



अमूल्य भारत की अमूल्य विधि
Irreplaceable Treasures of Incredible India

India Geographical Indications Fair



KHILONA
India Toys & Games Fair

Concurrent Shows



India GI Fair & Khilona mark maiden success through encouraging participation and visitation

India's age-old iconic GI products and new innovative Toys & Games enthrall business buyers

26-28 August, 2022; India Expo Centre & Mart, Greater Noida Expressway, Delhi-NCR



The first editions of India GI Fair and Khilona-India Toys & Games Fair were concurrently held from 26th to 28th August 2022 at India Expo Centre & Mart, Greater Noida Expressway. These sector specific B2B shows had complete industry representation and support. PAN India participation with emphasis on regional manufacturing hubs and clusters made the shows inclusive, vibrant and comprehensive. India GI Fair was supported by the Ministries of Ministry of Micro, Small and Medium Enterprises; Ministry of Commerce & Industry; Cell for IPR Promotion and Management; and Ministry of Textiles. Khilona was organised with approval and active support from Ministry of MSME and The Toy Association of India. Maiden editions of Maa Shishu and STEM Confex organised by India Expo Centre & Mart were also held concurrently. The fairs were open to overseas buyers, domestic buyers, buying representatives, etc. to network and source.

The Hon'ble Prime Minister, Shri Narendra Modi in his message for the success of the fairs called this an opportune time for every stakeholder of the 'Make in India' eco system to work on making the nation self-reliant in every sector. The fairs were visited by govt. dignitaries like Shri Chandan Ram Das, Minister of Social Welfare, Minority Welfare, Student Welfare, Road Transport, MSME, Khadi & Village Industries, Govt. of Uttarakhand; and Former Member of Rajya Sabha and senior BJP leader, Shri Vijay Goel, among others.



Wishes from the Hon'ble PM of India



Shri Narendra Modi
Hon'ble Prime Minister
of India

It is heartening to learn about the GI (Geographical Indications) Fair 2022 and Khilona-2022 (India Toys & Games Fair) being held at Greater Noida. Greetings and best wishes to Export Promotion Council for Handicrafts (EPCH) and all the participants gathered at the Fairs.

Toys have traditionally played an important part in learning and teaching processes in our culture.

The diversity and range of our traditional, eco-friendly toys and games have stood the test of time and entertained people of different age groups.

We are marching ahead with confidence in every sector by becoming vocal for local. The Indian toy industry has immense potential to not only create employment opportunities for artisans, but also take growth and development to segments in remote and rural areas.

From being an importer of toys, we have today significantly reduced their import and are rapidly growing as a toy exporting nation. Our toy manufacturers are working in tandem with global brands and local artisans, which will go a long way in increasing the popularity of Indian toys across the world.

In the modern world, it is not enough to just produce, but one must also protect the rights of producers. Protecting our cultural and geographical specialities is extremely important. At a time when knowledge of intellectual property rights has become vital for all innovators and producers, any attempt to make our artisans and weavers more aware is laudable.

The GI Fair-2022 is a platform that will power the spirit of 'Make in India' by increasing awareness about GI. The Fair will help in further promoting our traditional handicraft and handloom products.

The Amrit Kaal of the next 25 years presents an inspirational opportunity for every stakeholder of the 'Make in India' ecosystem to work on making the nation self-reliant in every sector.

May the collective experience of the participants help in drawing up a futuristic vision for evolution, expansion and empowerment.

Best wishes for all success of GI-Fair 2022 and Khilona-2022.

Support, guidance and encouragement...



**Smt. Darshana V
Jardosh**
Union Minister of State
for Railways and
Minister of Textiles

EPCH, that is already credited with experience of composing various B2B shows and marketing platforms is organizing these events and I am hopeful their experience and expertise will reflect in the scale of the shows. I am informed that India GI Fair is a trade platform of its kind for sourcing inimitable GI products from across India, all under one roof. This is a place where buyers can broaden their horizons with unique products as well as crafts. They can see and source India's best nurtured treasures, traditions and rarities.

