



DEPARTMENT FOR PROMOTION OF  
INDUSTRY AND INTERNAL TRADE  
MINISTRY OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA

# Toy Sector Playbook

**A Comprehensive Guide To Enable  
Innovation, Manufacturing, And Global  
Competitiveness In India's Toy Sector**

July 2026







*“ Our country has so many ideas and concepts, and our history is very rich. Can we make games based on that? I call upon the young talent of the country: make games in India and based on India. It is said, "Let the game begin!" So, let us start the game....*

*...We can do two things through toys – bring back the glorious past in our lives and also spruce up our golden future. To my start-up friends, to our new entrepreneurs I say team up for toys*

*There has been a rich tradition of local toys in our country. India has the talent and the ability to become a Toy Hub by making toys for the entire world*  
*”*

- Hon'ble PM's address in the 15th Episode of 'Mann Ki Baat 2.0' on 30.08.2020



**Shri Piyush Goyal**

**Hon'ble Union Minister of Commerce & Industry  
Government of India**

# Foreword

पीयूष गोयल  
PIYUSH GOYAL



वाणिज्य एवं उद्योग मंत्री  
भारत सरकार  
MINISTER OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



## FOREWORD

The toy sector holds immense potential to contribute to India's manufacturing growth, employment generation and inclusive economic development. As a labour-intensive industry with strong linkages to MSMEs, artisans, traditional crafts, design and innovation, it offers significant opportunities for value addition across the economy.

Under the dynamic leadership of our Hon'ble Prime Minister Shri Narendra Modi ji, the Government has adopted a focused and holistic approach to revitalising the toy sector as part of the vision of Aatmanirbhar Bharat. Through measures such as the Toys Quality Control Order, the promotion of domestic manufacturing under Make in India, the issuance of BIS licences, the recognition of toy startups and support for innovation, the sector has witnessed significant progress. The Government of India remains steadfast in its commitment to fostering a globally competitive toy industry that exemplifies the highest standards of quality, safety, innovation and sustainability.

As India strengthens its position in the global toy value chain, the next phase of growth must be driven by design excellence, innovation, intellectual property and the development of globally recognised Indian brands. Drawing upon India's rich repository of culture, heritage, art and craftsmanship, while leveraging modern technology and product development capabilities, Indian manufacturers are well positioned to create world-class toys that are original, safe, sustainable and globally competitive.

This Playbook, organised into five thematic volumes, has been developed as a comprehensive reference for stakeholders across the toy ecosystem. It provides practical guidance on the toy value chain, product development, manufacturing, business growth and the enabling ecosystem. I am confident that it will facilitate informed decision-making, encourage innovation and strengthen the capabilities of enterprises as India advances towards becoming a global hub for toy manufacturing. I convey my best wishes for the success of this Playbook and hope that it will inspire innovation and excellence across the toy ecosystem.

**Piyush Goyal**



**Shri Jitin Prasada**

**Hon'ble Minister of State For Ministry of  
Commerce & Industry And Ministry of  
Electronics & Information Technology  
Government of India**

# Foreword

जितिन प्रसाद  
JITIN PRASADA



वाणिज्य एवं उद्योग तथा  
इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी राज्य मंत्री  
भारत सरकार  
Minister of State for  
Commerce & Industry  
and Electronics & Information Technology  
Government of India

## FOREWORD

The toy sector occupies a distinctive place in India's manufacturing landscape, bringing together creativity, design, learning, and production. As consumer preferences evolve and demand for safe, innovative, and high-quality toys continue to grow, the sector presents significant opportunities for domestic manufacturing, entrepreneurship, and value addition. It also offers a platform to showcase India's rich cultural heritage through products that resonate with both domestic and global markets.

The Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry, has undertaken several initiatives in recent years to strengthen the toy manufacturing ecosystem and enhance the competitiveness of Indian industry. At the same time, advancements in electronics, digital technologies, and product design are opening new avenues for innovation in the toy sector, enabling the development of products that combine learning, engagement, and technology-driven experiences. This progress is clearly reflected in the fact that DPIIT recognised 423 new startups in the last two years alone in segments such as AI and robotics-based toys, STEM toys, and AR/VR-enabled immersive play experiences.

At a time when the Indian toy industry is undergoing rapid transformation, the availability of structured sectoral intelligence becomes increasingly important. This Playbook seeks to bridge information gaps across the ecosystem by bringing together insights into manufacturing value chains, standards and compliances, market opportunities, design and innovations, and emerging trends. It is expected to support industry stakeholders in identifying growth opportunities, facilitate informed investment decisions, and enable greater collaboration between government, industry, and academia towards building a stronger and more competitive toy manufacturing ecosystem.

I commend the efforts undertaken in preparing this Playbook and am confident that it will contribute meaningfully to strengthening the toy ecosystem in India. As the Government continues to promote innovation, quality manufacturing, and ease of doing business, such knowledge resources will play an important role in fostering collaboration, encouraging investment, and supporting the long-term growth of the Indian toy sector.

(Jitin Prasada)

# Foreword



**Shri Amardeep Singh Bhatia**

Secretary, DPIIT  
Ministry of Commerce & Industry  
Government of India

अमरदीप सिंह भाटिया, भा.प्र.से.  
सचिव  
Amardeep S. Bhatia, I.A.S.  
SECRETARY



भारत सरकार  
वाणिज्य एवं उद्योग मंत्रालय  
उद्योग संवर्धन और आंतरिक व्यापार विभाग  
GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPTT. FOR PROMOTION OF INDUSTRY  
AND INTERNAL TRADE

## FOREWORD

Over the past decade, the Department for Promotion of Industry and Internal Trade, in collaboration with various Ministries and Departments of the Government of India, has undertaken several strategic interventions to support the development of the toy industry. These efforts include the formulation of the National Action Plan for Toys (NAPT), comprising 21 specific action points across 14 Central Ministries and Departments, implementation of Quality Control Orders, rationalisation of tariff measures, mandatory sample testing of imports, organisation of initiatives such as Toycathon and Toy Fair, and facilitation of improved market access through Free Trade Agreements with various countries.

Collectively, these measures have sought to strengthen domestic manufacturing capabilities and enhance the competitiveness of the Indian toy industry. Between FY 2018–19 and FY 2024–25, toy imports declined by 44 percent while exports increased by 71 percent, reflecting the growing strength of domestic manufacturing and India's increasing presence in global markets.

The Indian toy industry is well-positioned for future growth, driven by a large young population, rising disposable incomes, and increasing demand for educational and STEM-based toys. Significant opportunities also exist to expand India's share in the global toy market through improved quality standards, enhanced manufacturing capabilities, and deeper integration with global value chains facilitated by Free Trade Agreements.

To better understand the sector's opportunities and challenges, extensive consultations were undertaken with industry stakeholders across the toy ecosystem. This playbook comprises five volumes, and provides a holistic perspective on the industry, covering the toy sector overview, value chain, manufacturing and route-to-market strategies, skills, design and product development, compliance requirements, export promotion, and market readiness.

I hope this Playbook serves as a valuable guide in unlocking the full potential of the Indian toy industry and supporting its continued integration into global value chains. I extend my appreciation to all stakeholders and contributors whose valuable insights and collaborative efforts have enabled the development of this playbook.

(Amardeep S. Bhatia)  
17.07.2025



**Dr. Pawan Kumar Goenka**

**Chairman SCALE, DPIIT  
Ministry of Commerce & Industry  
Government of India**

# Foreword

**डॉ. पवन कुमार गोयनका**  
**Dr. Pawan Kumar Goenka**



**अध्यक्ष, इन-स्पेस**  
**Chairman, IN-SPACe**

## Foreword



The Steering Committee for Advancing Local Value-Add and Employment (SCALE) was constituted by the Department for Promotion of Industry and Internal Trade in 2020 to identify sectors where India could raise domestic value addition, create jobs and improve competitiveness in global markets. Toys was among the first sectors taken up by the Committee. The choice was deliberate. India had the design talent, the raw material base and the domestic demand. What it lacked was scale, and a share of a large global market that was being served almost entirely by others.

Much has changed since. Imports have declined, exports have grown, and a domestic manufacturing base has taken root across the country. The opportunity ahead is considerably larger. India's toy manufacturing output, estimated at USD 2 billion today, can reach USD 10 billion by 2032. This growth will necessarily be export-led, as India presently accounts for about 0.3 per cent of global toy exports. With international brands actively diversifying their sourcing base, the opening before Indian industry is both real and time-bound.

In my experience, the global competitiveness of any manufacturing sector rests on five factors: cost, scale, technology, quality and market access. The toy sector will need to advance on all five. Quality permits no compromise, as a toy is bought by a parent for a child. Scale remains the challenge, and will come through consolidation, contract manufacturing for global brands, and cluster-based sourcing. Market access is steadily improving through our Free Trade Agreements, and must be used far more purposefully by industry.

It is in this context that this Playbook has been prepared. Developed through extensive consultation with manufacturers, industry associations, testing and certification agencies, academic institutions and Government, its five volumes take the reader through the sector overview and value chain, manufacturing and route-to-market strategies, design and product development, skills, compliance requirements, and export and market readiness. It is intended as a working handbook rather than a policy document, and should serve equally an entrepreneur setting up a new unit, an MSME preparing to export, and a global brand evaluating India as a sourcing destination.

I urge industry to use it to assess candidly where it stands on each of these dimensions, and to act on the gaps. Government will continue to do its part. I hope this Playbook will support industry in its efforts towards this objective.

July 23, 2026

  
**Dr. Pawan Goenka**  
Chairman, SCALE



**भारतीय राष्ट्रीय अंतरिक्ष संवर्धन एवं प्राधिकरण केंद्र मुख्यालय, बोपल, अहमदाबाद-380058**  
**Indian National Space Promotion and Authorization Centre Headquarter, Bopal Ahmedabad -380058**  
email: [chairman@inspace.gov.in](mailto:chairman@inspace.gov.in)

# Defining Safe Play: Understanding Toys



## What Counts as a “Toy”?

*An item of entertainment used primarily by children under 14 years*

### Global Standards → Indian Alignment

#### ISO 8124 series

International Organization for  
Standardization



Equivalent to Indian Standards for  
Safety of Toys

#### IEC 62115

International Electrotechnical  
Commission



Equivalent to Indian Standards for  
Safety of Electric Toys

**IS 9873 (Part 9):2017** — an indigenously developed Indian Standard (no direct ISO/IEC counterpart) prescribing limits on certain phthalate esters in toys and children's products.



## Mandatory Compliance

**Toys (Quality Control) Order, 2020:** any product designed or intended for play by children under 14 years must conform to the specified Indian Standards for toy safety and carry the **BIS Standard Mark (ISI Mark)**, under a valid BIS certification per Conformity Assessment Scheme-I (Schedule-II of the BIS (Conformity Assessment) Regulations, 2018).



## Two Categories, Two Licenses

### IS 9873 (Part 1)

#### Non-Electric Toys

Rattles, dolls, puzzles — no function depends on electricity.

### IS 15644

#### Electric Toys

At least one function depends on electricity.

