



## **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.

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

Tel: +91-11-23525695, 23516183

E-mail: [mail@sgepc.in](mailto:mail@sgepc.in); Website: [www.toysindia.in](http://www.toysindia.in)

# SPORTS GOODS FROM 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 for their performance, reliability and unmistakable value proposition.

Indian sports equipment are being used at the highest level of sporting events and training academies, including the Olympics and world championships. Some of the disciplines using Indian sports goods and accessories at the professional level include Cricket, Hockey, Track & Field, Boxing, Goal games, etc. Indian promotional products are also very popular.

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 adding to the expanding overseas market, Indian leisure industry foresees increasing presence both in 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 producing a wide variety of products.

## Why buy from India

Indian sports goods industry is over 100 years old and exports quality sports goods to more than 100 countries, supplying to leading brands.

Exporters are backed by dedicated manufacturing units that use mechanised tools & machinery and are run by a skilled workforce.

Having an uninterrupted supply of raw materials, the industry is also supported by well established ancillaries of plastics, metal works, textiles, leather, etc.

Ease of doing business in terms of better understanding, flexibility, support in innovation and interest to build long term relationships.

India is the largest democracy and has a stable economy. Its huge domestic market maintains steady economic growth at all times.

The top five markets for Indian sports goods are the UK, USA, Australia, Germany and South Africa.



# 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.

### **List of Indian Participants**

BRIGHTWAY EXPORTS INTERNATIONAL

CAXTON INTERNATIONAL

CIRCLE E RETAIL PVT LTD

COSCO (INDIA) LIMITED

CREATIVE EDUCATIONAL AIDS P LTD

FUNSKOOL (INDIA) LTD

HANS RAJ MAHAJAN WORLDWIDE

HIMCO INTERNATIONAL

K L MAHAJAN & SONS

MAMMA MIA TOYS

MUNISH TOYS

PLAY CRAFT TRADERS

QUIXOT MULTIMEDIA PVT LTD

S.R. AND SONS

SPORTS AND SPORTS INTERNATIONAL

SHIV NARESH SPORTS PVT. LTD.

SPM INNOVATIONS

SPORTS LINE



Name of the company : **BRIGHTWAY EXPORTS INTERNATIONAL**

Contact Details :

Mobile : +91 9814062025, Office : +91 181-2205542, 5004041  
E-mail : jiten@brightwayexports.com  
www.speedupsports.com

Contact Person :

**Jiten Mahajan**

Brand Name :

**SPEED UP**

Logo :



### Company Profile :

Established in 1963, Brightways has more than 50 years experience in the sporting goods manufacturing sector with a focus on providing equipment like soccer balls, rugby balls, volleyballs, cricket, boxing, sports combo sets, sports accessories etc to a diverse range of customers like premier league clubs, importers, modern retail, chain stores, wholesale distributors, promotional trade and advertising agencies across globe.

Stringent quality checks & control at every stage ensures that every **SPEED UP®** product meets the highest international quality standards, & that is why **SPEED UP®** sporting goods are trusted by discerning buyers in India and abroad.

Our system of functioning and quality is certified by various quality institutions including SGS, ITS, Intercert quality management system on ISO 9001 : 2015.

Brightways factory been audited by various external agencies on the CSR and QA compliance, We are a Disney approved SMETA SEDEX 4 pillar audited factory.

Certifications :

**ISO 9001 : 2015, SMETA SEDEX 4 PILLAR AUDITS, ONE STAR EXPORT HOUSE**

Any other relevant information :

### **Membership & Associates**



International Partnership  
for Premiums and Gifts



Sports Goods Foundation  
of India



Corporate Gifts  
Association of India



Federation of Indian Export  
Organisations



Sports Goods Exports  
Promotion Council



Sports Goods Manufacturers  
Exporters Association



Ethical audit global platform



Confederation of  
Indian Industry

## Company Profile of Caxton International

Contact Details: 0091-9927022423, 0091-9219562423

Contact Person : MR. ANKUR MAHAJAN

Brand Name CAXTON

Products: TT Tables. Soccer Tables, All kind of sports net, All kind of Athletics And Agility equipment

