Toys & Games
from India

at
Spielwarenmesse International Toy Fair 2020
29 January - 2 February, 2020
Nuremberg, Germany

Indian Participants Stands
Hall 11: C-06; D-05, D-08; E-05, D-10; Hall 10.1: E-02
Hall 10: B-01; B-14; D-19; E-19; F-03; Hall 7: F-33
Hall 6: A-25; Hall 4A: C-36; Hall 4: C-87; D-37
Hall 3: F-15; C-24; Hall 1: C-12

The Sports Goods
Export Promotion Council
www.sportsgoodsindia.org
### SGEPC Participants at Spielwarenmesse International Toy Fair 2020

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<th>NAME OF THE PARTICIPANT</th>
<th>HALL</th>
<th>STAND NO.</th>
</tr>
</thead>
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<td>SUNLORD APPARELS MANUFACTURING CO.</td>
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<td>C-12</td>
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<tr>
<td>FOXED VENTURE PRIVATE LIMITED</td>
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<td>SKOLA TOYS PRIVATE LIMITED</td>
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<tr>
<td>M &amp; A TOOLMAKERS</td>
<td>6</td>
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<tr>
<td>ZEPHYR RETAILS PVT. LTD.</td>
<td>6</td>
<td>A-25-B</td>
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<td>ZEPHYR TOYMAKERS PVT. LTD.</td>
<td>6</td>
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</tr>
<tr>
<td>LITTLE FINGERS INDIA PVT. LTD.</td>
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<tr>
<td>CHALK AND CHUCKLES PRODUCTS PVT. LTD.</td>
<td>10</td>
<td>D-19</td>
</tr>
<tr>
<td>CREATIVE EDUCATIONAL AIDS PVT. LTD.</td>
<td>10</td>
<td>F-03</td>
</tr>
<tr>
<td>GIRDHARI LAL CHOPRA (A) PVT. LTD.</td>
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<td>B-01</td>
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<tr>
<td>LOGIC ROOTS PVT. LTD.</td>
<td>10</td>
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</tr>
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<td>SK TOIING INTERNATIONAL LLP</td>
<td>10</td>
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<tr>
<td>GRASPER GLOBAL PRIVATE LIMITED</td>
<td>10.1</td>
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<td>BELCO SPORTS</td>
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<td>E-05-2B</td>
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<td>FUNRIDE TOYS LLP</td>
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<tr>
<td>FUNSKOOL INDIA LTD.</td>
<td>11</td>
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<tr>
<td>GUJRAL INDUSTRIES</td>
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<td>E-05-1A</td>
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<td>GUJRAL INTERNATIONAL</td>
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<td>E-05-1B</td>
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<tr>
<td>HANS RAJ MAHAJAN AND SONS</td>
<td>11</td>
<td>C-06-2A</td>
</tr>
<tr>
<td>HANS RAJ MAHAJAN AND SONS GLOBAL</td>
<td>11</td>
<td>C-06-2B</td>
</tr>
<tr>
<td>LE TRENDS PVT. LTD.</td>
<td>11</td>
<td>D-05-3B</td>
</tr>
<tr>
<td>MAMMA MIA TOYS</td>
<td>11</td>
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</tr>
<tr>
<td>PLAY CRAFT TRADERS</td>
<td>11</td>
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</tr>
<tr>
<td>RAPTOR SPORTS</td>
<td>11</td>
<td>D-10-A</td>
</tr>
<tr>
<td>SHOCKLEY HALL ELECTRONICS PVT. LTD.</td>
<td>11</td>
<td>D-05-2</td>
</tr>
<tr>
<td>WELBY IMPEX PVT. LTD.</td>
<td>11</td>
<td>D-05-3A</td>
</tr>
</tbody>
</table>
Hall: 9 Stand: A-07

Amit Arts

Address:
25/36, Govind Nagar HSG, Sodawala Lane,
Near MCF Mandir, Borivali West,
Mumbai-400092, Maharashtra, India

Phone: +91-9323669677

Email: jayesh9677@yahoo.co.in
Web: www.amitarts.com

Contact Executive:
Mr. Jayeshkumar M Gopani

Brand Name:
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Belco Sports

Address:
Nalhan Road, Basti Danishmandan,
Jalandhar, Punjab, India

Phone: +91-9815829206

Email: mukesh@belco.in
Web: www.belco.in

Contact Executive:
Mr. Mukesh Kumar

Brand Names:
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ISO 9001-2015
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Hall: 11  Stand: D-10-B
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- ISO CERTIFIED COMPANY
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Bhalla International

