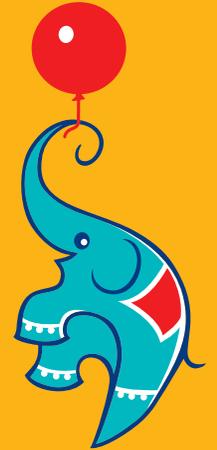




# kids India



## YOUR PREMIUM PLATFORM for toys and brands in india

11<sup>th</sup> Edition

6 - 8 October 2025

Bombay Exhibition Centre, Mumbai

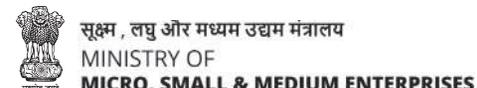
# REPORT 2025

[www.kidsindia.co.in](http://www.kidsindia.co.in)

Supported by:



Approved by:



Organised by:



# Exhibitors Facts and Figures

**115**  
Exhibitors

**7**  
Countries

**7700 m<sup>2</sup>**  
Gross Exhibition Area



The show garnered positive response and increased participation owing to support received by the Ministry of Micro, Small & Medium Enterprises (MSME) which proved beneficial for many MSE companies to take advantage of this unique platform.

“This was my first experience at Kids India and my first reaction is very, very positive. I am very happy to be here.”

**Stefano Gandolfi** | Founder | **Italtrike s.r.l.**

“The fair was fantastic for us. I didn’t expect to meet so many international buyers and some of them seem really promising. We get to meet all the modern trade buyers here. That changes the entire game for us.”

**Gautam Arora** | Export Manager | **Playcraft Traders**

# Visitors Facts and Figures

**5516**  
Visitors

**17**  
Countries

## Hosted Buyers Program

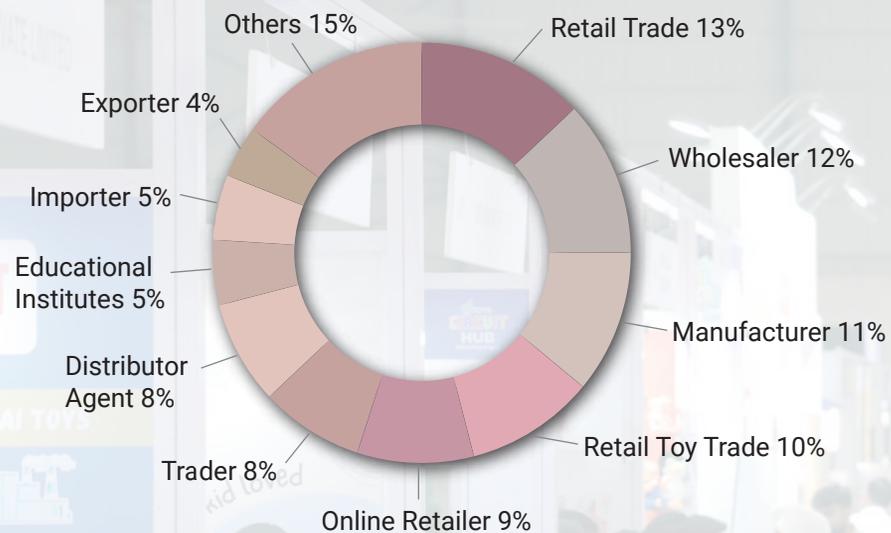
With growing interest in India's toy industry, the fair welcomed strong participation from both domestic and international buyers. Many made use of the Hosted Buyers Program, which supported selected participants with travel assistance, hotel accommodation and exclusive access to the Buyers Lounge. The initiative helped create productive interactions between buyers and exhibitors, further strengthening business opportunities at Kids India.

Attending the exhibition gave us valuable insights into current trends in the toy industry, and We deeply appreciate the efforts Team Spielwarenmesse putting to make the event successful. Our team engaged with suppliers and manufacturers to evaluate the latest trends, ensuring that we bring creative, safe, and high-quality toys to our customers. This visit reinforces our commitment to fostering strong partnerships with existing vendors and expanding our product portfolio with the best the industry has to offer. The stay arrangement was very good and we appreciate the team for making us comfortable and making the visit a great experience."

