

INDIA

TOYS & GAMES

SPORTS GOODS & PROTECTIVE GEAR



at

New York Toy Fair 2023

Jacob K. Javits Center, New York, NY

30 September - 3 October, 2023

Indian Participants Stands

LEVEL 1 - 5015, 6117, 6278, 6358, 6372

LEVEL 3 - 2623, 2625, 2726, 2627, 2631

2722, 2724, 2728, 2629, 2730



THE SPORTS GOODS EXPORT PROMOTION COUNCIL

www.sportsgoodsindia.org

Toy Industry in India

The Indian toy industry is as old as our heritage. Nurtured and enriched under the intellectually rich cultural fibre of India. The range of toys manufactured in India reflect our cultural diversity. Play, with emphasis on safety and learning, are the core foundations for the toy industry in India. India manufactures toys and games made from a variety of materials, man-made as well as natural, including rubber, metal, textile, wood, etc. This industry is predominantly confined to the small scale sector and is spread all over the country, catering to the local needs of different parts of India. In the organized sector, the chief centers for toy manufacturing are the National Capital Region and Mumbai. In India, manufacturing of toys in general, is labour intensive and utilizes skills of master craftsmanship as well as creative designing. The Indian toy industry, fueled by the vast domestic market, has now turned its attention to global markets and is fast gearing up to meet international demands.

Strong points of the Indian toy industry are skilled workforce, diverse range and focus on innovation & education. Indian manufacturers are catering to both large and small volume requirements and are exporting to the most developed markets in the world. The main markets for Indian toys are USA, UK and Italy. The Sports Goods Export Promotion Council (SGEPC), a Government of India sponsored organization, is responsible for promotion of export of toys & games from India.

Sports Goods Industry in India

India is fast emerging as an important supplier of quality sports goods to the global markets. Indian sports goods are being exported to more than 100 countries and are in demand in some of the most developed nations of the world. The industry is rapidly embracing new technology and adapting its products to keep up with the fast changing global trends. With robust and augmenting domestic market and fast expanding overseas market, Indian leisure industries foresee its increasing presence in both Indian and International markets. The growth momentum of Indian industry is supported by its huge reservoir of skilled workforce, well established supporting and ancillary industries and availability of basic raw materials required for the industry.

Issues of social and corporate social responsibility have been given prime importance by the industry. Landmark achievements are being made for adult education and overall betterment of the industry's workforce.

Though the sports goods industry is spread all over the country, Jalandhar and Meerut are the most important centers for manufacture of Indian sports goods. The other major manufacturing centers of the industry in India are in and around the National Capital Region, Mumbai, Pune, Kolkata and Chennai.

Why Buy from India

Indian sports goods and toys & games industry is many decades old and is serviced by a skilled workforce. India has well established ancillary and supporting industries of plastics, textiles, metal works, leather, etc. India is the largest democracy and has a stable economy. Its huge domestic market maintains steady economic growth at all times and the government policies are supportive and conducive for trade and business.

SGEPC India Participants at New York Toy Fair 2023

NAME OF THE PARTICIPANT	STAND NO.
B JAIN PUBLISHERS PVT LTD	6372 LEVEL 1
BABA INTERNATIONAL	2623 LEVEL 3
BELCO SPORTS	2726 LEVEL 3
BHALLA SPORTS PVT. LTD.	2728 LEVEL 3
BONNY INTERNATIONAL	2724 LEVEL 3
BUTTERFLY EDUFIELDS PRIVATE LIMITED	6278 LEVEL 1
FUNRIDE TOYS LLP	2722 LEVEL 3
FUNSKOOL INDIA LTD	6358 LEVEL 1
MIRADA CREATIVES LLP	5015 LEVEL 1
PLAY CRAFT TRADERS	2730 LEVEL 3
REDS IMPEX	2629 LEVEL 3
SMARTIVITY LABS PRIVATE LIMITED	2625 LEVEL 3
TRIBAL EARTH SOUNDS INDIA PRIVATE LIMITED	6117 LEVEL 1
WELBY IMPEX PVT LTD	2631 LEVEL 3
THE SPORTS GOODS EXPORT PROMOTION COUNCIL	2627 LEVEL 3



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **6372, Level 1**

B Jain Publishers Pvt. Ltd

Contact Executive:

Mr. Chetan Chawla

Phone: +91-99113 62436

Email: chetan@pegasusforkids.com

www.pegasusforkids.com

Address:

D-157, Sector-63, Noida, Uttar Pradesh-201301,
India

Brand(s):

PEGASUS

Certification:

EN 71, BIS, ISI & CE Certified



EXHIBITS

Puzzles, Toys, Books



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **2623, Level 3**

Baba International



Contact Executive:
Mr. Ajay Sharma

Phone: +91-9815061881

Email: ajay@aridoxsports.com

www.aridoxsports.com

Address:
190-191, Leather Complex, Jalandhar,
Punjab-144021, India

Brand(s):
ARIDOX

Certification:
ISO 9001:2015

EXHIBITS

Speed & Agility Training Products, Kids Physical Training and Learning Items,
Marker Cones, Soft Sports Markers, Training Vest/Pinnies, Sports Bags,
Field Hockey Balls and Accessories. etc.



