

Novelties, Innovations, Inspirations



Khilona presented opportunity to connect with all segments of India's toys & games manufacturers, explore export potential and trade opportunities



Key congregation for the Toys & Games Sector in India brought together MSME enterprises alongside industry's leading players for exploring business and export potential. Start-ups presented impactful representations of their product profiles. Special assortments of handmade toys and regional toy craft collectibles enjoyed pride of place. A Panel Discussion with industry experts added to learning and knowledge sharing. For everyone in the business of play - curated and conceptualized as a business ground for manufacturers, entrepreneurs, designers, toy craft artisans, etc. with importers, wholesalers, brand owners, specialty stores, retailers and e-commerce platforms, kindergarten & schools, play & special learning groups, etc. Khilona-India Toys & Games Fair, in its successive second edition, was held at the India Expo Centre & Mart, Greater Noida Expressway from 18-20 August 2023.





With focus on appeal, usability, learning and commercial viability Khilona-India Toys & Games Fair congregated a full spectrum of India's toys & games manufacturing industry, with 200+ businesses. The 12 display categories at the fair covered 24 product categories to feature puzzles & board games, soft toys & play sets, ride-on & pull-along toys, educational & learning games, stem toys and games, subscription & hobby kits, cycles & paddle wheels, handmade & craft toys, electronic & precision toys, collectibles & vintage toys, outdoor leisure & games, sustainable & eco-friendly toys.

With a varied array of exhibitors from various segments of the industry, Khilona was a major platform for exploring the latest trends, designs, and advancements in toys and games. Visitors could see India's strengths in innovations and high precision manufactured toys alongside traditional toys & games as well as collectibles.

Vibrant Theme Areas highlighted India's toy making clusters & hubs including regional toy making crafts and heritage dolls like Channapatna lacquerware toys, Kondapalli wooden toys, Ettikopaka lacquerware toys, Varanasi wooden toys, Asharikandi terracotta toys, Jaipur kathputli, Kinhal wooden toys, Nirmal wooden toys, Tanjore terracotta dolls, Indore leather toys, Cuddapah Raja Rani wooden dolls, Chitrakoot wooden toys, Bishnupur toys and dolls.

A Panel Discussion titled, 'Made In India Toys-Inspiring Creativity and Encouraging New-Age Innovation' with experts from the industry was also conducted during the show.

Khilona - India Toys & Games Fair is in sync with Prime Minister, Narendra Modi's vision of 'Vocal for Local' and 'Atma Nirbhar Bharat'

in toys & games as well as India realising its full potential in manufacturing for this segment, with an aim of becoming a global sourcing hub in this segment. Under the PM's vision, India has a strong focus on upscaling and upgrading the toys & games sector to increase manufacturing and exports multi-fold. Besides, many companies are emerging in the sector and several new products are being developed. Some of these featured among Khilona's exhibitors.

Besides indigenous brands and products, there were OEM manufacturers who are suppliers to leading global brands and are adding capacities at speed. This B2B fair is on its way to become instrumental in increasing India's role in the global supply chains by enabling toy manufacturers, predominantly the MSMEs and traditional practitioners, with the necessary market linkages to enhance their traction in overseas markets and India's share in global toys & games trade. Other key drivers include the increased awareness on toys having a positive effect on child development, growth of e-commerce as a sales channel and the veteran artisans of India with their toy legacy of over 5000 years.

Khilona-India Toys & Games Fair was organised by EPCH with active support from Ministry of MSME, Ministry of Commerce and Ministry of Textiles, Govt. of India.

For buyers and traders from across the globe, Khilona was an exclusive opportunity to network and partner with traditional, modern as well as upcoming toy manufactures; understand from eminent industry experts and academics about various key aspects related to the Indian Toys & Games Industry; learn about new trends & opportunities; and create strategic B2B alliances.