Product Pictures



## **Company Profile of Circle E Retail**



Name of the company: **CIRCLE E RETAIL PVT LTD**

Contact Details: **9811019197 / 9818891913**

Contact Person: **ASHISH KAPOOR**

Brand Name: **ITOYS**

Web: [www.itoys.co.in](http://www.itoys.co.in)

Catalogue link: [ITOYS catalogue 2018-19.pdf](#)

Company Profile: **CIRCLE E RETAIL PVT LTD** a multispecialist in toys manufacturing with brand name IToys. Having commenced in 2012 the company has its manufacturing facilities in Kundli, Haryana. We have 14 blow molding machines for manufacturing various kinds of toys with over 200 plastic molding dies. CIRCLE E RETAIL PVT LTD combines a variety of license covering a wide range of toys that delight and encourage children of every age. We have our presence across the country in **MODERN TRADE**- Big Bazaar, ABRL, Reliance, Max Hypermarket, Spencer are some of our clients. 80% of our sales come from the organized market. We have a prominent **ONLINE** presence selling through Amazon and Flipkart. **GT MARKET** is another sales channel for us with over 60 distributors across India. With our expert In-house R&D team who closely monitor the market trends to keep the pace with the dynamic requirements of new toys. We are a quality driven manufacturers of a huge ambit of Toys. We are official licensee of Disney, Marvel, Doraemon and Shinchan.

**Products:** TOYS, SPORTS, ROLE PLAY, STATIONERY

**Certifications:** EN- 71 , SEDEX – 2 pillar certified



## Company Profile of COSCO

COSCO (INDIA) LIMITED

2/8, Roop Nagar, Delhi - 110007 (India)

Ph: +91-11-23843000,4000

Email: mail@cosco.in



COSCO, established in 1980, is a leading Sports Products Company in India with strong brand name and Exports to many Countries Worldwide. It has Team of Management, Sales, Service and workers of 600+.

Factory Area-200000 Sq. Ft. Plus in Gurgaon

**R & D and Quality Control:** Its our constant endeavor to provide & delight consumers with New and Innovative Products having better Design, Engineering and Aesthetic Appeal. All products are Manufactured and tested to International Standards.

**Products** :Inflatable Balls- Football, Basket Ball, Volley Ball, Net Ball, Handball, Tennis Ball, Rugby Ball, Water Polo Ball, Soccer Shoes Training and agility accessories.

ISO 9001:2008 certified.

**Approvals** :

**FIFA** : FEDERATION INTERNATIONALE DE FOOTBALL ASSOCIATION

**ITF** : INTERNATIONAL TENNIS FEDERATION

**IMS** : INTERNATIONAL MATCH STANDARD







Learning Games Since 1987!

Creative Educational Aids Pvt. Ltd.

Address:

Plot No. 6, Toy City, Udyog Kendra,

Greater Noida, Distt. G.B. Nagar,

U.P. 201306, INDIA

+91-9821897413, +91-9910566218

Email: [pradeep@creativeeducationalaids.com](mailto:pradeep@creativeeducationalaids.com)

[sales@creativeeducationalaids.com](mailto:sales@creativeeducationalaids.com)

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

We are award winning  
Manufacturers and Exporters of  
Learning Games Jigsaw Puzzles  
Board Games Art n Craft  
Flash Cards Colouring Books  
Board Books Math Kits  
Special Education Products  
Products available in English, Arabic & French  
**Celebrating 30 Glorious Years!**

Contact Executive  
Mr. Pradeep Dhingra

Brand Names:  
**CREATIVE'S, SMART**

Certification:  
CE (EN71 Part 1,2,3)  
GCC Logo on all products  
Amazon audited Factory





## Company Profile of Hans Raj Mahajan Worldwide

**Contact Details:** +9198140 64701

**Contact Person:** Mr. Manish Mahajan

**Brand Name:** Hawk

**Logo:**



**Company Profile:** Manufacturer and Exporter of All types of Sports Goods

**Products:** All types of Sports Goods

**Certifications:** ISO 9001:2015

**Product Pictures:**





## Company Profile of HIMCO International

Name of the company: HIMCO INTERNATIONAL

Contact Details 0091-121-2404927, +91-9412208181

Contact Person : Mr Anil Kumar Mahajan

Brand Name: himco , velox



**Company Profile** We are manufacturers and exporters of quality oriented Sports Goods specializing in Table Tennis Tables, Fussball Tables, Carromboards since 1991. We have been manufacturing and exporting quality goods to Gulf Countries, Australia, South Africa, United Kingdom and USA.