Address:
A1/1, Udyogpuram Industrial Estate, Partapur,
Delhi Road, Meerut, Uttar Pradesh, India

Phone: +91-121-2441111

Email: exhibition@vinex.co.in
Web: www.vinex.com

Contact Executive:
Mr. Shekhar Bhalla

Brand Name:
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- Coaching Equipment

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A1/1, Udyogpuram Industrial Estate, Partapur, Meerut- 250 103 (India) Tel.: 0091-121-244 1111 (4 Lines)
Brightway Exports International

Address:
Basti Danishmanda, Off Gakhal Road,
Jalandhar, Punjab, India

Phone: +91-9814062025

Email: jiten@brightwayexports.com
Web: www.speedupsports.com

Contact Executive:
Mr. Jiten Mahajan

Brand Name:
SPEED UP

EXHIBITS

Sporting Goods - Sport Toys
By The Buy

Address:
401, Jasu Building, Dada Bhai Road, Vile Parle,
Mumbai, Maharashtra, India

Phone: +91 98200 29527

Email: disha@imagimake.com
Web: www.imagimake.com

Contact Executive:
Ms. Disha Katharani

Brand Name:
IMAGIMAKE

E X H I B I T S

Educational and Art & Craft Toys
Creative Educational Aids Pvt. Ltd.

Address:
Plot No. 6, Toy City, Udyog Kendra, Greater Noida, Dist. G.B. Nagar-201301, Uttar Pradesh, India

Phone: +91-9821897413

Email: pradeep@creativeeducationalaids.com
Web: www.creativeeducationalaids.com

Contact Executive:
Mr. Pradeep Dhingra

Brand Names:
CREATIVE'S, SMART

Certification:
EN 71 PART 1, 2 and 3
ASTM
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www.creativeeducationalaids.com
pradeep@creativeeducationalaids.com
Hall: 10 Stand: D-19

Chalk and Chuckles Products Pvt. Ltd.

Address:
D-874, New Friends Colony, 2nd Floor,
New Delhi-110025, India

Phone: +91-11-41629566

Email: pallavi@chalkandchuckles.com
Web: www.chalkandchuckles.com

Contact Executive:
Ms. Pallavi Agarwal

Brand Name:
CHALK AND CHUCKLES
DNA Creations

Address:
Plot 48, Pocket G, DSIDC, Sector 5, Bawana,
New Delhi-110039, India

Phone: +91-9899041813

Email: ajay.ajayarora1971@gmail.com

Contact Executive:
Mr. Ajay Arora

Brand Name:
SEEKHO

EXHIBITS

STEM Toys
Foxed Venture Private Limited

Address: 6-3-609/11/1, Anand Nagar Colony, Khairtabad, Hyderabad - 500 004, Telangana, India

Phone: +91-9849204464
Email: foxedventure@gmail.com
Web: www.foxedventure.com

Contact Executive: Mr. Rajika Dhiren

Brand Name: FOXED VENTURE
Funride Toys Exim

Address:
49/35, Site-4, Sahibabad Industrial Area,
Ghaziabad, Uttar Pradesh, India

Phone: +91-8800665587
Email: sourabhkachru@dashbabyrides.com
Web: www.funridetoys.com

Contact Executive:
Mr. Sourabh Kachru

EXHIBITS
Kid's Ride-On's,
Kids Vehicle's,
Kids Cars,
Kids Scooter's

Brand Name:
FUNRIDE & DASH TOYS
Funride Toys LLP

Address:
49/35, Site-4, Sahibabad Industrial Area,
Ghaziabad, Uttar Pradesh, India

Phone: +91-8800665587 / 7065399915

Email: sourabhkachru@dashbabyrides.com,
export@funridetoys.com
Web: www.dashbabyrides.com

Contact Executive:
Ms. Madhvi Singh

Brand Names:
FUNRIDE & DASH TOYS

Certification:
EN-71

EXHIBITS
Kids Ride-On's,
Kids Vehichle's,
Kids Car's,
Kids Scooter's
Funskool India Ltd.