*Separate BIS licenses are granted for each category.*

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# Volume 1: Toys Sector Overview

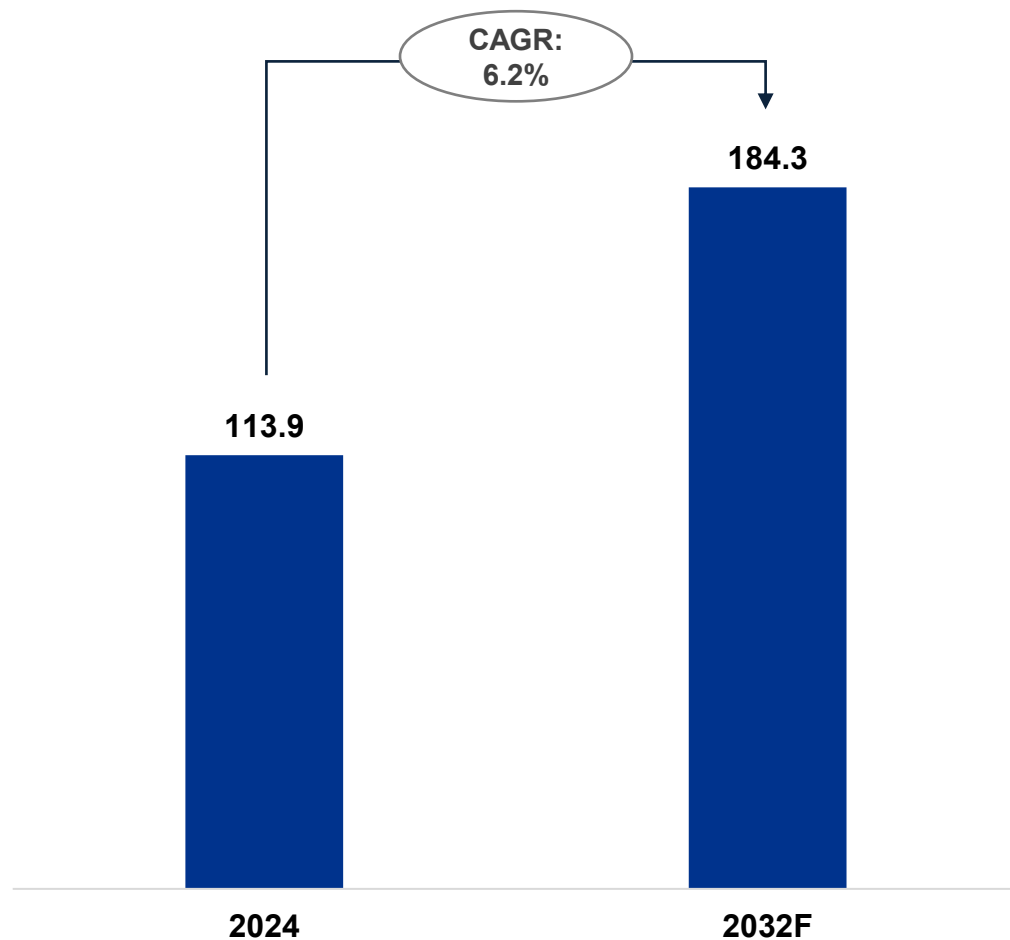
- Chapter 1: Global Toy Sector
- Chapter 2: Indian Toy Sector
- Chapter 3: Opportunity Assessment

***Provides sector snapshot and market dynamics driving the global and Indian toy markets, and outlines opportunities for Indian Toys Sector to support informed business and investment decisions***



# Global Toy Sector: Size and Growth

Global Toy Sector (USD Bn, 2024-2032F)<sup>1</sup>



## Key Growth Drivers

### 1. New Consumer Segment

A growing demographic of consumers, commonly referred to as “kidults” and aged 12 and above, is increasingly spending on toys, including action figures, design and engineering sets, and puzzles.

### 2. Technological Advancement

Toy manufacturers are continuously integrating advanced technologies, such as augmented reality (AR), artificial intelligence (AI), and STEM-based learning modules, aligning with evolving parental demand for educational, interactive, and development-oriented play experiences.

### 3. Pop Culture Licensing and Character-Based Demand:

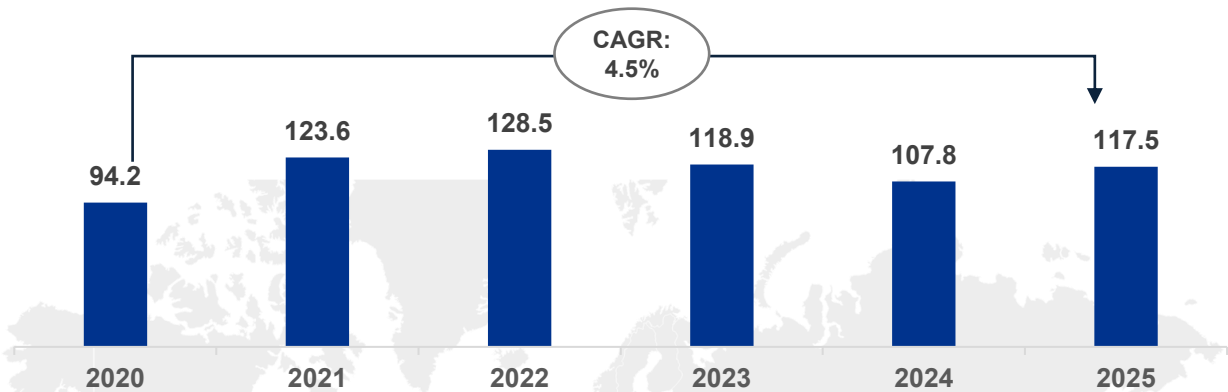
Box office franchises, streaming content, and social media influencers act as sustained demand catalysts for licensed merchandise. Entities such as Disney, Marvel, and leading gaming studios underpin multi-year product lifecycles for categories including action figures, plush toys, and playsets derived from established IPs (intellectual properties).

Note: 1. F-Forecasted; Value for 2032 is estimated using the 6.2% (Cumulative Annual Growth Rate) CAGR applicable to the global toy sector for the period 2024-2032

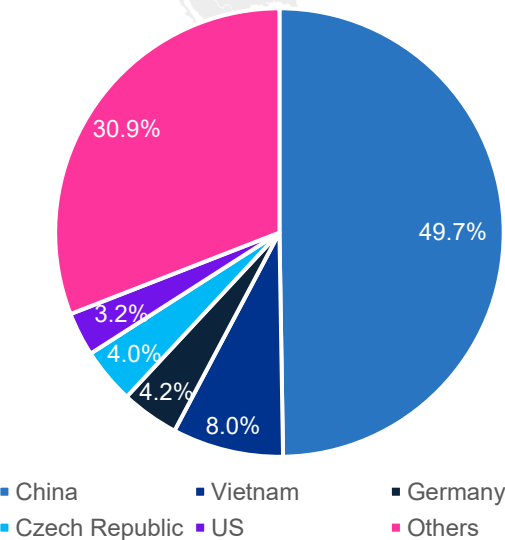
Source: “The Indian Toy Industry Report”, Exim Bank (2024); World Bank; Business Wire; -A Berkshire Hathaway; Industry Consultations

# Trade Analysis: Global

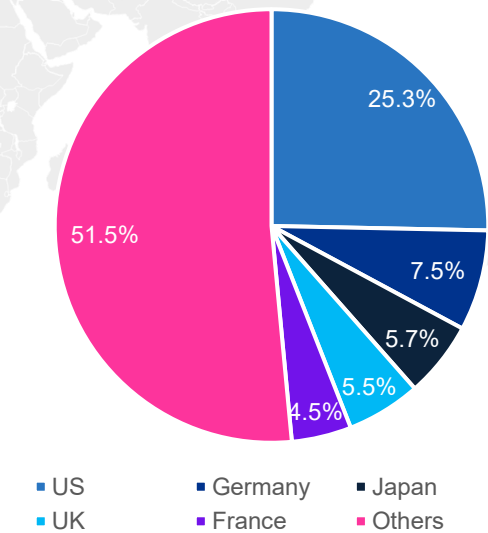
Global Exports (USD Bn, 2020-2025)



Top Exporting Countries (2025)



Top Importing Countries (2025)



## Key Highlights

- The global trade for toys is a **USD 117.5 Bn** export market, growing at a **4.5% CAGR** during 2020-2025
- **The demand is anchored by developed, high-margin, compliance-driven economies:** the US alone absorbs 25.3% of the global imports, followed by Germany (7.5%), Japan (5.7%), the UK (5.5%) and France (4.5%)
- On the export side, **China, Vietnam, and Germany** led the market shares holding **49.7%, 8%, and 4.2%**, respectively
- India's global toy-export share (0.3%) is poised to increase rapidly as indicated by its historic export CAGR of 11% during 2020-2025, which is more than two-times of global average

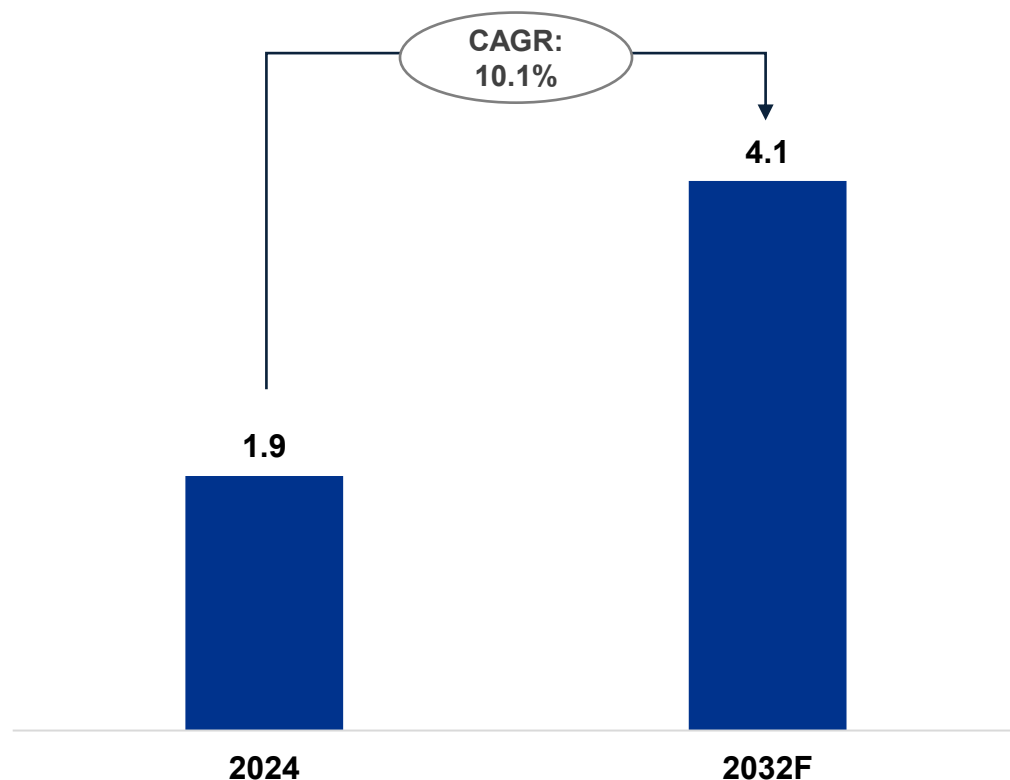
# Volume 1: Toys Sector Overview

- Chapter 1: Global Toy Sector
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# Indian Toy Sector: Size and Growth

Indian Toy Sector (USD Bn, 2024-2032F)<sup>1</sup>



## Key Growth Drivers

### 1. Favorable Demographics

~25% of India's population (~357 Mn) is in the 0–14 age group, creating a substantial demand for toys due to the significant addressable market.

### 2. Rising Disposable Income

Rising disposable income is supporting increased discretionary spending, including on toys. India's per capita gross national disposable income is estimated to increase from ₹2.1 lakh in FY24 to ₹2.5 lakh in FY26. India is also projected to become the fourth largest market for consumer durables by FY2027.

### 3. E-Commerce Expansion and Deepening Digital Accessibility

With 954.4 Mn internet subscribers as of March 2024 (398.3 Mn rural) and an e-commerce market set to nearly triple from USD 125 Bn in 2024 to USD 345 Bn by 2030, led by Tier-II and Tier-III towns, is broadening the addressable market well beyond the metros.



The Indian Toy sector is projected to grow at nearly 1.5X the global average growth rate over 2024-2032. The Indian toy market is registering significant growth due to the increase in disposable income levels, a substantial young population, and the growing e-commerce sector and digital accessibility.

