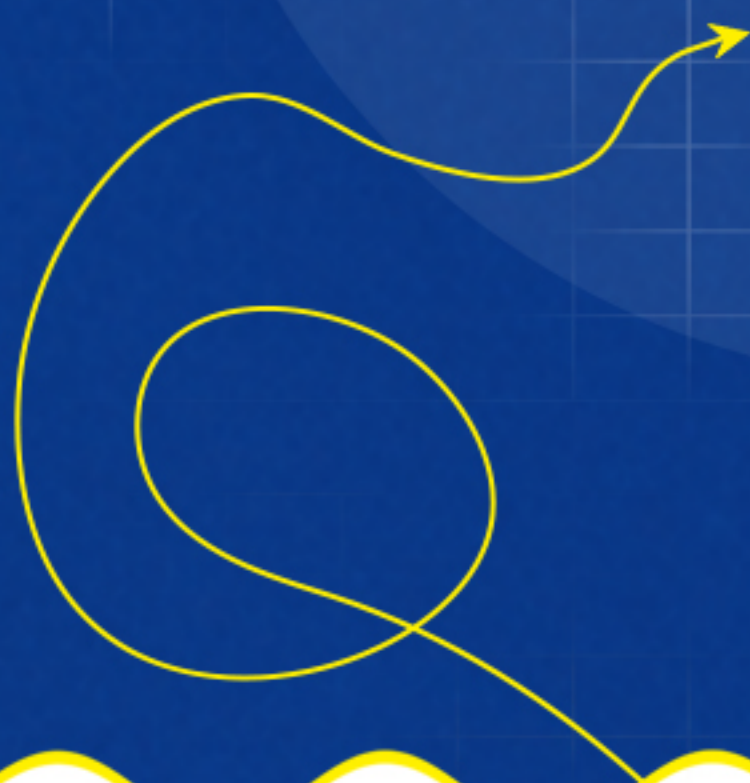




The Fascinating **JOURNEY** of INDIAN **TOYS**





Ancient civilizations pioneered the concept of toys, **crafting simple playthings from materials like clay, wood, and stone.**

