



KHILONA
India Toys & Games Fair

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

2nd
edition

18-20 AUGUST 2023

2ND EDITION OF KHILONA-INDIA TOYS & GAMES FAIR

FROM 18-20 AUGUST 2023

India's biggest toys & games sourcing show to unravel export potential and trade opportunities

**India Expo Centre & Mart, Greater Noida Expressway, Delhi NCR, India
200+ Exhibitors, 12 Display Categories, Experience Areas, Knowledge Seminars**

Khilona-India Toys & Games Fair is India's big step to make the sector's presence felt to an international buyer base. Organised by the Export Promotion Council for Handicrafts (EPCH), New Delhi, India, from 18-20 August 2023, at the India Expo Centre & Mart, Greater Noida. Khilona is an exclusive opportunity for trade visitors from across the globe, to explore the export and domestic trade potential of 'Made in India' toys & games. Structured with over 200+ exhibitors in 12 display segments, this is an apt B2B platform to network and partner with traditional, modern and upcoming toy manufacturers from across 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.

Khilona-India Toys & Games Fair resonates with India's Prime Minister, Shri 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. 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, lot of new companies are emerging in the sector and several new products are being developed. Some of these feature among Khilona's exhibitors. Besides indigenous brands and products, there are OEM manufacturers who are suppliers to leading global brands and are adding capacities at speed.

With focus on appeal, usability, learning and commercial viability, 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. India has unique edge in board games and educational aids. Expect many novelties in this category.

Visitors can 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 would highlight India's toy making clusters & hubs including regional toy making crafts and heritage dolls. Products made from natural materials will be in focus areas.

Khilona is organized by the Export Promotion Council for Handicrafts (EPCH), India, with the support from Govt. of 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. Khilona 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, etc.

About the Organisers

The Khilona-India Toys & Games Fair is organized by the Export Promotion Council for Handicrafts (EPCH), the apex organization representing handicraft manufacturers & exporters in India. EPCH facilitates its 10,000+ members to customize and offer unique styles and quality products to the global sourcing community. Beyond providing unparalleled business platforms to buyers & sellers, EPCH also provides comprehensive information about the sector to international buyers and ensures optimal interface between the Indian handicrafts industry and international buyers, facilitating harmonious business. Website: www.epch.in.

Pre-Register at <https://www.indiatoyfair.in/visitor/new-reg>

For more information, please contact-



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