

India



Toys & Games

from India

at
Spielwarenmesse International Toy Fair 2020
29 January - 2 February, 2020
Nuremberg, Germany

Indian Participants Stands

Hall 11: C-06; D-05, D-08; E-05, D-10; Hall 10.1: E-02
Hall 10: B-01; B-14; D-19; E-19; F-03; Hall 7: F-33
Hall 6: A-25; Hall 4A: C-36; Hall 4: C-87; D-37
Hall 3: F-15; C-24; Hall 1: C-12



The Sports Goods
Export Promotion Council

www.sportsgoodsindia.org

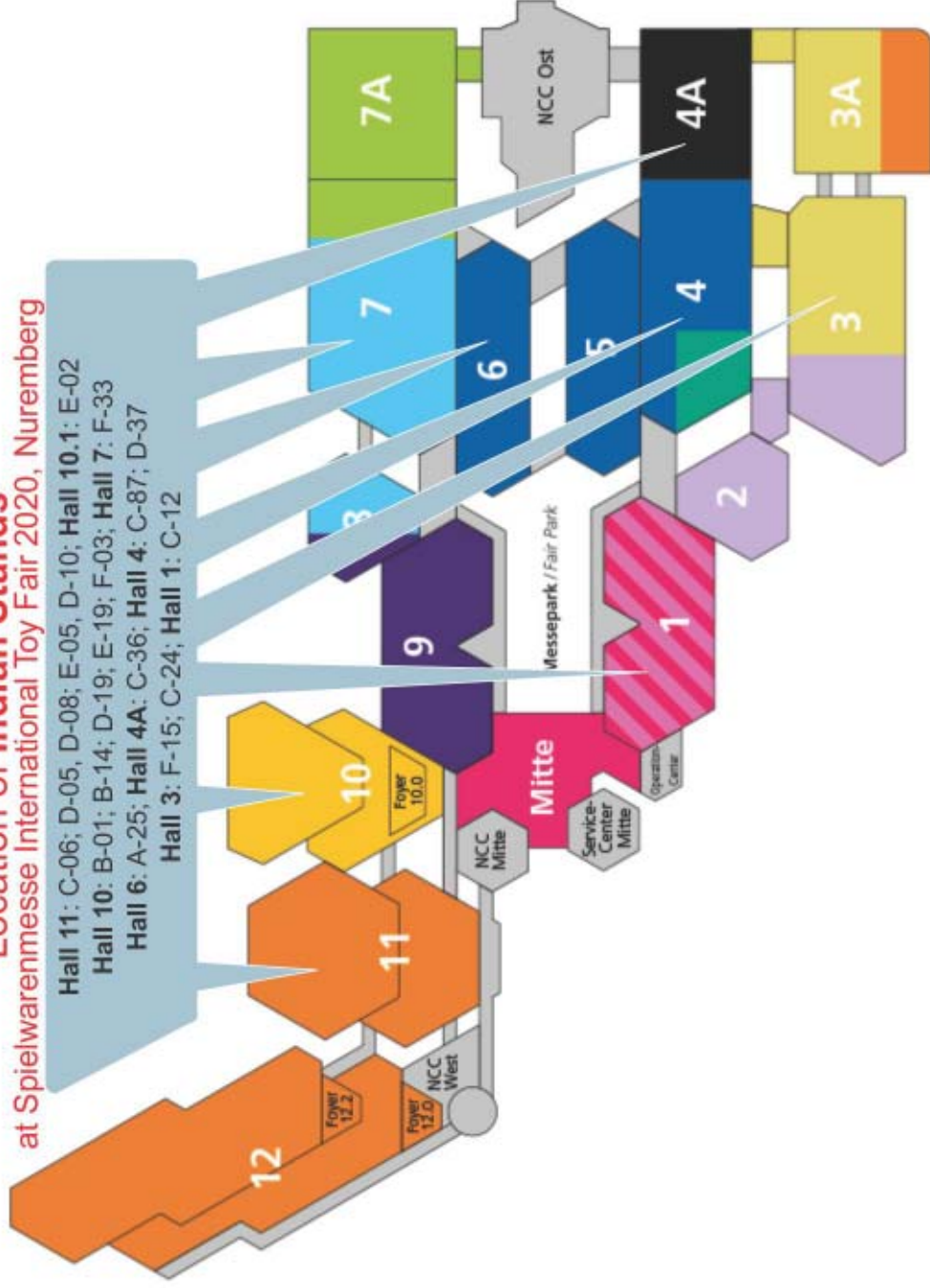
Location of Indian Stands at Spielwarenmesse International Toy Fair 2020, Nuremberg