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **2726, Level 3**

Belco Sports

Contact Executive:

Mr. Mukesh K Bassan

Phone: +91-9517361666

Email: mukesh@belco.in

www.belco.in

Address:

Nalhan Road, Basti Danishmandan, Jalandhar, Punjab, India

Brand(s):

BELCO, RMAX, DIABLO, WISHGIFT, WINART

Certification:

ISO, SEDEX 4 PILLAR APPROVED



EXHIBITS

Sports Balls, Cricket, Fitness, Boxing Equipment



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **2728, Level 3**

Bhalla Sports Pvt Ltd



Contact Executive:

Mr. Sagar Bhalla

Phone: +91-8979999997

Email: vx@vixenindia.com

www.vixenindia.com

Address:

B-16, 17 Partapur Industrial Estate,
Delhi Road, Meerut, Uttar Pradesh, India

Brand(s):

VIXEN

Certification:

WORLD ATHLETICS, TTFI, VFI & ISO 9001-2015

EXHIBITS

Sports Goods, Athletic, Training & Fitness Equipment



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **2724, Level 3**

Bonny International

Contact Executive:

Mr. Puneet Singh Bhatia

Phone: +91-9815097000

Email: puneet@bonnyinternational.com

www.bonnyinternational.com

Address:

E-1A, Industrial Area, Near Police Div. No. 1, Jalandhar, Punjab,
India

Brand(s):

PROMINENT, WOMBAT



EXHIBITS

All Type of Bags, Backpacks and Sports Goods



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **6278, Level 1**

Butterfly Edufields Private Limited



Contact Executive:

Mr. K Sharat Chandra

Phone: +91-9052553320

Email: sharat@butterflyfields.com

www.butterflyfields.com

Address:

Office No. 507, Amsri Eden Square,
St. John's Road, Secunderabad-500003,
Hyderabad, Telangana, India

Brand(s):

BUTTERFLY EDUFIELDS

Certification:

ASTM, EN71, BIS O(electrical and non electrical), G Mark

EXHIBITS

STEM Educational Toys



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **2722, Level 3**

Funride Toys LLP

Contact Executive:

Mr. Sourabh Kachru

Phone: +91-8800665587

Email: sourabhkachru@funridetoys.com

www.funridetoys.com, www.dashbabyrides.com

Address:

Plot No. 49/35, Site IV, Sahibabad Industrial Area,
Distt. Ghaziabad-201010, Uttar Pradesh, India

Brand(s):

FUNRIDE, DASH TOYS & TOYSPHERE

Certification:

We have EN71 Part 1, 2 & 3 and have BIS Certificate & ISO 9001 2008,
GCC Certificate, G MARK QR Code.



EXHIBITS

We are manufacturers of Children's Toys like Trikes, Scooters, Ride on Cars,
Baby & Maternity, Walkers, Rockers & Swings, etc.



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **6385, Level 1**

Funskool (India) Ltd.

The Funskool logo is a red rectangular button with the word "FUNSKOOL" in white, bold, sans-serif capital letters.

Contact Executive:

Mr. KA Shabir

Phone: +91-9445812917 / 9962044610

Email: shabir@funskool.co.in

www.funskoolindia.com

Address:

Tarapore Towers, 6th Floor, 826, Anna Salai,
Chennai-600002, Tamil Nadu, India

Brand(s):

**GIGGLES, SOFDOUGH, HANDY CRAFTS,
GAMES AND PUZZLES**

Certification:

ICTI, BSCI, RBA, SEDEX, FCCA, FSC, GMP, WCA, Disney ILS

EXHIBITS

Infant / Preschool Toys, Dough, Art n Craft, Games and Puzzles



INDIA

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Stand No.: **5015, Level 1**

Mirada Creatives LLP

Contact Executive:

Mr. Aadesh Rohilla

Phone: +91-9654797253

Email: aadesh.rohilla@stringsmarketing.in

www.miradakids.com

Address:

74, Toy City, Ecotech-III, Toy City, Greater Noida,
Uttar Pradesh, India

Brand(s):

MIRADA

Certification:

ISO 9001 - 2015, Sedex IV Pillar



EXHIBITS

Soft Toys / DIY



INDIA

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at New York Toy Fair 2023

Stand No.: **2730, Level 3**

Play Craft Traders



Contact Executive:

Mr. Gautam Arora

Phone: +91-9167487070

Email: gautam@playcraft.in

www.playcraft.in

Address:

82/2, WHS Timber Market, Kirti Nagar,
New Delhi-110015, India

Brand(s):

EKSPLOE, PLAY CRAFT

Certification:

ASTM, EN 71, TRA, REACH, USP, Sedex 2-Pillar

EXHIBITS

STEM Sets, Chemistry Toys, DIY Toys, Craft Toys,
Board Games, Puzzles, Dough Sets



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Stand No.: **2629, Level 3**

Reds Impex

Contact Executive:

Mr. Rajesh Koomar

Phone: +91-9041012686

Email: rrk@redsimpex.com

www.redsimpex.com

Address:

16-A, Waryana Industrial Complex,
Jalandhar, Punjab - 144021, India

Brand(s):

REDS IMPEX

Certification:

ISO 9001:2015, SA8000



EXHIBITS

Inflatable Balls like American Football, Rugby Balls, Soccer Balls, Basketball, Baseball, Softball, Promotional Sports Ball Keychains, Vintage Balls, Rugby Protectors like Headgear, Shoulder Guard, etc.



