

# INDIA



## INDIAN TOYS & GAMES

at  
Australian Toy Hobby and Licensing Fair 2023  
5<sup>th</sup> - 8<sup>th</sup> March 2023; Melbourne, Australia

### Indian Participants Stands

C 33, D 07, D 09, D 33, D 26, E 10, E 14  
F 28, G 11, I 10, I 11, J 12, J 13, J 15



THE SPORTS GOODS EXPORT PROMOTION COUNCIL  
[www.sportsgoodsindia.org](http://www.sportsgoodsindia.org)



## The Indian Toy Industry

The Indian toy industry manufactures a wide variety of toys which can be broadly classified into two categories based on their application and purpose – educational and recreational. Educational toys include toys and games made from plastics and cardboard. On the other hand, recreational toys mainly include electronic (remotely control-based, video games), battery-operated, plastic, soft and mechanical pull-back toys.

Play, with emphasis on safety and learning, are the core foundations for the toy industry in India. India manufacturers 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.

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.

The Indian toy industry, fueled by the vast domestic market, is growing rapidly with the help of industry friendly policies by the Govt. of India. New manufacturing clusters have come up in the Delhi NCR region in last few years, thus creating additional capacities and production of new innovative Toys. Toy industry is fast gearing up to meet international demands.

## SGEPC Participants at Australian Toy Hobby and Licensing Fair 2023

NAME OF THE PARTICIPANT	STAND NO.
AWALS CREATIONS	J 13
BAJAJ BABY PRODUCTS PRIVATE LIMITED	G 11
BUTTERFLY EDUFIELDS	I 11
CENTY TOYS	F 28
DR. MADY'S INNOVATION PRIVATE LIMITED	E 10
FUNRIDE TOYS EXIM	E 14(A)
FUNRIDE TOYS LLP	E 14(B)
FUNSKOOL INDIA LIMITED	C 33
G. B. SPORTS	I 10
JASPO WORLDWIDE	J 15
MAMMA MIA TOYS	D 07
MUNISH TOYS	D 09
PLAY CRAFT TRADERS	D 33
STONE SAPPHIRE INDIA PVT. LTD.	D 26
WELBY IMPEX PVT. LTD.	J 12

# INDIA

Indian Toys & Games  
at Australian Toy Hobby and Licensing Fair 2023

Stand No.: **J 13**

## Awals Creations

Contact Executive:

**Mr. Darvinder Singh**

Phone: +91-9811165425

Email: info@awalscreations.com

[www.awalscreations.com](http://www.awalscreations.com)

Address:

3632, 3rd Floor, Katra Karam, Qutab  
Road, Sadar Bazar, Delhi-110006, India

Brand(s):

**AWALS**

Certification:

Bureau of Indian Standards



## EXHIBITS

Bubbles, Building Sets, Educational Toys, Play Mats, Balls (Various), Battery Operated Toys, Toy Gun Weapons and Accessories, Outdoor Toys and Games, Piggy Bank Toys, Wooden Toys, Beach/Sand Toys, Board Games, Card Games, Puzzle Games, Puzzles-Cardboard, Puzzles-Wood/Plastic/Other, Blocks & Accessories, Learning Toys, Musical Toy Instruments, Rattles, Puppets and Other Miscellaneous Toys.



# INDIA

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at Australian Toy Hobby and Licensing Fair 2023

Stand No.: **G 11**

## Bajaj Baby Products Private Limited

Contact Executive:  
**Mr. Kshitij Bajaj**

Phone: +91-9711250719, 9899996063

Email: amanbajaj6063@gmail.com  
kbajaj2359@gmail.com

[www.toyzoy.com](http://www.toyzoy.com)

Address:  
Plot No. 11, Sector-1, DSIIDC Bawana  
Industrial Area, Delhi-110039, India

Brand(s):  
**TOYZOY**

Certification:  
BIS Certified

### EXHIBITS

Kids Tricycle, Baby Walker, Magic Car, Kids Ride On,  
Kick Scooter, Bowling Set, Kids Activity Desk



# INDIA

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at Australian Toy Hobby and Licensing Fair 2023

Stand No.: I 11

## Butterfly Edufields

Contact Executive:

**Mr. Kondela Sharat Chandra**

Phone: +91-9052553320

Email: [sharat@butterflyfields.com](mailto:sharat@butterflyfields.com)

[www.butterflyfields.com](http://www.butterflyfields.com)

Address:

Amsri Eden Square, 5th Floor, Office No. 7,  
St. John's Road, Bhagyanagar Colony,  
Beside Apollo Hospital, Secunderabad,  
Telangana - 500003

Brand(s):

**BUTTERFLY EDUFIELDS**

Certification:

BIS, EN71, ASTM

### EXHIBITS

STEM Toys, Early Learning Toys

# INDIA

Indian Toys & Games  
at Australian Toy Hobby and Licensing Fair 2023

Stand No.: **F 28**

## Centy Toys

Contact Executive:  
**Mr. Charanjeet (Tony) Singh**

Phone: 0433174346

Email: [Tony.singh@Centytrade.com.au](mailto:Tony.singh@Centytrade.com.au)

[www.centytoys.com](http://www.centytoys.com)

Address:  
10 Kirkland Court, EPPING, Victoria 3076

Brand(s):  
**CENTY, UNIKPLAY**

Certification:  
AS/NZ8124, ASTM F968, EN71

### EXHIBITS

Toys Cars, Cardboard Games and Puzzles



# INDIA

Indian Toys & Games  
at Australian Toy Hobby and Licensing Fair 2023

Stand No.: **E 10**

## Dr. MADY's Innovation Private Limited

Contact Executive:

**Mr. Anirban Gupta**

Phone: +91-9830033906

Email: matrixeducare2@gmail.com  
madysinovation@gmail.com

[www.doctormady.com](http://www.doctormady.com)

Address:

Matrix House, 231/A, Chittaranjan Avenue,  
Girish Park, Kolkata -700006, India

Brand(s):

**DR. MADY**

Certification:

DRMADY Udyam Registration Certificate - UDYAM-WB-16-0001742



### EXHIBITS

Plastic Toys, Puzzles, Wooden toys, Educational Toys, Science kit, Experimental Kit, Wooden puzzle, etc.





# INDIA

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Stand No.: **E 14(A)**

## Funride Toys Exim

Contact Executive:

**Mr. Ravendra Tomar**

Phone: +91-7065399915

Email: [export@funridetoys.com](mailto:export@funridetoys.com)

[www.eximfunridetoys.com](http://www.eximfunridetoys.com)

Address:

49/35, Site IV Sahibabad Industrial Area,  
Ghaziabad - 201010, Uttar Pradesh, India

Brand(s):

**FUNRIDE**

Certification:

EN71 Part 1, 2 & 3; BIS Certificate;  
ISO 9001:2008 and GCC Certificate  
(G Mark QR Code)

## EXHIBITS

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



# INDIA

Indian Toys & Games  
at Australian Toy Hobby and Licensing Fair 2023

Stand No.: **E 14(B)**

## Funride Toys LLP

Contact Executive:

**Mr. Sourabh Kachru, Mr. Ravendra Tomar**

Phone: +91-8800665587, 7065399915

Email: [sourabhkachru@dashbabyrides.com](mailto:sourabhkachru@dashbabyrides.com)  
[export@funridetoys.com](mailto:export@funridetoys.com)

[www.eximfunridetoys.com](http://www.eximfunridetoys.com)

Address:

8/4A, Site-4, Sahibabd Industrial Area,  
Ghaziabad-201010, Uttar Pradesh, India

Brand(s):

**FUNRIDE TOYS**

CERTIFICATION:

EN-71 PART 1, 2 & 3 and G MARK with QR Code

### EXHIBITS

Children Toys, Trike, Walker, Scooter and Swings.



# INDIA

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Stand No.: **C 33**

## Funskool India Limited

Contact Executive:  
**Mr. K A Shabir**

Phone: +91-9600047994

Email: shabir@funskool.co.in

[www.funskoolindia.com](http://www.funskoolindia.com)

Address:  
6th Floor, Tarapore Towers,  
826, Anna Salai, Chennai - 600 002, India

Brand(s):  
**FUNSKOOL / GIGGLES / SOFDOUGH / PLAY &  
LEARN / HANDY CRAFTS / GAMES**

CERTIFICATION:  
ISO 9001:2015 / BSCI / FSC / SEDEX / ICTI / FCCA-SCS /  
GSV / GMP / DISNEY FAMA / WCA / RBA

### EXHIBITS

Infant Toys, Preschool Toys, Modelling Dough,  
Games, Puzzles, Art and Crafts, Wooden Toys



# INDIA

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Stand No.: I 10

## G. B. Sports

Contact Executive:

**Mr. Brijesh Katula**

Phone: +91-9997779944

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

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

Address:

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

Brand(s):

**GB PARTY WORLD**

CERTIFICATION:

SEDEX, SA8000



## EXHIBITS

Latex Balloons, Foil Balloons, Gift Wrap Rolls, Foil Fringe Curtains, Table Skirting, Foil & Paper Shreds, Cello Bags, Balloon Weights, Confetti, Party Streamers, Tissue Paper, Gift Boxes, Plastic Table Covers, Foil & Paper Banners, Pom Pom, Balloon Pump & Confetti Cannons.