Inauguration by Chairman, EPCH

The 2nd edition of Khilona-India Toys & Games Fair held from 18th to 20th August 2023 at India Expo Centre & Mart, Greater Noida Expressway was inaugurated by Mr. Dileep Baid, Chairman, EPCH in the presence of Dr. Neeraj Khanna, Vice Chairman II, EPCH; Mr. Raj Kumar Malhotra, Immediate Past Chairman-EPCH; Mr. Dinesh Kumar; Mr. Ravinder Kumar Passi; Mr. Sagar Mehta, Mr. Girish Kumar Agarwal; Mr. Hansraj Baheti; Mr. Kamal Soni; Mr. Salman Azam; Mr. K. L. Ramesh, Mr. Om Prakash Prahladka; Mr. Rajesh Jain; Mr. Pradip Muchhala; Mr. Arshad Mir, Mr. Lekhraj Maheshwari, Mr. Simrandeep Singh Kohli; Mr. Naved Ur Rehman; Mr. C. P. Sharma Member(s)-Committee of Administration-EPCH; Dr. Rakesh Kumar, Chairman, IEML; Mr. R K Verma, Executive Director, EPCH; and Committee of Administration Members, EPCH. It is organised by the Export Promotion Council for Handicrafts with approval and active support from Ministry of MSME, Ministry of Commerce & Industry and Ministry of Textiles, Govt. of India.



Speaking about the fair's composition, Mr. Dileep Baid, Chairman, EPCH, informed, "with exhibitors from various segments of the industry, Khilona is an important major platform for exploring the latest trends, designs, and advancements in toys and games. Visitors can see India's strengths in innovations and high precision manufactured toys alongside traditional toys & games as well as collectibles. There are many offering STEM toys, responding to the growing market demand with engaging product lines that speak for themselves. Décor, themes and accessories for children's living spaces is another segment, where manufacturers are exploring export potential



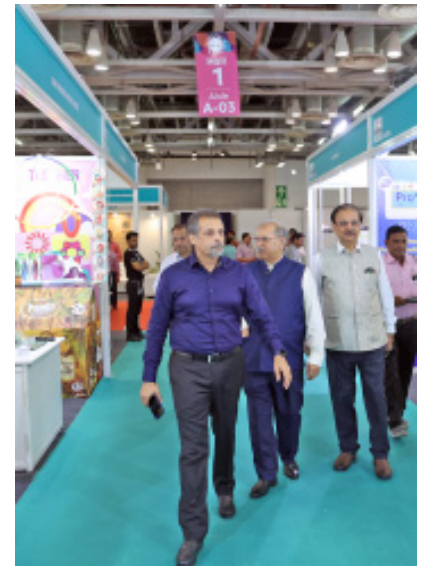
in furniture to suit ergonomic needs, decor to enliven the mood, theme based furnishing & accessories, table top and wall décor, stationery products, holiday assortments, etc."



Dr. Neeraj Khanna, Vice Chairman, EPCH, added, "over 10 exhibitors are among start-ups at the fair, offering plenty in fun & learning, indoor and outdoor play. They look forward to make connections for business opportunities in children's room furniture, baby & toddler products, gaming, phygital (physical + digital) lines, recreational as well as educational toys."

Earlier in the day, Dr. Rakesh Kumar, Chairman, IEML shared, "The Toy sector is one of the very old and yet the most dynamic sectors in terms of design and innovation. Through this show, besides benefiting from direct business between buyers and sellers, toy makers can explore exciting ways to combine traditional skills and materials with modern design sense and manufacturing technologies."

Mr. R K Verma, Executive Director, EPCH, further informed, "Khilona-India Toys & Games Fair features a vibrant representation of our rich heritage and unparalleled craft skills with several artisans from the remotest corners of India's toy craft villages, towns and clusters, among exhibitors at the fair.



Their existing and original skills have been further honed towards creating more designs & variety, improved quality, marketability and commercial viability, by specific teams of EPCH, through the govt.'s Guru Shishya Hastshilp Prashikshan programs. Visitors will see collections in Channapatna lacquerware toys, Varanasi wooden toys, Asharikandi terracotta toys, Jaipur kathputli, Kinhal wooden toys, Indore leather toys and Cuddapah Raja Rani wooden dolls."



Exclusive opportunity for MSMEs and skilled toy craft artisans to engage with international markets



Shri Piyush Goyal
Union Minister of
Commerce & Industry,
Consumer Affairs, Food
& Public Distribution
and Textiles, Govt. of
India

Under the dynamic leadership of Hon'ble Prime Minister Shri Narendra Modi ji, the Government of India is taking several initiatives to develop, promote, and enhance competitiveness of our indigenous toy industry. This includes promoting made in India toys, designing toys based on Indian values, culture and history, monitoring the quality of toys amongst others. The development of this industry

is in line with Hon'ble Prime Minister's vision of 'Vocal for Local' and 'Make in India' for the world.

