

Kids India adds further power: Registration opens under new Director

- 6 to 8 October 2025 at Bombay Exhibition Centre in Mumbai
- A well-known face: Tanu Ailawadi is new Managing Director in India

After a successful 10-year presence in India, Spielwarenmesse eG is strengthening its commitment to growth. Exhibitors can register now for Kids India 2025, which takes place from 6 to 8 October 2025 at the Bombay Exhibition Centre in Mumbai. To drive forward continued expansion in the pioneering Indian market, Tanu Ailawadi – previously the Project Manager – has been appointed Managing Director of Spielwarenmesse India Pvt Ltd.

Onward with expertise

"We see enormous potential in the Indian toy market and we are seeking to develop this further," says Christian Ulrich, Board Spokesperson at Spielwarenmesse eG. "We are therefore all the more delighted to have such a highly experienced trade fair and marketing expert as Tanu Ailawadi heading Kids India." Ailawadi has been responsible for organising the fair since Kids India started in 2013, and she has over 20 years' professional experience. With the firm foundation of an academic background in business and management, she has a deep understanding of business operations and a well established network in various markets. In her past role at the Indo-German Chamber of Commerce, Tanu Ailawadi led the trade fair team and represented various prestigious German fair organisers. "Using my extensive knowledge of the Indian toy market and my personal contacts with its key players and decision-makers, I am aiming to continue leading Kids India forward and to secure the company's position in the Indian market," said the new MD, setting out her goals.

Strongly international character

With the event in Mumbai, Spielwarenmesse eG is promoting the international business opportunities in the Indian toy sector. By participating in Kids India, manufacturers benefit from access to the largest market of children and under-14s in the world – one that represents 25% of the entire population. Retailers, distributors and buyers, conversely, have the opportunity to secure new sources of supply from among the creative Indian exhibitors. The performance of this year's edition confirmed the status of

the leading B2B fair for toys, sports goods and children's products in India, attracting 5024 trade visitors from 31 countries to Mumbai. The 127 exhibitors who attended included businesses from Japan, Austria, Sri Lanka and South Korea, amongst others. Kids India was also supported by prominent industry associations such as the Sports Goods Export Promotion Council (SGEPC) and The All India Toy Manufacturers' Association (TAITMA). In view of the growing number of young and innovative businesses in the Indian toy sector, the next edition will again feature a startup pavilion. Exhibitors who are interested can book a stand at Kids India 2025 right now at www.kidsindia.co.in.

Panel discussion at the Spielwarenmesse

Early next year, the Spielwarenmesse in Nuremberg offers the opportunity to gain deeper insights into the Indian market. On Saturday 1 February at 11.30 am, a panel discussion will take place in the Toy Business Forum in Hall 3A. Under the title 'The Indian toy market: opportunities and potential for international producers', Martene Hösch (Project Director at Spielwarenmesse eG) will be discussing market entry strategies and India's potential as a site of production with Steve Reece (Kids Brand Insight), Matteo Vezzosi (Asia Toy & Play Association) and an Indian toy manufacturer. Following this, the panellists and Tanu Ailawadi invite participants to join them for an informal get-together in the Toy Business Forum.

You can find photographic images 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

Press Release



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 **BRANDmate** 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.