



Hosted Buyers Program – Kids India 2024 12-14 September 2024, Mumbai, India

Dear Madam or Sir,

Since its launch in 2013, Kids India has established itself as the leading trade fair in India for the toys and children's products industry. Organized by Spielwarenmesse India Pvt. Ltd., a subsidiary of Spielwarenmesse eG, Germany, the fair serves as a gateway to the Indian market which is one of the fastest growing sales markets in the world.

According to market reports, toys are recognized as a key sector in India, with substantial export potential. The industry is projected to reach USD 3 billion by 2028, growing at a CAGR of 12% between 2022-28.

Kids India 2024 is a one-stop destination to explore the offerings of the Indian toy industry, establish business partnerships, and procure products from India. With **'Made in India'** products gaining recognition in the global market, now is the time to tap into this dynamic and promising market by taking advantage of our **Hosted Buyers Program**.

Each selected buyer will be entitled to the following:

- Two nights of hotel stay at a 5 Star Hotel.
- Full / Partial Airfare reimbursements.
- All visitors would be required to reach Mumbai by 11th September 2024.

[Apply for the hosted buyers program](#) to experience firsthand what this market has to offer!

The program is offered by the Sports Goods Export Promotion Council (SGEPC), operating under the Ministry of Commerce & Industry, Government of India. All applications will be reviewed by a screening committee for eligibility for approval as per the guidelines of the government. All approved buyers shall be informed directly by SGEPC.

Best regards,

Your Spielwarenmesse eG Representative