Note: 1. F-Forecasted; Value for 2032 is estimated using the CAGR applicable to the Indian toy industry for the period 2025-2032

Source: "The Indian Toy Industry Report", Exim Bank (2024); World Bank; MoSPI Annual Report; Ibef; Press Information Bureau; IBEF Ecommerce; Industry Consultations

# Indian Toy Sector: Snapshot

*With the consolidated efforts of the Ministries/Departments and support from the Industry, the Indian Toy industry has seen significant development*

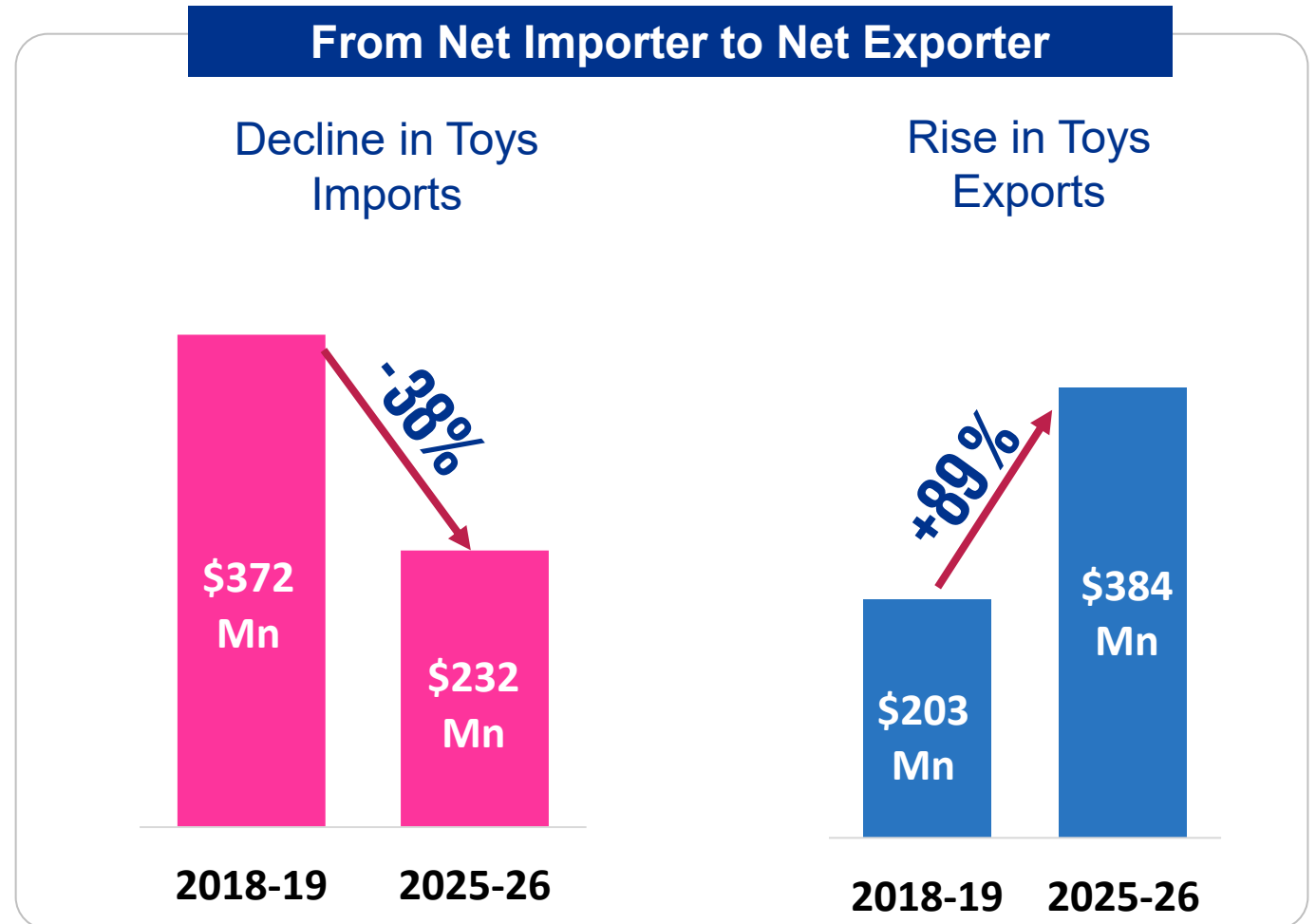
**21000+**  
MSMEs

**~50**  
Toy Clusters

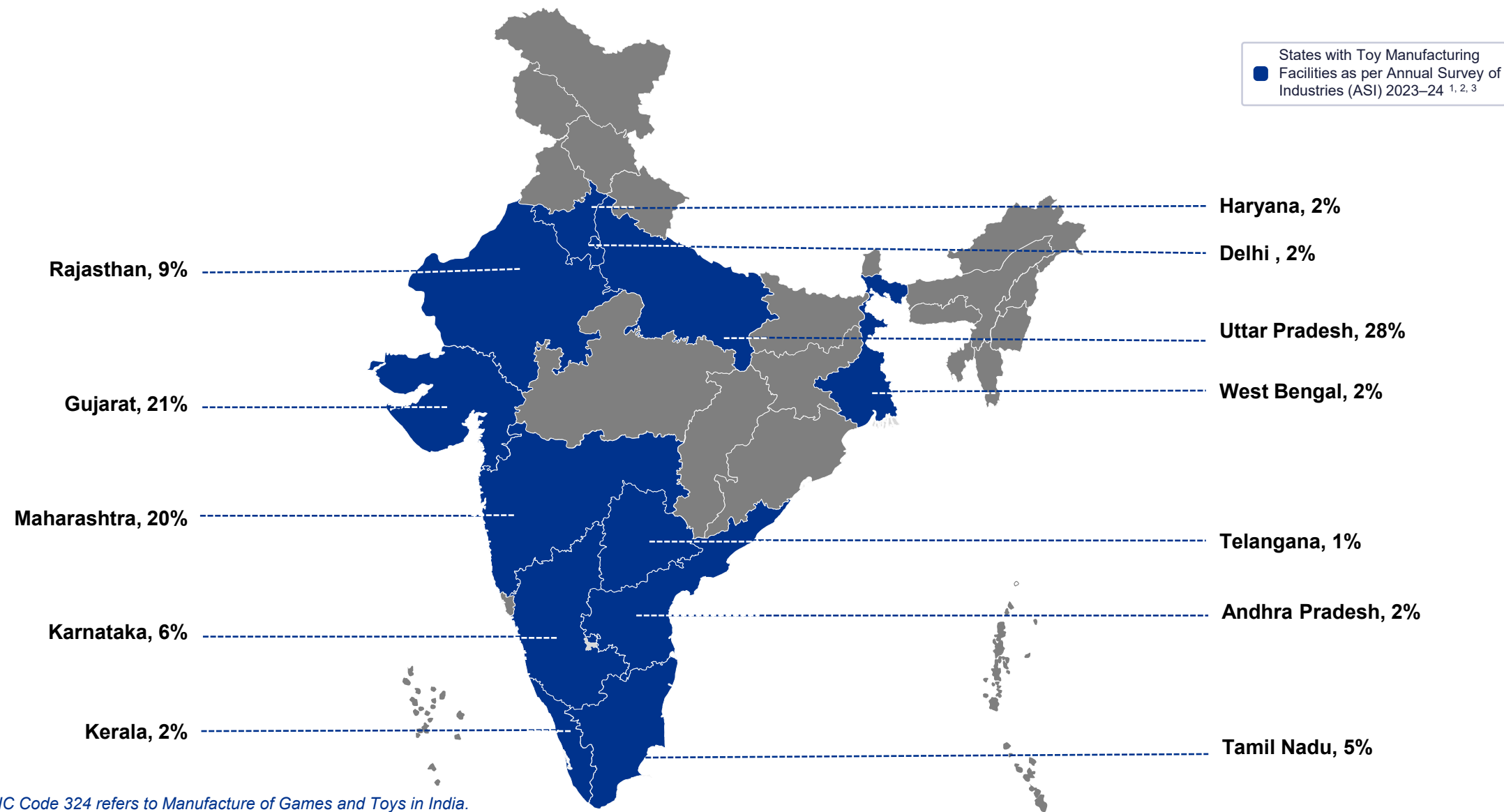
**1800+**  
BIS Licenses issued  
(including 57 foreign  
licenses)

**770+**  
DPIIT recognized Toy  
Startups

**~95%**  
Toys adhering to quality standards  
(from 33% in 2019 before QCO was  
implemented<sup>1</sup>)



# State-wise Distribution of Toy Manufacturing Facilities



Note: 1. NIC Code 324 refers to Manufacture of Games and Toys in India.  
2. The estimated number of organised factories under NIC 324 is 213.  
3. ASI covers the organised/registered manufacturing sector and uses a combination of census and sample survey methods; which does not take into account complete enumeration of all factories.

Source: Annual Survey of Industries (ASI) 2023–24, Ministry of Statistics and Programme Implementation (MoSPI)

# India's Evolving Toy Startup Landscape

770+

DPIIT-Recognised  
Startups

30+

DPIIT Startups  
Supported

28

Patented Startups

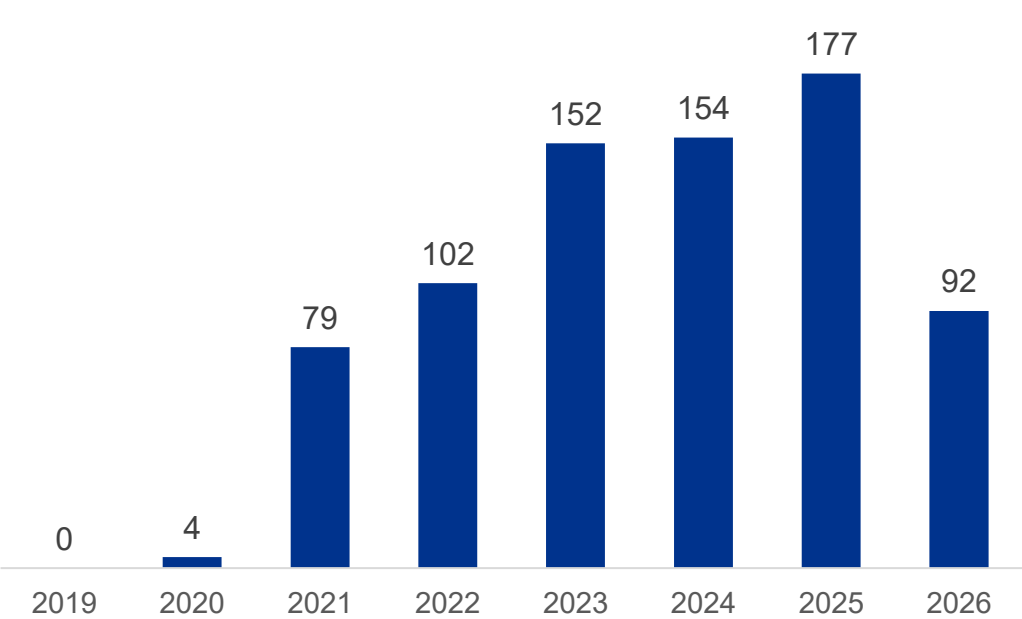
382

Startups with Women  
Director

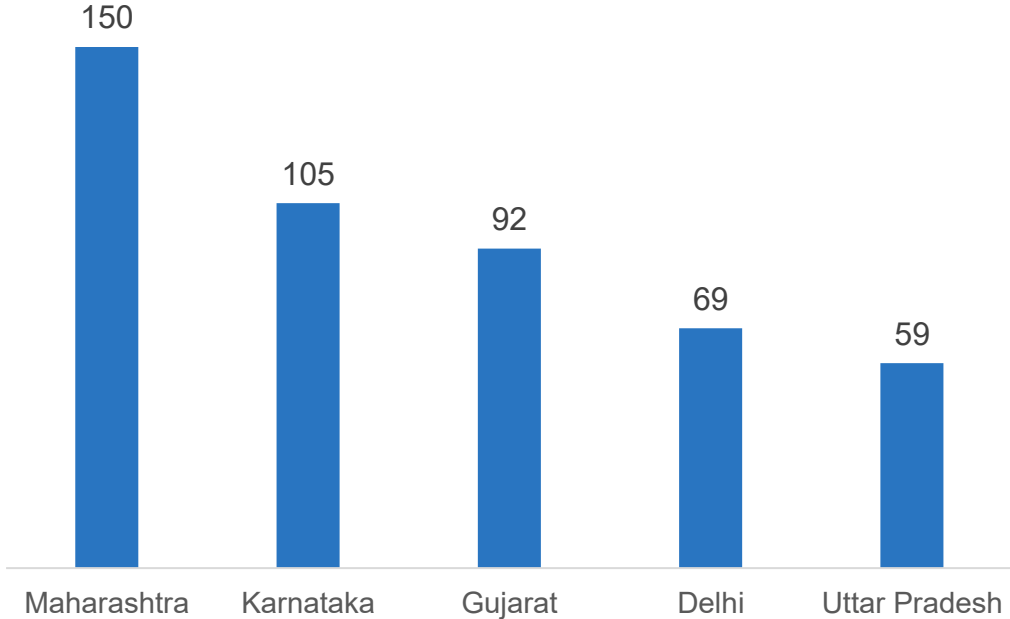
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Incubators

YoY Growth in the Indian Toy Startups (Numbers)