Toys have been an integral part of Indian culture and heritage. Some categories such as Dolls, Soft toys, Baby & Infant and Pre-school are highly labour intensive with good potential for manufacturing capabilities in many rural and semi-urban clusters in India and easy to penetrate export markets I am sure that Khilona will provide the much needed market linkages to micro, small and medium manufacturers as well to a large number of artisans who are engaged in the production of traditional and heritage toys.

With the hope that the participants would utilize this opportunity to showcase their best to the buyers and strive to achieve markets for their products, I wish all the success to the exhibitors, overseas buyers and the organisers and to all those associated with these new and promising fairs.



**Mr. B V R
Subrahmanyam, IAS,**
Secretary, Ministry of
Commerce & Industry,
Govt. of India

The GI Tag indicates that the item is uniquely from its particular place of origin. India presently boasts of 390+ GI products and each of these distinctive products needs to get the exposure it truly deserves. India GI Fair will help to showcase the collective intellectual heritage and ethos of GI tagged products of India under one roof. I hope this fair will provide an opportunity for

further boosting the exports of Indian GI products to the global markets.

India has a huge potential in up-scaling the toys & games manufacturing sector, given our strengths in the availability of raw material, creative & craft abilities as well as manufacturing capabilities. Our vast young population is a huge consumer base in itself and we can offer substitutes to most imported toys that flood our markets. Khilona is set to bring together around 200 exhibitors from across India with representation of manufacturing hubs and traditional toy-making clusters. I hope this fair will provide an opportunity for further boosting the exports of Indian toys and games to the global markets.



Mr. Anurag Jain
IAS, Secretary,
Department for
Promotion of Industry
& Internal Trade,
Ministry of Commerce
& Industry,
Government of India

The GIs act as important carrier for promoting regional economic development and provide strong support for promoting rural revitalization, complementing government's efforts towards realizing the vision of Hon'ble Prime Minister of building an Atmanirbhar Bharat. GI protection has assumed great importance for maintaining the authenticity of a product originating from a certain geographical area. Government has taken various measures for safeguarding the interest of the owner of a GI and enhancing the export market across the world.

The India GI Fair will not only exhibit our cultural heritage but would also go a long way in uplifting the economic outlook of those involved in keeping our distinct legacies alive and help them get recognition and business promotion opportunities. Conducive business environment offered by India Expo Centre & Mart will help the maiden edition to achieve its objectives and pave way for becoming a must for all GI producers and appreciative visitors to attend.



Shri U P Singh
IAS, Secretary,
Ministry of Textiles,
Govt. of India

India GI Fair will give GI products a well-deserved strategically composed platform, for the world to see, experience and source from them. These are our 'legally local' products and are protected under intellectual property rights of India. We are yet to tap the full spectrum of GI tagged products made in

India that are as diverse as our customs, cultures, religions and languages. Crafts and practices under GI should be shared with our buyers so that their full potential is realised.

Congregating an all-inclusive cross section of toy manufacturers from the length & breadth of India, Khilona is a show of its kind. "Toys" has been identified as one of the key sectors under 'AtmaNirbhar Bharat Abhiyan'. I hope that 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.



Shri Shantmanu
IAS, DC (Handicrafts),
Ministry of Textiles,
Govt. of India

India GI Fair offers a common platform for all GI products across categories and from all over India. Enabling a first-hand experience and direct connect with GI users, gaining knowledge of the utility as well as rare & distinct qualities of these GI products, the show would be boon to vitalize the demand and supply chain of GI products in India and the world over.

