

India Toy Fair 2021 (Virtual)

Dates: Organised- End of February 2021

Partner Organisations:



Please forward the application duly filled in application form to Fair Secretariat or Submit through your association/Business Chamber of commerce

Export Promotion Council for Handicrafts

EPCH House, Pocket-6&7, Sector-C, LSC, Vasant Kunj, New Delhi-110070

Tel-91 11 26135256 (Extn-130) Email: toyfair@epch.com

Company Name _____

Registered Address _____

City _____ Pin code _____

State _____

Contact Person _____

Designation _____

Contact Number Mobile _____ Landline _____

Email _____ Website _____

PAN Number _____

GST Number (if any) _____

Industry Registration. No (if any) _____

Management Details

Name	Designation	Mobile No.	Email (optional)

Business/ Operations Details (optional)

Financial Year	Annual Sales (in INR)	Exports (in INR)	Country (ies) exported to	Product(s) exported
2019-2020				
2018-2019				
2017-2018				

Status of the Participant (Please select one ✓)

1. Proprietorship 2. Partnership
3. Private Limited / Limited 4. State / Central Govt. Organization
5. Others: _____

Type of Company (Please select one ✓)

- Manufacturer Wholesaler / Distributer
- Retailer Online Seller / Ecommerce Platform
- Exporter/ Trader

Do you have a Website Yes No

If Yes, Please share complete URL

If No, will you be interested for Support to develop a Website Yes No

Product Categories (Please Select (✓) the Product)

- 1. Educational Toys
 - a. Learning Aids– Story Books, Activity Books, Montessori Toys
 - b. Storytelling Toys
 - c. STEM Toys
 - d. Educational Aids – Reading sticks, etc.
 - e. Technical Toys (Electronic Learning)
- 2. Youth Electronics
 - a. Geographical Indication(GI)
 - b. Video Games & Hand Held Consoles
 - c. Electronic Pets & Robotics Toys
 - d. Children’s Learning Tablets & Laptops
 - e. Remote Controlled Toys
- 3. Building and Construction
 - a. Toy Model of Railways & Model Construction
 - b. Building Blocks
 - c. DIY Construction Kits
- 4. Games and Puzzles
 - a. Collectibles (e.g., Cards)
 - b. Puzzles & Board Games
 - c. Dice Game & Quiz Games
 - d. Mechanical Kits
 - e. Building Blocks
 - f. Arts & Crafts Kits
 - g. Subscription Kits

5. Infant Toys
 - a. Rattles, Toy Pacifiers, Toy Teethers
 - b. Plush/ stuffed Toys
 - c. Baby Bath Toys
 - d. Swings & Activity Gyms
 - e. Bouncers & Rockers
 - f. Other Infant Toys / First buy
6. Outdoor Games and Toys
 - a. Playground Toys
 - b. Ride On Toys for Children
 - c. Children Bikes & Trikes
 - d. Skates & Skating Accessories
 - e. Leisure Toys
7. Traditional Toys
 - a. Wooden Toys
 - b. Katputli
 - c. Clay Toys
 - d. Papier Mache Toys
 - e. Tin Toys
 - f. Metal Toys
8. Toys for all ages
 - a. Board Games & Card Games
 - b. Plush Toys & Other Gifts
 - c. Collectibles
9. Toys across all categories
 - a. Action Toys
 - b. Electronic Toys
10. Innovative Toys
 - a. Science Kits
 - b. AR/VR Toys
 - c. RC Drone
11. Toy Banks and Toy Libraries
12. Vehicles (powered)
 - a. Electronic Toy and Remote-Controlled Toys
 - b. Slot Racing Sets
13. Dolls and other similar toys
 - a. Dolls
 - b. Figurines
 - c. Toys/Dolls depicting national heroes
14. Online Gaming
 - a. CEO Forum
 - b. Competition
 - c. Live Demo
15. Musical Instruments
 - a. Electronic Musical Sets
 - b. Wooden Flutes
 - c. Other Musical Instruments for Children
16. Special Toys for Specially Challenged Children
 - a. Braille Toys
 - b. Fidget Toys
 - c. Sensory Development Toys
 - d. Other Toys
17. Sustainable Toys
 - a. Toys made from Natural Material
 - b. Recyclable Environment Friendly Toys
18. Back To School Category
 - a. School Bags & Accessories
 - b. Colouring Books & Colours
19. Any other, please add

Are you selling on any e-commerce platform? Yes No

If Yes, Please share the name of the platform

Please share complete URL

Do you need Photography Support? Yes No

CONTENTS / INFORMATION REQUIRED IN DIGITAL / SOFT FORM FOR VIRTUAL BOOTH SET-UP

- Company Logo – 150 x 90 pixels
- About Us – Short Company Profile / Intro in .pdf file. Can also integrate Website/Social Media URL
- Intro Video/ Company Video in MP4 or FLV Format
If video size is more than 100 mb, please make and share YouTube or Web link for upload
- Contact Us - Can be a 1 page hyperlinked .pdf image with WhatsApp, Email, Website and Social Media details
Product Catalogues in .pdf file – preferably product category based. In case E-catalogues are available – share complete URLs for integration with the virtual booth. **Note:- size of a .pdf file should be maximum upto 5 mb**
- Product Videos / YouTube / Website / Social Media URLs for integrating with the booth
- GIF/jpg /rotating image for Banner Space (260 x 173 pixels) & Standee Banner (113 x 208 pixels)

The above information may kindly be organised on priority and provided on confirmation of receipt of application confirmation through the Online Content Module.