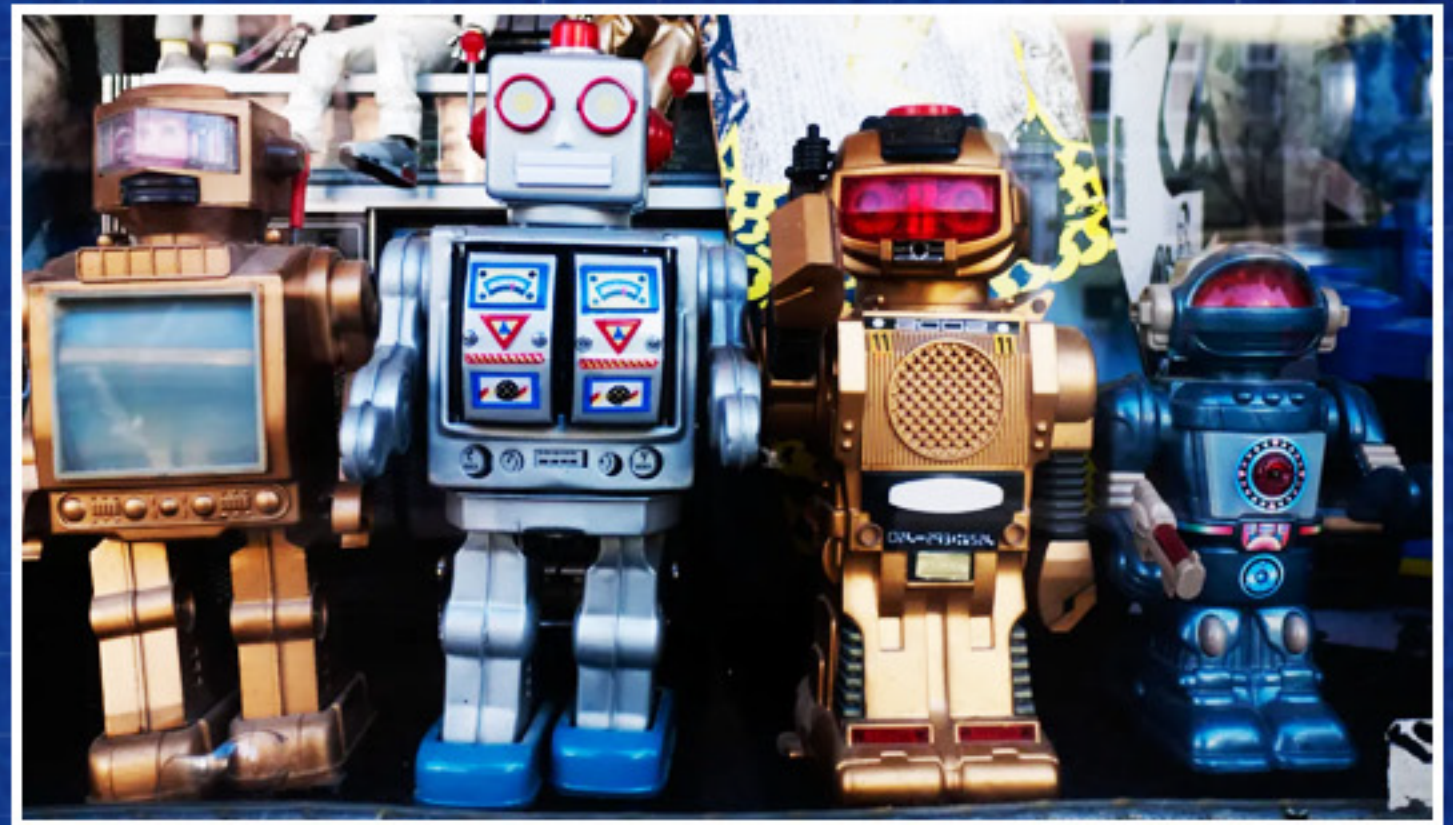
Children delighted in these rudimentary toys, mimicking adult activities and **learning vital survival skills.**

EARLY PLAY STICKS, STONES





THE RISE OF TOY INDUSTRY CHINA'S DOMINANCE



CHINA, the world's leading toy manufacturer, shapes the industry with **59% of global exports**. Its robust industrial chain and ample labor supply drive production, churning out diverse toys from **plastic dolls** to **electronic gadgets**.

MECHANICAL MARVELS

THE 19TH CENTURY

WINDUP TOYS



In the **19th century**, toys changed a lot because of new ways to make things quickly and because of **trains.**

Mechanical windup toys became popular and were not just for rich people anymore.



TEDDY BEARS AND MICKEY MOUSE ICONS OF THE 20TH CENTURY



The **20th century** witnessed iconic toys that left an indelible mark. **The Teddy Bear,** **inspired by President Theodore** Roosevelt's hunting trip, became a symbol of companionship. Meanwhile, **Mickey Mouse,** **created by Walt Disney,** transformed the world of entertainment and play.



