

# Show Report

MUMBAI  
26 - 28 Sept 2019

kids india



member of

Spielwarenmesse eG





## Kids India underscores its international standing

Manufacturers and traders from the industry of toys, children's products and sports goods of different countries showcased their products at the 7th edition of this concentrated B2B trade fair of Kids India.

**120+**  
EXHIBITORS

**300+**  
BRANDS

**7,000m<sup>2</sup>**  
EXHIBITION AREA

**5,945**  
ATTENDEES

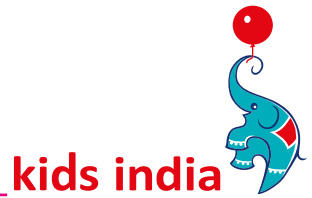


*"The interest of international buyers, in Kids India is growing year by year. This year we had international buyers from many new countries. We see it growing a lot more in the coming years which will further boost the exports."*

**TARUN DEWAN**, Executive Director  
The Sports Goods Export Promotion Council



# EXHIBITORS



Kids India 2019 had a mix of well known brands as well as new comers and startups

**96%** of exhibitors had on the spot successful sales talks

**90%** of exhibitors have already decided to take part in Kids India 2020



**96%** of exhibitors want to recommend Kids India to their business partners

**92%** of exhibitors are completely satisfied with the quality of visitors



*"We have come to India for the first time and we have had a really good response. The fair was well done and we made a good number of relevant contacts. Looking forward to doing great business in India."*

**JAKUB STANEK**  
Sales Manager, **Hriste Hrou**

*"This was the best experience we had so far. I already got my shipments ready to dispatch! It has been a busy three days and looks like Kids India has truly marked its position as the best industry platform in India."*

**RAJESH ARORA**, **Play Craft Traders**



*"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."*

**VIJAY GOVIL**  
Director, **Frank Educational Aids Pvt. Ltd.**

# VISITORS

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**97%** of the visitors were completely satisfied or satisfied with their visit to Kids India