Top 5 States Covering 62% of Startups

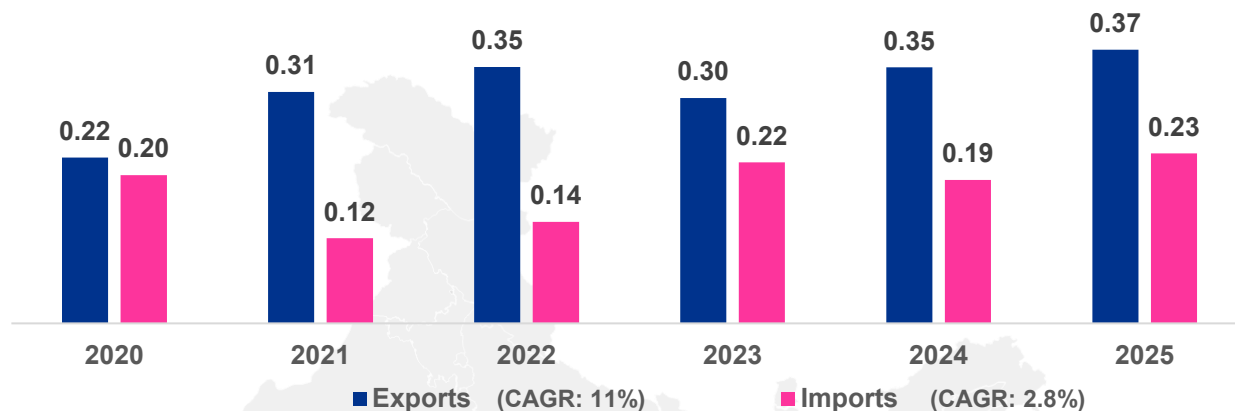


**423 new recognitions** in 2024-26 alone – 55.7% of the total ecosystem created in just 2 years

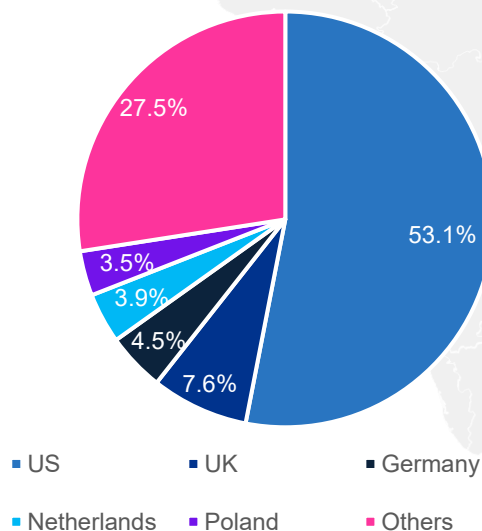
**Bengaluru Urban** is top metro cluster with 92 startups. Maharashtra leads overall with 150

# Trade Analysis: India

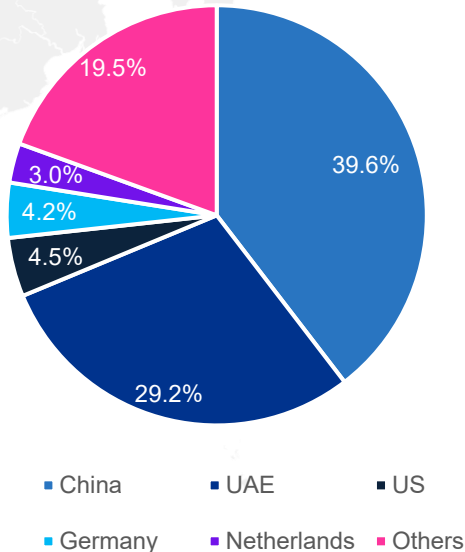
Indian Trade (USD Bn, 2020-2025)



Top Exporting Destinations (2025)



Top Importing Sources (2025)



## Key Highlights

- The **Indian toy exports** grew at a 11% CAGR during **2020-2025**, compared with 4.5% CAGR global average during the period.
- In 2025, India's share in global toy exports was 0.3%.
- The US was the largest destination for Indian toy exports, accounting for 53.1% of total export share in 2025
- The significant proliferation and growth of the Indian start-ups in the toy sector who were able to tap domestic demand and were successful in exporting to major markets, like the US and Europe



Given that India accounts for ~0.3% of global export trade, export represents a significant opportunity for exponential growth, by penetrating further in key toy-importing nations such as the US, Germany, and the UK

# Volume 1: Toys Sector Overview

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# Indian Toy Sector: Strengths & Opportunities

## Strengths

### Broad MSME Base

21,000+ MSMEs and ~50 toy clusters

### Quality at Scale

~95% of toys now meet quality standards (33% pre-QCO); 1,800+ BIS licenses issued (Including 57 foreign licenses)

### Startup Momentum

450+ DPIIT-recognized toy startups tapping domestic and export demand

### Outpacing the World

Exports grew at 11% CAGR (2020–25) vs 4.5% global; 13.4% CAGR over 2014–25

## Opportunities

### Global Supply Chain Realignment

Global toy manufacturing diversifying beyond traditional hubs, positions India as a leading destination for building fully integrated supply chain at scale

### Accelerating Domestic Growth Potential

The Indian Toy sector is projected to grow at nearly 1.5X the global average growth rate over 2024-2032

### Global Sourcing & Branding

Rise in sourcing for global markets and innovation & quality production can enable MSMEs/ Startups go global and sharply lift export revenues

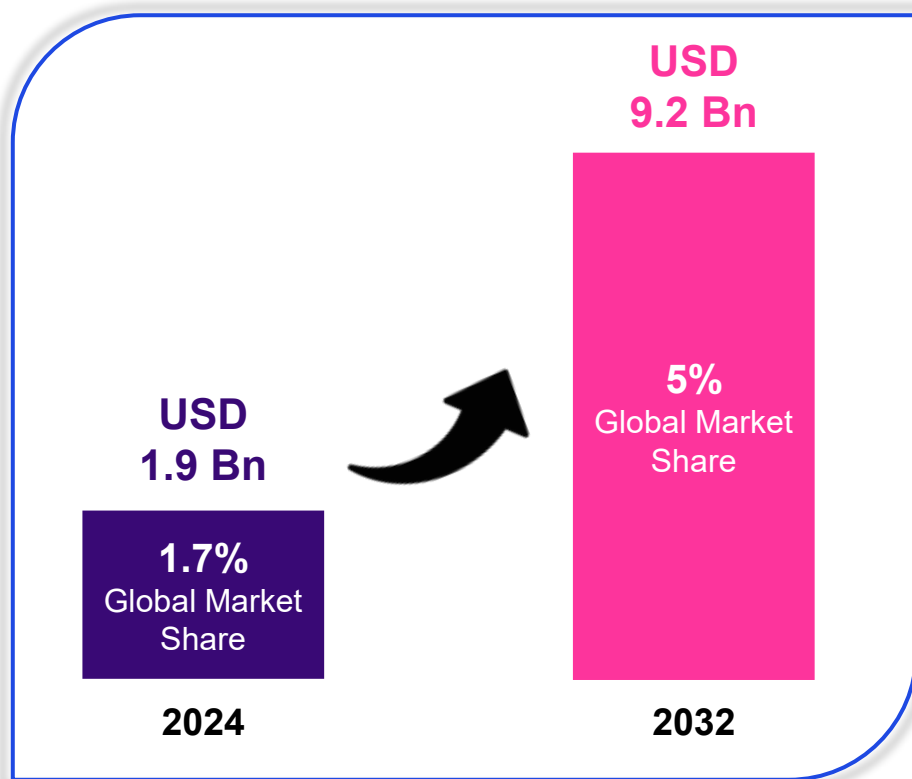
### Jobs & Upskilling

Scope to create jobs and deepen design, safety & material capability

# Aspirational Scenario for India's Toy Sector

*“India aims to capture a 5 per cent share of the global toy market by 2032..... Achieving this target would require collective efforts and expansion of the toy industry across India and international markets”*

*- Address of the Hon'ble Union Minister of Commerce & Industry at Toybiz 2026 (4<sup>th</sup> July 2026)*



## 5% of the Global Market Share by 2032 (~22% CAGR)

**To achieve this target, Indian toy industry needs to:**

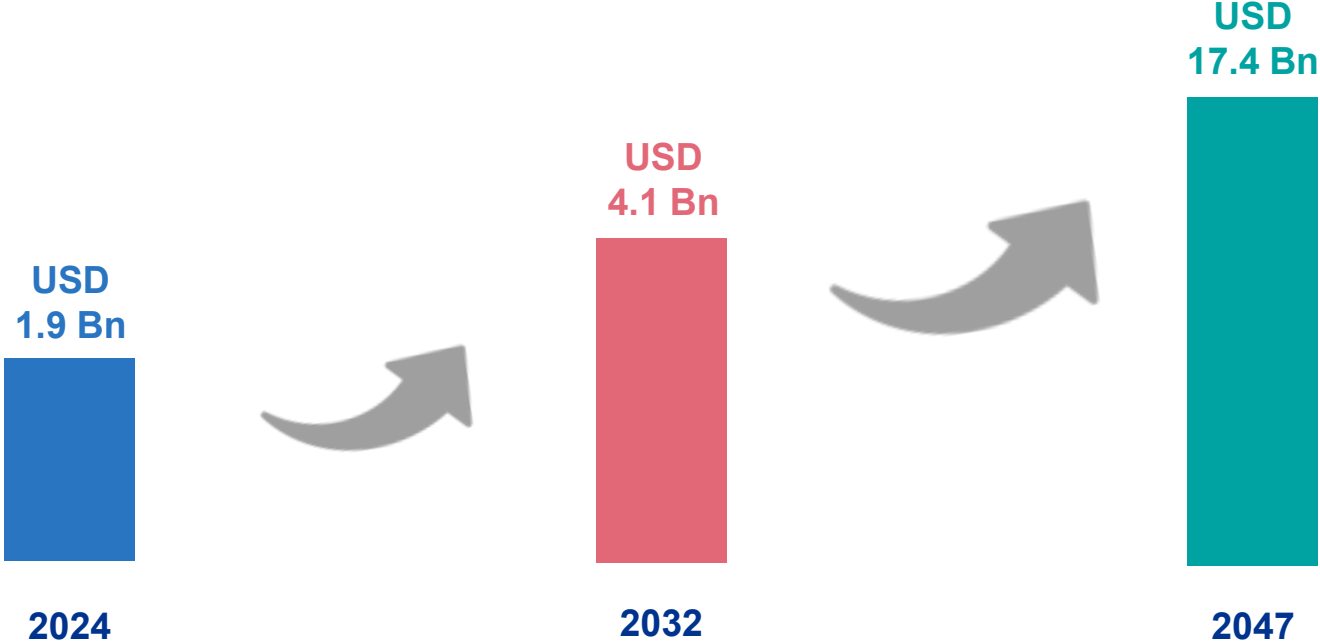
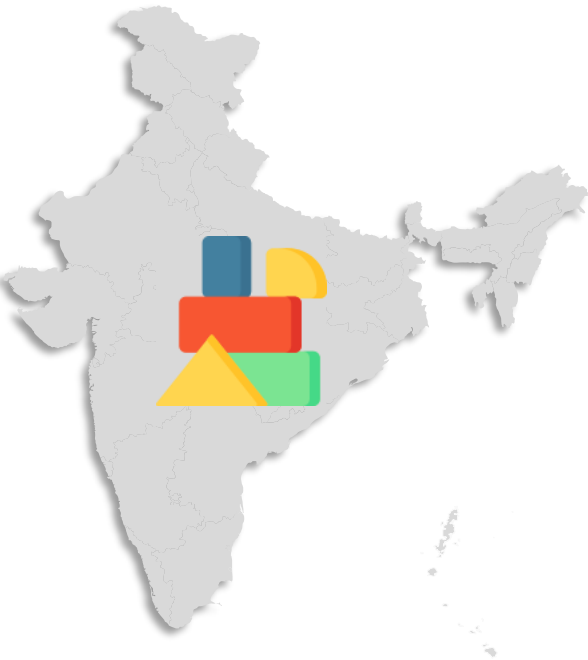
- Focus on export-led growth
- Ensure products adhere to quality and safety standards
- Invest in branding, packaging and product design
- Move beyond assembly and create a complete manufacturing ecosystem, including domestic manufacturing of components, and make India self-reliant in toy production
- Enhance manufacturing scale and become more competitive

# Current Trajectory of Indian Toy Sector



## Current Scenario:

Considering the current projected growth rates for domestic (10.1%) and global toy (6.2%) markets, the Indian toy sector is expected to attain **~4% global market share by 2047**



|                                       | 2024  | 2032  | 2047  |
|---------------------------------------|-------|-------|-------|
| India's market size in USD Bn         | 1.9   | 4.1   | 17.4  |
| Global market size in USD Bn          | 113.9 | 184.3 | 454.3 |
| India's share in global market (in %) | 1.7   | 2.2   | 3.8%  |

