

Indian toy market in focus: Free webinar on Kids India 2027

India is increasingly establishing itself as a significant toy market. For companies planning to enter or expand in the Indian market, the upcoming **Kids India**, taking place from 4 to 6 March 2027 at the Jio World Convention Centre in Mumbai, offers a central platform. The **webinar “Indian Toy Market: Opportunities, Insights and the Evolving Trade Landscape”** helps potential exhibitors and trade visitors to better understand the market potential. It will be held on Wednesday, 20 May at 10:00 CEST (UTC+2) / 13:30 IST (UTC+5:30) in English.

The online presentation provides a comprehensive overview of the current developments in the Indian toy market. The focus is on key market trends, regulatory and compliance requirements, and important framework conditions for companies planning market entry or expansion in India. Experts Anand Khetan and Rajvi Shah from Rödl India as well as Manish Kukreja, Past President of the All India Toy Manufacturers’ Association (TAITMA), will present current insights into market dynamics, supply-chain developments and the economic environment of the industry. In addition, Tanu Ailawadi, Managing Director Spielwarenmesse India, and Dipali Joshi, Head of Strategy Advisory, Rödl India, will examine the implications of the new EU-India free trade agreement and provide practical tips for successful business activity in India.

Free [registration](#) for the webinar is available now. It is intended for international companies seeking a structured entry into the Indian market and wishing to learn about the practical aspects of the sector – in particular with regard to participation in Kids India 2027.

Images are available at www.world-of-toys.org/media.

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Spielwarenmesse India Pvt. Ltd.

On 1 April 2016, Spielwarenmesse eG opened Spielwarenmesse India Pvt. Ltd. in New Delhi, a subsidiary in one of the world’s most important growth markets. The company is responsible for organising the trade fair called Kids India, held in Mumbai since 2013.

Spielwarenmesse eG

The multifaceted positioning and international orientation of Spielwarenmesse eG is representative of the toy sector and other consumer goods markets. With its legal structure as a cooperative, the business is unique among trade fair companies and is highly successful. Its 60-member team operates from the 'ToyCity' of Nuremberg and is supported by representatives in over 100 countries. Its portfolio includes two major global fairs: the **Spielwarenmesse** in Nuremberg is the lead international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. To these can be added **Kids India** in Mumbai and the **World of Toys by Spielwarenmesse** trade fair programme, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The Company's own subsidiaries in the key locations of **China** and **India** ensure that appropriate expertise is available locally. With its accumulated knowledge and global network, the trade fair producer is becoming an ever stronger initiator and groundbreaker in the industry's issues and trends. The most recent example of this is **BRANDmania** in Essen, which casts an unconventional and future-directed spotlight on the topic of licensing and partnerships. With its combination of events and online activities, Spielwarenmesse eG (www.spielwarenmesse-group.com) is active all year round.