Address:
6th Floor, Taraporetowers, 826, Annasalai,
Chennai-600002, Tamil Nadu, India

Phone: +91-4430262626
Email: shabir@funskool.co.in
Web: www.funskoolindia.com

Contact Executive:
Mr. K.A. Shabir

Brand Name:
FUNSKOOL

Certification:
ISO 9001:2015
ICTI
GSV
RBA(EICC)
GMP(Dough)
BSCI

EXHIBITS
Infant & Preschool, Games, Dough, Puzzles
Hall: 10 Stand: B-01

Girdhari Lal Chopra (A) Pvt. Ltd.

Address:
19-1-1, Gandhi Gate, Amritsar-143 001,
Punjab, India

Phone: +91-9814121700

Email: choprachess@outlook.com
Web: www.choprachess.com

Contact Executive:
Mr. Aditya Chopra

Brand Name:
CCI India

EXHIBITS
Wooden Chess Sets
Godiscover
Interactions LLP

Address:
D-377, Defence Colony,
New Delhi-110024, India

Phone: +91-9811256260
Email: vipul@godiscover.in
Web: www.godiscover.in

Contact Executive:
Mr. Vipul Gupta

Brand Name:
GODISCOVER
Grasper Global Private Limited

Address:
222A, Podar Chambers, 109 S.A. Brevli Road,
Fort, Mumbai, Maharashtra, India

Phone: +91 9821018115

Email: dhvanil.sheth@grasperglobal.com
Website: www.skillmatics.in

Contact Executive:
Mr. Dhvanil Sheth

Brand:
SKILLMATICS
Gujral International

Address:
13-C, Gagol Road, Partapur,
Meerut - 250 103, Uttar Pradesh, India

Phone: +91-121- 2440455 / 2440655
Email: rg@gisco.in
Web: www.gisco.in

Contact Executive:
Mr. Rajesh Gujral

Brand Name:
GISCO

Certification:
EN 71: Part 1-2-3
CE Certified
Phthalate FREE

EXHIBITS
Primary Sports,
Physical Educational Products, Activity Play,
Kids Sports, Board Games, Outdoor Playground, Pre-
School Learning, Training Sports, Play Tunnels, Skipping
Ropes, Indoor Games, Play Balls
Gujral Industries

Address:
13-C, Gagol Road, Partapur, Meerut-250 103,
Uttar Pradesh, India

Phone: +91-94 12203774
Email: support@gisco.in
Web: www.gisco.in

Contact Executive:
Mr. Rajesh Gujral

Brand Names:
GiSCO

Certification:
ISO 9001: 2015
EN 71: Part 1-2-3
CE Certified
Phthalate FREE

EXHIBITS
Primary Sports, PE Products, Activity Play, Kids Sports, Board Games, Outdoor Playground, Educational Games, Pre-School Learning, Training Sports, Play Tunnels
Primary Play
Juggling and Dance
Rhythmic Gymnastics
Primary Athletics
Activity Play
Kids Sports
Board Games
Educational Games
Pre-School Learning
Training Sports
Play Tunnels
Skipping Ropes
Indoor Games
Play Balls
Agility Soccer Training

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- +91-11-66173596
- support@gisco.in
- 13-C, Gagol Road, Partapur, Meerut 250103 (U.P) INDIA
Hans Raj Mahajan
And Sons

Address:
G.T. Road, Suranussi, Jalandhar-144027,
Punjab, India

Phone: +91-9814064404

Email: amit@hansrajgroup.com
Web: www.hansrajgroup.com

Contact Executive:
Mr. Amit Mahajan

Brand:
HRM, BULLS

EXHIBITS
Garden Games,
Wooden Toys,
Sports Ball and Toys
Hans Raj Mahajan
And Sons Global

Address:
G.T. Road, Suranussi, Jalandhar,
Punjab-144027, India

Phone: +91-9814133701
Email: hrmglobalindia@gmail.com

Contact Executive:
Mrs. Tania Mahajan

Brand: HRM
Hall: 4 Stand: C-87-B

Imagimake Toys LLP

Address:
401, Jasu Building, Dada Bhai Road,
Vile Parle, Mumbai, Maharashtra

Phone: +91-98200 29527

Email: disha@imagimake.com
Web: www.imagimake.com

Contact Executive:
Ms. Disha Katharani

Brand Name:
IMAGIMAKE

EXHIBITS
Educational and Art & Craft Toys
Le Trends Pvt. Ltd.

Address:
C-37, Sector 7, Noida-201301,
Uttar Pradesh, India

Phone: +91-9999407744

Email: tanshitoy@gmail.com
Web: www.tanshitoy.com

Contact Executive:
Mr. Nitesh Chawla

Brand Name:
TANSHI
Little Fingers India Pvt. Ltd.