PLASTIC REVOLUTION BARBIE AND LEGO

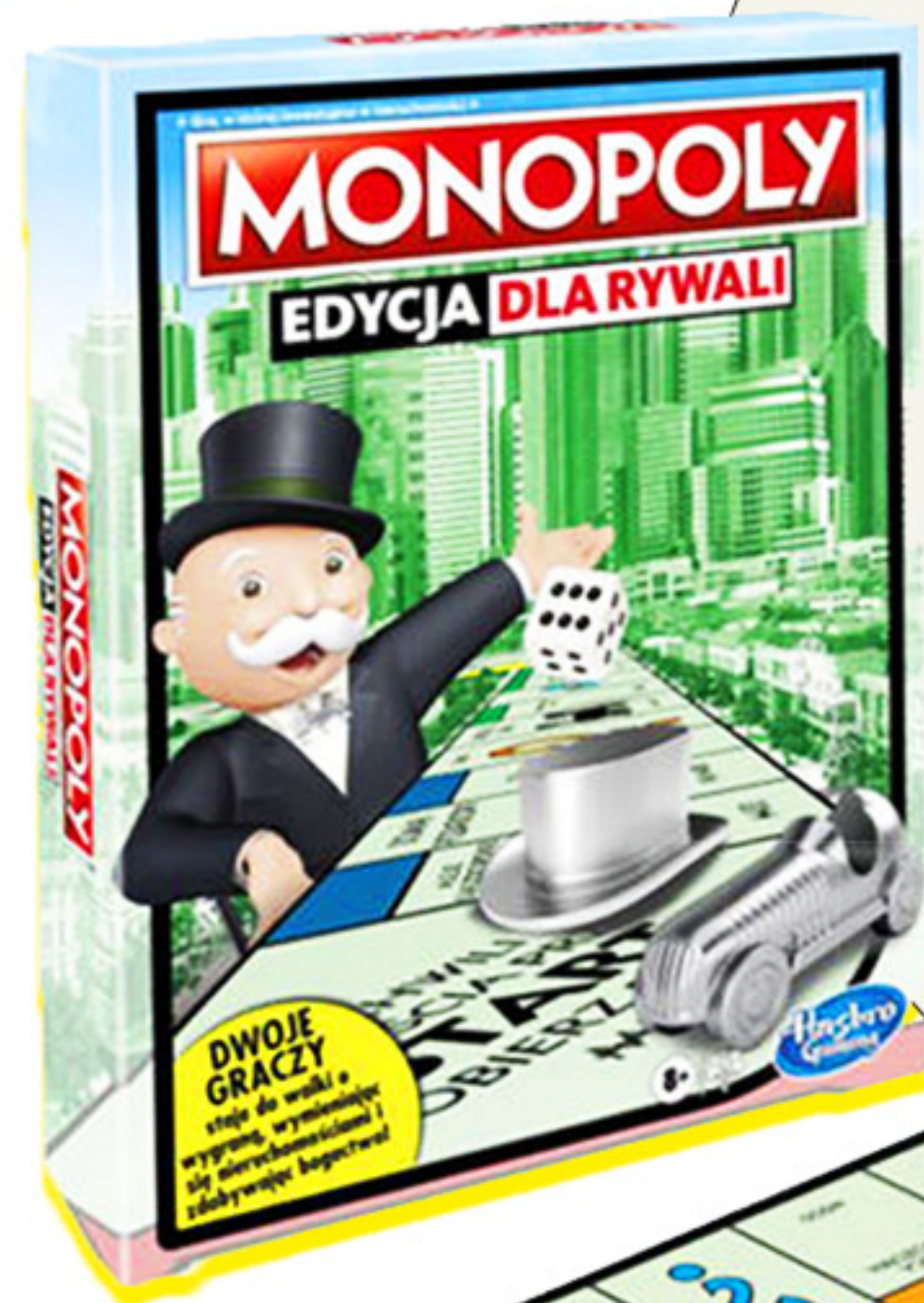


The mid-**20th** century saw the rise of plastic toys. **Barbie, introduced in 1959,** revolutionized the doll industry. **LEGO bricks, invented in Denmark,** allowed children to build, create, and explore.



BOARDS GAME MONOPOLY

The history of **Monopoly can be traced back to 1903**, when American anti-monopolist Lizzie Magie created a game which she hoped would explain the single tax **theory** of Henry George.



DIGITAL PLAYMATES: VIDEO GAMES AND SMART TOYS

As technology advanced, so did our playthings. Video games like **Super Mario**, Sonic the Hedgehog, and **PlayStation's** Lara Croft became household names. Smart toys, from **interactive robots to app controlled drones**, engaged young minds with digital innovation.





NOSTALGIA AND INNOVATION THE PAST AND FUTURE

Today, nostalgia reigns supreme. Classic toys like **wooden trains, jigsaw puzzles, and yo-yos** continue to captivate new generations.

Augmented reality toys, **3D printing kits, and STEM-focused playsets** challenge children to think critically and creatively.