**Products** Table Tennis Tables, Fussball Table, CarromBoards, Athletic& Agility Equipments

**Certifications** TTFI





## Company Profile of K. L. Mahajan & Sons

Name of the company	M/s.K.L.Mahajan & Sons
Contact Details	09837075413, 09837772220
Contact Person	Mr.Dharam Mahajan(Partner) Mr.Manik Mahajan(Partner)
Brand Name	INVINCIBLE
Logo	
Company Profile	Manufacturer & Exporter of Sports goods & Sports Wears since 1978 We have been awarded with Outstanding Export Awards from the last several years from the Govt. of India
Products	Sports Goods & Sports Wears
Certifications	ISO-9001 & SEDEX
Any other relevant information	

Product Pictures



## Company Profile of Mamma Mia Toys

Name of the company: MAMMA MIA TOYS

Contact Details: +91-9999705506

Contact Person: ADITYA KHATTAR

Brand Name: MAMMA MIA



Logo

Company Profile: Mamma Mia Toys is based in Delhi (India) manufacturing plastic toys since 2013. Majority of products are made injection molding process. The products offered are categorized as:

ROLE PLAY TOYS: Kitchen Sets, Vanity Sets, Doctor Sets, Doll Houses

INFANT TOYS: Baby Rattles, Infant Ball

Product Pictures: (also catalogue attached)



## Company Profile of Munish Toys

Name of the company : Munish Toys  
Contact Details : +91-9873553235  
Contact Person : Sayyam Chhabra

Brand Name & Logo : Balak Creations



**Company Profile:** We are manufacturers engaged in producing Fabric and pastic based toys like Muscial Bed Bells ,Fibre Glass Tents,Play Tent houses, Play Gyms, Infant Ratlles and toys,School Bags,Kids Almirah,Sofa, Sofa Cum Beds etc from past 26 years.We are also the licensee of a famous Indian Animated Character named “CHHOTA BHEEM”.

**Products:** Ball Pools,Ball Pit,Pop-Up Tents, Muscial Bed Bells ,Fibre Glass Tents,Play Tent houses, Play Gyms, Infant Ratlles and toys,School Bags,Kids Almirah,Sofa, Sofa Cum Beds etc from past 26 years.



(Piano Gyms)



(Play Mats)



(My Ball Pool)



(Snow Ball pool)



Explore is brand focused towards improving **educational standards** by developing products which inculcate a sense of learning through interactive play. Through it's **STEM Learner** series, Explore aims at helping children take another step forward in STEM education. All the Explore products are **developed, manufactured and packaged in India**.

All the Explore products are **EN 71 (European Union standard)** tested products.

Below are the product pictures for reference.

For any purchase enquiries, contact [info@playcraft.in](mailto:info@playcraft.in)

Contact person: Gautam Arora (+91 9167 48 7070).

Website: [www.playcraft.in](http://www.playcraft.in)





# Company Profile of Quixot Multimedia Pvt Ltd



**Name of the company:** QUIXOT MULTIMEDIA PVT LTD

**Web:** [www.quixotpublications.com](http://www.quixotpublications.com)

**Catalogue link:** <https://1drv.ms/b/s!AiX9SBFa4XkqskDoVUNRpRTLwugm>

**Contact Details:** 9313172565

**Contact Person:** SHARAD LUTHRA

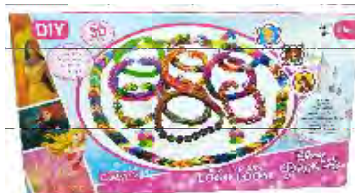
**Brand Name:** Quixot

**Company Profile:** Quixot Multimedia Pvt Ltd founded in 2005 is the parent company which started with an in-house publication and licensing of education and gaming CDs with PAN India reach. As an extension to this we diversified into publication of children books founded in the year 2009 and became pioneer of Big Books which is supplied to major Hyper Retail chains like: Big Bazaar, ABRL, Store 99 etc.

