



Khilona - India Toys & Games Fair is an exclusive opportunity for buyers and traders from across the globe, to network and partner with traditional, modern and innovative toys and games manufacturers of India.

Building on the solid start and grand success of its first edition, this second edition is replete with resources, innovations, ideas, inspiration and plenty of opportunities.

If you are in the business of toys; are a manufacturer, exporter, wholesaler, importer, retailer, brand owner, trader, designer, merchandiser or educator, this is the Playground for You!



www.indiatoyfair.in



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MSME
APPROVED EVENT

2ND EDITION



Building on the Grand Success of the First Show



Get Ready For
**INDIA'S BIGGEST
TOYS & GAMES
BUSINESS SHOW**

KHILONA
India Toys & Games Fair

18-20 AUGUST 2023
INDIA EXPO CENTRE & MART
GREATER NOIDA EXPRESSWAY, DELHI-NCR

Resource for Toys & Games for All Age Groups



Outdoor



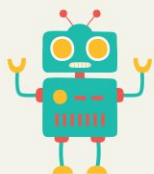
Play Way



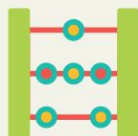
Interactive



Technology



Learning



Craft Skill



Classics



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EXPECTED

300+
Exhibitors

10000+
Trade Visitors

MATCH-UP & CATCH-UP

MANUFACTURERS

EXPORTERS

OEM MAKERS

INNOVATORS

DESIGNERS

OVERSEAS BUYERS

WHOLESALE

BRAND OWNERS

RETAILERS

E-COMMERCE

KINDERGARTENS

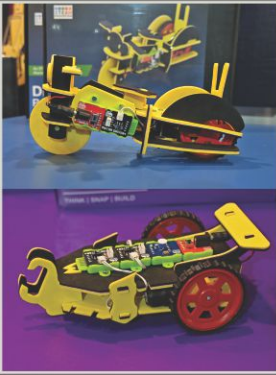
SCHOOLS

MERCHANDISERS

LEARNING GROUPS

AFTER A SOLID START

Maiden Show: 26-28 August 2022



1ST SHOW NUMBERS

Exhibitors: 150

Product Segments: 12

Overseas Buyers: 350*

Trade Visitors: 7500

*Includes buyer's India representatives



NOW THE BIG OPPORTUNITY



To Exploit the Export and Domestic Trade Potential of Made in India Toys & Games.



18-20 AUGUST 2023

INDIA EXPO CENTRE & MART
GREATER NOIDA EXPRESSWAY, DELHI-NCR

India's Top Toys & Games Export Items

Tricycles & Scooters

Pedal Cars and Wheeled Toys

Dolls' & Carriages

Reduced-size/scale Recreational Models

Puzzles of all kinds

Christmas Articles

Tables - Casino Games, Parlour Games

Other Funfair

Pintables

Playing Cards

Carnival or Other Entertainment Articles

Tricks and Novelties

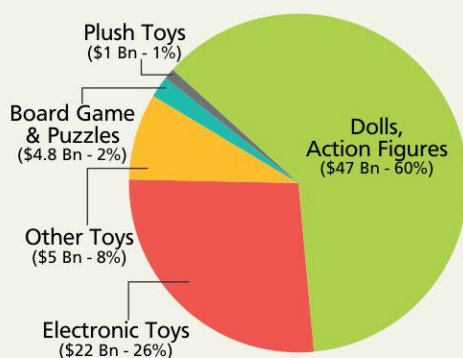
Khilona – India Toys & Games Fair is India's big step to capture a larger share of the world market.

At USD 224 Million, India's Toys & Games exports account only 0.2% of the world share, the standpoint presents a huge potential for our exports to grow multifold. To achieve this, the sector essentially needs global exposure and access to overseas buyers.

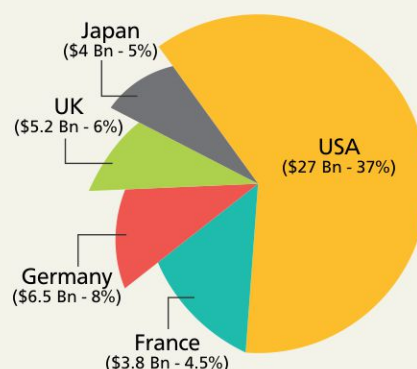
The Global Toys Imports are over \$93 Billion with US, Germany, UK, France and Japan importing 31%, 7%, 6%, 5% and 4%. The India Toy Market is estimated to be at ₹ 8000 Crores, and is expectedly set to organise and expand having potential to double by 2025.