Address:
#3M-213, Govind Narayani Tower,
East of NGEF Layout, Kasturi Nagar,
Bangalore, Karnataka, India

Phone: +91-9980512408

Email: umcs.bangalore@hotmail.com
Web: www.littlefingers.in

Contact Executive:
Mr. Prabin Agrawal

Brand Name:
LITTLE FINGERS
Logic Roots Pvt. Ltd.

Address:
Plot No. A-188-A, Road No. 6D, VKI,
Jaipur-302013, Rajasthan, India

Phone: +91-9602643065

Email: gunjan@logicroots.com
Web: www.logicroots.com

Contact Executive:
Ms. Gunjan Agrawal

Brand Name:
LOGIC ROOTS
Hall: 6  Stand: A-25-C

**M & A Toolmakers**

Address:  
A421, TTC Industrial Area, MIDC, Mahape, Navi Mumbai-400710, Maharashtra, India

Phone: +91-9870199862

Email: moiz@ztpl.in

Contact Executive:  
**Mr. Moiz Gabajiwala**

Brand Name:  
**M & A**

**EXHIBITS**  
Moulds & Tools
Mamma Mia Toys

Address:
J-39, Sector-5, Bawana Industrial Area,
New Delhi - 110039, India

Phone: +91-9999705506
Email: aditya.mammamia@gmail.com

Contact Executive:
Mr. Aditya Khattar

Brand Name:
MAMMA MIA
Play Craft Traders

Address:  
82/2, WHS Timber Market, Kirti Nagar, New Delhi - 110015, India

Phone: +91-9167487070

Email: gautam@playcraft.in
Web: www.playcraft.in

Contact Executive:  
Mr. Gautam Arora

Brand Name:  
EXPLORE

Certification:  
EN 71
ASTM

EXHIBITS  
STEM Toys
THE SPORTS GOODS EXPORT PROMOTION COUNCIL

EXHIBITS
Soft Toys and
Play Houses

Profile

Address:
D-12/3, First Floor Rear Portion,
Okhla Industrial Area Phase-II,
New Delhi -110020, India

Phone: +91-9810158776

Email: support@roleplayllc.com
Web: www.roleplayllc.com

Contact Executive:
Mr. Atul Dewan

Brand Name:
ROLE PLAY
Raptor Sports

Address: 66, Basti Nau, Jalandhar, Punjab, India
Phone: +91-9878829206
Email: naresh@belco.in
Web: www.rmax.in

Contact Executive: Mr. Naresh Kumar

Brand Names: RMAX, WISH GIFT

EXHIBITS
Cricket, Soccer, Rugby, Basketball, Volley Ball, Net Ball, Hand Ball, Beach Ball, Gaelic Ball, Hurling Ball, Futsal, Indoor Balls, Leather Soccer & Rugby, Australian Rules Football, Soccer Training Accessories, Rugby Training Accessories, Rugby Protective Equipment, Bags, Garments, Boxing Equipment's, MMA Equipments
Role Play

Address:
D-12/3, 2nd Floor, Okhla Industrial Area Phase-II,
New Delhi, India

Phone: +91-9810163525
Email: atul@roleplayllc.com
Web: www.roleplayllc.com

Contact Executive:
Mr. Atul Dewan

Brand Name:
ROLE PLAY
Hall: 11  Stand: D-05-2

Shockley Hall
Electronics Pvt. Ltd.

Address:
DN-3, Sector V, Salt Lake, Kolkata - 700091,
West Bengal, India

Phone: +91-9830040402

Email: nicknacindia@gmail.com
Web: www.nicknack.in

Contact Executive:
Mr. Rajarshi Chakraborty

Brand Name:
NICKNACK
SK Toiing International LLP

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C1802, Lotus Corporate Park,
Off. Western Express Highway, Goregaon (E),
Mumbai - 400063, Maharashtra, India

Phone: +91-7045680134
Email: m@toiing.com
Web: www.toiing.com

Contact Executive:
Ms. Mayuri Ingle

Brand Name:
TOIING

Certification:
EN71
BIS
**Skola Toys**

**Private Limited**

Address:
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Phone: +91-9845093877

Email: manikandan@skola.toys

Web: www.skola.toys

Contact Executive:

Mr. VK Manikandan

Brand:

SKOLA TOYS

**EXHIBITS**

Wooden Learning Toys
Sunlord Apparels
Manufacturing Co. Pvt. Ltd.