We offer high content project with minimal cost on illustrators and editorials which keeps evolving as per the need of the market and place. Our USP is the content versatility we offer. We own more than 200 titles which are conceived, written, illustrated and compiled by us in house. These titles are rich in content ranging from Early learners, tales & stories to Science & Nature, reference books and educational supplements for children from 3 to 14 years.

Also, educational toys and puzzles are manufactured and sold in Modern Trade, GT market and Online. We have a prominent presence across India in all the three sales channels.

**Products:** Books, Puzzles, Board games



## Company Profile of S. R. & Sons



Name of the company : **S.R and Sons**  
Contact Details : +91-9873553235  
Contact Person : Dr.Rajender Chhabra  
Brand Name : Cuddles

**Company Profile:** We are manufacturers engaged in producing Fabric and pastic based toys like Play Tent houses, Play Gyms, Infant Ratlles and toys,School Bags,Kids Almirah,Sofa, Sofa Cum Beds etc from past 26 years.We are also the licensee of a famous Indian Animated Character named “CHHOTA BHEEM”.

**Products:** Play Tent houses, Play Gyms, Infant Ratlles and toys,School Bags,Kids Almirah,Sofa, Sofa Cum Beds



(Handicraft Dream House)



(C.B DholakPur School)

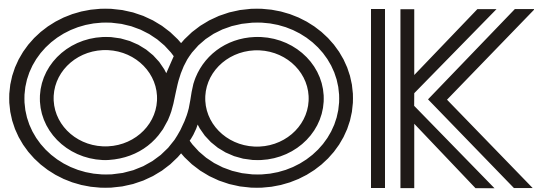


(C.B Kids Almirah)



( C.B Sofa Cum Bed)





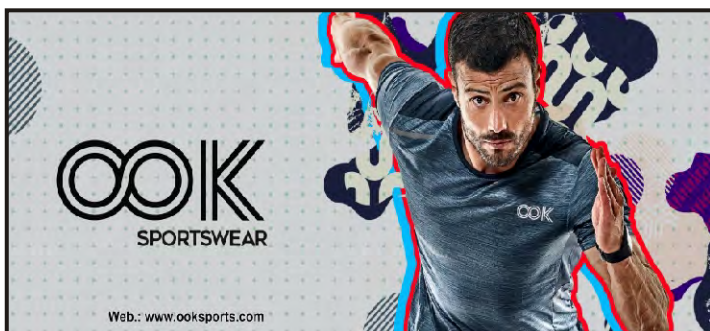
At OOK, our goal is to inspire people to double up the power & excitement on a daily basis. We believe that the future of sports is not just about playing but showing up every day with enthusiasm, OOK embraces the freedom to express individual styles with an infectious youthful spirit. Athletic optimism is our attitude. OOK was launched keeping in mind the standards and demands of the international market for sports apparel.

The logo of OOK signifies the infinite possibilities the brand offers to keep you fit and active both on & off the field. OOK promotes a culture of fitness.

Associates of OOK:

Austria Hockey  
10PL Cricket League, Dubai  
T 10 Cricket League

The promoters of OOK, come from the land of Indian Active Sports Market. Shiv Naresh has had an experience of over 30 years catering to the on field requirement of all olympic discipline sport. The company has now established a brand in Europe, OOK, with BOOK, we look forward to provide the world market with more trendy, comfortable and durable apparels, that can be work on and off the field. Simply put, something for the gym and to lounge around. With athleisure trend picking up, we feel this is the right time to launch the brand in Indian market as well.