This fair will provide an exclusive opportunity to our toy manufacturers which primarily include MSMEs and skilled artisans to expand their engagement with international markets by establishing requisite market linkages. It will also help participants learn about new trends and opportunities emerging in the toy sector. I congratulate EPCH for their efforts in organising the fair and wish the fair a grand success.

Artisans, start-ups and big players congregated, offered India's diverse manufacturing base to the world

Khilona-India Toys and Game Fair is the first B2B show of its kind to bring together an all-inclusive cross section of toy manufacturers from every corner of India. This fair enhanced the toy manufacturing sector in India and aimed to increase their existing Indian market share.

The Indian toy and games industry is aiming and gearing up to be on a past growth trajectory. India uniquely has heritage, skills, materials as well as technology that strongly supports volume production of both traditional and modern toys. India has vast potential to fulfill a significantly bigger portion of the global toys & games trade and also cater to the fast growing and expanding domestic market.

As part of the 'Aatma Nirbhar Bharat' campaign, the Hon'ble Prime Minister has urged all the stakeholders to explore the hidden potential of India's toy industry by creating an identity for it as India has the ability to become a major player in this sector. Youngsters, Start-ups and Entrepreneurs have the ability to achieve the successes no one can ever imagine. All the industry players are encouraged to support local toys and reduce reliance on foreign goods and be a part of the movement 'Vocal for Local'.

Various steps have been undertaken by the Govt. of India to promote and develop the domestic toy industry.



Sector has strengths in raw material availability, creative & craft abilities and manufacturing capabilities



Sunil Barthwal, IAS
Commerce Secretary,
Govt. of India

I am glad to know that Export Promotion Council for Handicrafts (EPCH) is organising the 2nd edition of Khilona-India Toys & Games Fair at the India Expo Centre, Greater Noida Expressway.

The toys and games manufacturing sector has a huge potential, given our strengths in raw material availability, creative & craft abilities as well as manufacturing capabilities. The Fair is set to bring together around 200 exhibitors from across India including from manufacturing hubs and traditional toy-making clusters.

I hope that the Fair will provide an opportunity for boosting the exports of Indian toys and games in international markets. I convey my best wishes to all the participating exhibitors, buyers and EPCH for the success of the Fair.

Platform to forge new partnerships, exchange ideas, and explore innovative ways to elevate toys & games industry



Mr. Rajesh Kumar Singh, IAS, Secretary,
Department for
Promotion of Industry
and Internal Trade,
Ministry of Commerce
& Industry, Govt. of
India

As a nation, we acknowledge the pivotal role of the toy and gaming industry in our economic and social development. We aspire to promote indigenous innovation and craftsmanship in every sector, including toys and games. Our goal is to establish India as a global hub for the creation and manufacturing of high-quality toys and games, contributing to both our economy and cultural heritage. I encourage all participants to utilize this platform to forge

new partnerships, exchange ideas, and explore innovative ways to elevate the toy and gaming industry in India. Let us work together to promote sustainable practices, inclusivity, and safety standards in our products, ensuring a brighter and more prosperous future for all stakeholders.

Khilona - India Toys and Game Fair was a one of its kind show that brought together an all-inclusive cross section of toy manufacturers, even from the remotest corners of India. The diversity and range of toys and games produced in India were manifested at the 2nd edition of Khilona - India Toys & Games Fair. This was an opportunity for



overseas as well as domestic buyers and traders to network and partner with modern, traditional as well as upcoming toys & games manufacturers.

The second edition of Khilona congregated a full spectrum of India's toys & games manufacturing industry, with a cross section of 200 businesses, ranging from medium and small exporters,

artisan entrepreneurs and designers to India's leading manufacturer exporters.

The 12 display categories featured Puzzles & Board Games, Soft Toys & Play Sets, Ride-on & Pull-along Toys, Educational & Learning Games, STEM Toys and Games, Subscription & Hobby Kits, Cycles & Paddle Wheels, Handmade & Craft Toys, Electronic & Precision

Toys, Collectibles & Vintage Toys, Outdoor Leisure & Games, Sustainable & Eco-friendly Toys. Visitors to the fair included Importers, Wholesalers, Brand Owners, Speciality Stores, Retailers and e-commerce platforms, Kindergarten & Schools, Designers & Merchandisers, Play & Special learning groups, etc.