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
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Stand No.: **2625, Level 3**

Smartivity Labs Pvt Ltd



Contact Executive:

Mr. Apoorv Gupta

Phone: +91-8527149966

Email: apoorv@smartivity.in

www.smartivity.in

Address:

Plot No. 147, Sec-5, IMT Manesar,
Gurgaon, Haryana-122052, India

Brand(s):

SMARTIVITY

Certification:

EN71 and ASTM

EXHIBITS

STEAM Toys, Educational Toys



INDIA

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Stand No.: **6117, Level 1**

Tribal Earth Sounds India Pvt. Ltd.

Contact Executive:

Mr. Abhinav Bhargava

Phone: +91-9773613350

Email: tribalearthsounds@gmail.com

www.tribalearth.com

Address:

402, New Sonal Link Indl. Est. Bldg No.2, Link Road,
Kanchpada, Malad West, Mumbai-400064, India

Brand(s):

HAPI

Certification:

CPSIA & EN71



EXHIBITS

Musical Toys, Musical Instruments, Spinning Tops, Wooden Ornaments,
Cotton Scarves, Cotton Drawstring Pouch, Cotton Pencil Pouch & Cotton Apparels



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
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Stand No.: **2631, Level 3**

Welby Impex Pvt. Ltd.



Contact Executive:

Mr. Paresh Chawla

Phone: +91-9958446846

Email: chawlaparesh@hotmail.com

www.tintreasures.in

Address:

57, Toy City, Greater Noida-201306,
Uttar Pradesh, India

Brand(s):

TIN TREASURES

EXHIBITS

Tin Toys



INDIA

Toys, Games, Sports Goods, Protective Gear & Accessories
at New York Toy Fair 2023

Stand No.: **2627, Level 3**

The Sports Goods Export Promotion Council

Contact Executive:

Mr. Tarun Dewan

Phone: +91-11-35007748

Email: mail@sgepc.in

www.sportsgoodsindia.org

Address:

1-E/6, Swami Ram Tirth Nagar, Jhandewalan Extn,
New Delhi -110055, India



ACTIVITIES

SGEPC is a non-profit, Govt. of India sponsored organisation, representing all the leading manufacturers and exporters of sports goods and toys in India.



The Sports Goods Export Promotion Council

The Sports Goods Export Promotion Council (SGEPC), a Government of India sponsored organization is working for the promotion of India's exports of sports goods and toys. SGEPC represents all the leading manufacturers and exporters of sports goods and toys in India. The one point objective of SGEPC is to promote exports of sports goods and toys from India. Its range of activities spur the industry's performance on one hand, and help to promote India's presence internationally on the other. Established in 1956, SGEPC has been playing an active role in promotion and development of the trade. With the fast evolution in the global sourcing trade and with Toys and Games also coming under the council's ambit, its activities have grown manifold.

SGEPC's activities includes:

Promotion of Industry in Overseas Events

Council promotes the entire Industry through:

India Pavilions in Leading International Fairs: SGEPC organizes participation and forms an India Pavilion where its member exhibitors are provided with thematic stands as per their individual requirements, at highly negotiated rates.

Buyer Seller Meets: SGEPC organizes BSMs in potential countries with the help of Indian Missions and/or local marketing consultants.

Link between Industry and Government

SGEPC is a link between the Industry and the Government whereby it channelizes assistance offered by the Government to the Industry. SGEPC also provides feedback of the Industry to the Government for Policy formulation & fixation of incentives for the industry.

Overseas Business Enquiries

SGEPC circulates business enquires received directly or through Indian Missions abroad and also provides buyers with the list of the exporters as solicited.

Communication and Publicity

The Council has various communication instruments catering to its members, the Government as well as buyers which include: Regular Circulars / Websites / Members Directory / Catalogues / Advertisements / Banners.

Market Studies and Dissemination of Information

SGEPC undertakes specific market studies and provides information on market intelligence, trends, related international news, etc. through its communication channels and/or through Seminars and Workshops.

Export Statistics and Projections

SGEPC maintains records about exports of Sports Goods & Toys as well as evaluation of performance on an annual basis.

Export Awards

Council provides recognition to leading exporters and also to entrepreneurs and achievers.

Visa and Other Support to Members

Visa recommendation letters are provided to members to facilitate their export promotion visits.



THE SPORTS GOODS EXPORT PROMOTION COUNCIL
1E/6, Swami Ram Tirth Nagar, New Delhi-110055, India
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www.sportsgoodsindia.org