Hall 11: C-06; D-05, D-08; E-05, D-10; Hall 10.1: E-02

Hall 10: B-01; B-14; D-19; E-19; F-03; Hall 7: F-33

Hall 6: A-25; Hall 4A: C-36; Hall 4: C-87; D-37

Hall 3: F-15; C-24; Hall 1: C-12



SGEPC Participants at Spielwarenmesse International Toy Fair 2020

NAME OF THE PARTICIPANT	HALL	STAND NO.
SUNLORD APPARELS MANUFACTURING CO.	1	C-12
FOXED VENTURE PRIVATE LIMITED	3	F-15
SKOLA TOYS PRIVATE LIMITED	3	C-24
BY THE BUY	4	C-87-A
IMAGIMAKE TOYS LLP	4	C-87-B
PROFILE	4	D-37-B
ROLE PLAY	4	D-37-C
TERRA LEARNING SOLUTIONS	4	F-51
THE MAISON COMPANY INDIA	4	D-37-A
GODISCOVER INTERACTIONS LLP	4A	C-36
M & A TOOLMAKERS	6	A-25-C
ZEPHYR RETAILS PVT. LTD.	6	A-25-B
ZEPHYR TOYMAKERS PVT. LTD.	6	A-25-A
LITTLE FINGERS INDIA PVT. LTD.	7	F-33
AMIT ARTS	9	A-07
CHALK AND CHUCKLES PRODUCTS PVT. LTD.	10	D-19
CREATIVE EDUCATIONAL AIDS PVT. LTD.	10	F-03
GIRDHARI LAL CHOPRA (A) PVT. LTD.	10	B-01
LOGIC ROOTS PVT. LTD.	10	E-19
SK TOIING INTERNATIONAL LLP	10	B-14
GRASPER GLOBAL PRIVATE LIMITED	10.1	E-02
BELCO SPORTS	11	D-10-B
BHALLA INTERNATIONAL	11	C-06-1: D-05-1
BRIGHTWAY EXPORTS INTERNATIONAL	11	D-08-3
DNA CREATIONS	11	E-05-3B
FUNRIDE TOYS EXIM	11	E-05-2B
FUNRIDE TOYS LLP	11	E-05-2A
FUNSKOOL INDIA LTD.	11	D-08-1
GUJRAL INDUSTRIES	11	E-05-1A
GUJRAL INTERNATIONAL	11	E-05-1B
HANS RAJ MAHAJAN AND SONS	11	C-06-2A
HANS RAJ MAHAJAN AND SONS GLOBAL	11	C-06-2B
LE TRENDS PVT. LTD.	11	D-05-3B
MAMMA MIA TOYS	11	E-05-3C
PLAY CRAFT TRADERS	11	E-05-3A
RAPTOR SPORTS	11	D-10-A
SHOCKLEY HALL ELECTRONICS PVT. LTD.	11	D-05-2
WELBY IMPEX PVT. LTD.	11	D-05-3A



Hall: **9** Stand: **A-07**

Amit Arts

Address:
25/36, Govind Nagar HSG, Sodawala Lane,
Near MCF Mandir, Borivali West,
Mumbai-400092, Maharashtra, India

