

MUMBAI
8 - 10 Oct 2020

kids india



member of **Spielwarenmesse eG**



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

World of Toys Pavilion - International Exhibitors

India's number 1 industry platform

- ▶ Successful track record for doing business and networking since 2013.
- ▶ 5,945+ top quality trade visitors from India and abroad.
- ▶ Attendance of buyers and purchasing decision-makers from large to small retailers stores, distributors, wholesalers, importers and e-commerce platforms.
- ▶ 120+ companies from renowned brands to new innovative players presenting their latest products and trends.
- ▶ Effective brand promotion through various marketing opportunities.
- ▶ Coverage in national and international media.
- ▶ Highly professional event management built on 70 years of international trade fair expertise.
- ▶ Support of The Sports Goods Export Promotion Council (SGEPC).
- ▶ Travel reimbursement program for international buyers under the aegis of the Government of India.
- ▶ Educative seminar program and interactive panel discussions.

Product Groups



- ▶ Soft Toys
- ▶ Dolls and Role Plays
- ▶ Educational Toys and Games, Learning and Experimenting



- ▶ Technical and Action Toys
- ▶ Electronic Games, Multimedia
- ▶ Games, Puzzles, Cards, Children's Books and Music



- ▶ Wooden Toys
- ▶ Baby and Infant Articles
- ▶ Party and Festive Articles, Costumes



- ▶ License Products
- ▶ Model Construction Hobbies
- ▶ Model Railways and Accessories



- ▶ Creative Design
- ▶ School Articles, Stationery
- ▶ Handicrafts Gifts and Souvenir Articles



- ▶ Sports, Leisure, Outdoor
- ▶ Playground Equipment
- ▶ Testing, Inspecting Institutes and Certification Services

Special Areas

Benefit from Special Areas by highlighting your selective products to the visitors



Highlights school articles and stationery



Presents international companies



Showcases the trending products of the year



Explores sporting & outdoor games products



An exclusive activity area for creative indulgence



Presentations and discussions on important industry and retail topics

Showcase your startling products

90%

of exhibitors already decided to take part in Kids India 2020

96%

had on the spot successful sales talks



"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**

"Kids India is the most important sourcing and meeting platform for the Indian toy industry. The fair brings together the renowned as well as young, innovative start-ups. The fair is also THE platform where you will find all the relevant industry information and trends."

- Manu Sharma | Business Head | Reliance Brands Ltd.



Connect with the top buyers

95%

of visitors already decided to visit Kids India in 2020

91%

of the visitors influence purchasing decision making in their companies



"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**

"Kids India is a very well organized fair. It was a fruitful visit for me as I was able to connect with a lot of relevant manufacturers and distributors. We visit the fair every year and we have been growing with Kids India since the inception."



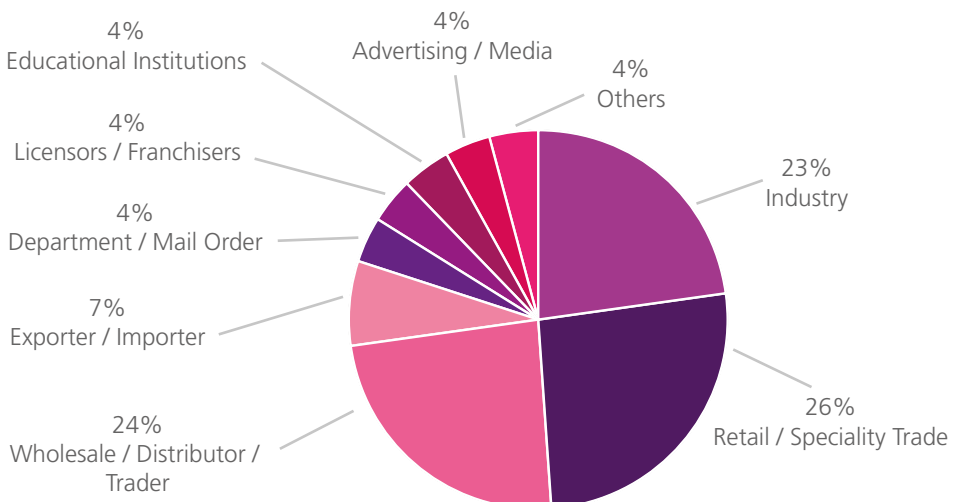
- **Gautam Jatia** | CEO | **Emami Frankross Ltd. (Starmark)**



We visit Kids India every year and has always been a great experience. We feel it is the most important platform for children's product industry in India. We met some new and very interesting newcomers from the industry apart from our existing partners.