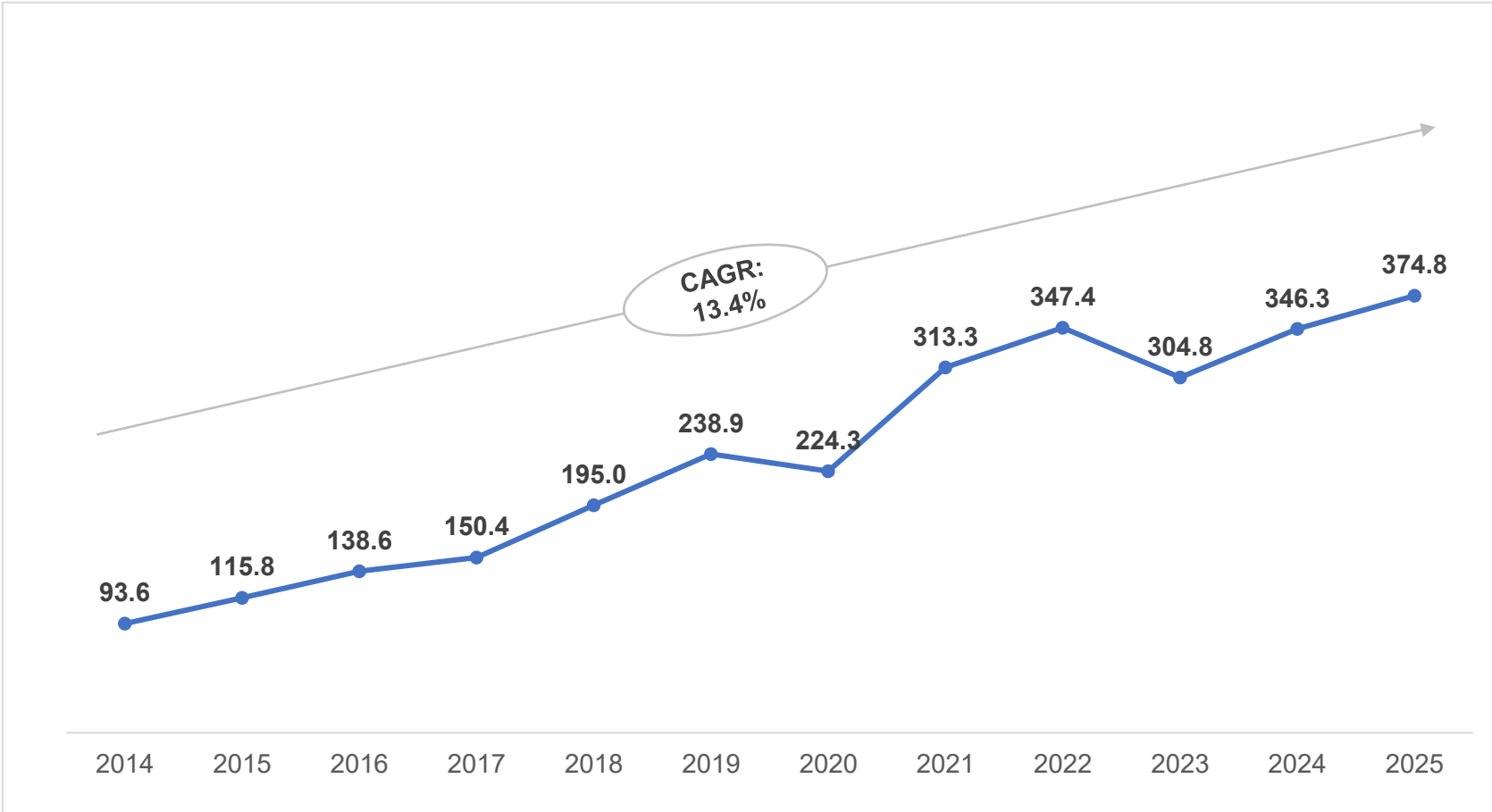
Key Assumption: The Indian and global toys sectors will maintain their CAGRs as per the current projections, i.e., the Indian toy sector will grow at 10.1% CAGR and the global toy sector will grow at 6.2% CAGR over 2032 and 2047

Source: “The Indian Toy Industry Report”, Exim Bank (2024); Imarc (1, 2); Industry Consultations

# India's Export Momentum

India's toy exports have maintained a consistently high growth rate over the years, which is expected to support India occupy a much higher global market share

India Toy Exports (USD Mn, 2014-2025)



### Key Highlights

Global realignment of supply chains has benefited emerging economies, including India, Vietnam, and Mexico as toy companies look to shift operations to alternative markets.

India's toy exports have shown sustained momentum, achieving an overall CAGR of 13.4% between 2014 and 2025.

The consistent upward trajectory of exports is an evidence of the sector's growing competitiveness and long-term potential.

# Key Export Destinations

| Global Toys Import in 2025 (USD 111.5 Bn) | Toys and Games Top Exporters in 2025 (HS Codes: 9503, 9504, 9505) |                            |                            |                                   |                                  |                           |
|-------------------------------------------|-------------------------------------------------------------------|----------------------------|----------------------------|-----------------------------------|----------------------------------|---------------------------|
|                                           | China (1 <sup>st</sup> )                                          | Vietnam (2 <sup>nd</sup> ) | Germany (3 <sup>rd</sup> ) | Czech Republic (4 <sup>th</sup> ) | Other Major Exporters            | India (30 <sup>th</sup> ) |
| Top Importers                             | USD 58.4 Bn                                                       | USD 9.4 Bn                 | USD 4.9 Bn                 | USD 4.7 Bn                        |                                  | USD 0.3 Bn                |
| The US (28.2 Bn)                          | 56%                                                               | 21%                        | 0.30%                      | 0.20%                             | Mexico (6%)<br>Japan (2.6%)      | 0.9%                      |
| Germany (8.4 Bn)                          | 53%                                                               | 3%                         | -                          | 10%                               | Japan (9%)<br>Hungary (3%)       | 0.4%                      |
| Japan (6.3 Bn)                            | 87%                                                               | 8%                         | 0.12%                      | 0.1%                              | Thailand (1%)<br>Taipei (1%)     | 0.04%                     |
| The UK (6.2 Bn)                           | 66%                                                               | 9%                         | 1%                         | 8.3%                              | US (2.8%)<br>Japan (2.8%)        | 0.6%                      |
| France (5.0 Bn)                           | 54%                                                               | 3%                         | 5%                         | 7%                                | UK (4%)<br>Japan (4%)            | 0.4%                      |
| Canada (3.9 Bn)                           | 55%                                                               | 9%                         | 1%                         | 0.3%                              | USA (13%)<br>Mexico (9%)         | 0.8%                      |
| Poland (3.9 Bn)                           | 19%                                                               | 2%                         | 42%                        | 12%                               | Netherlands (7%)<br>Austria (3%) | 0.5%                      |
| Netherlands (3.4 Bn)                      | 53%                                                               | 3%                         | 7%                         | 1%                                | Belgium (11%)<br>UK (5%)         | 0.4%                      |
| Spain (3.2 Bn)                            | 55%                                                               | 3%                         | 10%                        | 4%                                | Netherlands (10%)<br>US (4%)     | 0.3%                      |

Key Highlights

India’s rapidly advancing toy manufacturing capabilities, growing design and innovation landscape, particularly with the number of growing startups in segments like AI & Robotics toys and STEM-based toys, and current penetration levels across key global toy-importing nations provides significant headroom for expansion in exports.

# Emerging Opportunities/ Themes for Growth



## Learning Through Play

*Combining playful engagement with meaningful learning outcomes*

Early-childhood development · STEM & STEAM · language development · creativity & problem-solving · social & emotional learning

*Learning is often most effective when it emerges naturally through play.*



## Open-Ended & Creative Play

*Encouraging imagination, exploration and self-expression*

Construction systems · maker kits · craft-based play · creative building · imaginative role play

*Supports creativity, experimentation and longer engagement cycles.*



## Alternatives to Screen-Based Entertainment

*Creating meaningful offline play experiences*

Family games · outdoor play · social play · construction toys · physical activity-based play

*Addresses concerns around excessive screen exposure while promoting active participation.*



## Hybrid Physical-Digital Experiences

*Combining physical products with digital interactions*

Connected toys · companion apps · augmented reality (AR) · interactive storytelling · smart learning products

*Creates richer, more adaptive play by integrating physical and digital engagement.*



## Indian Stories, Culture & Local IP

*Developing original products rooted in Indian contexts*

Folklore & mythology · regional stories · Indian heroes & innovators · traditional games · craft-based play

*Creates unique IP and strengthens India's global identity in the toy sector.*



## Sustainable & Responsible Toys

*Reducing environmental impact across the product lifecycle*

Sustainable materials · recyclable packaging · repairable products · circular design · reduced material waste

*Sustainability is increasingly an expectation among consumers and global markets.*



## Inclusive & Accessible Play

*Making play available to a broader range of users*

Neurodiverse children · children with disabilities · multi-generational play · universal design · adaptive play systems

*Expands participation while creating meaningful social impact.*



## Personalized & Customizable Products

*Allowing users to shape their own experiences*

Modular products · personalized content · custom characters · configurable play systems · user-generated experiences

*Increases engagement, ownership and emotional connection to products.*



## Community-Driven Brands & Collectibles

*Building long-term engagement beyond individual products*

Collectibles · trading ecosystems · community challenges · events & competitions · creator communities

*Strong communities often lead to sustained engagement and brand loyalty.*



## AI & Emerging Technologies

*Using advanced technologies to create adaptive experiences*

AI-assisted learning toys · adaptive gameplay · voice interaction · robotics · intelligent companions

*Enables more responsive, personalized and evolving play experiences.*

## Volume 2: Value Chain, Manufacturing and Route-to-Market

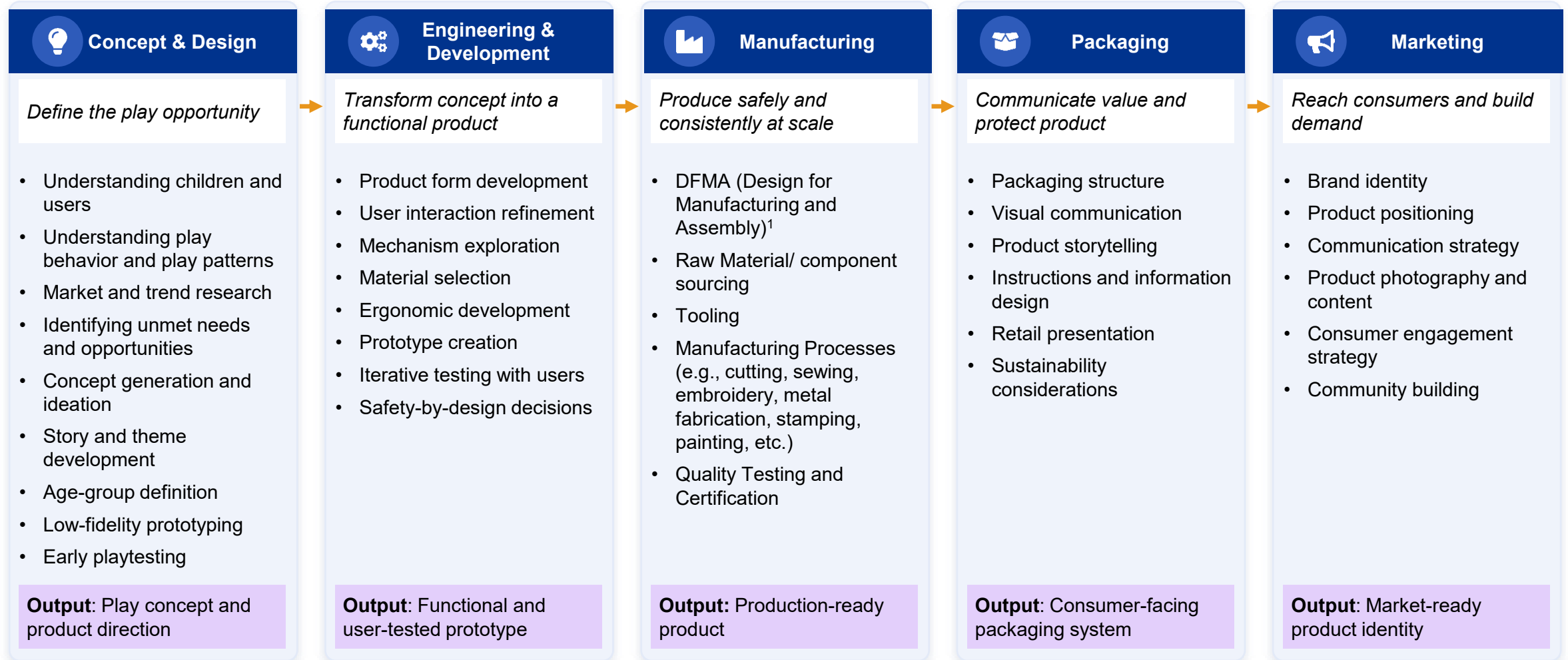
- Chapter 1: Value Chain and Manufacturing Process Analysis
- Chapter 2: Route-to-Market: Business Models & Customers
- Chapter 3: Raw Materials | Machinery & Technology Requirements
- Chapter 4: Cluster and Plug & Play Infrastructure
- Chapter 5: State Policy Benchmarking

***Enables manufacturers and entrepreneurs to establish and scale competitive operations through insights on the value chain, production ecosystem, infrastructure, and market access pathways***



# Toy Value Chain Stages

*Toy value chain spans five stages, where every stage adds to play value, safety, quality, and commercial success*



**Note:** 1. DFMA (Design for Manufacturing and Assembly) is a product-development method that cuts total cost and time-to-market by simplifying parts and processes. It combines Design for Assembly (DFA), i.e., optimizing how parts go together and Design for Manufacturing (DFM), i.e., optimizing how each part is made so teams reduce part count, shorten assembly, and improve quality before tooling.