Phone: +91-9323669677

Email: jayesh9677@yahoo.co.in
Web: www.amitarts.com

Contact Executive:
Mr. Jayeshkumar M Gopani

Brand Name:
ENJOY

EXHIBITS

Party Decoration





Hall: 11 Stand: D-10-B

Belco Sports

Address:

Nalhan Road, Basti Danishmandan,
Jalandhar, Punjab, India

Phone: +91-9815829206

Email: mukesh@belco.in

Web: www.belco.in

Contact Executive:

Mr. Mukesh Kumar

Brand Names:

BELCO, DIABLO, WINART, BLC

Certification:

ISO 9001-2015

Sedex Approved

EXHIBITS

All kinds of inflatable balls(Soccer, Rugby , Basketball, Volley Ball, Net Ball, Hand Ball, Beach Ball, Gaelic Ball, Hurling Ball, Futsal, Indoor Balls, Leather Soccer & Rugby, Australian Rules Football, Soccer Training Accessories, Rugby Training Accessories, Rugby Protective Equipment, Bags, Garments , Boxing equipment's, MMA Equipments



www.belco.in

Technology :



S/T Machine



- SOCCER BALLS, • VOLLEY BALL
- BASKET BALL, • RUGBY BALLS
- HAND BALL, • NET BALL
- GAELIC BALLS, • HURLING BALLS

• PROUD MEMBERS OF SGEPC , SGMEA, • SEDEX APPROVED COMPANY
• ISO CERTIFIED COMPANY • GOVT. APPROVED, ONE STAR EXPORT HOUSE





www.belco.in



RUGBY BALLS MADE
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- (HEAD GUARD & SHOULDER VEST)
- RUGBY TRAINING ACCESSORIES

- CRICKET BATS
- BALLS
- PROTECTIVE
- ACCSORIES

• PROUD MEMBERS OF SGEPC, SGMEA, • SEDEX APPROVED COMPANY
• ISO CERTIFIED COMPANY • GOVT. APPROVED, ONE STAR EXPORT HOUSE



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• PROUD MEMBERS OF SGEPC, SGMEA, • SEDEX APPROVED COMPANY
• ISO CERTIFIED COMPANY • GOVT. APPROVED, ONE STAR EXPORT HOUSE



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- ★ PERSONALISED GIFTING
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- ★ PROMOTIONAL CRICKET EQUIPMENT
- ★ KEY RINGS



Hall: 11 Stand: C-06-1&D-05-1

Bhalla International

Address:

A1/1, Udyogpuram Industrial Estate, Partapur,
Delhi Road, Meerut, Uttar Pradesh, India

Phone: +91-121-2441111

Email: exhibition@vinex.co.in

Web: www.vinex.com

Contact Executive:

Mr. Shekhar Bhalla

Brand Name:

VINEX



EXHIBITS

Primary Sports,
PE Products, Training
Sports, Board Games,
Flying Disc





Hall: 11 Stand: **D-08-3**

Brightway Exports International

Address:

Basti Danishmanda, Off Gakhal Road,
Jalandhar, Punjab, India

Phone: +91-9814062025

Email: jiten@brightwayexports.com

Web: www.speedupsports.com

Contact Executive:

Mr. Jiten Mahajan

Brand Name:

SPEED UP



EXHIBITS

Sporting Goods -
Sport Toys





Hall: 4 Stand: **C-87-A**

By The Buy

Address:
401, Jasu Building, Dada Bhai Road, Vile Parle,
Mumbai, Maharashtra, India

Phone: +91 98200 29527

Email: disha@imagimake.com
Web: www.imagimake.com

Contact Executive:
Ms. Disha Katharani

Brand Name:
IMAGIMAKE

EXHIBITS

Educational and
Art & Craft Toys



Hall: **10** Stand: **F-03**

Creative Educational Aids Pvt. Ltd.