- **Santosh Bathija** | CEO | **Monopoly**

Visitor Profile



5,945 Visitors

India: Visitors from 22 states

NORTHERN

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

CENTRAL INDIA

- Madhya Pradesh
- Chattisgarh

WESTERN

- Maharashtra
- Gujarat
- Rajasthan
- Goa

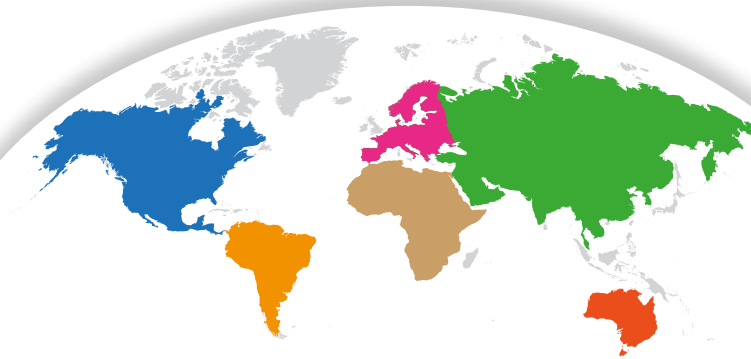
SOUTHERN

- 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, Emirate 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

Why India?

- ▶ One of the fastest growing markets in the world with a huge potential: over 350 million children 0-14 years.
- ▶ Increasing middle class with rising income and willingness to consume signifies an enormous purchasing power.
- ▶ Changing attitudes towards the value of play and a growing quality awareness in the society.
- ▶ Decline in the average number of children per family is leading to increased attention to quality and premium toys.
- ▶ Growing urbanization and rise in e-commerce lead to a better access to quality products.

Join the winners



"We wanted to establish a market here in India and therefore were looking for a distributor. The strong interest and turn out of the visitors at our stand was beyond our expectation. It was an absolute success for us. We will very likely be participating again as an exhibitor."

- **Katrin Gille** | **Karaloon GmbH**

"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**



Participation Fee

Raw space only (excluding stand construction | Empaneled Stand Building Agency would be recommended) - **min. 24 m² area** - **Euro 220 per sqm. + GST***

Space with shell scheme package (including stand construction) - **min. 9 m² area**
Euro 240 per sqm. + GST*

Registration fee
Euro 150 per company + GST*

Inclusions in a 9m² stand:

- 1 table
- 3 chairs
- 1 info counter
- 3 shelves
- 3 spotlights
- 1 socket
- 1 waste bin
- Carpet
- 1 electric socket including electricity consumption
- White panels (2.5 meters)
- Backlit Fascia with company name
- Company details in fair catalogue (online & printed)
- Company logo in Hall plan (onsite)
- Stand cleaning service



**GST @ 18% will be charged on the above mentioned prices. Subject to change as per government rules.*

For your successful participation!

Benefit from our full service offer and comprehensive know-how. We are here to support you before, during and after the show with value added services:

Personal support

Competent advice and support from our experienced team in Germany and India.

Catalogue

Benefit from your company listing in the print and online versions of the official fair catalogue.

Online seminar

Free online seminar about fair preparation, implementation and follow-up to help make your participation a success.

Shell scheme package

Enjoy the advantages of booking a shell scheme package that includes stand construction, basic stand equipment and power supply.

Online Exhibitor Service Manual

A comprehensive personal online service manual for your participation through which you can book all the services you need quickly and easily.

Marketing measures

We offer you various opportunities to market your company and products before, during and after the fair.

Travel and Accommodation

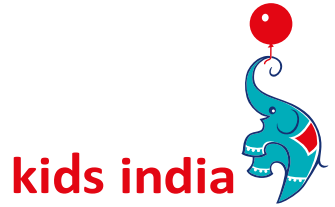
Utilize our travel partner for easy accessibility of various accommodation and conveyance options

Supporting program

Besides the opening event and exhibitors evening, an informative seminar and workshop program runs parallel with the fair. This provides you an ideal platform for business, networking and learning.

October 8 - 10

2020 | Thu - Fri - Sat



Your Contacts

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