

THE INDIA TOY FAIR 2021

- The India Toy Fair 2021 will be organised virtually from 27th February 2021 to 2nd March 2021.
- The Fair aims to provide an impetus to the underlying themes of “Atmanirbhar Bharat” and “vocal for local” campaigns, launched by the Government to promote indigenous industries.
- At the same time, the Fair also aims to leverage the potential of toys in making learning joyful across all ages in education.
- The India Toy Fair 2021 intends to bring policy makers, toy manufacturers & distributors, investors, industry experts, MSMEs, artisans, start-ups, children, parents and teachers together on a common platform, in a bid to propel the growth of the Indian Toy Industry toward a global competitive edge.
- One of the main attractions of The Toy Fair is the Virtual Exhibition with over 1000 virtual stalls.
- The exhibitors include Indian businesses engaged in creating happy childhoods and educating children through play, as well as NCERT, SCERTs, CBSE along with their schools and teachers, IIT Gandhinagar, NID and Children University Ahmedabad. All manufacturers in the Indian Toy Industry, small or big are being encouraged to showcase India’s strength and diversity.
- The fair is expected to feature millions of users from different parts of India and will give them an opportunity to buy products from a variety of different exhibitors.
- As on 8th February 2021, over 1,000 exhibitors are virtually on boarded for The India Toy Fair 2021.
- The Fair will also have knowledge sessions in terms of engaging panel discussions and webinars on diverse topics closely resonating with the Indian Toy Industry. The assortment of topics would address the Toy Industry holistically and deliberate on the way ahead for the Toy Industry.
- For the education sector in particular, the Knowledge Sessions involving various experts will focus on areas emphasized in the NEP 2020 such as play-based and activity-based learning, indoor and outdoor play, use of puzzles and games to promote critical thinking and overall on how to make learning more engaging and enjoyable.
- Additionally, to showcase our collective strength in toy manufacturing, several state governments are expected to feature webinars/sessions on the virtual platform. Further, to make the Fair an all-encompassing event, a plethora of activities such as Craft Demonstrations, Competitions, Quizzes, Virtual Tours, Product Launches, etc. would also be held during the Fair.
- The website and registration portal will be launched on 11th February, 2021.
- The Toy Fair can be visited virtually from 27th February to 2nd by registering at <https://theindiatoyfair.in/>.




The India Toy Fair 2021

VIRTUAL EVENT

27 FEB 28 FEB 01 MAR 02 MAR

How to Register for The India Toy Fair 2021

Open www.theindiatoyfair.in on your Browser or Mobile





HOME EXHIBITORS VISITORS AGENDA TOYS OF INDIA TELL YOUR TOY STORY PRESS CONTACT US

REGISTER NOW VISIT FAIR
LE FROM 27 FEB - 2 MAR

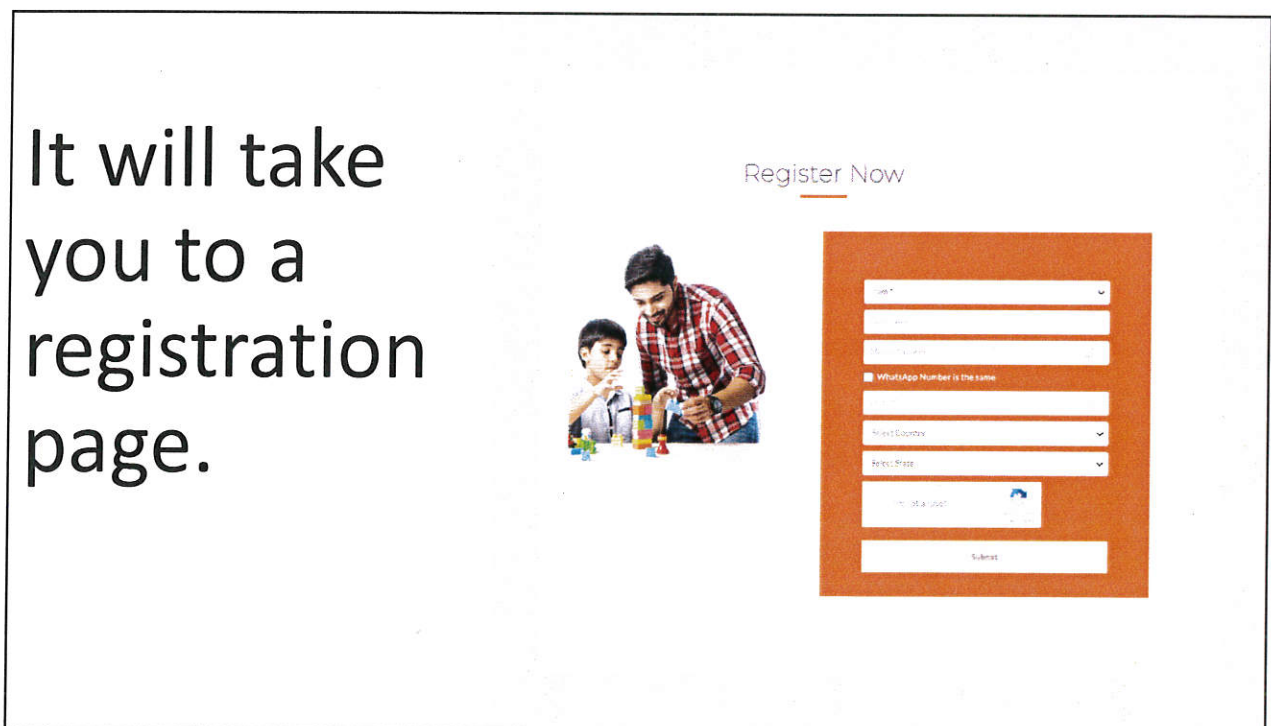
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VIRTUAL EVENT

INDIAN TOYS,
GLOBAL PLAYGROUND

TIME TO BE VOCAL
ABOUT LOCAL TOYS
NARENDRA MODI
PRIME MINISTER

Once the home page opens, click on the *Register now* Button

It will take you to a registration page.



Register Now

Name *

Email *

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First Name *

Phone No. *

Submit

Click on the drop-down arrow of I am* Tab and select *A General Visitor*.

REGISTER NOW VISIT FAIR
LIVE FROM 27 FEB-2 MAR

A General Visitor

I am *

- A General Visitor
- A Business Delegate
- A Media Representative

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Fill in your Name and Phone Number.

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A General Visitor

Garima

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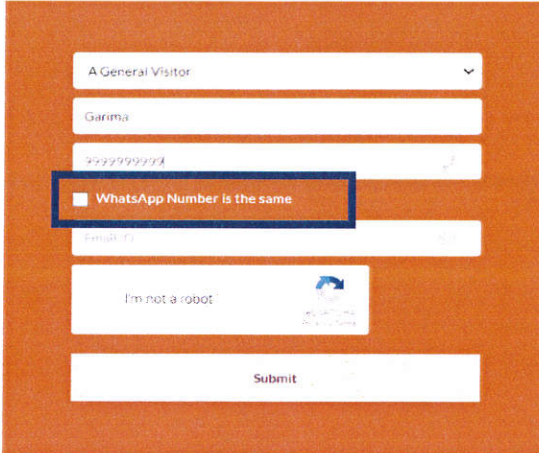
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A General Visitor

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March at www.theindiatoyfair.in



Thank you