Address:

Plot No. 6, Toy City, Udyog Kendra,
Greater Noida, Dist. G.B. Nagar-201301,
Uttar Pradesh, India

Phone: +91-9821897413

Email: pradeep@creativeeducationalaids.com

Web: www.creativeeducationalaids.com

Contact Executive:

Mr. Pradeep Dhingra

Brand Names:

CREATIVE'S, SMART

Certification:

EN 71 PART 1, 2 and 3

ASTM



EXHIBITS

Learning Games,
Jigsaw Puzzles,
Board Games,
Board Books,
Craft Kits,
Math Kits



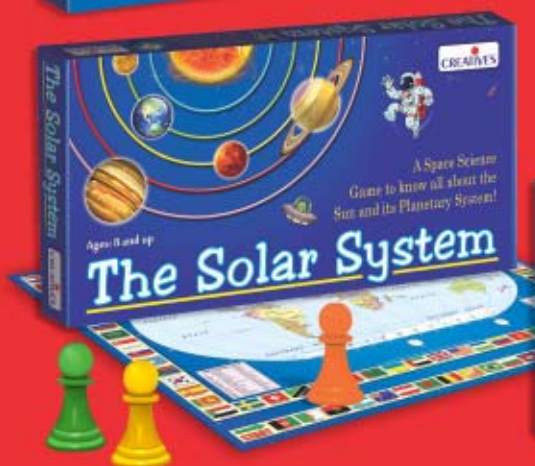
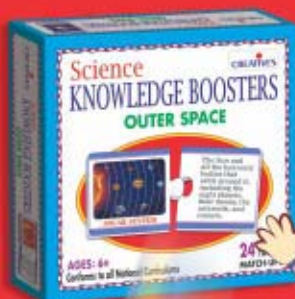
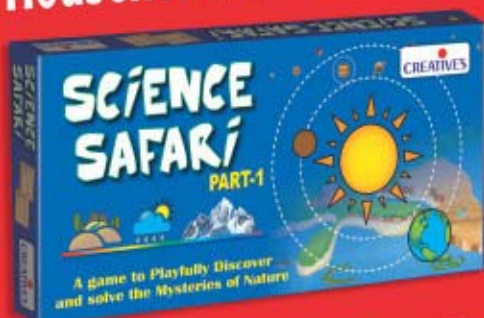
CREATIVE'S

Learning Games Since 1987!

Hall-10.0, Stand F-03



Household brand name in more than 20 countries!



www.creativeeducationalaids.com
pradeep@creativeeducationalaids.com



Hall: 10 Stand: D-19

Chalk and Chuckles Products Pvt. Ltd.

Address:

D-874, New Friends Colony, 2nd Floor,
New Delhi-110025, India

Phone: +91-11-41629566

Email: pallavi@chalkandchuckles.com

Web: www.chalkandchuckles.com

Contact Executive:

Ms. Pallavi Agarwal

Brand Name:

CHALK AND CHUCKLES



EXHIBITS

Educational Games





Hall: 11 Stand: **E-05-3B**

DNA Creations

Address:
Plot 48, Pocket G, DSIDC, Sector 5, Bawana,
New Delhi-110039, India

Phone: +91-9899041813

Email: ajay.ajayarora1971@gmail.com

Contact Executive:
Mr. Ajay Arora

Brand Name:
SEEKHO

EXHIBITS

STEM Toys

India
at Spielwarenmesse
Intl. Toy Fair 2020

Hall: 3 Stand: F-15

Foxed Venture Private Limited



Address:
6-3-609/11/1, Anand Nagar Colony, Khairtabad,
Hyderabad - 500 004, Telangana, India

Phone: +91-9849204464

Email: foxedventure@gmail.com
Web: www.foxedventure.com

Contact Executive:
Mr. Rajika Dhiren

Brand Name:
FOXED VENTURE

EXHIBITS

Learning &
Educational Materials





Hall: 11 Stand: **E-05-2B**

Funride Toys Exim

Address:

49/35, Site-4, Sahibabad Industrial Area,
Ghaziabad, Uttar Pradesh, India

Phone: +91-8800665587

Email: sourabhkachru@dashbabyrides.com

Web: www.funridetoys.com

Contact Executive:

Mr. Sourabh Kachru

Brand Name:

FUNRIDE & DASH TOYS

EXHIBITS

Kid's Ride-On's,
Kids Vehicle's,
Kids Cars,
Kids Scooter's



Hall: 11 Stand: E-05-2A

Funride Toys LLP

Address:
49/35, Site-4, Sahibabad Industrial Area,
Ghaziabad, Uttar Pradesh, India

Phone: +91-8800665587 / 7065399915

Email: sourabhkachru@dashbabyrides.com,
export@funridetoys.com
Web: www.dashbabyrides.com

Contact Executive:
Ms. Madhvi Singh

Brand Names:
FUNRIDE & DASH TOYS

Certification:
EN-71



EXHIBITS

Kids Ride-On's,
Kids Vehicle's,
Kids Car's,
Kids Scooter's





Hall: 11 Stand: **D-08-1**

Funskool India Ltd.

Address:
6th Floor, Taraporetowers, 826, Annasalai,
Chennai-600002, Tamil Nadu, India

Phone: +91-4430262626

Email: shabir@funskool.co.in
Web: www.funskoolindia.com

Contact Executive:
Mr. K.A. Shabir

Brand Name:
FUNSKOOL

Certification:
ISO 9001:2015
ICTI
GSV
RBA(EICC)
GMP(Dough)
BSCI

EXHIBITS

Infant & Preschool,
Games, Dough,
Puzzles

India
at Spielwarenmesse
Intl. Toy Fair 2020

Hall: **10** Stand: **B-01**

**Girdhari Lal Chopra (A)
Pvt. Ltd.**

Address:
19-1-1, Gandhi Gate, Amritsar-143 001,
Punjab, India

Phone: +91-9814121700

Email: choprachess@outlook.com
Web: www.choprachess.com

Contact Executive:
Mr. Aditya Chopra

Brand Name:
CCI India



EXHIBITS

Wooden Chess Sets





Hall: **4A** Stand: **C-36**

Godiscover Interactions LLP

Address:

D-377, Defence Colony,
New Delhi-110024, India

Phone: +91-9811256260

Email: vipul@godiscover.in

Web: www.godiscover.in

Contact Executive:

Mr. Vipul Gupta

Brand Name:

GODISCOVER

EXHIBITS

Smart Book &
Smart Chart





Hall: 10.1 Stand: E-02

Grasper Global Private Limited



Address:
222A, Podar Chambers, 109 S.A. Brevli Road,
Fort, Mumbai, Maharashtra, India

Phone: +91 9821018115

Email: dhvanil.sheth@grasperglobal.com
Website: www.skillmatics.in

Contact Executive:
Mr. Dhvanil Sheth

Brand:
SKILLMATICS

EXHIBITS

Educational Games
for Children





Hall: 11 Stand: **E-05-1B**

Gujral International

Address:
13-C, Gagol Road, Partapur,
Meerut - 250 103, Uttar Pradesh, India

Phone: +91-121- 2440455 / 2440655

Email: rg@gisco.in
Web: www.gisco.in

Contact Executive:
Mr. Rajesh Gujral

Brand Name:
GISCO

Certification:
**EN 71: Part 1-2-3
CE Certified
Phthalate FREE**

EXHIBITS

Primary Sports,
Physical Educational
Products, Activity Play,
Kids Sports, Board
Games, Outdoor
Playground, Pre-
School Learning,
Training Sports, Play
Tunnels, Skipping
Ropes, Indoor
Games, Play Balls



Hall: 11 Stand: E-05-1A

Gujral Industries



Address:
13-C, Gagol Road, Partapur, Meerut-250 103,
Uttar Pradesh, India

Phone: +91-94 12203774

Email: support@gisco.in
Web: www.gisco.in

Contact Executive:
Mr. Rajesh Gujral

Brand Names:
GISCO

Certification:
ISO 9001: 2015
EN 71: Part 1-2-3
CE Certified
Phthalate FREE

EXHIBITS

Primary Sports, PE
Products, Activity Play,
Kids Sports, Board
Games, Outdoor
Playground,
Educational Games,
Pre-School Learning,
Training Sports, Play
Tunnels



