

Kids India Roadshow: Stop in Mumbai

Kids India supports companies in tapping into one of the world's largest markets for toys and brings international firms together with industry representatives. To promote professional exchange, Spielwarenmesse India Pvt. Ltd. is once again organising **roadshows** in various Indian states in the run-up to the trade fair, which will take place from **4 to 6 March 2027** at the Jio World Convention Centre in Mumbai. The most recent event in the exhibition city, held in early September, focused on current market opportunities and regulatory requirements.

With the support of the industry association TAITMA (The All India Toy Manufacturers' Association), the participants, led by Tanu Ailawadi, Managing Director of Spielwarenmesse India Pvt. Ltd., gained valuable insights into the specific characteristics and potential of the Indian market. The focus was on regulatory compliance, market knowledge and new business opportunities. Vagal A.S., Chartered Engineer and Techno Legal Expert at Saaiamrut Associates, explained the Packaged Commodity Rules under the Legal Metrology Act and emphasised the importance of regulatory awareness for businesses operating in the Indian market or seeking to establish a presence there.

A young consumer base, rising purchasing power and expanding digital access are further supporting the sector's growth and creating opportunities across the value chain. With around 357 million children aged between zero and 14 and a toy market projected to grow USD 4.1 billion by 2032, India offers great potential for businesses. Kids India's International Delegation Programme combines market insights, B2B matchmaking, factory visits, retail tours and access to the trade fair. Interested companies can gain first-hand insight into the market, meet potential business partners and gain direct insights into India's evolving toy ecosystem.

Images are available at www.world-of-toys.org/media.

10 September 2026 – le

Spielwarenmesse Group

Versatile and internationally oriented: **Spielwarenmesse Group** brings together all the international activities of **Spielwarenmesse eG** under one corporate brand. Portfolio highlights for the toy industry and other consumer

goods markets include two world-leading trade fairs: **Spielwarenmesse** in Nuremberg is the leading international event for the B2B sector, as is **SPIEL** in Essen for the B2C field. Also part of the portfolio are **BRANDmania** – Europe's largest B2B networking festival for licences and collaborations in Essen – and the exhibition programme **World of Toys by Spielwarenmesse**, which opens up new markets for manufacturers through joint activities in **Hong Kong, Tokyo** and **New York**. The portfolio also includes **Kids India** as a stand-alone event in Mumbai. Subsidiaries in key locations in both **China** and **India** provide the relevant local expertise in their respective countries. With its concentrated know-how and global network, the organiser is a catalyst for the industry and trend scouts. The 60-member team operates from "ToyCity" Nuremberg and is supported by representatives in over 100 countries. Through both events and online activities, Spielwarenmesse Group is active all year round (www.spielwarenmesse-group.com).