

India unveils "Toy Sector Playbook": Kids India recognized as a key platform

Kids India is a central platform for one of the world's fastest-growing toy markets. The trade fair, which will take place from **4 to 6 March 2027**, at the Jio World Convention Center in Mumbai, is now highlighted in the Indian government's newly unveiled "**Toy Sector Playbook**" as a key national trade fair that supports the growth of India's toy ecosystem. Presented by Minister of Commerce and Industry Piyush Goyal, the Playbook sets out a vision to increase India's share of the global toy market to 5 percent by 2032. The focus is on innovation, quality, design, excellent manufacturing, and stronger international connections.

As India's leading B2B trade show for toys, sporting goods, and baby and children's products, Kids India provides the perfect setting for the international toy market to network, collaborate, and explore new business opportunities. The trade show brings together buyers, manufacturers, and industry players, facilitates partnerships, and invites the entire industry to become part of India's growth story. As India's toy sector continues to evolve, Kids India offers companies a gateway to one of the world's most dynamic markets—for partnerships and expansion opportunities. Interested companies can secure their booth at the upcoming event now.

The complete "Toy Sector Playbook" is available at the following link:
<https://www.dpiit.gov.in/static/uploads/2026/07/ba1d31cfe37145dfd7d1c6887882dc6f.pdf>

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 Group

Versatile and internationally oriented: **Spielwarenmesse Group** brings together all the international activities of **Spielwarenmesse eG** under one corporate brand. Portfolio highlights for the toy industry and other consumer goods markets include two world-leading trade fairs: **Spielwarenmesse** in Nuremberg is the leading international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. Also part of the portfolio are **BRANDmania** – Europe's largest B2B networking festival for licences and collaborations in Essen – and the

exhibition programme **World of Toys by Spielwarenmesse**, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The portfolio also includes **Kids India** as a stand-alone event in Mumbai. Subsidiaries in key locations in both **China** and **India** provide the relevant local expertise in their respective countries. With its concentrated know-how and global network, the organiser is a catalyst for the industry and trend scouts. The 60-member team operates from "ToyCity" Nuremberg and is supported by representatives in over 100 countries. Through both events and online activities, Spielwarenmesse Group is active all year round (www.spielwarenmesse-group.com).