50
1970-2020
Years of Trust

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- Primary Play
- Juggling and Dance
- Rhythmic Gymnastics
- Primary Athletics
- Activity Play
- Kids Sports
- Board Games
- Educational Games
- Pre-School Learning
- Training Sports
- Play Tunnels
- Skipping Ropes
- Indoor Games
- Play Balls
- Agility Soccer Training



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GUJRAL INDUSTRIES

- ☎ +91 - 121-2440455 / 2440655
- ☎ +91-11-66173596 📧 support@gisco.in
- 📍 13-C , Gagol Road, Partapur, Meerut 250103 (U.P.) INDIA

India
at Spielwarenmesse
Intl. Toy Fair 2020

Hall: 11 Stand: **C-06-2A**

Hans Raj Mahajan And Sons

Address:
G.T. Road, Suranussi, Jalandhar-144027,
Punjab, India

Phone: +91-9814064404

Email: amit@hansrajgroup.com
Web: www.hansrajgroup.com

Contact Executive:
Mr. Amit Mahajan

Brand:
HRM, BULLS



EXHIBITS

Garden Games,
Wooden Toys,
Sports Ball and Toys





Hall: **11** Stand: **C-06-2B**

**Hans Raj Mahajan
And Sons Global**

Address:

G.T. Road, Suranussi, Jalandhar,
Punjab-144027, India

Phone: +91-9814133701

Email: hrmglobalindia@gmail.com

Contact Executive:

Mrs. Tania Mahajan

Brand:

HRM

EXHIBITS

Sports Wear,
Garden Toys and Games,
Cricket, Carrom Board





Hall: 4 Stand: **C-87-B**

Imagimake Toys LLP

Address:

401, Jasu Building, Dada Bhai Road,
Vile Parle, Mumbai, Maharashtra

Phone: +91-98200 29527

Email: disha@imagimake.com

Web: www.imagimake.com

Contact Executive:

Ms. Disha Katharani

Brand Name:

IMAGIMAKE



EXHIBITS

Educational and
Art & Craft Toys





Hall: 11 Stand: **D-05-3B**

Le Trends Pvt. Ltd.

EXHIBITS

Toys & Games

Address:
C-37, Sector 7, Noida-201301,
Uttar Pradesh, India

Phone: +91-9999407744

Email: tanshitoys@gmail.com
Web: www.tanshitoys.com

Contact Executive:
Mr. Nitesh Chawla

Brand Name:
TANSHI



Hall: 7 Stand: F-33

Little Fingers India Pvt. Ltd.

Address:

#3M-213, Govind Narayani Tower,
East of NGEF Layout, Kasturi Nagar,
Bangalore, Karnataka, India

Phone: +91-9980512408

Email: umcs.bangalore@hotmail.com
Web: www.littlefingers.in

Contact Executive:

Mr. Prabin Agrawal

Brand Name:

LITTLE FINGERS

EXHIBITS

Indoor and Outdoor
Play Equipments





Hall: **10** Stand: **E-19**

Logic Roots Pvt. Ltd.

