

Successful premiere: Kids India Roadshow gets off to a flying start

- Prominent participation from Gujarat-based companies at the trade fair
- Further local industry meetings in Mumbai, Jalandhar and Hyderabad

Kids India supports the development of one of the world's largest sales markets for toys and helps to build sustainable business relationships. For the first time, a roadshow through various Indian states will take place in advance of the fair, which will be held in Mumbai from 6 to 8 October. The organizer, Spielwarenmesse India Pvt. Ltd., has thereby created a new networking format that offers valuable information in the run-up to Kids India. The event kicked off with a successful premiere in Gujarat in May. It will also be stopping in Mumbai, Jalandhar and Hyderabad.

Spotlight on Gujarat

"The Kids India roadshow makes an important contribution to integrating regional players into the overall Indian industry network," explains Managing Director Tanu Ailawadi. In addition to industry and trade, it also involves politics, trade associations and the media. It creates space for personal discussion, provides information on trends, market potential and the political situation, thereby making regional strengths more visible. Reflecting on the significance of such events Shabbir Gabajiwala, President of The All India Toy Manufacturers' Association (TAITMA), added: "TAITMA remains committed to supporting industry initiatives that drive participation, knowledge-sharing and visibility for Indian toy manufacturers." A sign of support for the regional toy industry is that companies from Gujarat will be represented at the upcoming Kids India with individually sponsored stands. By this means, the Gujarat Toy Manufacturers Association (GTMA) and the Toys and Infant Merchants Association (TAIMA) enable an effective presence at the trade fair. "We are proud to represent the strength of Gujarat's toy industry at Kids India," emphasizes GTMA President Shailesh Vaghasiya. The region is considered a growing location for toy production due to its flourishing plastics and engineering industry. TAIMA President Raghuvir Jobanputra also sees great potential: "Kids India offers our members a valuable opportunity to contribute to the development of a competitive and creative toy industry in our region."

First-hand information

In the coming weeks, the roadshow will take Tanu Ailawadi and her team through three other important regions. The tours will also provide networking opportunities to local market participants in the run-up to the trade fair and highlight their economic relevance. International guests will gain equally valuable access to the Indian market, supply chains and new sales opportunities through a three-day delegation trip during Kids India. All information is available on the [website](#). Kids India is thus not only a hub for new products but also a strategic gateway to the dynamic Indian toy market. Kids India is officially supported under the Ministry of Micro, Small and Medium Enterprises (MSME) scheme, meaning that eligible Indian toy manufacturers can take advantage of benefits offered through applicable MSME support schemes for participation in October. Interested exhibitors have the opportunity to apply [here](#) to participate in the fair.

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 annually 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-eg.de) is active all year round.