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INDIA

Spielwarenmesse International Toy Fair
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India Stands
Hall 11.0: C-06/D-05, D-08/E-05, D-10 (1) & E-07 (2)
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Indian Stands at Spielwarenmesse International Toy Fair, Nurnberg

Hall 11.0: C-06/D-05, D-09/E-05, D-10 (1)& F-07 (2)
Hall 1: B-03 & E-18 Hall 5: D-38 Hall 10.0: C-08 & F-26

Indian Pavilion in Hall 11.0
The Indian Toy Industry

The Indian toy industry is as old as our heritage. Nurtured and enriched under the intellectually rich cultural fibre of India. The range of toys manufactured in India reflect our cultural diversity.

Play, with emphasis on safety and learning, are the core foundations for the toy industry in India.

India manufactures toys and games made from a variety of materials, man-made as well as natural, including rubber, metal, textile, wood, etc. This industry is predominantly confined to the small scale sector and is spread all over the country, catering to the local needs of different parts of India. In the organized sector, the chief centers for toy manufacturing are the National Capital Region and Mumbai. In India, manufacturing of toys in general, is labour intensive and utilizes skills of master craftsmanship as well as creative designing. The Indian toy industry, fueled by the vast domestic market, has now turned its attention to global markets and is fast gearing up to meet international demands.

Strong points of the Indian toy industry are skilled workforce, diverse range and focus on innovation & education. Indian manufacturers are catering to both large and small volume requirements and are exporting to the most developed markets in the world. The main markets for Indian toys are USA, U.K. and Germany.

Sports Goods Export Promotion Council (SGEPC), a Government of India sponsored organization, promotes the export of Indian Toys from India.
Creative Educational Aids Pvt. Ltd.

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Spielwarenmesse International Toy Fair 2012
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