Details of Booth Representatives as Exhibitors **(Persons who will have the access to your virtual booth)**

	Name	Designation	Mobile No. <small>Each Booth Representative to have a separate mobile no.</small>	Email <small>Each Booth Representative to have a separate email id</small>
Booth Rep. 1st				
Booth Rep. 2 nd				
Booth Rep. 3 rd				

Business / Social Media information complete URLs for integration with the virtual booth

Websites Link	
Online Sales Platform Link	
LinkedIn Page Link	
Facebook Page Link	
Instagram Link	
Twitter Link	
Pinterest Link	
YouTube Channel Link	
Skype/Zoom/Google Meet Meeting Join Link	
WhatsApp No. (02 Max.)	

Participation Charges

The selected organisation shall be admissible for participation without any “Participation Charges”

Name of Association / Body Recommending your Participation	
Name of Ministry/Department approving your participation	

Date:

Place:

Signature & Seal
(Name & Designation)

Participation Terms & Conditions

1	<ul style="list-style-type: none">• The exhibitor(s) to have minimum digital literacy of browsing websites, writing emails, making video calls, uploading pictures & videos, clearing history (removing cookies), download analytics and reports, etc.• The space allotted for uploading the videos / photos / catalogues etc., will be limited. (Details will be shared on selection)• The exhibitor(s) are solely responsible for the information displayed in their virtual booth in the form of brochures / catalogues / video's.
2	WITHDRAWAL & REFUND OF PARTICIPATION FEE <ul style="list-style-type: none">• Exhibitor(s) may please note that after confirmation of participation and it is obligatory on them to participate.
3	VIRTUAL BOOTH <ul style="list-style-type: none">• The Virtual Booth is a digital module with features that enable to you to interact with the visitors and buyers.• It enables the exhibitor(s) to host images, brochures, data sheets, videos and embed website, video and social media links with the Virtual Booth.
4	<ol style="list-style-type: none">1. It is mandatory to fill in all the columns of the Application Form.2. The exhibitor(s) / end user(s) shall note that Organisers are using a third party Web-Based Software Platform to host this Virtual Fair where the terms and privacy policy of third party shall also be applicable upon the participants/ end users and same will be in addition to the terms and conditions of the Organisers.3. In case the Web-Based Software Platform hosting the Virtual Fair experiences any technical glitches that impair its functioning, efforts will be made to make it functional on immediate basis. Further, if any booth is not visible, searchable or workable on the platform due to any technical issues. No claim of loss of business or any other loss of any nature will be entertained.4. The layout of the Virtual Fair shall be determined by the organisers and shall be final and binding.5. Virtual Booth(s) will be assigned to exhibitor(s) by name of organization and individuals.6. That exhibitor(s) further undertakes that the products/designs displayed in their Virtual Booth shall not infringe, misappropriate or violates any intellectual property rights including artwork and designs of other Participants, either the same is registered or unregistered. All the content on display during the virtual fair, must be created owned by the respective exhibitor(s).7. The Virtual Fair is an Online Meeting Place for both the buyers and the sellers. The organisers are not liable for the credit worthiness of buyers registering on the Virtual Fair Platform. The participants entering into a business contract with buyers have to ensure themselves the credit worthiness of such buyers and take a conscious decision on their own. The organisers shall not be liable for any such business transactions or contracts.8. If the exhibitor is found to be at fault, the exhibitor may be disqualified from participating in future.9. The Participants hereby confirm that during this Virtual Fair, they shall be responsible and liable for the correct display of its products either in terms of colour, shape, size, description of their products etc.10. That subject to information received, the Virtual Booths shall be designed by the organisers or their associates as and when decided by the organisers, the Participants shall upload their products within the time prescribed and upon closure of this Virtual Fair, the Virtual Booths will be de-activated by the organisers.11. For any incorrect/inappropriate upload of products or information, the exhibitor(s) shall be solely responsible and liable. The organisers shall take necessary action against such exhibitors.12. The participants are aware that they are participating in a Web-Based Software Platform Virtual Fair and therefore the organisers shall not be responsible for any damage/theft/infringement of their design/IPR by any buyer or others visiting the Virtual Fair.13. Further, the organisers shall take all steps to protect the platform from any cyber-attack, however, organiser will have no liability in case of cyber-attack or hacking of any booth or platform by any miscreants.14. The Courts in Delhi shall have exclusive jurisdiction in all disputes.15. The exhibitor(s) will be participating in the Virtual Fair at their own risk and cost.16. The exhibitor(s) shall himself defend or contest any third party claim, in case of any violation of IPR or other rights of anyone's.17. The exhibitor(s) agrees that they will not display, post, upload, store, exchange or transmit any sensitive information on or through the Virtual Fair Platform.18. The interpretation of these rules by the organisers will be final.

[Accept Terms & Conditions](#)

[Submit Application](#)