Bringing together an all-inclusive cross section of toy manufacturers from PAN India, Khilona is the first show of its kind. I am happy to know that artisans and crafts persons from the nation's far flung toy craft practicing clusters like Channapatna, Tanjore, Koppal, Varanasi, Chitrakoot, Asharikandi and all those contributing to the ingenious toy treasures of India, get a much deserved place of pride at this show, alongside medium, small and leading manufacturer exporters. I hope the display enables visitors to see India's strengths in innovations and high precession manufactured toys alongside its traditional treasures.



India GI (Geographical Indications) Fair

India GI Fair, India's first trade event of its kind, showcased the strength of Indian Geographically Indicated (GI) products, through an exhibitor strength of 200+ on a vibrant platform with 12 major categories segmented into materials & wares, foods & ingredients, nature & wellness, handicrafts & handloom, home & collectibles and fashion & accessories. There were state pavilions and theme displays as well.

An experience in itself, this show offered a common platform to find teas and Muga silk from Assam to oranges from Nagpur, saffron and Pashmina shawls from Kashmir, bidriware and kasuti embroidery from Karnataka to blue pottery of Rajasthan, Banaras zardozi and Lucknow chikan craft from Uttar Pradesh to basmati and tamta products from Uttarakhand, Chamba rumal and Kullu shawl from Himachal Pradesh to screw pine craft and dhoties & mundu from Kerala. The collective intellectual heritage and ethos of GI Tagged products of India was constituted in this B2B show. India GI Fair aimed to connect these invaluable native products, aptly called 'Legal Local', to connoisseurs and clientele.

Globally, the GI (Geographical Indication) tag is given to products that have distinct qualities and tradition linked to their place of origin. India boasts of many such rarities, of which nearly 400 are registered till date. At the India GI Fair, one could see the largest and most comprehensive collection from this list, ever to be brought together under one roof. India GI Fair also made business sense in a unique way. It became a place to broaden one's horizons with unique products as well as crafts.

Participating organisations at India GI Fair included Export Promotion Council for Handicrafts; Handloom Export Promotion Council; Tea Board of India; Coffee Board; Spices Board India; Agricultural and Processed Food Products Export Development Authority; Carpet Export Promotion Council; and many others.



Khilona - India Toys & Games Fair

Khilona-India Toys & Games Fair resonates with the Hon'ble Prime Minister, Shri Narendra Modi ji'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. The virtual India Toy Fair, held a year ago with EPCH in a designated role as Fair Secretariat, was the first step and Khilona was an emphatic surge ahead in that direction. Khilona congregated a full spectrum of India's toys & games manufacturing industry, with a cross section of 500+ 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 could see India's strengths in innovations and high precision manufactured toys alongside its treasures in form of 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. Products made from natural materials were in focus areas.

Secretary, Ministry of Textiles, inaugurates the concurrent fairs

Mr. Upendra Prasad Singh, IAS, Secretary, Ministry of Textiles, inaugurated the fairs on 26th August 2022, in the august presence of Ms. Shubhra, Trade Advisor, Ministry of Textiles, Govt. of India; Dr. Rajani Kant (Padam Shree Sanman), Executive Director, Human Welfare Organisation, Varanasi; Mr. Raj K Malhotra, Chairman, EPCH; Mr. Rakesh Kumar, Director General, EPCH; Mr. Ajay Agarwal, President, The Toy Association of India; Mr. R K Verma, Executive Director, EPCH; and Committee of

Administration members from EPCH. A delegation from the Middle East was among special guests.

While addressing the gathering at the inauguration, Mr. Upendra Prasad Singh, IAS, Secretary, Ministry of Textiles, appreciated the exhibitor mix and impactful display at all the fairs, involving manufacturing hubs and clusters, providing an opportunity for exhibitors & buyers across segments to meet in person for transacting business. He said, "Most people don't know that there 392 GI products in India and out of those, over 200 are handlooms & handicrafts and the GI fair can spread this awareness. He further said, "The fairs symbolize the 'Atmanirbhar Bharat Abhiyaan' and 'Vocal for Local' campaign of Government of India. Our honorable Prime Minister is the best ambassador of India's handicrafts, handlooms and textiles. He has also shared his vision for extracting potential in India's toys & games segment." Speaking on the occasion, Ms. Shubhra, Trade Advisor, Ministry of Textiles, Govt. of India said, "When you buy Indian products, you are taking a part of India with you. We should aim at bringing out products of particular regions and take them to the entire world."