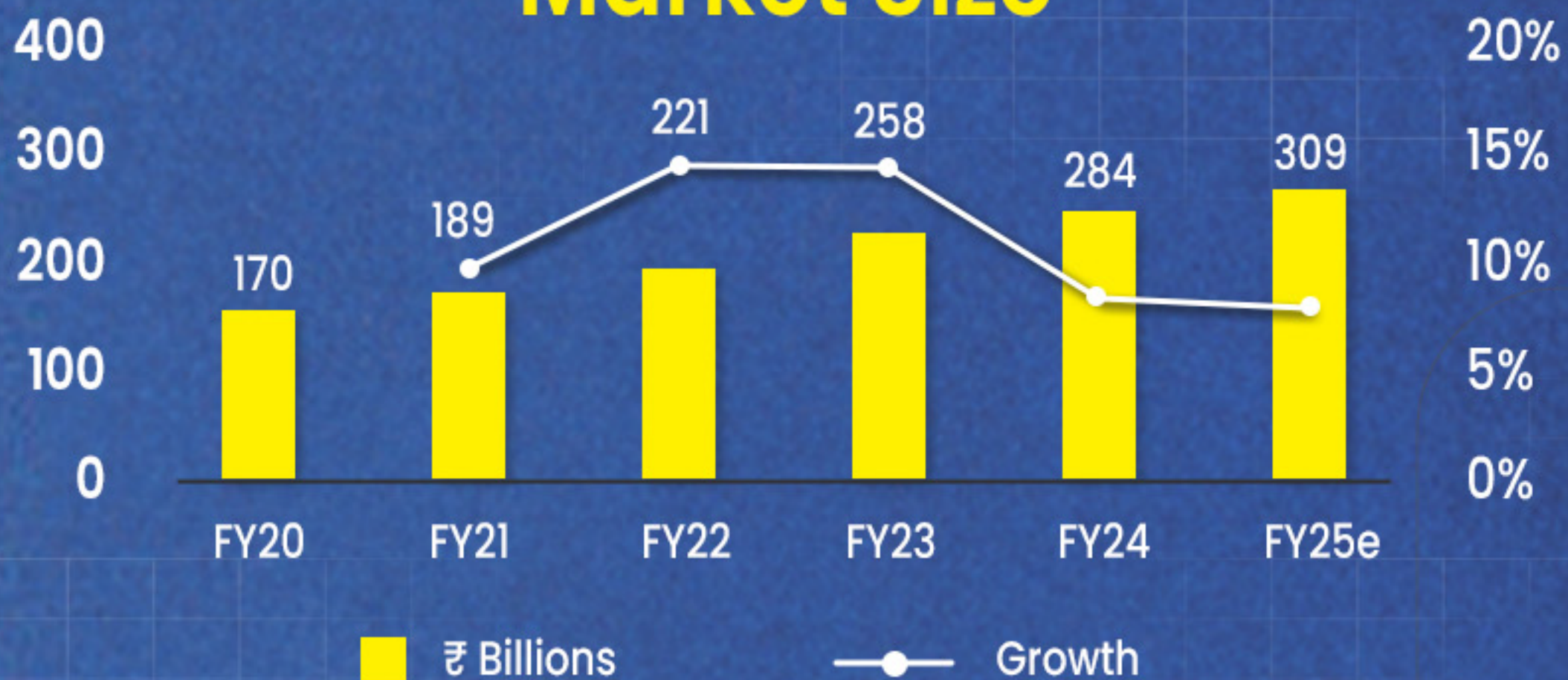




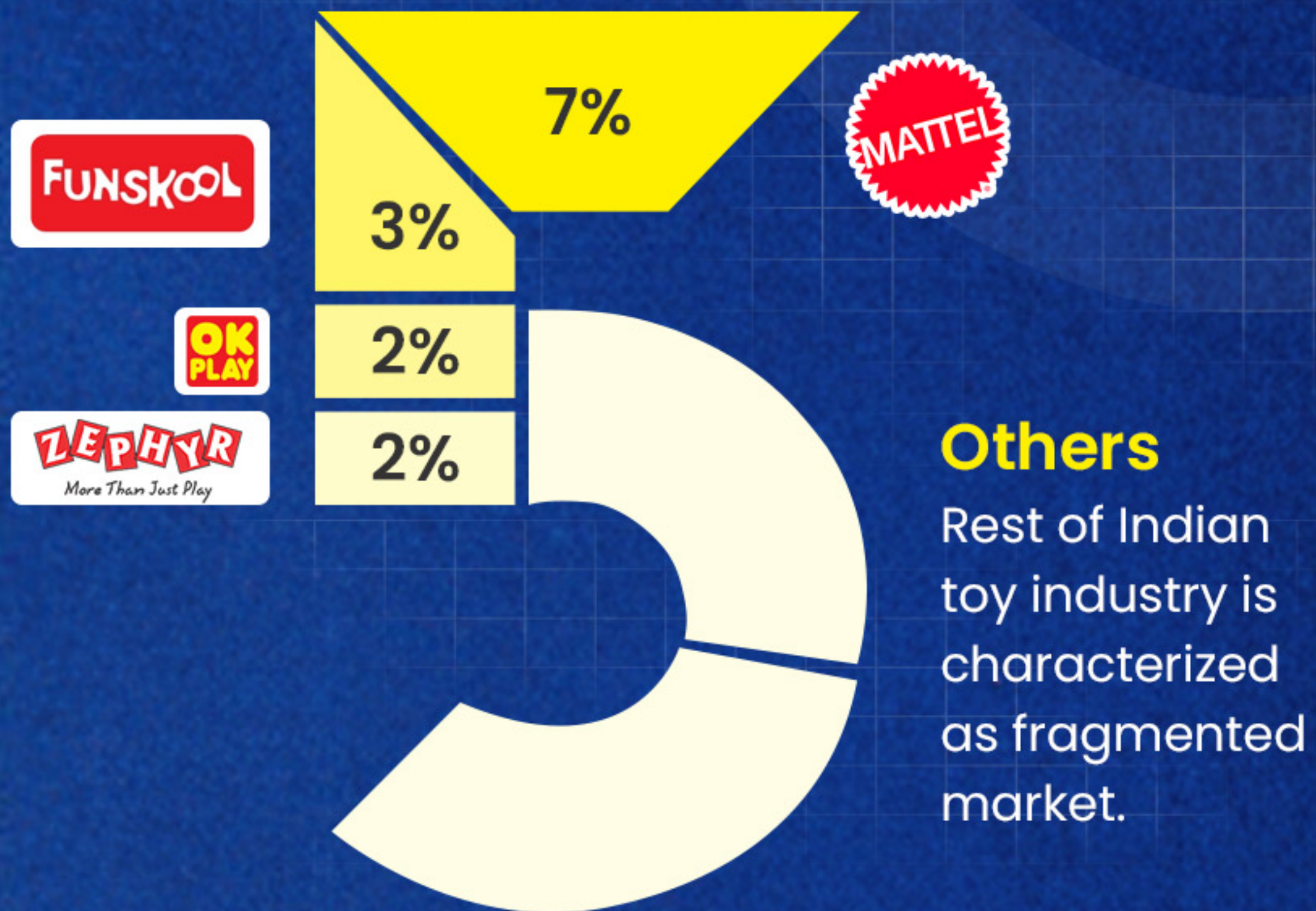
WORTH OF **TOY** IMPORTS IN **INDIA**

India saw toy imports fell sharply from **₹ 2,960 Crore** to **₹ 870 Crore** in FY 2021-22 and a 61% increase in toy exports to **₹ 2,601 Crore.**

Market Size



INDIAN **TOYS** STARTUPS LANDSCAPE



Competitive landscape: so far, the toy industry is dominated by 5 players i.e. These 5 players hold **15% market share** and the rest is shared between multiple start-up's and small ventures.



