

# Toys & Games

# India

at

**Hong Kong Toys & Games Fair 2017**

Hong Kong Convention and Exhibition Centre, Hong Kong

**9 - 12 January, 2017**

## **Indian Participant Stands**

**1A - A29, B22, C34, D27, F25**

**3C - C02; 3D - A07, E11**

**SPORTS GOODS EXPORT PROMOTION COUNCIL**

[www.toysindia.in](http://www.toysindia.in)



# 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 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.





Hong Kong Toys & Games Fair 2017

## List of Indian Participants

COMPANY NAME	STAND NO.
7 STAR TOYS INDUSTRIAL CORPORATION	3C-C02-2
AYUSH TOYS MARKETING PVT. LTD.	3C-C02-3
FRANK EDUCATIONAL AIDS PVT. LTD.	1A-B22
G.B. SPORTS	3D-E11
GROKIDS INTERNATIONAL PRIVATE LIMITED	3C-C02-4
JASCO HANDICRAFTS PRIVATE LIMITED	3C-C02-5
KHAZANA TOYS PRIVATE LIMITED	1A-A29
MM EXPORT	3C-C02-6
PEGASUS TOY-KRAFT PVT. LTD.	1A-F25
PLAY CRAFT	1A-D27
SUNLORD APPARELS MFG. CO. PVT. LTD.	3D-A07
TERRA LEARNING SOLUTIONS	1A-C34
TOYZONE IMPEX PVT. LTD.	3C-C02-1
SPORTS GOODS EXPORT PROMOTION COUNCIL	3CON-005

# India

HONG KONG TOYS & GAMES FAIR 2017

Stand No.: **3C-C02-2**

## 7 Star Toys Industrial Corporation



Address:

RZ-68, 68A, Narsingh Garden,  
Khyala Village, New Delhi-110018  
India

Tel.: +91-11- 25986584

Email: [info@7startoys.in](mailto:info@7startoys.in)

Web: [www.7startoys.in](http://www.7startoys.in)

Contact Executive:

**Mr. Davesh Mehndiratta**

Brand Name:

**7 STAR**

EXHIBITS

Doll Houses and Kitchen Sets



HONG KONG TOYS & GAMES FAIR 2017

# India

Stand No.: **3C-C02-3**



## Ayush Toys Marketing Pvt. Ltd.

Address:

D-194, Tagore Garden Extension,  
New Delhi-110027, India

Tel.: +91-11-25439707

Email: [info@ayushtoys.in](mailto:info@ayushtoys.in)

Web: [www.ayushtoys.in](http://www.ayushtoys.in)

Contact Executive:

**Mr. Rajkumar Sharma**

Brand Name:

**AYUSH TOYS**

EXHIBITS

Plastic Toys, Carom Boards



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# India

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Stand No.: **1A-B22**

## Frank Educational Aids Pvt. Ltd.



Address:

A 39, Sector-4, Noida-201301,  
Uttar Pradesh, India

Tel: +91-120-2537672 / 73

Email: [info@frankedu.com](mailto:info@frankedu.com)

Web: [www.frankedu.com](http://www.frankedu.com)

Contact Executives:

**Mr. Vijay Govil**

Brand Name:

**FRANK**

EXHIBITS

Educational Puzzles & Games,  
Jigsaw Puzzles,  
Board Games



HONG KONG TOYS & GAMES FAIR 2017

# India



Stand No.: **3D-E11**

## G.B. Sports

Address:

C-11-14, Udyog Puram,  
Partapur, Meerut - 250103,  
Uttar Pradesh, India

Mob.: +91-9997779944

Email: [info@gbsports.in](mailto:info@gbsports.in)

Web: [www.gbsports.in](http://www.gbsports.in)

Contact Executive:

**Mr. Brijesh Katula**

Brand Names:

**GB BALLOONS, JINNI BALLOONS,  
JUMBO BALLOONS**

EXHIBITS

Rubber Balloons,  
Party Balloons,  
Decoration Balloons,  
Shape Balloons



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# India

HONG KONG TOYS & GAMES FAIR 2017

Stand No.: **3C-C02-4**

## Grokids International Private Limited

Address:

WZ-14B, Plot No. 2, Manohar Park,  
New Delhi-110026, India

Tel.: +91-11-28752546

Email: [grokids@yahoo.com](mailto:grokids@yahoo.com)

Web: [www.grokids.com](http://www.grokids.com)

Contact Executive:

**Mr. Manu Gupta**

Brand Name:

**GROKIDS**



EXHIBITS

Outdoor Playground Equipments





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# India

Stand No.: **3C-C02-5**

## Jasco Handicrafts Private Limited

Address:

FB-13, Tagore Garden,  
New Delhi-110027, India

Tel.: +91-11-25989733

Email: [dimpytoys@gmail.com](mailto:dimpytoys@gmail.com)

Web: [dimpytoys.com](http://dimpytoys.com)

Contact Executive:

**Mr. Yashwinder Singh Kohli**

Brand Names:

**DIMPY TOYS**

EXHIBITS

Toys



# India

HONG KONG TOYS & GAMES FAIR 2017

Stand No.: **1A-A29**

## Khazana Toys Private Limited

Address:

131, Sector 5, IMT Manesar,  
Gurgaon-122050, Haryana, India

Mob.: +91-9818620918

Email: [saloni.sood@skillofun.com](mailto:saloni.sood@skillofun.com)

Web: [www.skillofun.com](http://www.skillofun.com)

Contact Executive:

**Ms. Saloni Gorwaney Sood**

Brand Name:

**SKILLOFUN**

Certification:

ASTM, EN71, CARB, CPSIA, FSC



EXHIBITS

Wooden Educational Toys



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# India

Stand No.: **3C-C02-6**

The logo for MM TOYS, featuring the letters 'MM' in white on a blue background and 'TOYS' in white on an orange background.

## MM Export

Address:

D-1, Tagore Garden Extension,  
New Delhi-110027, India

Tel.: +91-11-25419217

Email: [mmtoys@gmail.com](mailto:mmtoys@gmail.com)

Web: [www.mmtoys.in](http://www.mmtoys.in)

Contact Executive:

**Mr. Sanjay Mehndiratta**

Brand Name:

**MM TOYS**

EXHIBITS

Toys



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Stand No.: **1A-F25**

## **Pegasus Toy-Kraft Pvt. Ltd.**



**Address:**

A 312, Antop Hill Warehousing Co. Ltd.,  
Vidyalankar College Marg, Wadala East,  
Mumbai-400037, Maharashtra, India

Mob.: +91-9930041912

Email: [smakhija@toy-kraft.com](mailto:smakhija@toy-kraft.com)

Web: [www.toy-kraft.com](http://www.toy-kraft.com)

Contact Executive:

**Mr. Shyam Makhija**

Brand Name:

**TOY-KRAFT**

Certification:

ISO 9001-2008

### EXHIBITS

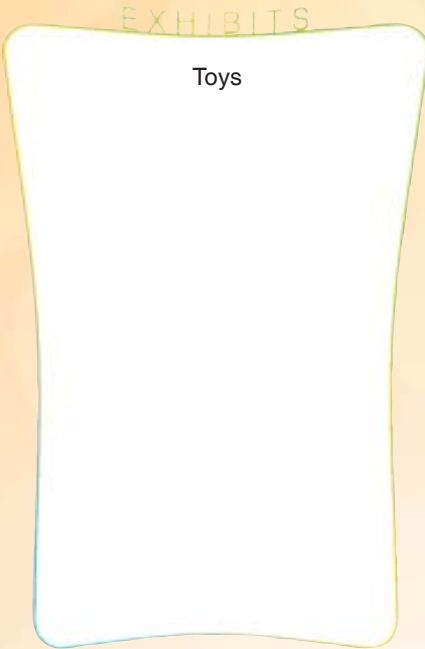
Educational Toys,  
Art and Kraft DIY Kits,  
Metal Construction Kits,  
Puzzles and Board Games





Stand No.: **1A-D27**

## Play Craft



Address:

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

Mob.: +91-9811301813

Email: [rajesharora1966@gmail.com](mailto:rajesharora1966@gmail.com)

[arora.gautam.15@gmail.com](mailto:arora.gautam.15@gmail.com)