Mr. Raj Kumar Malhotra, Chairman, EPCH, welcomed all to the concurrent fairs and said, "With pride as well as humility, I can share that it has been proved once again by the Council that with a determined vision, sheer hard work and dedication, new opportunities can be created and the benefits can grow manifold with time." He added, "EPCH has various expositions and initiatives which provide a global



Mr. Upendra Prasad Singh, IAS, Secretary, Ministry of Textiles, Govt. of India, inaugurates the concurrent fairs - Khilona-ITGF, IGIF, Maa Shishu & STEM Confex

platform to the industry to showcase their products and services to tell their exceptional story to the world."

Mr. Rakesh Kumar, Director General, EPCH said, "The GI Fair is attributed to our Prime Minister's vision of promoting our distinctive traditional products. Khilona - India Toys & games Fair too is a manifestation of his wish that the potential of this sector be explored. The other two fairs are Maa Shishu and Stem Confex, which we have conceptualized over the last one year and it has finally seen the light of the day." He added, "Such trade platforms are instrumental in increasing India's role in the global supply with the necessary market."

Sharing fair highlights Mr. R K Verma, Executive Director, EPCH informed that India GI Fair is India's first trade event of its kind, showcasing the strength of Indian Geographically Indicated (GI) products, through an exhibitor strength of 300+ with 12 major categories. Khilona-India Toys & Games Fair with 200+ exhibitors resonates with the Hon'ble Prime Minister, Shri Narendra Modi ji's vision of India realizing its full potential in manufacturing for this segment, with an aim of becoming a global sourcing hub. Maa Shishu focuses on holistic parenting and STEM Confex focuses on development of children's critical skills through pedagogy. Buyers in good numbers visited the fairs and shared their interest in sourcing India's signature products, especially from India GI Fair. They have expressed their happiness at having a show with so much to see, learn, experience and source from. Among toys & games, Robotics, products from new start-ups, heritage toys and learning & therapy toys have attracted many.

650+ exhibitors share trade platforms

Khilona was organised at a very opportune time and reflected bigger aspirations for the future of the toys & games industry in India. 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. The range of toys and games manufactured in India reflects cultural diversity, they are timeless, ageless and interactive. Toys categories such as dolls, soft toys, baby & infant, pre-school and board games are highly labour intensive and have high potential for scaling up manufacturing. For buyers and traders from across the globe, Khilona will shape up as an exclusive opportunity to network and partner with traditional, modern and upcoming toy manufactures; understand from eminent policymakers, industry experts and academics about various key aspects related to the Indian toys & games industry; learn about new trends and opportunities; and create strategic B2B alliances.

The fair was visited by importers, wholesalers, brand owners, speciality stores, retailers and e-commerce platforms, kindergarten & schools, designers & merchandisers, play & special learning groups, etc.

Buyers in good numbers visited and shared their interest in sourcing India's signature products, especially from India GI Fair. They expressed happiness at having a show with so much to see, learn, experience and source from. Among toys & games, robotics, products from new start-ups, heritage toys and learning & therapy toys attracted many. This visit proved fruitful for Miles Shulmani from USA who deals in toy imports



& distribution and is looking at shifting his sourcing base to India. Roberto Remeris, home products retailer from Spain was excited to see variety at the India GI Fair and children's room decor & accessories at Khilona. Ezette Fourie from South Africa who sources wooden toys that support educational learning for toddlers, saw good opportunities through Khilona and STEM Confex. "Toy crafts at India GI Fair looked attractive and artisans super skilled," she said. Khilona was visited by buyers from Germany, USA, South America, UK, Netherlands, Spain, Sweden, the Middle East and CIS nations, Turkey, Sri Lanka and Singapore. India GI Fair got buyers from USA, Canada, South America, South Africa, Turkey, Middle East, Australia, UK, Netherlands, Denmark, Italy, Jordan, Singapore, Nepal, Hong Kong, Japan, Costa Rica and Mauritius. India