## CONTACT DETAILS

**Aert Van Der Goes**

**Contact - + 31628440610**

**E Mail - aert@ooksports.nl**

**Shiv Prakash Singh**

**Contact - + 91-9810037870**

**E Mail - info@ooksports.com**

**Website - www.ooksports.com**



## Company Profile

Name of the company : SPM INNOVATIONS  
1-1/6, FIRST FLOOR, TEMPLE ROAD,  
BHOGAL, NEW DELHI – 110014.

Contact Details : +91 9810264300, 01124376350.

Contact Person : MR. PAWAN GUPTA

Brand Name : “YOUUP”

Logo:



Company Profile : “YOUUP” is a consumer product brand created by “SPM INNOVATIONS”, trading high quality and stylish insulated , non insulated water bottles, Lunch Boxes & House ware products, Whether at home, in the office or on the go. Our through choice of materials, production method and manufacturing process guarantee environmental friendly products that fullfil user expectations.

Products : High grade (1818, 304) Stainless steel thermo Flasks, Sport Bottles, Lunch Boxes and Bottles, using high grade steel (1818, 304) for water Bottles and Lunch Boxes.

Any other relevant information - Having licences of “ Peppa Pig” using “Peppa Pig “ on our stainless steel Lunch Boxes and Bottles, using high grade steel (1818, 304) for Water Bottles and Lunch Boxes.

Product Pictures :



## Business Information

Registered Name: **Sports Line**  
Brand Name: **YONKER**  
Mailing Address: H-29, Udyog Nagar Industrial Area,  
Peeragarhi, New Delhi 110041, India  
Telephone: +91-11-25477888, +91-11-49052142  
Works: Plot No. 176 & 197, Sec. - 17, HSIIDC  
Footwear Park, Bahadurgarh, Dist.  
Jhajjar, Haryana, 124507  
Email: info@yonkerskates.com  
Website: [www.yonkerskates.com](http://www.yonkerskates.com)  
[www.sportshelmet.com](http://www.sportshelmet.com)



## Profile

Yonker as a brand, operated by Sports Line, was primarily established for manufacturing of all goods related to skates and skating protectives. Currently Yonker lists over a hundred SKU's well loved by kids and adults all across the country. The company holds 27 years of global experience in the field.

Amongst company's products the skating headgear was widely appreciated and using it as foundation the firm slowly started manufacturing head protection of different sports. The Yonker Cricket line was first introduced as a result and now produces various models for beginners to professional. A couple of models are BSI tested and certified for new BS 7928:2013 standards.

Moving on from Cricket, Sports Line developed Equestrian head protector which is again tested with BSI standards, PAS 015:2011, which is one the toughest standards in the world for product certification. The Equestrian helmet is tested with multiple agencies and standards such as ASTM and Snell. Adding to the SKU's Sports Line also developed a few models of Skating/Cycling Helmets which are again tested and BSI certified to provide genuine protection.

Sports Line takes pride in upholding their consistency in quality and continuous innovation. In near future, the aim is to achieve continuous ISO 9001 standards as well as Kitemark. The complete manufacturing is done in-house where all raw materials are sourced locally with a few specialized materials from overseas. The firm comprises of a large production team that is continuously working towards implementation of standardized management, advanced equipment and skilled workers. Technical personnel are appointed for strict inspection and quality control of products after every stage of manufacturing.

**Purpose:** To be a leader in the sports goods sector under the Make in India Programme

**Vision:** To provide Global Quality products which exceed customers' expectations

**Mission Statement:** To build long term relations with our customers through quality of our production and promise of constant delivery of the same.

**Core Values:** We believe in giving respect to our customers to earn respect from them. We learn through creativity, invention and innovation. We practice honesty, integrity and moral business ethics.

**Goals:** To build safer sports equipment with evolving needs of human adventure in various sports. To continue to provide comfort in roughest situations, through our products. To always Make in India.

## **Scope of Work with Us**

Sports Line welcomes OEM designs for manufacturing from scratch and/or modification of existing designs based on customer needs. We are also willing to set up manufacturing units, if needed, depending on client's product quality and quantity.