Address:

Plot No. A-188-A, Road No. 6D, VKI,
Jaipur-302013, Rajasthan, India

Phone: +91-9602643065

Email: gunjan@logicroots.com

Web: www.logicroots.com

Contact Executive:

Ms. Gunjan Agrawal

Brand Name:

LOGIC ROOTS

EXHIBITS

Educational Board Games



Hall: 6 Stand: A-25-C

M & A Toolmakers

Address:
A421, TTC Industrial Area, MIDC, Mahape,
Navi Mumbai-400710, Maharashtra, India

Phone: +91-9870199862

Email: moiz@ztpl.in

Contact Executive:
Mr. Moiz Gabajiwala

Brand Name:
M & A



EXHIBITS

Moulds & Tools



Hall: 11 Stand: **E-05-3C**

Mamma Mia Toys

Address:
J-39, Sector-5, Bawana Industrial Area,
New Delhi - 110039, India

Phone: +91-9999705506

Email: aditya.mammamia@gmail.com

Contact Executive:
Mr. Aditya Khattar

Brand Name:
MAMMA MIA



EXHIBITS

STEM Toys



Hall: 11 Stand: E-05-3A

Play Craft Traders

Address:

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

Phone: +91-9167487070

Email: gautam@playcraft.in

Web: www.playcraft.in

Contact Executive:

Mr. Gautam Arora

Brand Name:

EXPLORE

Certification:

EN 71

ASTM



EXHIBITS

STEM Toys





Hall: 4 Stand: **D-37-B**

Profile

EXHIBITS

Soft Toys and
Play Houses

Address:
D-12/3, First Floor Rear Portion,
Okhla Industrial Area Phase-II,
New Delhi -110020, India

Phone: +91-9810158776

Email: support@roleplayllc.com
Web: www.roleplayllc.com

Contact Executive:
Mr. Atul Dewan

Brand Name:
ROLE PLAY





Hall: 11 Stand: D-10-A

Raptor Sports



Address:

66, Basti Nau, Jalandhar, Punjab, India

Phone: +91-9878829206

Email: naresh@belco.in

Web: www.rmax.in

Contact Executive:

Mr. Naresh Kumar

Brand Names:

RMAX

WISH GIFT

EXHIBITS

Cricket, Soccer, Rugby,
Basketball, Volley Ball,
Net Ball, Hand Ball,
Beach Ball, Gaelic Ball,
Hurling Ball, Futsal,
Indoor Balls,
Leather Soccer & Rugby,
Australian Rules Football,
Soccer Training Accessories,
Rugby Training Accessories,
Rugby Protective Equipment,
Bags, Garments,
Boxing Equipment's,
MMA Equipments





Hall: 4 Stand: **D-37-C**

Role Play

Address:
D-12/3, 2nd Floor, Okhla Industrial Area Phase-II,
New Delhi, India

Phone: +91-9810163525

Email: atul@roleplayllc.com
Web: www.roleplayllc.com

Contact Executive:
Mr. Atul Dewan

Brand Name:
ROLE PLAY

EXHIBITS

Canopies





Hall: 11 Stand: D-05-2

Shockley Hall Electronics Pvt. Ltd.

Address:
DN-3, Sector V, Salt Lake, Kolkata - 700091,
West Bengal, India

Phone: +91-9830040402

Email: nicknacindia@gmail.com
Web: www.nicknack.in

Contact Executive:
Mr. Rajarshi Chakraborty

Brand Name:
NICKNACK



EXHIBITS

Plush Toys and
Feature Plush





Hall: **10.0** Stand: **B-14**

SK Toing International LLP

Address:

C1802, Lotus Corporate Park,
Off. Western Express Highway, Goregaon (E),
Mumbai - 400063, Maharashtra, India

EXHIBITS

Learning Games

Phone: +91-7045680134

Email: m@toing.com

Web: www.toing.com

Contact Executive:

Ms. Mayuri Ingle

Brand Name:

TOING

Certification:

EN71

BIS



Hall: 3 Stand: C-24

Skola Toys Private Limited

Address:
70, 3rd Floor, G R Grand Residency,
Kanakapura Road, JP Nagar 6th Phase,
Bangalore - 560078, Karnataka, India

Phone: +91-9845093877

Email: manikandan@skola.toys
Web: www.skola.toys

Contact Executive:
Mr. VK Manikandan

Brand:
SKOLA TOYS



EXHIBITS

Wooden Learning Toys





Hall: 1 Stand: **C-12**

Sunlord Apparels Manufacturing Co. Pvt. Ltd.