Mr. Raj K Malhotra
Chairman, EPCH

Our GI products are christened 'Invaluable Treasures of Incredible India'. The Original, the Authentic and from the Source, GI is Legal Local. An experience in itself, India GI Fair offers a common platform for imimitable products from India and the show is curated with an ambition to take these to the world markets. Khilona

is the first show of its kind.

Our exhibitors, numbering around 200 medium, small and leading manufacturer exporters, traditional toy manufacturers, start-ups are ready with their displays in 12 categories at Khilona. In preparedness, they have focused on design development of products as per global market trends with an aim to present their best. There has been a robust ecosystem in place in the country for encouraging start-ups in the Toy sector. They are also fairly represented in the fair thus offering them an opportunity to interact with leaders of the toy sector and nurture their business ideas.



Mr. Rakesh Kumar
Director General, EPCH
& Chairman, IEML

India GI Fair, being the first trade fair of its kind at this scale, is a place to expand one's horizons with inimitable products as well as crafts. With 'Treasures of India Under One Roof', one can see and source India's best nurtured traditions and rarities. This event aims to connect India's invaluable treasures to connoisseurs and clientele of the premium

domestic as well as global market. This fair is the must-be-place where visitors can also meet peers and stakeholders to do business. A lot of hard work has gone into conceptualizing this trade congregation.

Made in India toys are ushering new age innovation and learning for children. As we all see Khilona unfold with its opportunities and promises, I can say that it will evolve as a strong support platform for all stakeholders in the sector in times to come. As Indian toy manufacturers scale up amid rise in demand, the visitors keen on sourcing can create strategic alliances for networking and growth.

Bazaar, Reliance Retail, Qalara, Lulu Group and Amazon were among volume retailers from India who visited to explore sourcing from the show.

Mr. Rakesh Kumar, Director General, EPCH & Chairman, IEML shared how toy manufacturers in India are keen on the sustainability quotient besides looking at being technically compatible. Many toy makers are coming up with ways to highlight the importance of responsible manufacturing through ethical practices, said Mr. Kumar and further added,

"there are crafts persons, especially in our toy making clusters like Varanasi, Etikoppaka, Channapatna, Chitrakoot, Manipur villages, etc. who abide by the trend of sustainability and building a greener earth by using of eco-friendly materials like bamboo, terracotta, river reed, jute, screw pine, waste paper, sugarcane fibers, etc. and colours derived from natural sources. This is a category where innovations are continuously emerging with EPCH's hand holding and design intervention initiatives playing a decisive role."





Mr. Kamal Soni
Vice Chairman, EPCH

I am pleased to extend warm greetings and welcome all exhibitors, buyers and trade visitors to our new B2B appointments. Exhibitors from different regions of the country make the India GI Fair, an exemplary exhibition of international stature with product lines buyers would find only in India. The composition of

the show holds promises for the future and will open up several opportunities in times ahead. Through this show we must make every effort to take our signature products forward, drawing the utmost from this exclusive presentation.

I am confident that Khilona - India Toys & Games Fair, will attain the distinction of front ranking industry fairs in times to come. I am sure that it would provide buyers with an apt window to source their requirements and help them in establishing an enduring and profitable business relationship with their customers as well as with Indian manufacturers.



Mr. Dileep Baid
Vice Chairman, EPCH

The thoughtfully created India GI Fair gives the desired momentum and impetus to entrepreneurship in multiple sectors, through integration of international market dynamics. I am certain that our local produce, skills and uniqueness being demonstrated at this show will make visitors aware of our immense capability, diversity and quality.