INDIAN TOYS STARTUPS LANDSCAPE

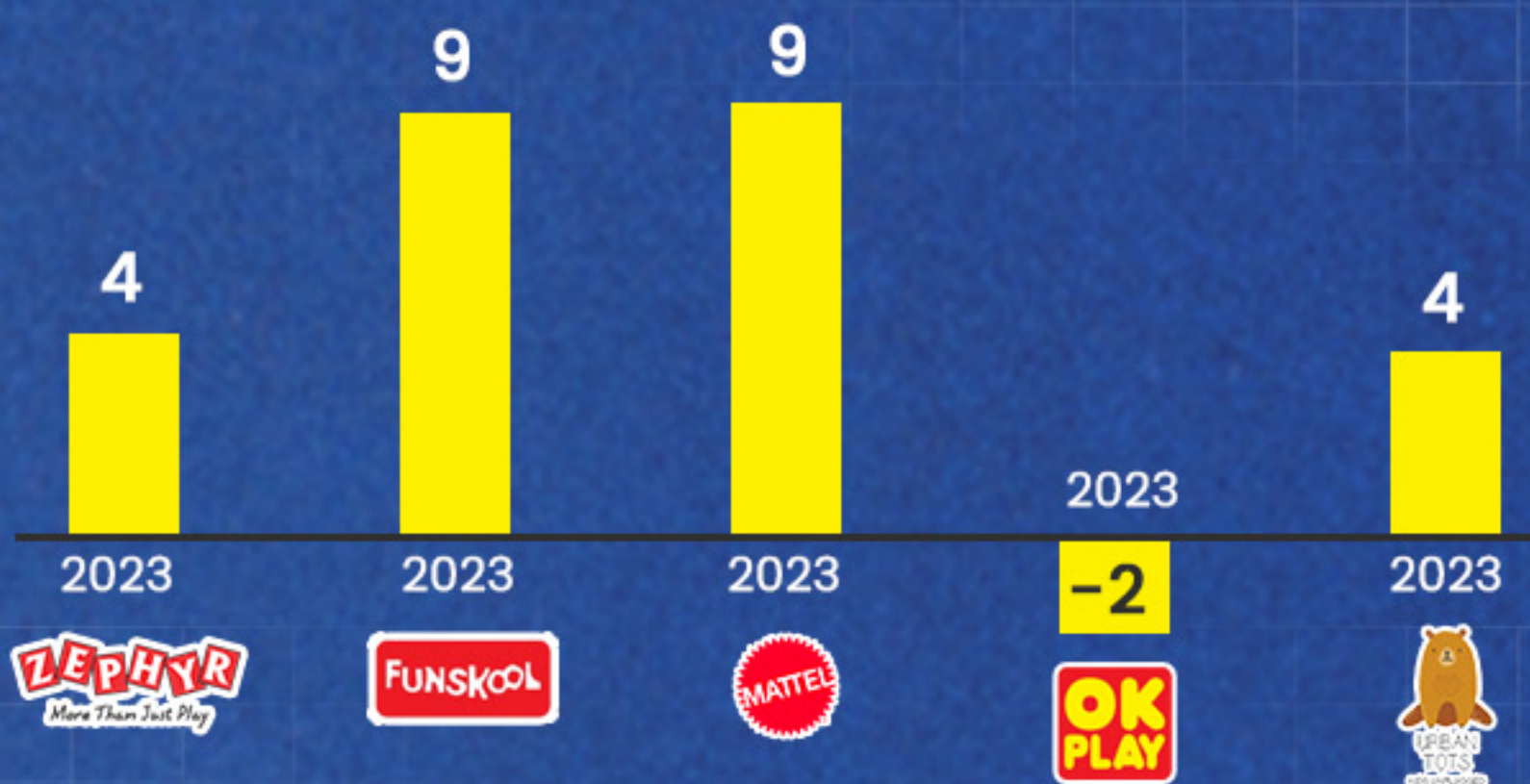


Revenue (In ₹ Cr.)



■ Zephyr Toymakers ■ Funskool ■ Matte: Toys ■ DK Play ■ Urban Tots

PAT (in ₹ Cr.)



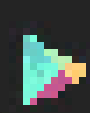
*Urban Tots achieved remarkable **growth in revenue with ₹80 Cr** in FY24(P) with the **net profit amounted to ₹ 9 Cr** in FY24(P).*

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