Repository of rich regional culture and craft traditions tapped to present rare & exclusive collections for play, decor and keepsake

Khilona-India Toys & Games Fair featured a vibrant representation of India's rich heritage and unparalleled craft skills with several artisans from the remotest corners of India's toy craft villages, towns and clusters, among exhibitors at the fair. With several decades of history to back them, some of these are being practiced since generations as a way of life and carry distinguishing characteristics unique to their place of origin. Many of them have geographical indication certifications and are GI tagged, which means they are original, authentic and directly from the source.

Their existing and original skills have been further honed towards creating more designs & variety, improved quality, marketability and commercial viability, by EPCH through Guru Shishya Hastshilp Prashikshan programs under NHDP-Skill Development Program of Office of Development Commissioner (Handicrafts), New Delhi. The products are completely hand crafted and hand embellished with sustainable raw materials as well as colouring agents.

Among these were, *Channapatna Toys & Dolls* - wooden lacquerware toys and dolls produced at Channapatna, a small town in the Ramanagara district of Karnataka with origin at the beginning of 20th century; *Kinhal Wooden Toys* - GI tagged and practiced in the Koppal district of Andhra Pradesh, these are known for unique usage of powder made from tamarind seeds, pebbles and jute rags for pasting, embossing &



ornamentation; *Varanasi Wooden Lacquerware Toys* - famous unique wooden lacquerware and wooden toys (GI tagged in 2015) with designs created with the natural veins of the wood. These toys are made without any joints, hence are attractive and harmless playthings for children; *Leather toys of Indore* - animal figurines, leather toys of Indore look life like in miniature forms. The art of making leather toys is said to be inspired from Taxidermy, art of preserving animals in their original shape, after being hunted. GI tagged in 2008; *Asharikandi Terracotta Toys* - Using traditional tools and equipment like Kodal, Pitna, knives, and Kathi, the artisans of Asharikandi, a village in Assam's Dhubri district, employ ancient artistic



techniques to deftly craft terracotta figurines of deities, animals, birds, and also objects from ordinary life; *Kathputlis* - GI tagged in 2008, the puppets or Kathputlis are from Rajasthan are distinctively colourful and a delight to watch. The kathputli tradition of Rajasthan is an ancient art and its practitioners have entertained, the style of head dress, shape of eyes, beard and

moustache style are used to depict the character of the puppet; *Raja Rani Dolls* - as the name suggests these are in pairs of a male & female and embody intricate wood carving craft and embellishing. They are a popular and iconic item in Andhra Pradesh, Tamil Nadu, and Karnataka, traditionally gifted to a couple at the time of their wedding. Among other such toy crafts were *Natungram Dolls* chiselled out of seasoned wood and intricately painted with bright colours. These are the traditional dolls of



Natungram village in Burdwan, Kolkata, West Bengal; they have rustic artistry that is original. The famous pair of owls is worshipped by Bengalis as a way of receiving blessings from the goddess Lakshmi. Then, there were

Richness, appeal, usability, learning and commercial viability highlighted in exhibits



Mr. Dileep Baid
Chairman, EPCH

The show has drawn inspiration from our Hon'ble Prime Minister's vision for 'Vocal for Local' and 'Atma Nirbhar Bharat' in the toys & games segment and to make India, a promising manufacturing hub for the same. Collectively and in sync with this nationwide

sentiment, the event highlights the richness, appeal, usability, learning and commercial viability of toys & games made in India, along with the capabilities of our manufacturing sector.

Khilona is being organised with support from Ministry of MSME, Ministry of Commerce and Ministry of Textiles and is the only show of its kind. Our exhibitors, around 200 medium, small and leading manufacturer exporters, are ready with their displays in 12 categories. In preparedness towards the show, they have focused on design development of products as per global market trends with an aim to present their best.

Complete spectrum with representation of all manufacturing hubs and regions



Dr. Rakesh Kumar
Chairman,
India Exposition Mart Ltd.

Khilona-India Toys & Games Fair will evolve as a strong support platform for all stakeholders in the sector in times to come. India has a huge potential in upscaling the toys & games manufacturing sector, given our strengths in availability of variety of raw materials, creative & craft abilities as well as

manufacturing capabilities. Subsequently, there is immense possibility to increase our exports manifold in these categories.