EPCH deserves all appreciation for their determined efforts towards conceptualizing Khilona to bring forth potential and opportunities in a major sector of India's manufacturing. The strength of this sector lies in tradition inspired contemporary innovations. I urge all exhibitors to use their best resources and attention to follow the market opportunities and cater to the needs of the buyers expected at the show. The show would promote various product categories among buyers and enable small & medium manufacturers to grow their business.

"Exhibitors were happy with this new platform and look forward to future editions. The concurrent fairs have provided a significant glimpse of India's strengths in multiple sectors and industries. Among exhibitors, Mr. Amit Kumar from Smartivity Labs Pvt. Ltd., said, "the response encourages us to expect growth through this participation." Mr. Jatin Sachdeva, VP Operations, HoneyBun said, "Excellent management and great facilities for the exhibitors. Look forward to meeting more clients here." Mr. Vineet Srivastava, Founder, Wibyte added, "Quality crowd and a fantastic

platform to promote brands, build relationships with, and network with specific audiences." Mr. Arjun Seth, Parenting Coach, CEO, Prodigy Super Kids shared, "Ma Shishu Expo and STEM Confex is a great platform to connect with parents and interact with different schools & educators. I am also very happy with the support of the organising team."

Two Panel Discussions - "Geographical Indication (GI) - Ecosystem and Initiatives for Brand Promotion through Market Linkages" and "Reinventing the Future Toys - Design, Learning, Creativity, Entrepreneurship" brought forth





expertise and knowledge sharing towards a collective vision for the future.

The fairs were visited by govt. dignitaries like Shri Chandan Ram Das, Minister of Social Welfare, Minority Welfare, Student Welfare, Road Transport, MSME, Khadi & Village Industries, Govt. of Uttarakhand; and Former Member of Rajya Sabha and senior BJP leader, Shri Vijay Goel, among others.

India GI Fair and Khilona concluded with a Valedictory Ceremony and Best Display Awards with the presence of Chief Guest at the event, Mr. Anil Agrawal, Additional Secretary, Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India.

Among felicitations & awards, Lifetime Achievement Award was given to Dr. Rajani Kant, Padma shri samman, Executive Director, Human Welfare Association, Varanasi, for his dedication and efforts in promoting GI crafts from India. The Institutional Awards went to Agricultural and Processed Food Products Export Development Authority (APEDA); Spices Board; Tea Board; Coffee Board; Cell for IPR Promotion and Management (CIPAM); Toy Association of India (TAI); and Geographical Indications Registry, Govt. of India. The State awards were given to Jammu & Kashmir Trade Promotion



Mr. R K Verma
Executive Director,
EPOCH

It is my privilege to welcome exhibitors and buyers to our new shows. India GI Fair is India's first trade event of its kind, showcasing the strength of Indian Geographically Indicated (GI) products. With an exhibitor strength from across industries and segments, this is a vibrant platform with 12 major categories segmented

into materials & wares, foods & ingredients, nature & wellness, handicrafts & handloom, home & collectibles and fashion & accessories. The state-of-the-art venue of India Expo Centre with its business environment makes it all the more special.

This exclusive sector specific show is the window for the world to behold the India's rarities and uniqueness that are as diverse as the nation's geography and topography.

Through a collective exhibitor strength drawn from all toy manufacturing hubs, clusters and artisan units from across the country, Khilona aims to offer a good variety in modern, traditional, culturally backed and technology driven toys & games. I hope exhibitors and trade visitors work in sync towards realizing the huge potential that India has, in scaling up toys & Games manufacturing.

Organisation (JKTPO); Uttarakhand Handloom and Handicraft Development Council (UHHDC); and Visvesvaraya Trade Promotion Centre (VTPC), Govt. of Karnataka. The Awards for Best design and display went to three exhibitors each from India GI Fair and Khilona-India Toys & Games Fair.