World's Top 5 Toys & Games Imports

Products



Countries



Scan to Register

www.indiatoyfair.in

Data Source: KPMG - FICCI Report 2021

Major Product Categories

Accessories for Children Rooms
Artificial Intelligence and Robotics
Back to School Categories
Cycles & Paddle Wheels
Board Games
Building and Construction
Characters & Collectibles
Dolls and other similar Toys
Educational Toys
Electronic & Precision Toys
Games & Puzzles
Heritage Toys
Hobby Sets
Infant Toys
Innovative Toys
Musical Instruments
Outdoor Leisure & Games
Ride-on and Pull-along Toys
Remote Controlled Toys
Soft Toys
Subscription Kits
Sustainable & Eco-friendly Toys
Traditional & Craft Toys
Toys for Specially Challenged Children

Maiden Show Participants' Comment

Tremendous response
...an active and strong platform for entrepreneurs of all sizes. There are many interested buyers among visitors. Our products are tested to European and American standards. We are seeing tremendous response.
Hitaishi KK - Handmade Happiness, Kolkata

Good way to meet buyers one-to-one
....a good platform, a good start, a pleasant surprise! We did not come with any expectations but the footfall was great. Being a growing startup, getting buyer appreciation means a lot!
Shumee Toys, Bangalore

Positive with enquiries
... we make playing cards that make learning easy. Though our business is exporting, we never got to know the people who buy for retail in the buyer countries. This gap being addressed through this fair - something that India lacked.
The Space Techie, Mumbai

Everything's been nice
.... we have received lots of enquiries. We make educational toys, jigsaw puzzles, DIY and AI products. Got very good support. Seeing foreign visitors coming to the fair is encouraging indeed
Cocomoco, Delhi

Great platform
.... platform will give a great push to the local toy market. We deal in artsy 1000 piece jigsaw puzzles that feature original work of Indian artists. The response has been great.
Pieceplay, Ahmedabad

Great exposure for us
.... my products are learning crafts with hands-on and DIY way. Great to see these many buyers coming to Greater Noida. There is a lot to learn here; one also gets to see other products and know market trends. Customers too are giving direct feedback.
Active Hands DIY, Ahmedabad

Extensive Publicity and Promotions

Overseas Publicity

Branding and one-to-one publicity at booths in sourcing shows in US, Europe, Middle East and Asia; Targeted Telecalling; Mailing brochures and previews.

National Publicity

Advertisements in trade magazines, newspapers; Hoardings; Promotions & Road Shows at toy trade and market associations; Invites to Buying agents & groups; Radio spots, etc.

Online Publicity

Market / audience wise EDM campaigns; Interactive social media campaigns; E-brochures and e-fair previews; Branding & publicity at e-portals & e-publications.





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18-20 AUGUST 2023

**INDIA EXPO CENTRE & MART
GREATER NOIDA EXPRESSWAY, DELHI-NCR**

MSME Approved Event



Supported by



Toy Association of India



Register at

www.indiatoyfair.in

Venue: India Expo Centre & Mart



Strategically located on the Greater Noida Expressway in Delhi-NCR. The state-of-the-art facility with Metro and Expressway connectivity, offers highest standards & services.

Fully Air Conditioned	Parking within Premises	Restaurants
Tagged Left Luggage Facility	Buyers Lounge	First-Aid
Travel Desk	Free Wi-Fi / Internet	ATM
Foreign Exchange Desk	Well appointed Restrooms	PA System

Organiser:



Export Promotion Council for Handicrafts

Khilona - India Toys & Games Fair is organized by the **Export Promotion Council for Handicrafts (EPCH)**. With 10,000+ member exporters spread across India, EPCH has successfully positioned India as a sourcing destination for the best in home, gifts & lifestyle products.

In its 36 years journey, EPCH has built the world's largest handicraft exporters exhibition. Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information to international buyers to ensure optimal interface and facilitate harmonious business.

Get in Touch



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#epchindia