Address:
Plot #3, Toy City, Udyog Kendra, Ecotech 3,
Greater Noida, 201308, Uttar Pradesh, India

Phone: +91-98110-38758
Email: amit@sunlord.com
Web: www.sunlord.com

Contact Executive:
Mr. Amitabh Kharbanda
Brand Names:
TWISTOYS, HAPPINESS

Certification:
ICTI
GSV
Oekotex
GOTS
BSCI

EXHIBITS
Soft Toys, Doll, Textile Toys,
Children's Bedding &
Decor
Hall: 4 Stand: F-51

Terra Learning Solutions

Address:
6/391, Mahendra Mansion, J.S.S Road,
Mumbai - 400002, Maharashtra, India

Phone: +91-9819062301

Email: ajmeraashish@gmail.com
Web: www.jackintheboxcrafts.com

Contact Executive:
Mr. Ashish Ajmera

Brand:
JACKINTHEBOX
Hall: 4  Stand: D-37-A

The Maison Company
India

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D-12/3, Okhla Industrial Area Phase-II,
New Delhi, India

Phone: +91-9810158776
Email: mamta@themaison.com
Web: www.themaison.com

Contact Executive:
Ms. Mamta Dewan

Brand Name:
MAISON
Hall: 11  Stand: D-05-3A

Welby Impex Pvt. Ltd.

Address:  
57, Toy City, Greater Noida-201306,  
Uttar Pradesh, India

Phone: +91-9958446846

Email: chawlaparesh@hotmail.com  
Web: welbyindia.com

Contact Executive:  
Mr. Paresh Chawla

Brand Name:  
TIN TREASURES

EXHIBITS

Tin Toys, Collectible Tin  
Toy Souvenirs
Hall: 6  Stand: A-25-B

Zephyr Retails Pvt. Ltd.

Address:
A-421, TTC Industrial Area, MIDC, Mahape,
Navi Mumbai-400710, Maharashtra, India

Phone: +91-9870199862
Email: moiz@ztpl.in

Contact Executive:
Mr. Moiz Gabajiwala

Brand Name:
ZEPHYR
Hall: 6  Stand: A-25-A

Zephyr Toymakers Pvt. Ltd.

Address:
A-421, TTC Industrial Area, MIDC, Mahape,
Navi Mumbai - 400710, Maharashtra, India

Phone: +91-9870199862
Email: moiz@ztpl.in
Web: www.zephyrtoys.com

Contact Executive:
Mr. Moiz Gabajiwala

Brand Name:
ZEPHYR

EXHIBITS
Toys & Games
The Sports Goods Export Promotion Council

Address:
1-E/6, Swami Ram Tirth Nagar,
New Delhi-110055, India

Tel: +91-11-23516183
Email: mail@sgepc.in
Web: www.sportsgoodsindia.org

Contact Executive:
Mr. Tarun Dewan
Executive Director

ACTIVITIES

SGEPC is a non-profit, Govt. of India sponsored organisation, representing all the leading manufacturers and exporters of sports goods and toys in India. Its range of activities include:

- Organising / participation in prime trade events
- Dissemination of information
- Linkage between the industry stakeholders
- Export statistics and projections
- Awards and Certification
The Sports Goods Export Promotion Council (SGEPC), a Government of India sponsored organization is working for the promotion of India's exports of sports goods and toys.

SGEPC represents all the leading manufacturers and exporters of sports goods and toys in India. The one point objective of SGEPC is to promote exports of sports goods and toys from India. Its range of activities spur the industry's performance on one hand, and help to promote India's presence internationally on the other.

Trade Promotion Activities
SGEPC organizes trade promotion activities like Indian participation in international trade fairs, visits of business delegations, promotional campaigns in international markets, etc.

Dissemination of Information
SGEPC provides important information to its members on market intelligence, standards & specifications, quality & design and on other issues which directly or indirectly affect the industry.

Link between the Industry and the Indian Government
SGEPC is the direct link between the industry and the Government whereby it provides feedback on industry's requirements to the Indian Government and also informs Government directives to the industry.

Export Statistics and Projections
SGEPC collects exports data from its members, maintains a statistical record of exports of sports goods and toys and evaluates its performance on an annual basis.

Export Awards
SGEPC recognizes the achievements of exporters and awards the top performers annually.

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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 man-made as well as natural materials, 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, UK and Germany.