**91%** of the visitors influence purchasing decision making in their companies

**95%** of visitors already decided to visit Kids India in 2020

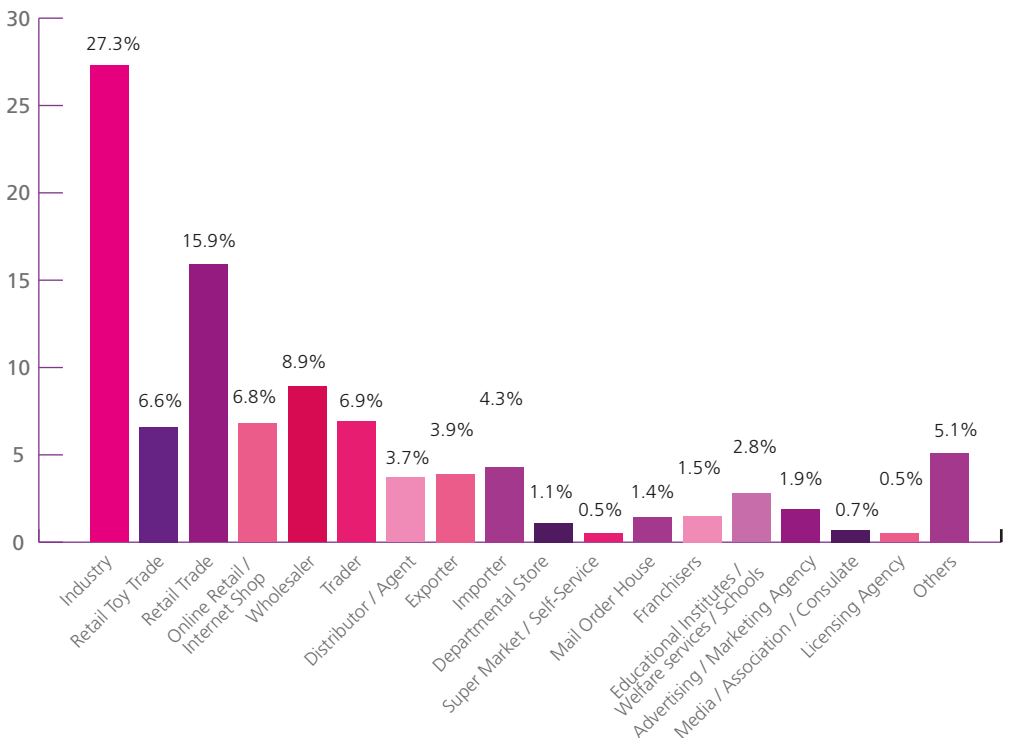


*"It was fantastic as usual, I was able to meet some really good toy makers. Overall it was a well-organized trade fair"*

**NIKHIL DUA**, Category Head, [Snapdeal.com](https://www.snapdeal.com)



## VISITORS FROM ALL BUSINESS SECTORS





## VISITOR DEMOGRAPHIC

### India: Visitors from 22 Indian states

#### NORTHERN

- Jammu & Kashmir
- Himachal Pradesh
- Delhi
- Uttar Pradesh
- Haryana
- Punjab
- Uttarakhand

#### CENTRAL INDIA

- Madhya Pradesh
- Chattisgarh

#### WESTERN

- Maharashtra
- Gujarat
- Rajasthan
- Goa

#### SOUTHERN

- Telangana
- Tamil Nadu
- Kerala
- Andhra Pradesh
- Karnataka

#### EASTERN

- West Bengal
- Jharkhand
- Assam
- Manipur

### Global: Visitors from 34 countries



#### Visitors from following countries attended Kids India:

Austria, Azerbaijan, Bangladesh, Bahrain, Chile, China, Dubai, Egypt, Emirate of Ajman, Emirates of Fujairah, Germany, Hong Kong, Indonesia, Israel, Italy, Japan, Malaysia, Mauritius, Nepal, Netherland, Palestine, Philippines, Qatar, Sri Lanka, Saudi Arabia, Senegal, South Africa, Tajikistan, Thailand, The Gambia, Turkey, UK, USA, Vietnam

# SPECIAL AREAS

kids india



## TrendingNow Pavilion \_\_\_\_\_ TrendingNow

The TrendingNow pavilion showcases selected products that matches with the trends of the year 2019 - 20 and gives an overview on the year's trends.

**Just for Fun:** Toys where the play experience is to the fore.

**Team Spirit:** Toys which encourage cooperative play, indoors and outdoors.

## Creative Arena \_\_\_\_\_

CREATIVE  
Arena

This special area 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.

## Back to School Pavilion \_\_\_\_\_

Back  
School

This pavilion is focused on manufacturers and traders of school and stationery articles, i.e. school bags, lunch boxes, creative articles and many more.

## Sports Arena \_\_\_\_\_

SPORTS  
ARENA

This arena for sports goods made its debut this year. It offers attendees to try, feel and experience the products.



*"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."*

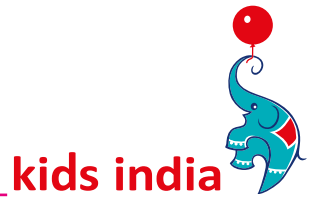
**DISHA KATHARANI**, Co-founder, **Imaginake**

*"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. Trending-Now pavilion was a good spotlight for us."*



**SUNIL PRASANNA**, Partner, **Built It**

# SPECIAL AREAS



## SEMINAR AND CONFERENCE

Serving as India's knowledge and networking platform for the industry, a comprehensive seminar and workshop program rounds off the unique character of Kids India.

### The major topics covered:

- Toy safety
- Trends in toy market
- Licensing
- Environmental sustainability
- Interactive Retailing
- Startups success
- Setting up a new store
- Smart use of social media





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

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Supported by:



Sports Goods Export Promotion Council

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