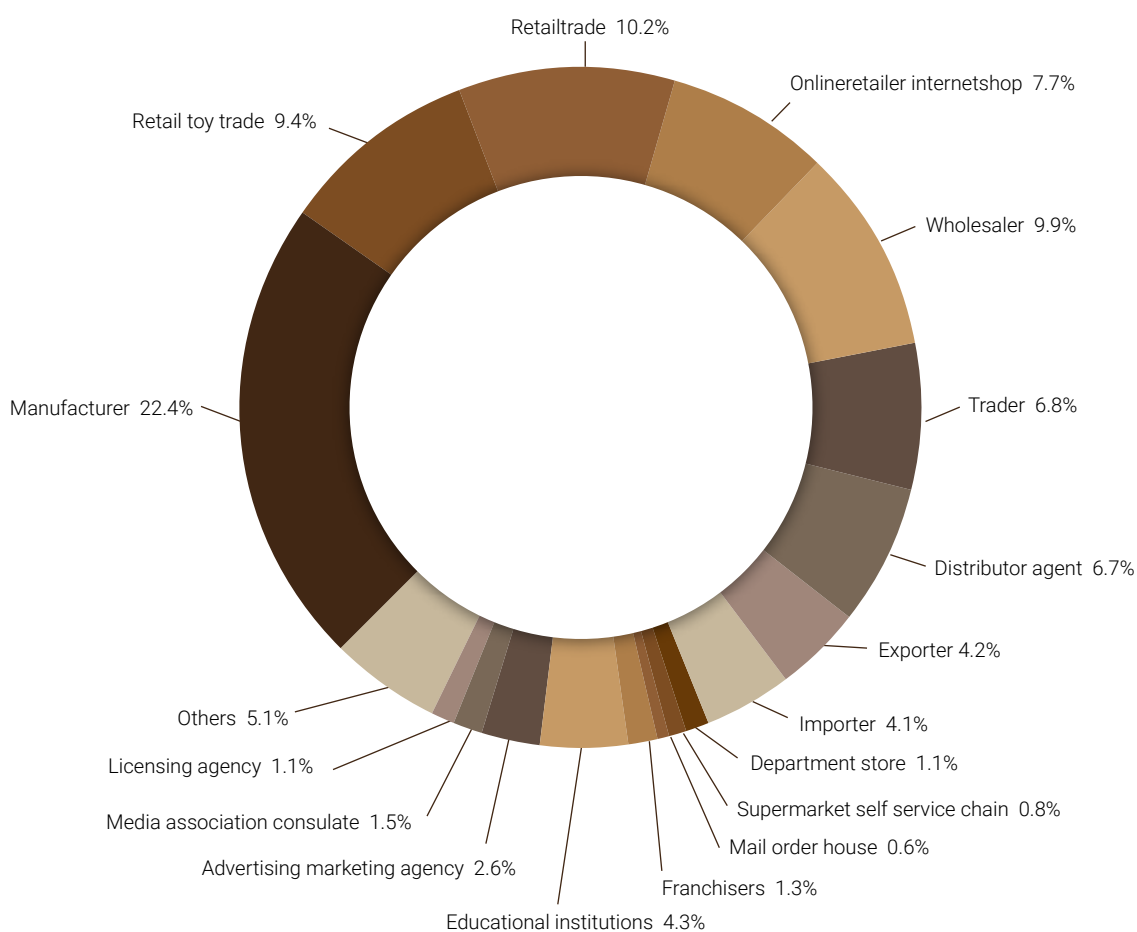
DOMESTIC VISITORS

Maharashtra
Gujarat
Delhi
Karnataka
Tamil Nadu
Uttar Pradesh
Haryana
Telangana
Madhya Pradesh
Rajasthan
Punjab
West Bengal
Kerala
Andhra Pradesh
Chhattisgarh
Goa
Daman and Diu
Orissa
Dadra and Nagar Haveli
Assam
Jammu and Kashmir
Chandigarh
Arunachal Pradesh
Andaman and Nicobar Islands
Himachal Pradesh
Bihar
Jharkhand
Ladakh
Pondicherry
Sikkim
Uttarakhand