Address:
Plot #3, Toy City, Udyog Kendra, Ecotech 3,
Greater Noida, 201308, Uttar Pradesh, India

EXHIBITS

Soft Toys, Doll, Textile Toys,
Children's Bedding &
Decor

Phone: +91-98110-38758

Email: amit@sunlord.com

Web: www.sunlord.com

Contact Executive:

Mr. Amitabh Kharbanda

Brand Names:

TWISTOYS, HAPPINESS

Certification:

ICTI

GSV

Oekotex

GOTS

BSCI





Hall: 4 Stand: F-51

Terra Learning Solutions

Address:
6/391, Mahendra Mansion, J.S.S Road,
Mumbai - 400002, Maharashtra, India

Phone: +91-9819062301

Email: ajmeraashish@gmail.com
Web: www.jackintheboxcrafts.com

Contact Executive:
Mr. Ashish Ajmera

Brand:
JACKINTHEBOX



EXHIBITS

Toys





Hall: 4 Stand: **D-37-A**

**The Maison Company
India**

Address:
D-12/3, Okhla Industrial Area Phase-II,
New Delhi, India

Phone: +91-9810158776

Email: mamta@themaison.com
Web: www.themaison.com

Contact Executive:
Ms. Mamta Dewan

Brand Name:
MAISON

EXHIBITS

Play Tents and Soft Toys



Hall: 11 Stand: D-05-3A

Welby Impex Pvt. Ltd.

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

Phone: +91-9958446846

Email: chawlaparesh@hotmail.com
Web: welbyindia.com

Contact Executive:
Mr. Paresh Chawla

Brand Name:
TIN TREASURES



EXHIBITS

Tin Toys, Collectible Tin
Toy Souvenirs





Hall: **6** Stand: **A-25-B**

Zephyr Retails Pvt. Ltd.

Address:

A-421, TTC Industrial Area, MIDC, Mahape,
Navi Mumbai-400710, Maharashtra, India

EXHIBITS

Toys & Games

Phone: +91-9870199862

Email: moiz@ztpl.in

Contact Executive:

Mr. Moiz Gabajiwala

Brand Name:

ZEPHYR



Hall: 6 Stand: A-25-A

Zephyr Toymakers Pvt. Ltd.



Address:
A-421, TTC Industrial Area, MIDC, Mahape,
Navi Mumbai - 400710, Maharashtra, India

Phone: +91-9870199862

Email: moiz@ztpl.in
Web: www.zephyrtoys.com

Contact Executive:
Mr. Moiz Gabajiwala

Brand Name:
ZEPHYR

EXHIBITS

Toys & Games





Hall: 11 Stand: **D-08-2**

The Sports Goods Export Promotion Council

Address:

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

Tel: +91-11-23516183

Email: mail@sgepc.in

Web: www.sportsgoodsindia.org

Contact Executive:

Mr. Tarun Dewan
Executive Director

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. Its range of activities include:

**Organising / participation
in prime trade events**

Dissemination of information

**Linkage between the
industry stakeholders**

**Export statistics and
projections**

Awards and Certification





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.

Trade Promotion Activities

SGEPC organizes trade promotion activities like Indian participation in international trade fairs, visits of business delegations, promotional campaigns in international markets, etc.

Dissemination of Information

SGEPC provides important information to its members on market intelligence, standards & specifications, quality & design and on other issues which directly or indirectly affect the industry.

Link between the Industry and the Indian Government

SGEPC is the direct link between the industry and the Government whereby it provides feedback on industry's requirements to the Indian Government and also informs Government directives to the industry.

Export Statistics and Projections

SGEPC collects exports data from its members, maintains a statistical record of exports of sports goods and toys and evaluates its performance on an annual basis.

Export Awards

SGEPC recognizes the achievements of exporters and awards the top performers annually.

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The Indian Toy Industry

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 man-made as well as natural materials, 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 Germany.



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