**Source:** Stakeholder & Industry consultations

# Key Toy Segments

Five toy segments based on basic raw material used have distinct manufacturing process, durability, & play characteristics



## Plush

*Textile fabric-based toys with soft filling for comfort, cuddling and imaginative play.*

### Includes

- Teddy bears & soft animals
- Soft dolls
- Plush characters
- Baby comforters
- Cushion toys



## Plastic

*Moulded plastics (ABS, PP, HDPE, LLDPE, PVC) based toys that are versatile, durable and low-cost at scale.*

### Includes

- Building blocks & sets
- Action figures & dolls
- Vehicles & ride-ons
- Play sets
- Bath toys



## Metal

*Die-cast alloy, tin or steel-based toys that are durable, weighty, detailed and collectible.*

### Includes

- Die-cast vehicles
- Tin wind-up toys
- Model trains
- Robots
- Collectible figurines



## Wooden

*Solid or engineered wood-based toys that are durable, tactile, sustainable and educational.*

### Includes

- Building blocks
- Puzzles
- Pull-along toys
- Stacking & sorting
- Learning toys



## Paper-based

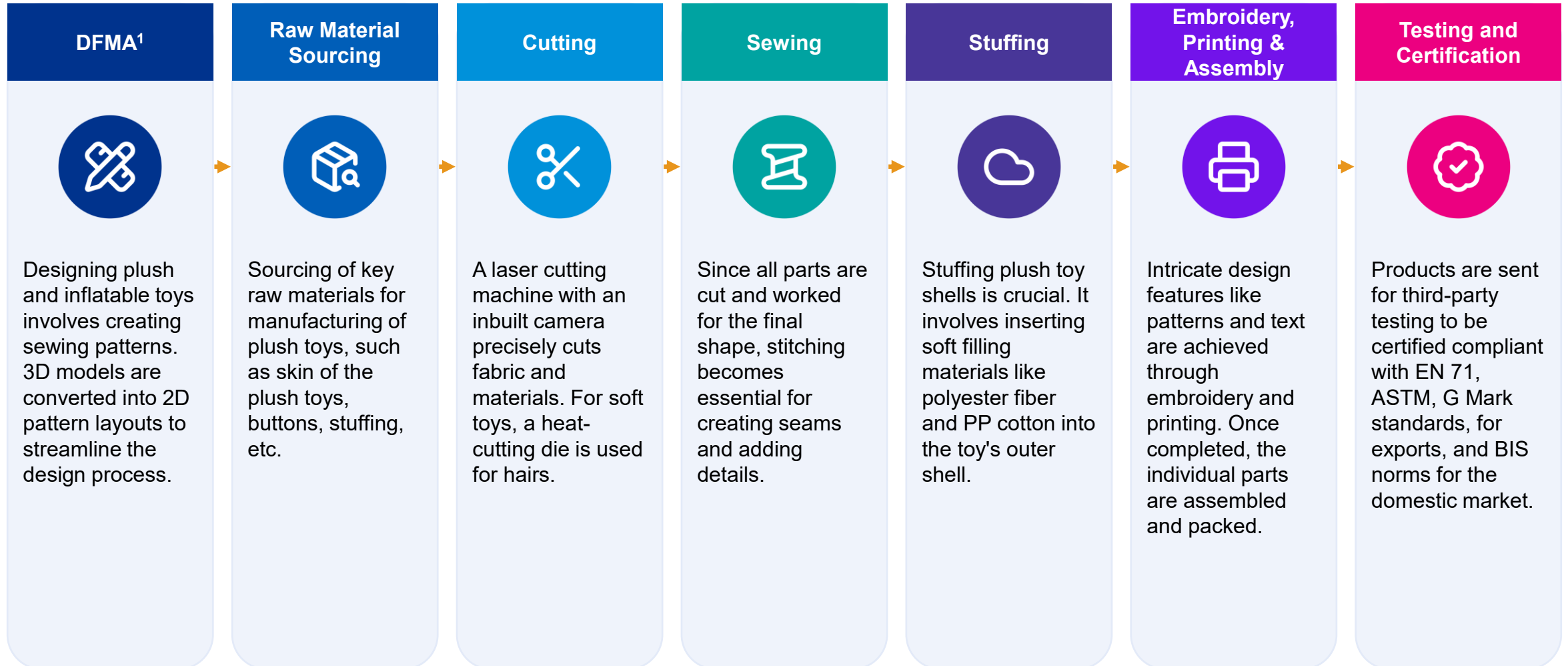
*Paper, card or paperboard-based toys that are light, low-cost, educational and eco-friendly.*

### Includes

- Board games
- Card games
- Jigsaw puzzles
- Activity & sticker books
- Craft & origami kits

# Manufacturing Process - Plush Toys

Plush toy manufacturing is a seven-step process centered on **cutting, sewing, stuffing and embroidery**

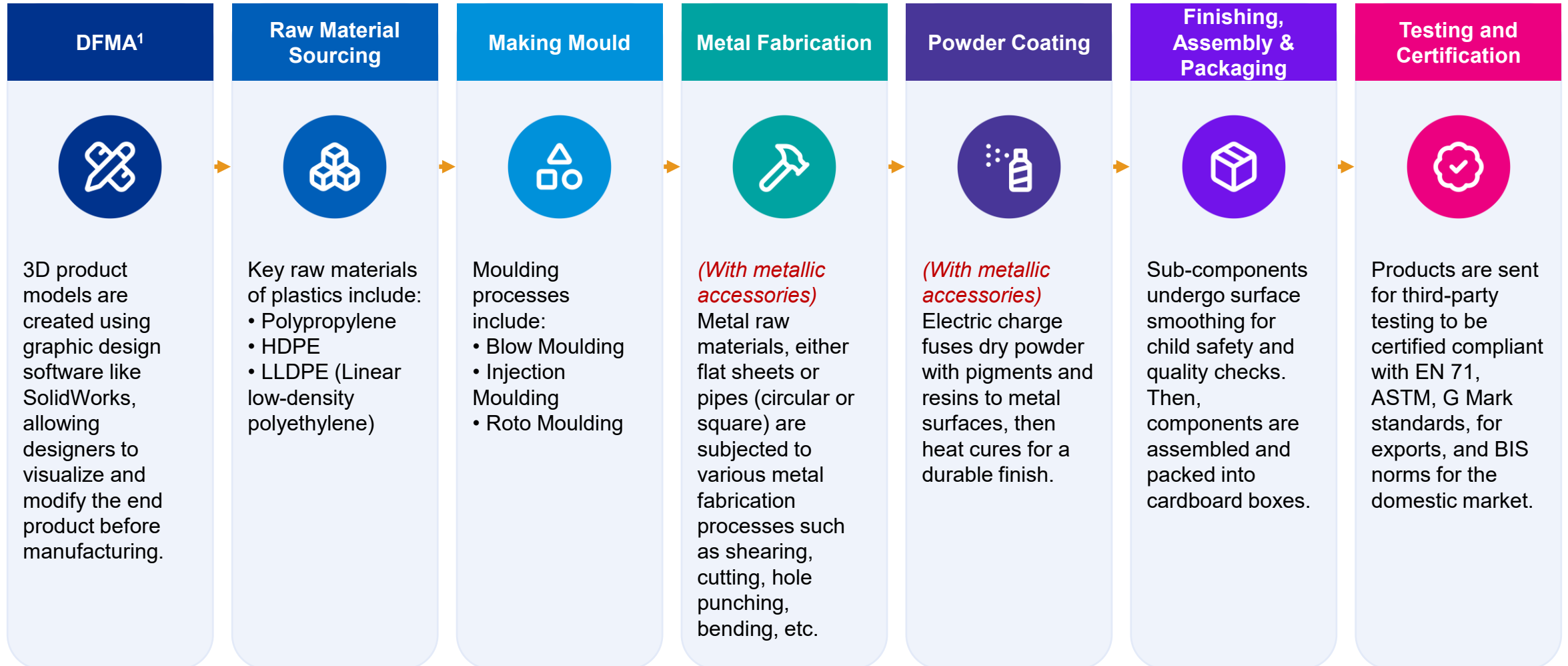


Note: 1. DFMA (Design for Manufacturing and Assembly)

Source: Stakeholder & Industry consultations

# Manufacturing Process - Plastic Toys

Plastic toy manufacturing is moulding-led, with **added steps** for toys with **metallic accessories**

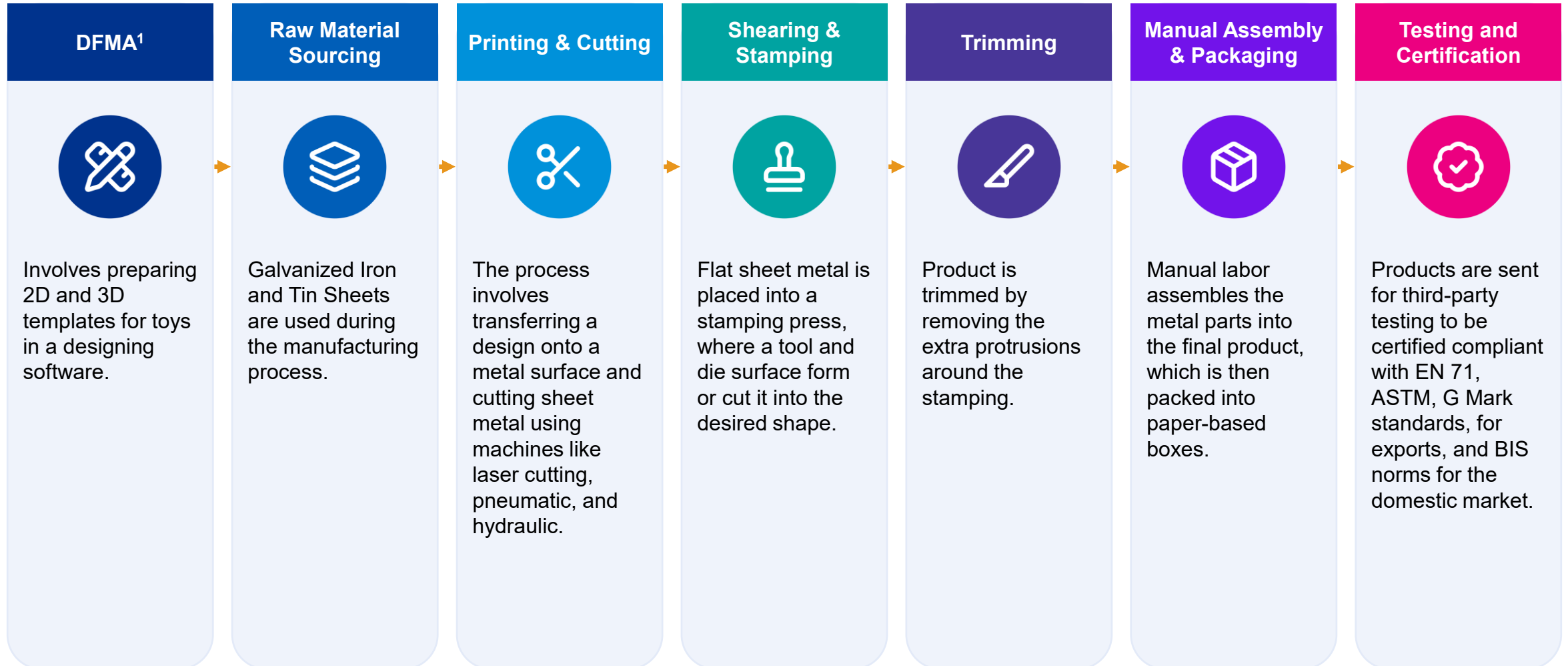


Note: 1. DFMA (Design for Manufacturing and Assembly)