The show offers a complete spectrum of the toys & games sector, replete with representation of all our manufacturing hubs and regions. This B2B platform is an exclusive opportunity to network and partner with all kinds of manufacturers including those involved in continuing the legacy of traditional toys to those creating technically backed ones and OEM manufacturers who are suppliers to leading global brands and are adding capacities at speed.

Thanjavur dolls from Tamil Nadu. The doll's centre of gravity is fixated at its bottom-most point, such that a continuous oscillating movement is generated. There were Kondapalli wooden toys, Ettikopaka lacquerware toys, Nirmal wooden toys, Chitrakoot wooden toys and Bishnupur toys and dolls.



Start-ups offered plenty in fun & learning, indoor and outdoor play

Over 10 exhibitors were among start-ups at the Khilona-India Toys & Games Fair, ready for making connections for business opportunities in children's room furniture, baby & toddler products

recreational as well as educational toys.

Bengaluru based Avida Labs believes in transforming the



experience of learning with phygital products, so as to involve children in the continuous learning process. They offered an amalgamation of physical tangible with the digital application which parents with their kids can utilise to the traveling time or playing time to help them memorise and revise the difficult subject areas with some fun tricks, quizzes, colouring, puzzles and mind igniting activities.

CHAP Foundation got along, colourful cloth puppets, dolls houses & miniatures, dolls, baby products, plush toys and puppets. This entity is CivicHelp and Progress Foundation (CHAP), a Delhi based NGO with a team of social entrepreneurs who are dedicated to creating positive impact in rural communities of

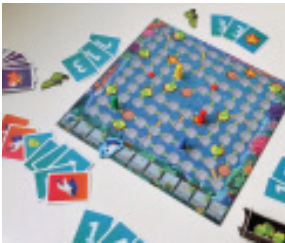


Northern Himalayas. The products they displayed at their stall were all manifestations of training and empowerment towards engaging women artisans and improving livelihoods.

Sahibabad based Clapjoy Innovations



believe in establishing learning through play with sustainable and environment friendly products. They offered BIS approved eco-friendly and premium quality wooden toys, educational toys, flashcards, puzzles, dice games, board games, montessori toys, toddler toys, story books, etc.

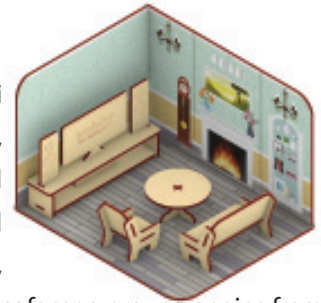


Mumtree from Haridwar is owned by a parent couple who went on the mission to revolutionize the way toys are perceived for 360 degrees

development of kids. They founded Mumtree in 2021 to inculcate critical skills in early-age kids with toys designed to inculcate cognitive and fine motor skills, social & emotional development

as well as communication.

Zvata Studios from Chennai believe in making unconventional, innovative and experiential board games for all ages. They offered play-way learning kits with books, games and activities; strategy games for age-groups ranging from 4+ years to adults.



Delhi based Salasar Toys showcased products from their brandname, Webbytoys, comprising art & craft, blocks, doll houses, early toys, games, play tents, plush toys, puzzles, STEM kits and slides.

STEM Toys - Manufacturers in India respond to growing demand with engaging product lines

Seemingly overnight, and almost by necessity, toys have become teachers and the variety that is available has made children actually love the challenging and engaging features of educational toys. Manufacturers are making most of the opportunity and evidently so, as the scholastic toy market has exploded in recent years, with some researchers estimating more than \$100 billion in sales globally by 2028. Some of these manufacturers were among exhibitors at the fair.

The upwards trend is partly due to fast growing popularity of STEM (science, technology, engineering, and mathematics) toys that rose to renewed eminence during the pandemic to become a must in the learning ecosystem for children and parents alike. The global toy industry really did respond to that demand. STEM toys have a growing presence in toy stores and online; scientific toys, a subset of the STEM category, have grown consistently over the past three years to contribute substantially to annual toy sales.