# INDIA

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Stand No.: J 15

## Jaspo Worldwide

Contact Executive:  
**Mr. Ranjit Singh**

Phone: +91-9872419194

Email: jaspoexports@gmail.com

[www.jaspo.shop](http://www.jaspo.shop)

Address:

11, New Gautam Nagar, Near Kohinoor Rubbers,  
Kapurthala Road, Jalandhar-144021, Punjab, India

Brand(s):

**JASPO**

CERTIFICATION:

SEDEX CERTIFIED, ISO 14001:2015, ISO 9001:2015,  
BIS CERTIFIED PRODUCTS

### EXHIBITS

Skateboards, Roller Skates, Inline Skates, Skating Helmets,  
Skateboarding Helmets, Cycling Helmets, Safety Equipment, Cricket  
Equipment, Inflatable Balls, Training Equipment, Gym Equipment



# INDIA

Indian Toys & Games  
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Stand No.: **D 07**

## Mamma Mia Toys

Contact Executive:

**Mr. Aditya Khattar**

Phone: +91-9999705506

Email: [aditya.mammamia@gmail.com](mailto:aditya.mammamia@gmail.com)

[www.mammamiatoy.com](http://www.mammamiatoy.com)

Address:

Khasra No. 330-331, Near Tata Dharama Kanta,  
New Delhi-110036, India

Brand(s):

**MAMMA MIA**

Certification:

BIS CERTIFIED



### EXHIBITS

Role Play Toys



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Stand No.: **D 09**

## Munish Toys

Contact Executive:  
**Mr. Sayam Chhabra**

Phone: +91-9873553235

Email: munishtoys@gmail.com

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

Address:  
E-32, SMA Industrial Area, GT Karnal Road,  
Delhi-110033, India

Brand(s):  
**BALAK, MUNISH and CUDDLES**

Certification:  
ASTM, EN71, BIS

### EXHIBITS

Play Mats, Outdoor Toys and Games, Umbrellas / Beach Tents, Dolls - Soft,  
Infant Toys, Rattles, Role Playing - PS, Baby Carriers / Backpacks,  
Play Equipment - Nursery, Safety Gates / Play Pens / Bedrails, Puppets



# INDIA

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Stand No.: **D 33**

## Play Craft Traders

Contact Executive:

**Mr. Gautam Arora, Mr Rajesh Arora (On-site)**

Phone: +91-9167487070

(On-site): +91-9811301813

Email: [gautam@playcraft.in](mailto:gautam@playcraft.in)

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

Address:

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

Brand(s):

**EKSPLOE, AROBRO**

Certification:

EN-71, ASTM, ISO-8124

### EXHIBITS

Science Kits, STEM Sets, Chemistry Sets, Sports Kits, Craft Sets, Playground Toys

The logo for Eksploe, featuring the word "Eksploe" in white lowercase letters on a red rectangular background. The logo is positioned inside a circular graphic element that has a blue-to-orange gradient.



# INDIA

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Stand No.: **D 26**

## Stone Sapphire India Pvt. Ltd.



Contact Executive:  
**Mr. Bharat Ahluwalia**

Phone: +91-9820232360

Email: [export@stonesapphire.com](mailto:export@stonesapphire.com)

[www.skoodleplay.com](http://www.skoodleplay.com)

Address:  
901/5/10, GIDC, Makarpura Road, Vadodara,  
Gujarat - 390010, India

Brand(s):  
**SKOODLE**

Certification:  
BIS, ISO 9001:2015, SMETA (SEDEX Audited Factory),  
EN 71 - 3, ASTM D 4236

**EXHIBITS**  
Stationery, Games & Toys



# INDIA

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Stand No.: **J 12**

## Welby Impex Pvt. Ltd.

Contact Executive:

**Ms. Roopa Chawla**

Phone: +91-9958446846

Email: chawlaparesh@hotmail.com

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

Address:

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

Brand(s):

**TIN TREASURES**



### EXHIBITS

Tin Toys





**THE SPORTS GOODS  
EXPORT PROMOTION COUNCIL**  
(For Toys and Sports Goods)

The Sports Goods Export Promotion Council (The SGEPC), a Government of India sponsored organization, is working for the development and growth of the Indian Toys and Sporting Goods with a focus on promotion of India's export of the Sports Goods & Toys.

The SGEPC acts as a direct Link between the Industry and Government. The SGEPC supports the industry in a range of activities to spur the industry's performance on one hand and promote India's presence internationally on the other.

The SGEPC to promote the industry, carries out various national & international activities and also provides policy support.

**The Support provided by the SGEPC includes:**

- Trade Promotion Activities
- Sharing Market Information and Market reports on international trends of the industry
- Seminars and workshops on subjects of importance to exports
- Export Statistics and Projections
- Hosting International Buyers in India
- Dispute resolution with international buyers through Missions
- Apart from the above, The SGEPC recognizes the achievements of Exporters and awards the top performers annually.
- Over and above this, the members of The SGEPC enjoy other benefits too as part of export promotion.

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

Ph: +91-11- 35007748, 35007749

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



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