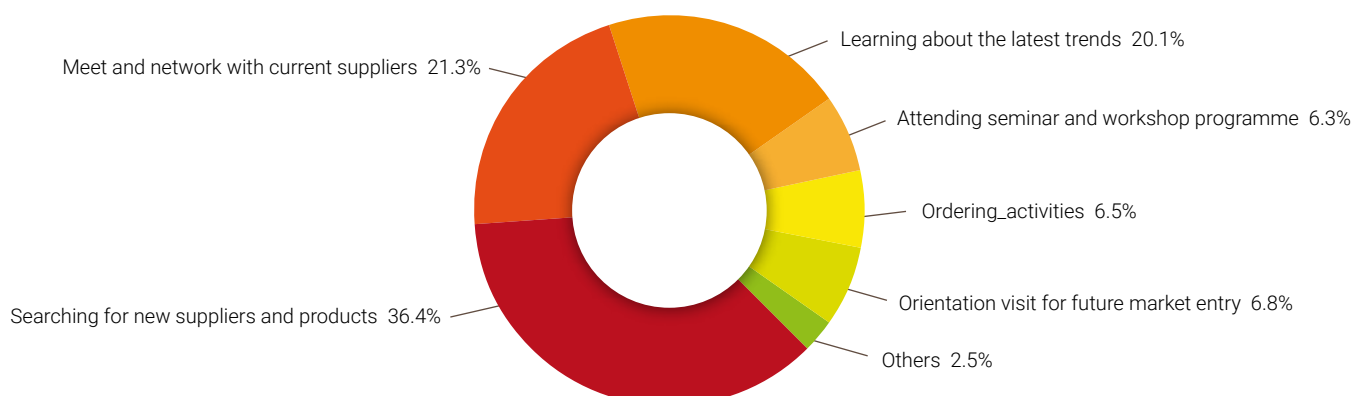


Visitors Analysis

BUSINESS CATEGORIES

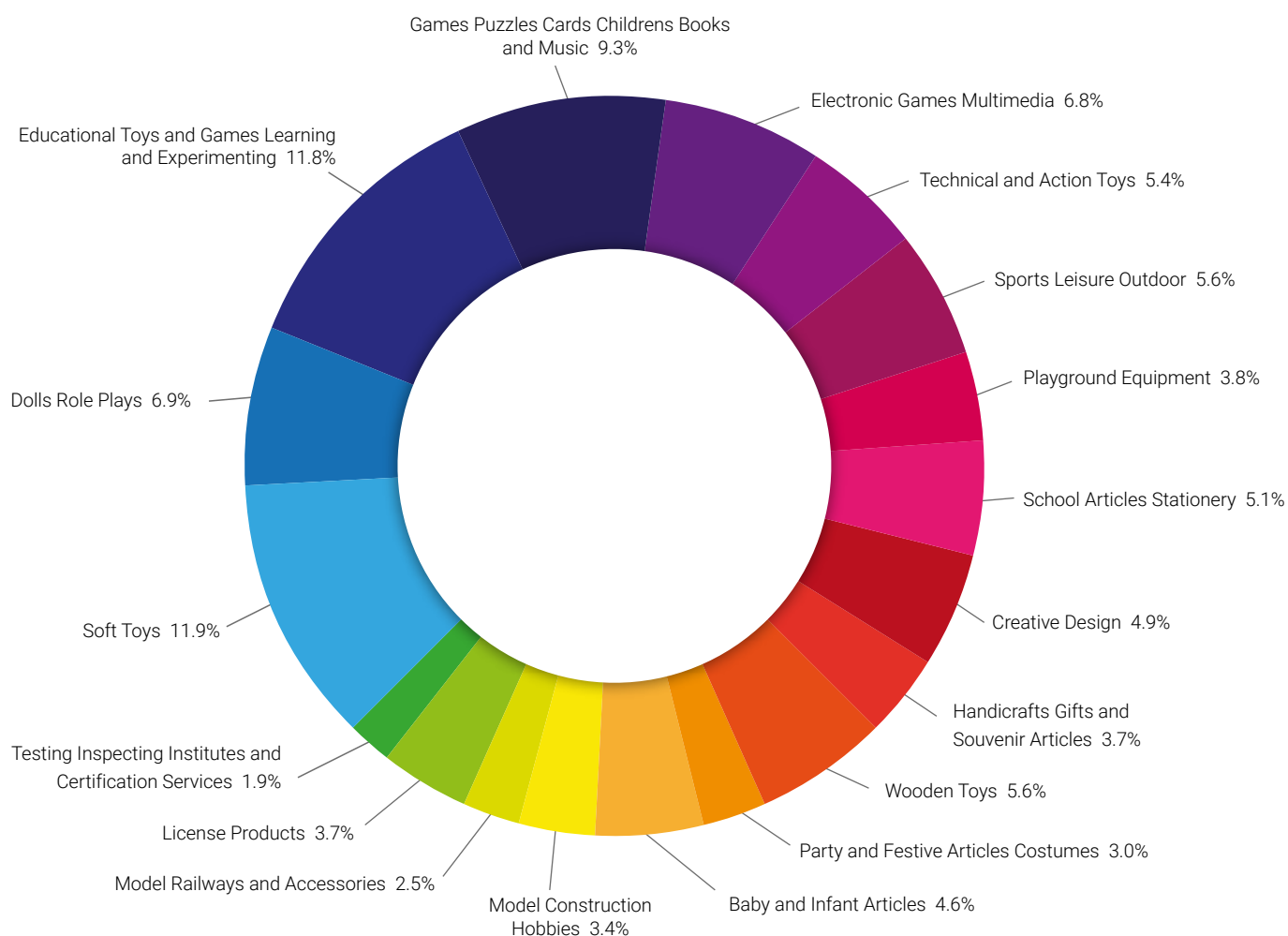


PURPOSE OF VISIT



Visitors Analysis

PRODUCT GROUP INTERESTS



Testimonials



We are part of Faber Castel, which is a global company. We have offices here in Mumbai and around the world. I'm really excited to be here. I think that obviously India is the new frontier for toy and game development. I'm seeing outstanding suppliers here. Great ideas. People are really excited about India and about what India can mean to the toy industry. I've walked away with great ideas and I've made a lot of really great connections and great relationships while I've been here all right.

Mary Kezele | Director of Product Development, Faber Castel | United States



We supply education resources to international schools globally and work with schools in over 200 countries. We typically source our products over the years from UK, US, Australia, Germany and other European countries. But I have seen that the Indian manufacturing and toy industry is coming up to compete at such large scales in these forums and I've been a part of Kids India for the last couple of years and I can see the drastic change in the approach for the manufacturers as well as the organizers in how they have pushed the event through to international buyers like us and I wish the organizers all the best for future events and hope to be part of this in the future.

Yash Chhabra | Head - Marketing & Business Development, Commercial Services Group | United Kingdom



We make pullback toy vehicles and we've been in the industry since 1985. We were the first in the world to come up with the plastic toy cars having a door open feature and we are the first in the country to introduce the pullback mechanism and we have about eight patents and three of them applied for it now. I've been with Kids India since year one, been there at every show and usually A1 is what I usually get. That's where I'm right now. It's perhaps the best platform you can get in India to exhibit your products not only for the Indian market but also the international market because this year we have over 75 international buyers. I think it's just a wonderful event.

Manish Kukreja | CEO, Min Toy Pvt. Ltd. | India



We manufacture toys for all ages and we are based out of Delhi. So, recently we have launched a product which is Solar Crash. It's something related to solar system where you need to capture the planet. So, it's an interacting game for four people. It's a great exhibition. I think we are a part of Kids India every year and we get to meet a lot of international clients here. So, I think that's the best part about Kids India. One word for the event is awesome.

Nikhil Dua | Webby Toys | India





We are happy to be at the Kids India show because it is very inspiring. I meet a lot of nice people, friendly people and some very nice brands and so on.