The market is expected to observe significant growth because of the emergence of robotics, STEM-based courses, the need for cognitive and mental development, and the rise in millennial spending for nostalgia - all these with inclination towards sustainability. India is estimated to be the fastest-

Toy Collector at the Fair



Among exhibitors was a toy collector with a display that transcends time and gives an opportunity to see the rich heritage and culture of Indian toys right from the Harrapan era. He has an 8500 years old toy amongst his oldest, a doll that has medicinal properties and toys made from wood acquired from the salt plains of Kutch. These toys are anti-bacterial and anti-inflammatory. The exhibitor, Mr. Chandrasekhar Patil owns a collection of about 400 toys from all over the country including from Rajasthan, Bengal, Kashmir, etc.

made from different raw-materials like terracotta, wood, papier machie, etc. There are toys made from semiprecious stones, gold, silver, ivory, etc. He calls himself an artist conservator who also runs a Museum in Baroda, Gujarat. "I have historical pieces like toys from World War I and the East India company which I have personally restored and put on display," he said.

Opportune time to reflect on aspirations for the future

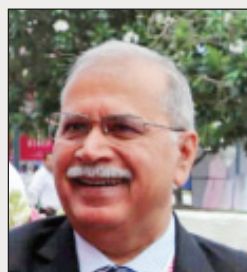


Dr. Neeraj Khanna
Vice Chairman II,
EPCH

I warmly welcome each one of our exhibitors and buyers to Khilona-India Toys & Games Fair being organised from 18th to 20th August 2023 at India Expo Centre & Mart, Greater Noida. Such trade platforms are instrumental in increasing India's role in the global supply chains by enabling the toy manufacturers, predominantly

the MSMEs and traditional practitioners, with the necessary market linkages to enhance their traction in the overseas markets and India's share in global toys & games trade.

Khilona-India Toys & Games Fair comes at a very opportune time and reflects bigger aspirations for the future of the toys & games industry in India. Expected visitors to the fairs include importers, wholesalers, brand owners, speciality stores, retailers and e-commerce platforms, kindergarten & schools, designers & merchandisers, play & special learning groups, and many more.



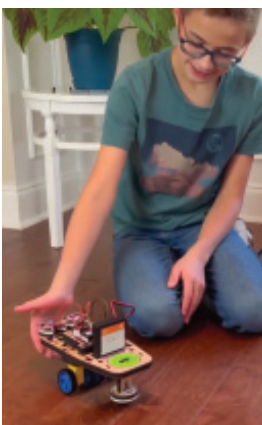
RK Verma
Executive Director,
EPCH

We have gathered a diverse array of exhibitors, from established brands to emerging talents, each contributing their unique vision to the landscape of play and learning. Our shared objective is to create a platform that not only entertains but also educates, stimulates creativity and fosters meaningful connections.

The 12 display segments at Khilona include games & puzzles; dolls & other similar toys; toys for specially challenged children; traditional & craft toys; board games; hobby sets; educational toys; accessories for children room; cycles & paddle wheels; building & construction; heritage toys; infant toys; musical instruments; outdoor leisure & games; ride on & pull-along toys; remote controlled toys; soft toys; artificial intelligence & robotics; back to school category; characters & collectibles; and subscription kits. Theme Areas highlight India's toy making clusters & hubs including regional toy making crafts.

growing market among the major economies as it is home to the youngest population in the world. Manufacturers here are responding enthusiastically and their product lines speak for themselves. Khilona-India Toys & Games Fair brought together many of them including start-ups with commendable product line-ups. There was variety in science and maths kits, experiments, aids for sensory development, therapy toys, etc. to suit different age groups ranging from 0-3 years, 3-8 years, 8-12 years and 12+ years.

Among them was, Butterfly Edufields that aims to bridge the learning divide with toys that spark curiosity and discovery with the single primary goal of "igniting" that spark which triggers interests and eventually transforms into love for learning which makes all the difference in the journey.



This Hyderabad based company offers artificial intelligence toys, building blocks, learning & educational games, mechanical kits, robotic toys, science kits and STEM toys. Next Skills 360 Edtech, another Hyderabad based company, offered braille games toys, coding toys, learning & edu.games, robotic toys, science kits and STEM toys. Their patented and award winning coding game is app based and engages people from 7-99 years old. This has received accolades for being a fun and



engaging board game to learn coding using an Android phone. Gurgaon based Vwonder Labs has the motto-‘Build,Play,Learn’ with unique wooden static and mechanical DIY models, 3D puzzles and educational kits. Their range includes models of kaleidoscope, Pendulum, moon volvelle, safe, sundial, etc. The model kits include parts that are precision laser pre-cut into



premium plywood for easy removal and assembly. A detailed step-by-step instructions manual guides through the assembly process and each finished model has its own unique functionality.