Source: Stakeholder & Industry consultations

# Manufacturing Process - Metal Toys

Galvanized iron and tin sheets are converted into toys via **cutting, stamping and manual assembly**

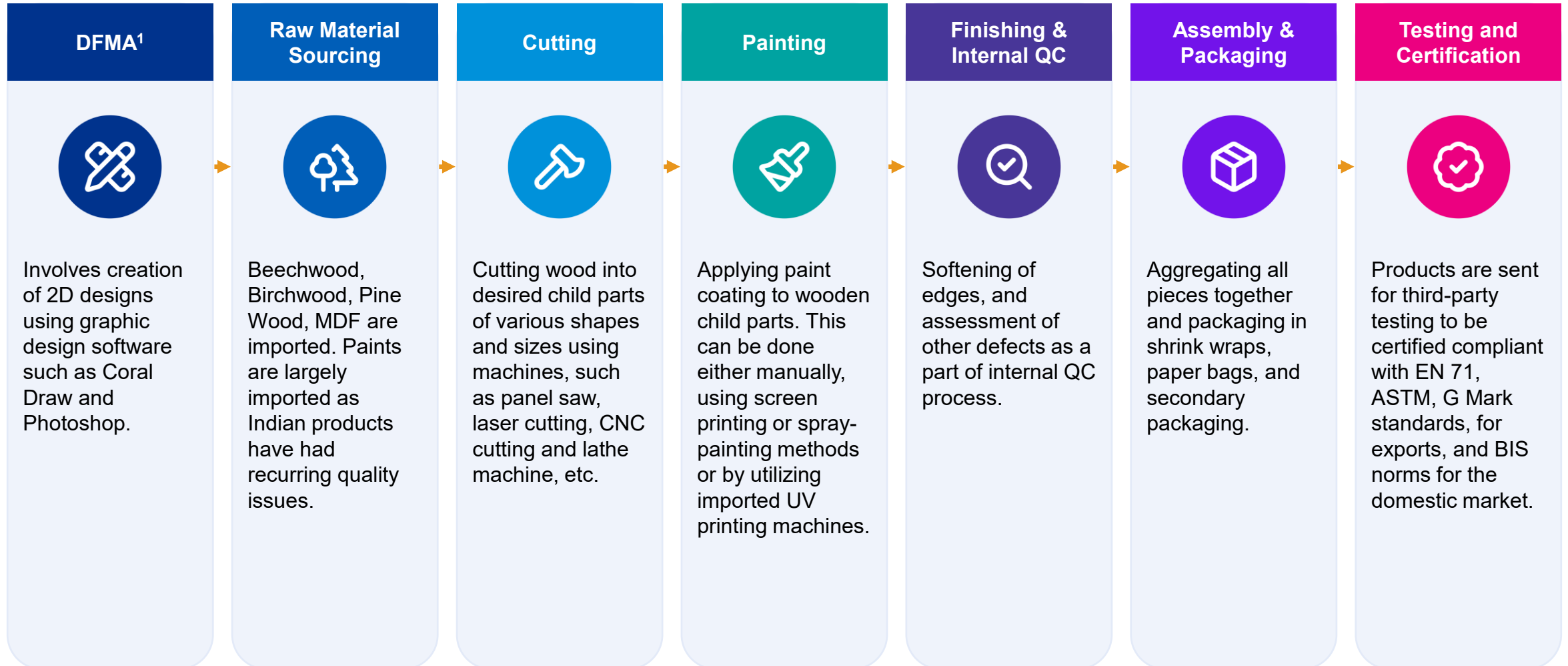


Note: 1. DFMA (Design for Manufacturing and Assembly)

Source: Stakeholder & Industry consultations

# Manufacturing Process - Wooden Toys

Wooden toy making spans cutting, painting and finishing, with **key raw materials largely imported**

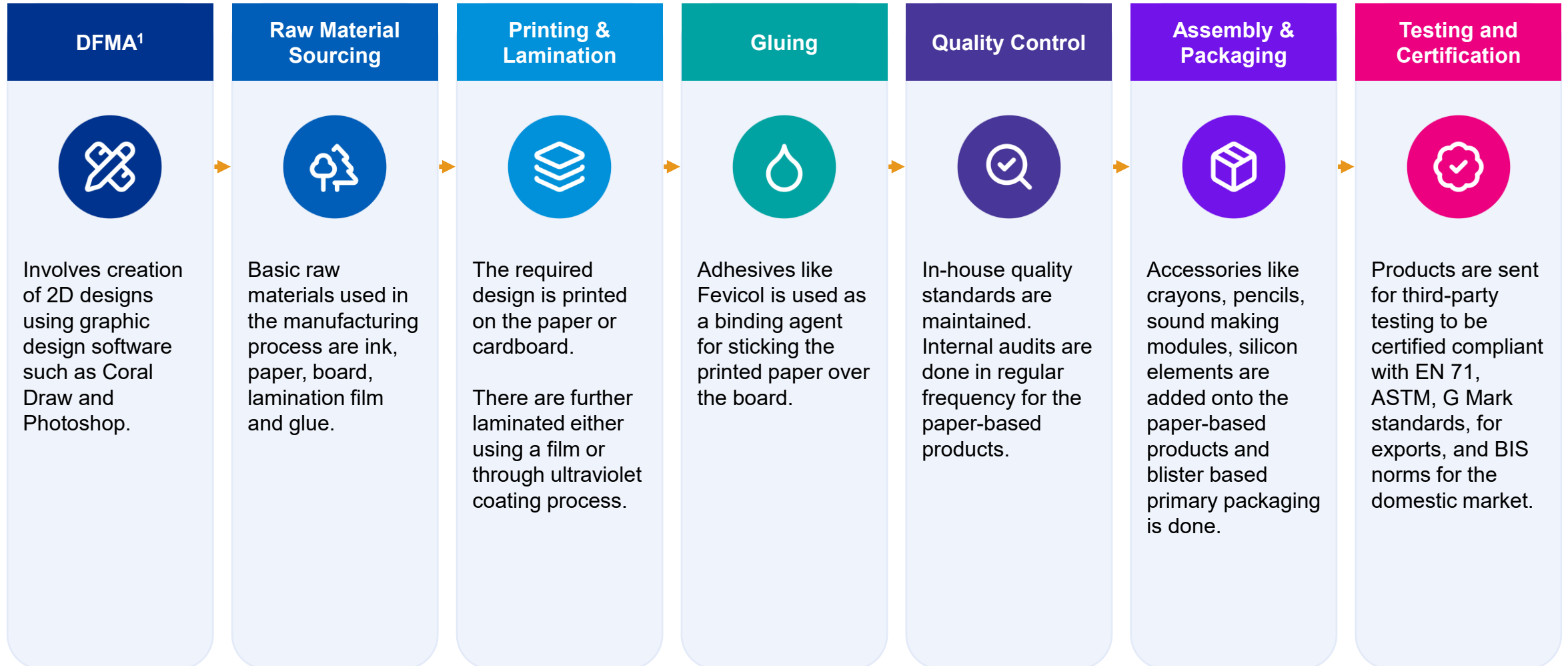


Note: 1. DFMA (Design for Manufacturing and Assembly)

Source: Stakeholder & Industry consultations

# Manufacturing Process - Paper-based: Puzzles, Board, Card Games & Activity Sets

Puzzles, board & card games and activity sets follow a print, laminate and glue process



Note: 1. DFMA (Design for Manufacturing and Assembly)

Source: Stakeholder & Industry consultations

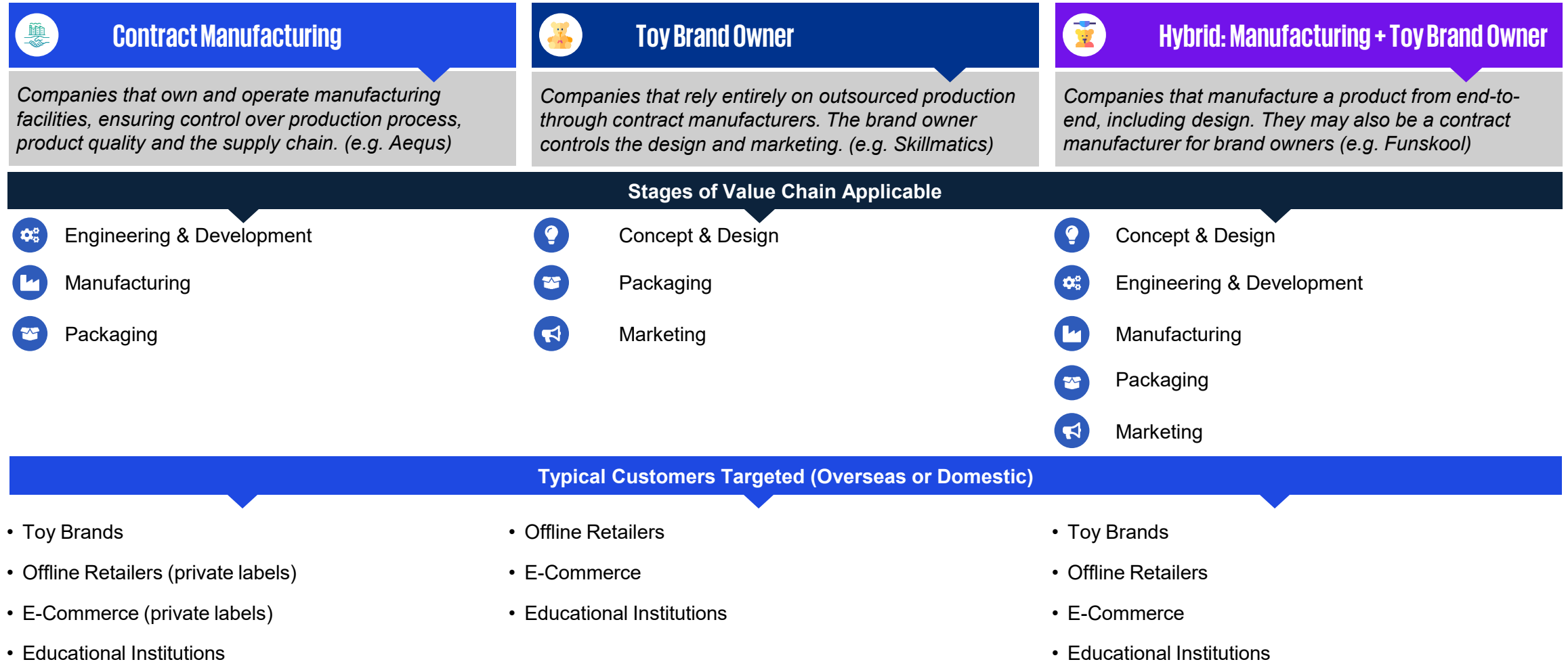
# Volume 2: Value Chain, Manufacturing and Route-to-Market

- Chapter 1: Value Chain and Manufacturing Process Analysis
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- Chapter 5: State Policy Benchmarking



# Business Models & Applicable Value Chain Stages

Companies entering the Indian toy industry can choose one of the three business models



# Volume 2: Value Chain, Manufacturing and Route-to-Market

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# Raw Materials, Availability and Sourcing Locations (1/3)

The table below provides an overview of key raw materials across major toy segments, along with their primary sourcing locations, highlighting domestic availability.

| Toy Segment                                                                                                                                         | Raw Material               | Primary Source States/ Cities (domestic)                                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>Plush Toys <sup>1</sup>                                        | Polyester Fibres (filling) | <ul style="list-style-type: none"><li>• Punjab (Ludhiana, Chandigarh)</li><li>• Haryana (Panipat)</li><li>• Gujarat (Surat, Dahej, Bharuch)</li></ul>                                                                            |
|                                                                                                                                                     | Pile Fiber/Fabric          | <ul style="list-style-type: none"><li>• Punjab (Ludhiana)</li><li>• Haryana (Panipat)</li></ul>                                                                                                                                  |
|                                                                                                                                                     | Cotton Blended Fabric      | <ul style="list-style-type: none"><li>• Punjab (Ludhiana)</li><li>• Gujarat (Surat)</li></ul>                                                                                                                                    |
|                                                                                                                                                     | Cotton                     | <ul style="list-style-type: none"><li>• Tamil Nadu (Tirrupur, Karur)</li></ul>                                                                                                                                                   |
| <br>Paper-based: Puzzles, Board Games, Card Games, & Activity Sets | Paper                      | <ul style="list-style-type: none"><li>• Odisha (Rayagada, Balasore)</li><li>• Gujarat (Surat, Vapi)</li><li>• Maharashtra (Mumbai, Nashik)</li><li>• Telangana (Bhadrachalam)</li><li>• West Bengal (Tribeni, Hooghly)</li></ul> |
|                                                                                                                                                     | Board                      | <ul style="list-style-type: none"><li>• Gujarat (Vapi, Ahmedabad, Bharuch)</li><li>• Maharashtra (Mumbai)</li><li>• Uttar Pradesh (Noida)</li></ul>                                                                              |
|                                                                                                                                                     | Glue                       | <ul style="list-style-type: none"><li>• Gujarat (Ahmedabad, Vadodara)</li><li>• Maharashtra (Mumbai)</li><li>• Local Manufacturers in Tamil Nadu</li></ul>                                                                       |
|                                                                                                                                                     | Lamination Film            | <ul style="list-style-type: none"><li>• Gujarat (Ahmedabad, Vadodara, Surat, Vapi)</li><li>• Maharashtra (Mumbai, Pune)</li><li>• Tamil Nadu (Chennai)</li></ul>                                                                 |
|                                                                                                                                                     |                            |                                                                                                                                                                                                                                  |

Domestically Sourced

Capability exists but also imported due to cost competitiveness

Import-dependent

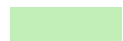
**Note:** 1. Plastic accessories used in plush toys (e.g., safety eyes & noses) are not widely manufactured in India at commercial scale and are largely sourced through imports to meet industry quality and supply requirements.