Alain De Rauw | International Sales Director, Plan Toys | USA



It's been a pleasure to be at kids. India 2023. We've had an excellent opportunity to show some of our new launches, meet some old friends and make some new ones as well. Visitors from across the globe are here looking at our products, looking forward to increasing their buying from India. And we're very excited for all the conversations that have started and look forward to a lot of conversions from here on out. I think it's been a fantastic fair. We've had visitors from United States all the way to New Zealand. It's been lovely to see them. A lot of local customers from Mumbai itself, from different parts of India have been coming as well. There have been dialogues across education. We had the head of NID visit our stall and give us some feedback on our products. Being a part of the panel yesterday on the value of play was a very, very wonderful conversation over there as well. So great fair and the execution is fantastic.

Disha Katharani | Co-Founder, Imagimake | India



We have two segments with us which is supported by the Ministry of Commerce and Industry and we promote these two sectors internationally. Yeah definitely it's an excellent platform for the manufacturers and exporters of toys, especially the smaller ones who sometimes are still thinking of starting to export because we invite a lot of international buyers to this exhibition and this becomes a very good platform for them to interact and get introduction to the international buyers. Like this year we have been able to invite 70 buyers from 30 different countries. So, they were here for two days and the feedback that we received from the buyers is also excellent. They have been able to find a lot of new items and the new manufacturers here. So, one word would be excellent platform for budding exporters.

Tarun Dewan | Executive Director, Sports Goods Export Promotion Council (SGEPC) | India



Our company essentially supplies educational institutions and we work in all the categories starting from toys to stationery to sports goods to music supplies and even furniture. I think India is progressing every year and I have been visiting this exhibition since a few years and the quality of suppliers and the quality of products has seen a significant change especially in terms of compliance to relevant international standards as well as the overall product range available. Kids India is definitely an excellent platform and I think the number of visitors as well as number of exhibitors represent a large plethora of products and categories that is on display and it is definitely a very good step and I would say it is growing and growing very well.

Saud Rehman | Managing Director, Frontier Education | Dubai



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