

Press Release

Kids India celebrates an outstanding success

- High quality exhibitors and visitors reconfirmed Kids India's no.1 position
- 5,945 industry professionals attended the seventh edition

More than 300 brands were presented by high quality manufacturers and suppliers at the leading trade fair for toys, children's products and sports goods industry in Mumbai. The participating companies who came from India and other countries, i.e. Czech Republic, Germany, Hong Kong, Hungary, Malaysia, Poland and PR China were characterized by high quality products and latest 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 116 top buyers from 33 other countries including Afghanistan, Burkina Faso, Canada, Chile, Egypt, Emirate of Ajman, Italy, Japan, Malawi, Malaysia, Netherlands, Palestine, Saudi Arabia, Senegal, Togolese Republic, USA and Zimbabwe and many more. Buyers from numerous new countries indicating the international popularity of the fair has increased even more compared to previous years.

Ms. Katharina Janotta, Managing Director of Spielwarenmesse India Pvt. Ltd. says "We got very good response from the industry i.e. from exhibitors as well as visitors. Our endeavour has always been to further strengthen the fair by further advancing the high - quality standards not only regarding 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."

Concurrent seminars which covered hot topics from toy safety, industry trends, the basic concepts and do's and don'ts in retailing world, success mantra of the start-ups from India, environment sustainability issues etc. rounded out the competent program.

The fair is supported by the Sports Goods Export Promotion Council (SGEPC) and National Small Industries Corporation (NSIC). SGEPC, which is working for the promotion of exports of sports goods and toys from India has been the supporter of Kids India since the beginning of the fair. SGEPC organizes the Reverse Buyer Seller meet (RBSM) for international buyers to Kids India under the aegis of Government of India. "The interest of international buyers, in Kids India is growing year by year. This year we had international buyers from many new countries. We see it growing a lot more in the coming years which will further boost the exports, concludes Mr. Tarun Dewan, Executive Director, SGEPC.



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With this edition Kids India has further strengthened its leading position in the market. The exhibitors, both market leaders as well as young trend setters applauded the quality and standard the fair offered. Mr. Vijay Govil, Director, Frank Educational Aids Pvt. Ltd. says “Kids India 2019 has been extremely successful for us. The quality and quantity of visitors was applaudable. We eagerly look forward to participating next year.”

“Kids India has been a fantastic platform for us over the last 3 years. We have grown from a small start-up with a small booth to becoming one of the largest exhibitors this year. We have leveraged the Kids India platform to build relationships with key industry stakeholders both in India and abroad. This year was a great success as well! - Mr. Dhvanil Sheth, Founder & CEO, Skillmatics

The World of Toys pavilion comprised of all the international participants from around the globe. Exhibitors were flabbergasted by the positive response they received from the attendees at Kids India. Mr. Jakub Stanek, Sales Manager, Hriste Hrou says “The fair was well done, and we made a good number of relevant contacts. Looking forward to doing great business in India.”

This year’s highlights were the special areas Back to School Pavilion, TrendingNow and Sports Arena and Creative Arena - a special area which made its debut this year and encouraged the attendees to gain hands-on experiences on creative products. With fun and creativity all over, visitors were able to relax and test the products themselves. “We have been participating at Kids India for many years now and it always manages to make us extremely happy with the results. This year we also presented the products at the new pavilion: Creative Arena and it added great value to our presence. Looking forward to next edition.” says Ms. Disha Katharani, Co-founder, Imagimake.

The TrendingNow Pavilion showcased the trends in India for 2019 - 2020: Team Spirit: toys which encourage cooperative play, indoors and outdoors and Just for Fun: toys where the play experience is to the fore. Apart from the Indian trends, TrendingNow also presented the international trending products from all around the world. The pavilion was a hit among visitors. “We have participated for the first time and it was an excellent response from the market. Our product is very niche, getting such good response is a positive pat on the back. TrendingNow pavilion was a good spotlight for us.” says Mr. Sunil Prasanna, Partner, I Built It.

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. Sports Arena – special area for exploring and testing outdoor, sports and leisure products witnessed many visitors exploring all kinds of products.

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The success factor of the visitors to Kids India 2019 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. Mr. Nikhil Dua, Category Head, Snapdeal, adds “It was fantastic as usual, I was able to meet some really good toy makers. Overall it was a well- organized trade fair”

“The whole world is now starting to recognise India as a very good manufacturing hub. With some large international companies and so many start-ups coming up paired with a genuine interest of international buyers in these companies, it is a clear indication of the quality products offered here. This edition of Kids India gave the much-needed positive push to the industry as a whole and we are humbled to be the engine to help bring out this motivation in the market right now.” concludes Ms. Katharina Janotta.

The next edition of Kids India will take place in Mumbai in November 2020.

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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), and NSIC (National Small Industries Corporation)

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