

## Successful Roadshow: Kids India visits Rajkot

**Kids India** is the leading premium platform for one of the world's fastest-growing toy markets. In the run-up to the trade fair, which takes place from **4 to 6 March 2027** at the Jio World Convention Centre in Mumbai, Spielwarenmesse India Pvt. Ltd. is once again organising **roadshows** across various Indian states. In mid-May, it stopped off in Rajkot, marking the first roadshow of the year, where it joined forces with the regional Gujarat Toy Manufacturers Association (GTMA) to bring industry players together for a networking event.

Thanks to its growing plastics and engineering industries, the Indian state of Gujarat is increasingly becoming a key production hub for toys. As part of the roadshow, Spielwarenmesse India Pvt. Ltd. provided the Indian toy community with valuable insights into Kids India as well as the world's two largest industry gatherings, Spielwarenmesse and SPIEL Essen. Several exhibitors who had previously attended the Indian trade fair shared their success stories with those present – including Subhash Zala, Managing Director of Aditi Toys: “We participated in Kids India last year and will be exhibiting again in 2027. We are happy to be associated with Kids India and Spielwarenmesse, as we always have received a positive response at these shows.” Vishal Amrutiya from Toyenza Industries spoke about his positive experiences at Spielwarenmesse in January and announced that he would also be attending the upcoming edition of Kids India.

The importance of the trade fair for the regional toy industry was also highlighted by GTMA President Shailesh Vaghasiya: “Gujarat’s toy industry continues to strengthen its manufacturing capabilities, backed by progressive policies and a dynamic entrepreneurial base. Platforms like Kids India offer valuable exposure to our manufacturers and support the industry’s ongoing growth.” Tanu Ailawadi, Managing Director of Spielwarenmesse India Pvt. Ltd., also expressed her satisfaction with the networking event: “We are grateful to the GTMA for their support in helping us to organize this event and for reaching out to many more companies in this region.”

Images are available at [www.world-of-toys.org/media](http://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](http://www.spielwarenmesse-group.com)) is active all year round.