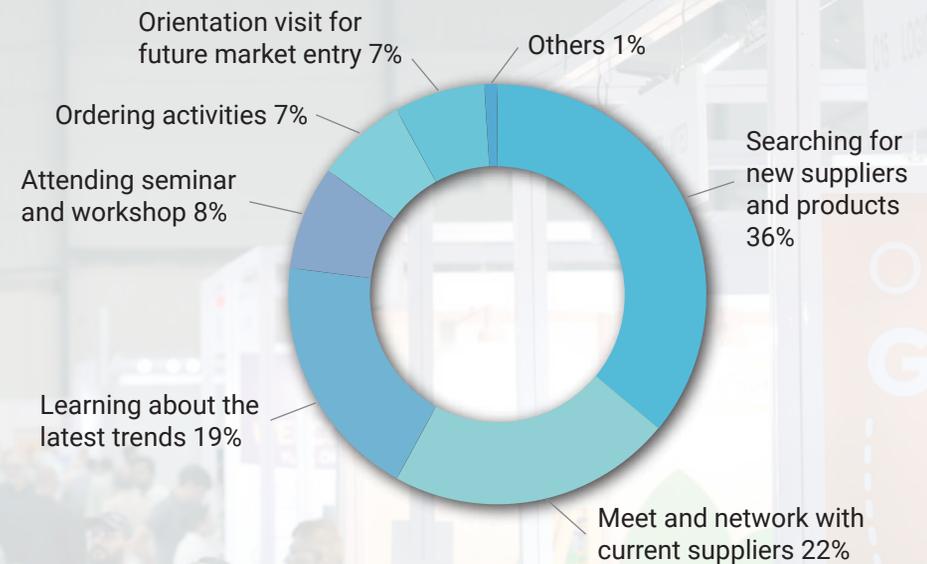
**Amit Gangurde | First Cry (Brainbees Solutions Pvt. Ltd.)**

# Visitor Analysis

## Business Categories



## Purpose of Visit



## Networking Evening

The Exhibitor Evening offered a dinner and networking platform where exhibitors and buyers could connect in a more relaxed setting following the first day of the fair. The informal environment encouraged open conversations, helping participants strengthen relationships, exchange ideas, and explore potential business collaborations within the toy industry.

# Special Areas



## Startup Pavilion

The Startup Pavilion emerged as a vibrant showcase of fresh ideas and entrepreneurial spirit within the Indian toy industry. Bringing together a diverse group of young companies, the pavilion highlighted innovative product concepts, creative design thinking and forward-looking business models aimed at capturing new market opportunities. The platform enabled startups to connect directly with buyers, distributors and potential collaborators, offering them valuable exposure and a springboard for future growth. For visitors, the pavilion provided an exciting window into the next generation of brands shaping the industry's evolution.

## New Product Gallery

The New Product Gallery showcased innovative products, attracting trade visitors and buyers. This dedicated space provided excellent exposure to participating exhibitors, helping them generate quality leads and drive traffic to their stands. The gallery highlighted the latest trends and most innovative products at the fair, offering visitors an engaging overview of new developments in the industry.

# Conference



## Conference

Shweta Chari

Mital Salia

Dr. Hiral Divyansh Mishra

Suhas Ramegowda

Founder | Kidsstoppress

CEO | The Opentree Foundation

Founder | KheKhel Mein

Founder | Rise and Shine

Co-founder | The Good Doll

The Conference Program once again served as a platform for forward-looking discussions, bringing together thought leaders to explore the key developments shaping the industry. Sessions addressed emerging topics such as building a robust Toy Safety Ecosystem in India, the growing relevance of Smart Toys, and the influence of AI and digital technology on modern play behaviour. Social issues also featured prominently, with the “Toys Without Barriers” session underscoring the need for accessible and gender-neutral toys. Another highlight, “From Importer to Exporter,” examined India’s expanding global footprint. Together, these sessions offered practical insights and strategic perspectives for the future of the toy sector.



## Market Discovery Trip

A business delegation visited Mumbai as part of a tailored programme designed to provide firsthand exposure to the Indian toy market. The initiative offered compact market insights, a factory visit to explore production processes, and targeted networking opportunities at India's leading toy fair. Delegates also participated in a workshop on distribution, consumer behaviour, and legal fundamentals with industry experts and visits to selected toy retailers, providing a practical view of sales approaches and market developments.

"Participating in Kids India 2025 was a truly enriching experience, marked by excellent organization, warm hospitality, and highly relevant insights provided by the Spielwarenmesse India team. The fair plays a key role in connecting global brands such as Carrera and Revell with the rapidly growing Indian market, and we sincerely appreciate your continued efforts to make this exchange possible."

**Stefan Krings** | CEO | Carrera Revell GmbH

**Bernd Häusler** | Director Business Unit Sales | Carrera Toys GmbH



# See You Soon!



4 - 6 March 2027

Jio Convention Centre, Mumbai

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