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From Playrooms to Global Markets: India's Toy Story at Toy Biz 2026

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Where Imagination Meets Industry



The **17th Toy Biz International B2B Expo¹** welcomed another vibrant day at **Bharat Mandapam.²** There brightly coloured puzzles, STEM kits, construction vehicles and educational toys greeted visitors streaming into the exhibition halls. Buyers, retailers, manufacturers and entrepreneurs moved from one stall to another, exploring products and exchanging ideas across the venue.

From early business meetings to live product demonstrations, the day unfolded at an energetic pace. School representatives examined learning aids, overseas buyers discussed export opportunities, while entrepreneurs enthusiastically showcased their latest innovations. Conversations revolved around product design, manufacturing, exports and innovation, highlighting the growing diversity of India's toy industry.



The message is simple: toys are no longer viewed merely as products for play. Across the venue, it was evident that toys have emerged as tools for learning, creativity and innovation. This reflects Government's continued emphasis on strengthening domestic manufacturing, encouraging quality production and building globally competitive Indian brands. Ideas were not just displayed; they were demonstrated, discussed and transformed into products designed for classrooms, homes and markets across the world.

It is through this spirit of innovation and enterprise that the exhibition evolves beyond a conventional trade fair. Bringing together manufacturers, startups, educators, designers, retailers and exporters from across India and abroad, **Toy Biz reflects the country's expanding toy ecosystem.**

Every aisle presents a different story. Together they reveal an industry steadily combining traditional craftsmanship, modern technology and indigenous manufacturing with global ambition.

From Factory Floors to Exhibition Halls

One of the busiest stalls in the exhibition showcases battery-operated construction vehicles, toy trucks and remote-controlled machines. Visitors pause to watch live demonstrations while retailers compare designs and discuss business opportunities with exhibitors.



At the centre is **vu toys - THE INDIAN TOYS COMPANY³**. It is a Jaipur-based company that has spent the last four years building its presence in the Indian toy market. Gesturing towards the colourful range of products on display, founder and CEO **Mr. Pankaj Sharma** says, **"Everything you see here is made in India. From mould making to injection moulding, everything is done by us."** The company's fully integrated manufacturing process has helped it steadily build its brand. Toy Biz provides an important platform to connect with buyers from across the country.

The company's growth has also been supported by initiatives such as the **Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)**. It enabled production expansion, while Government support for participation helped showcase products before a wider audience.

As the discussion turns to market dynamics, Mr. Sharma points another visible change. **"Earlier, most of the toys were imported, but now things are changing in favour of India. Today, Indian manufacturers are producing high-quality toys at competitive prices,"** he says. This reflects the confidence shared by many exhibitors who see growing opportunities for indigenous brands.

Where Learning Meets Play

Just across the hall, the atmosphere changes. Visitors pause to explore wooden puzzles, activity kits and educational games, discovering innovative ways to make learning more engaging, interactive and enjoyable.



Among the exhibitors is **EDu edge**,⁴ a Mumbai-based company specialising in preschool and early learning toys. Founder and Director **Ms. Bela Desai** says the company's journey has been inspired by the Montessori method of education. Showcasing nearly **16 new STEM and eco-friendly learning toys**, she explains, ***"Our focus has always been on creating toys. This has helped children learn through play. This year, we've introduced several new products designed to make learning more interactive and engaging."***

For Ms. Desai, exhibitions like Toy Biz are an opportunity to interact directly with schools and educators. ***"Government support for MSME participation in such exhibitions helps us manage travel and exhibition expenses. This allows us to take a larger stall and showcase a wider range of products. It also encourages us to innovate, reach more institutions and expand our market presence,"*** says Ms. Desai.

She also adds, ***"Every product is made in India, reflecting the company's commitment to indigenous manufacturing. Alongside serving the domestic market, the enterprise also exports its educational toys to Europe. This showcases the growing global appeal of Indian-made learning products."***

The rising interest around the stall reflects a wider shift towards experiential and play-based learning. Educational games, science kits and interactive learning tools are increasingly being recognised for fostering creativity, critical thinking and problem-solving. This makes learning more engaging and meaningful for children.

Innovation Finds a New Playground

A little ahead, telescopes, microscopes and electronic STEM kits draw another group of curious visitors. Educators, distributors and overseas buyers gather around live demonstrations, exploring products that blend science, technology and learning.

Leading the conversation is **Mr. Anirban Gupta, CEO of Dr. MADY'S INNOVATION Pvt. Ltd.**⁵ It is a fourteen-year-old Kolkata-based company, specialising in educational and electronic toys. Picking up one of the learning kits, Mr. Gupta says, ***"From electronic circuit design and tooling to mould development, every stage of manufacturing is carried out in-house. Even the moulds are built in our factory."*** Years of innovation have also earned the company several patents, design registrations and copyrights. This highlights the growing importance of Intellectual Property in India's toy industry.



Today, the company's products are exported to the United States, Europe, Dubai and the Middle East. Reflecting on the exhibition's journey, Mr. Gupta recalls, *"When we first participated, there were around 60 to 65 stalls. Today, there are more than 400."* For him, the transformation mirrors the rapid growth of India's toy manufacturing ecosystem.

He believes the industry's next phase depends on stronger support for innovation and intellectual property through continued Government

support. Manufacturers are increasingly investing in research, product design and indigenous technologies. **The Toy Biz exhibition continues to provide a platform for Indian companies to showcase their capabilities across the world.**

Young Dreams, Global Ambitions

The final few aisles introduce visitors to another side of the exhibition, the energy of young startups. Conversations here are less about established markets and more about future possibilities, export destinations and new product ideas.



One such enterprise is **KitoY Creations** ⁶ from Pune. Barely two-and-a-half years old, the company has built its journey around products designed and manufactured entirely in India. **Mr. Kartik Jain, CEO of KitoY Creations** says, *"Registering under MSME has been a turning point for our business. It enabled us to receive Government support for participating in this exhibition. This gives us a valuable platform to showcase our products and connect with new customers. We are exploring other Government schemes and initiatives to strengthen our market presence and create more opportunities."*

Speaking about the company's vision, he says *"Our next goal is to take our Made in India products to international markets."* While still strengthening its

domestic footprint, the startup is already exploring export opportunities and developing products that can compete globally.

The optimism at the stall echoes across the exhibition floor. For many young entrepreneurs, Toy Biz is more than an exhibition. It offers an opportunity to meet buyers, understand global markets and shape brands with international aspirations. As visitors continue through the halls of Bharat Mandapam, they encounter a new generation of Indian manufacturers. These manufactures look beyond production; towards design, innovation and global competitiveness.

The Story Continues to Unfold

As the curtains fall on another edition of Toy Biz at Bharat Mandapam, visitors linger over product displays. Also, buyers exchange business cards and entrepreneurs look ahead to new opportunities. **From Jaipur and Mumbai to Kolkata and Pune, each stall tells a unique story. Together this reflects an industry driven by innovation, indigenous manufacturing and enterprise.** With Toy Biz set to return next year, the exhibition has already given exhibitors, buyers and innovators something to look forward to.

Visitors leave with catalogues, fresh ideas and new business connections, carrying with them the story of an industry in transformation. Across every aisle, Toy Biz reinforces a clear message: **India's toy industry is no longer just making toys. It is designing, innovating and creating products that are steadily finding their place in homes, classrooms and markets across the world.**



References

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