Web: [www.play-craft.com](http://www.play-craft.com)

Contact Executive:

**Mr. Rajesh Arora**

Brand Name:

**BRANDS**

Certification:

SEDEX Certified



# India

HONG KONG TOYS & GAMES FAIR 2017

Stand No.: **3D-A07**

## Sunlord Apparels Mfg. Co. Pvt. Ltd.

**Twistoys**  
creativity with a twist

Address:

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

Mob.: +91-98110-38758

Email: [amit@sunlord.com](mailto:amit@sunlord.com)

Web: [www.sunlord.com](http://www.sunlord.com),  
[www.twistoys.com](http://www.twistoys.com)

Contact Executive:

**Mr. Amitabh Kharbanda**

Brand Name:

**TWISTOYS**

Certification:

ISO 9001, BSCI, Sedex, Oeko-tex

EXHIBITS

Stuffed Toys,  
Rag Dolls,  
Play Sets,  
Crib Furnishing



Stand No.: **1A-C34**



## Terra Learning Solutions

Address:

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

Mob: +91-9819062301

Email: [ashish@jackinthebox.in](mailto:ashish@jackinthebox.in)  
Web: [www.jackinthebox.in](http://www.jackinthebox.in)

Contact Executive:  
**Mr. Ashish Ajmera**

Brand Name:  
**JACKINTHEBOX**

### EXHIBITS

Educational Activity Boxes,  
Augmented Reality Craft Kits,  
Craft Kits,  
DIY Kits





# India

HONG KONG TOYS & GAMES FAIR 2017

Stand No.: **3C-C02-1**

## Toyzone Impex Pvt. Ltd.



Address:

Z-6 Rajouri Garden,  
New Delhi-110027, India

Tel.: +91-11-49080808

Email: [sanjay@toyzone.in](mailto:sanjay@toyzone.in)

Web: [www.toyzone.in](http://www.toyzone.in)

Contact Executive:

**Mr. Sanjay Mehndiratta**

Brand Name:

**TOYZONE**

Certification:

ISO 9001:2015

### EXHIBITS

Rideons,  
Magic Cars,  
Baby Walkers,  
Tri-Cycle,  
Baby Cycle,  
Infant Potty Seats,  
Doll Houses and  
Kitchen Sets



HONG KONG TOYS & GAMES FAIR 2017

# India



Stand No.: **3CON-005**

## Sports Goods Export Promotion Council

Address:

1-E/6, Swami Ram Tirth Nagar,  
New Delhi-110 055, India

Tel.: +91-11-23516183, 23525695

Fax: +91-11-23632147

Web: [www.toysindia.in](http://www.toysindia.in)  
[www.sportsgoodsindia.org](http://www.sportsgoodsindia.org)

Email: [mail@sgepc.in](mailto:mail@sgepc.in)

Contact Executive:

**Mr. Tarun Dewan**

Dissemination of Information,  
Linkage & Representations,  
Trade Promotion



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## Sports Goods Export Promotion Council

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.

They include:

### **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.

1-E/6 Swami Ram Tirth Nagar, New Delhi-110055, India  
Tel: +91-11-23525695, 23516183; Fax: +91-11-23632147  
E-mail: mail@sgepc.in; Website: www.toysindia.in

# See You Again at



## **Spielwarenmesse International Toy Fair**

**1 - 6 February, 2017**  
Nürnberg, Germany

### **Indian Stands**

**Hall 11:** C-06/D-05, D-08/E05, D-10  
**Hall 10:** B-01, C-06, C-19, D-19, D-23  
**Hall 3:** B-47; **Hall 1:** C-12



**SPORTS GOODS EXPORT PROMOTION COUNCIL**

[www.toysindia.in](http://www.toysindia.in)



true childhood companion



3C-C 02-01-06

**TOYZONE IMPEX PVT. LTD.**

Email: [info@toyzone.in](mailto:info@toyzone.in) [sanjay@toyzone.in](mailto:sanjay@toyzone.in)  
[www.toyzone.in](http://www.toyzone.in)

Mob No: +91 9810033279, 9810033209  
Phone No: +911149080808, 25439707