Delhi based Unikplay International got along, arts & craft kits, card games, colouring books, dice games, diy kits, jigsaw puzzles, learning & educational games, quiz games and STEM toys. Their ‘Geografika’, combines simple cartography with easy gamification, so that kids as young as 6 years old can learn more about countries, continents, oceans, rivers, cities, animals, birds, and much more about the world in a fun and engaging way. It is available in English, German, Dutch and French language.

Children’s Rooms Furniture & Accessories - business opportunity for the creative, promising and competitive

A lot goes into doing up children’s rooms. With aspects like furniture to suit ergonomic needs, decor to enliven the mood, furnishing & accessories to reflect the personality of the occupant, the perfect size activity/study/work table, enough space on the floor for the quick reflexes, etc., children’s rooms offer a lot of potential for businesses dealing in this category.



Surge in dual-income households is expected to bolster the global children’s rooms market value. Manufacturers are seeing a lot of scope in ready-to-assemble and pre-assembled children’s furniture, creative and fashionable wall decor, accessories and even furnishing and stationery. Many Indian players in this



category were among exhibitors at Khilona-India Toys & Games Fair. Noida based numobel is a contract furniture manufacturer that creates stylish, functional and comfortable essentials that define hospitality, institutional and public living spaces. Their children’s room furniture are ready to unbox, assemble and use. Their entire range includes smooth and rounded children’s furniture, board games & puzzles and toys, all environment friendly and quality checked for durability as well as safety.



Gurgaon based Asian Handicrafts, known for its decades of expertise in handcrafted products in handicrafts and fashion jewellery, offers children’s room accessories and decor like picture frames, boxes to store knick-knacks, compartmentalised stationery holders, money boxes, filing units, etc. in multiple cheerful themes.

Jalandhar based Kiddie’s Kingdom specialises in the ‘early years’ with organisers, rockers, slide & swing sets and pretend-play products like, doll houses, wooden play kitchen, building block wooden rocket, dressing table with stool, playhouse toy simulation, etc., all high-quality, handcrafted, & sustainable, to enhance imaginative play and motor skills in children.



Enriching sourcing experience

Buyers in good numbers visited the fair and shared their interest in sourcing made in India toys & games, especially collector's items, sustainable lines and technology backed products. They expressed their happiness at having a sectoral show with so much to see, learn, experience and source from. Robotics, products from new start-ups, heritage toys, younger group toys and learning & therapy toys attracted many. A delegation of buyers from Hamleys (buying and sourcing team), Amazon, Lulu International Mall, Reliance Retail, IKEA, Skechers and ITC group visited Khilona-India Toys & Games Fair and did business with the exhibitors. The buying team of these brands were happy and satisfied with the show and appreciated EPCH's effort for organising this fair at this scale. Buyers have responded well to educational toys and board games. Outdoor play products have been sought after, especially as a means to encourage time away from electronic gadgets. At the same time we have noted many takers for app. based, robotics and phygital (a combination of physical and digital) products. Right on the other side of this spectrum, the good old popular Montessori toys, puppetry and pretend-play lines have gathered their share of patronage. Regional toy craft makers have shared their stories to a receptive audience, spread awareness about lesser known toy making practices and done their share of business with original as well as modern interpretations of their craft.



It was observed that the toy market is seeing a surge in demand for new products just as for classic and heritage toys. There is a renewed demand for new kinds of toys & games; exciting, interactive or just calming; all those that quell the urge for young ones to be online - on screen.

Besides direct buyers and brand representatives, the fair saw toy collectors and enthusiasts visiting the stalls with a lot of nostalgia and enthusiasm. While heritage dolls and handmade mechanised toys from yesteryears got their share of attention, miniature toys and collectors models found many takers. Thanks to technology and design innovation, these segments of toys are getting their facelifts, while retaining originality - all for image enhancement and a well-deserved global presence.



A delegation of buyers from Hamleys (buying and sourcing team), Amazon, Lulu International Mall, Reliance Retail, IKEA, Skechers and ITC group visited Khilona-India Toys & Games Fair and did business with the exhibitors