The list is indicative and has been prepared based on inputs received from the Industry. Additional source states/cities may exist.

Source: Stakeholder and Industry Consultations

# Raw Materials, Availability and Sourcing Locations (2/3)

| Toy Segment                                                                                             | Raw Material                                         | Primary Source States/ Cities ( <i>domestic</i> )                                                                                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Wooden Toys</b> | Rubber Wood                                          | <ul style="list-style-type: none"> <li>• Karnataka (Channapatna)</li> <li>• Kerala</li> <li>• Tamil Nadu</li> <li>• Assam</li> </ul>                                                                                                                               |
|                                                                                                         | Medium-Density Fibreboard (MDF)                      | <ul style="list-style-type: none"> <li>• Gujarat (Prantij)</li> <li>• Rajasthan (Behror)</li> <li>• Himachal Pradesh (Nalagarh)</li> <li>• Tamil Nadu (Thiruvananthapuram)</li> <li>• Andhra Pradesh (Naidupeta, Kadapa)</li> <li>• Punjab (Hoshiarpur)</li> </ul> |
|                                                                                                         | Imported Wood<br>(such as Beech wood and Birch wood) | <ul style="list-style-type: none"> <li>• Completely Import dependent</li> </ul>                                                                                                                                                                                    |
| <br><b>Metal Toys</b>  | Brass                                                | <ul style="list-style-type: none"> <li>• Uttar Pradesh (Moradabad)</li> </ul>                                                                                                                                                                                      |
|                                                                                                         | Tin Plate                                            | <ul style="list-style-type: none"> <li>• Jharkhand (Jamshedpur)</li> <li>• Maharashtra (Tarapur)</li> </ul>                                                                                                                                                        |



Domestically Sourced



Capability exists but also imported due to cost competitiveness



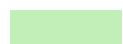
Import-dependent

*Note:* The list is indicative and has been prepared based on inputs received from the Industry. Additional source states/cities may exist.

*Source:* Stakeholder and Industry Consultations

# Raw Materials, Availability and Sourcing Locations (3/3)

| Toy Segment                                                                                                                                         | Raw Material                                                                                                                   | Primary Source States/ Cities ( <i>domestic</i> )                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Plastic Toys (with Metallic and/or Electronic Accessories)</b> | High-Density Polyethylene (HDPE)                                                                                               | <ul style="list-style-type: none"> <li>Gujarat (Ahmedabad, Vadodara)</li> <li>Maharashtra (Mumbai, Pune)</li> </ul>                                                                                      |
|                                                                                                                                                     | Low-Density Polyethylene (LDPE)                                                                                                | <ul style="list-style-type: none"> <li>Rajasthan (Jaipur, Bhiwadi, Alwar, Jodhpur (mainly packaging material))</li> </ul>                                                                                |
|                                                                                                                                                     | Polypropylene (PP)                                                                                                             |                                                                                                                                                                                                          |
|                                                                                                                                                     | Acrylonitrile Butadiene Styrene (ABS) & Polyvinyl Chloride (PVC) Resin                                                         | <ul style="list-style-type: none"> <li>Gujarat (Ahmedabad, Vadodra, Surat, Rajkot)</li> <li>Dadra and Nagar Haveli (Silvassa)</li> </ul>                                                                 |
|                                                                                                                                                     | Polyoxymethylene (POM)                                                                                                         | <ul style="list-style-type: none"> <li>Gujarat (Ahemdabad, Vadodra, Surat, Vapi)</li> <li>Maharashtra (Mumbai, Pune)</li> <li>Tamil Nadu (Chennai)</li> <li>Delhi NCR</li> </ul>                         |
|                                                                                                                                                     | Copolymer (CP)                                                                                                                 | Key polymer manufacturing and distribution clusters in <ul style="list-style-type: none"> <li>Gujarat (Ahemdabad, Vadodra, Surat, Vapi)</li> <li>Maharashtra (Mumbai, Pune)</li> </ul>                   |
|                                                                                                                                                     | Metal items (casing, shafts, pins, solder metal)                                                                               | <ul style="list-style-type: none"> <li>Gujarat (Rajkot)</li> </ul>                                                                                                                                       |
|                                                                                                                                                     | Electronic sub-components <sup>1</sup> (Resistor, Capacitor, Electrolytic Capacitor, MOSFET, Battery Charging, LED and others) | Import dependence on China but sourcing and distribution concentrated mainly in port-linked hubs in <ul style="list-style-type: none"> <li>Tamil Nadu (Chennai)</li> <li>Maharashtra (Mumbai)</li> </ul> |



Domestically Sourced



Capability exists but also imported due to cost competitiveness



Import-dependent

**Note:** 1. Electronic sub-components (Resistor, Capacitor, Electrolytic Capacitor, MOSFET, Battery Charging, LED and others) are predominantly imported from China, with domestic sourcing and distribution concentrated mainly in port-linked hubs in Tamil Nadu (Chennai) and Maharashtra (Mumbai–Pune)

The list is indicative and has been prepared based on inputs received from the Industry. Additional source states/cities may exist.

**Source:** Stakeholder and Industry Consultations

# Machinery and Tooling Requirements (1/4)

The table below outlines segment-wise key machinery and tooling requirements across the Indian toy manufacturing industry, along with the major suppliers

| Toy Segment                                                                                            | Equipment / Tooling       | Domestic Suppliers (indicative)                                                                                                                                       | Global Suppliers (Indicative)                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key Machinery                                                                                          |                           |                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                            |
| <br><b>Plush Toys</b> | Printing Machine          | <ul style="list-style-type: none"> <li>Monotech Systems</li> <li>Technova Imaging</li> </ul>                                                                          | <ul style="list-style-type: none"> <li>Roland (Japan)</li> <li>Konica Minolta (Japan)</li> <li>Mimaki Engineering Co., Ltd. (Japan)</li> <li>YingYing Machinery (China)</li> <li>Yihong (China)</li> <li>Kunshan Haijin Machinery Co., Ltd. (China)</li> <li>Bullmer GmbH (Germany)</li> <li>Zünd (Switzerland)</li> </ul> |
|                                                                                                        | CNC/ Die Cutting Machine  | <ul style="list-style-type: none"> <li>Delta ModTech India</li> <li>Natraj Industries</li> </ul>                                                                      | <ul style="list-style-type: none"> <li>YingYing Machinery (China)</li> <li>Yihong (China)</li> <li>Kunshan Haijin Machinery Co., Ltd. (China)</li> <li>Bullmer GmbH (Germany)</li> <li>Zünd (Switzerland)</li> </ul>                                                                                                       |
|                                                                                                        | Embroidery Machine        | <ul style="list-style-type: none"> <li>Usha Industrial</li> </ul>                                                                                                     | <ul style="list-style-type: none"> <li>Brother (Japan)</li> </ul>                                                                                                                                                                                                                                                          |
|                                                                                                        | Needle Detectors          | <ul style="list-style-type: none"> <li>Local domestic Traders</li> </ul>                                                                                              | <ul style="list-style-type: none"> <li>Lynn (China)</li> <li>Hashima Co., Ltd. (Japan)</li> </ul>                                                                                                                                                                                                                          |
|                                                                                                        | Stuffing/ Filling Machine | <ul style="list-style-type: none"> <li>Terron India Pvt. Ltd.</li> <li>Multipro Machines Pvt. Ltd.</li> <li>Ramsons Garment Finishing Equipments Pvt. Ltd.</li> </ul> | <ul style="list-style-type: none"> <li>Qingdao Caodahai Machinery Co. Ltd. (China)</li> <li>Kunshan Haijin Machinery Co., Ltd. (China)</li> </ul>                                                                                                                                                                          |
|                                                                                                        | Sewing Machine            | <ul style="list-style-type: none"> <li>No major domestic manufacturer highlighted by the industry</li> </ul>                                                          | <ul style="list-style-type: none"> <li>Juki (Japan)</li> <li>Brother (Japan)</li> <li>Jack (China)</li> <li>Daisen Sewing Machine Co., Ltd. (China)</li> <li>Singer (USA)</li> </ul>                                                                                                                                       |
|                                                                                                        | Laser Cutting Machine     | <ul style="list-style-type: none"> <li>Mehta Cad Cam</li> <li>Sahajanand Laser Technology Ltd.</li> </ul>                                                             | <ul style="list-style-type: none"> <li>TRUMPF (Germany)</li> <li>Bystronic (Switzerland)</li> <li>Kasu Laser (China)</li> <li>JHX Laser (China)</li> </ul>                                                                                                                                                                 |

Note: The list is indicative and has been prepared based on inputs received from the Industry. Additional suppliers may exist..

Source: Stakeholder and Industry Consultations,

# Machinery and Tooling Requirements (2/4)

| Toy Segment                                                                                                                                                 | Equipment / Tooling            | Domestic Suppliers (indicative)                                                                                                                                                                                                | Global Suppliers (Indicative)                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key Machinery                                                                                                                                               |                                |                                                                                                                                                                                                                                |                                                                                                                                                                    |
|  <b>Paper-based: Puzzles, Board Games, Card Games, &amp; Activity Sets</b> | 4 Col. Printing Machine        | <ul style="list-style-type: none"> <li>Auto Coat (India)</li> </ul>                                                                                                                                                            | <ul style="list-style-type: none"> <li>Komori (Japan)</li> <li>Heidelberger Druckmaschinen AG (Germany)</li> <li>Morlock (Germany)</li> <li>Spinks (UK)</li> </ul> |
|                                                                                                                                                             | Die Cutting Machine            | <ul style="list-style-type: none"> <li>Natraj Industries</li> <li>S.K. Engineers</li> </ul>                                                                                                                                    | <ul style="list-style-type: none"> <li>BOBST (Switzerland)</li> </ul>                                                                                              |
|                                                                                                                                                             | Polar/ Perfect Machine 6 Clamp | <ul style="list-style-type: none"> <li>Local MSMEs</li> </ul>                                                                                                                                                                  | <ul style="list-style-type: none"> <li>Germany/Europe-based OEMs</li> </ul>                                                                                        |
|                                                                                                                                                             | Cutting Machine                | <ul style="list-style-type: none"> <li>Delta ModTech India</li> <li>Natraj Industries</li> </ul>                                                                                                                               | <ul style="list-style-type: none"> <li>POLAR Mohr (Germany)</li> </ul>                                                                                             |
|                                                                                                                                                             | Gluing Machine                 | <ul style="list-style-type: none"> <li>Trio Manufacturing and Local MSMEs across Gujarat, Maharashtra, Punjab</li> <li>Shaw Machines India Private Limited</li> <li>Local MSMEs across Gujarat, Maharashtra, Punjab</li> </ul> | <ul style="list-style-type: none"> <li>Baumer GmbH (Germany)</li> <li>Nordson Corporation (USA)</li> <li>Local suppliers in Taiwan / China</li> </ul>              |
|                                                                                                                                                             | Strapping Machine              | <ul style="list-style-type: none"> <li>Local MSMEs across Gujarat, Maharashtra, Punjab</li> <li>Mac Printing Solution</li> </ul>                                                                                               | <ul style="list-style-type: none"> <li>Mosca GmbH (Germany)</li> <li>Signode Industrial Group LLC (USA)</li> <li>Local suppliers in Taiwan / China</li> </ul>      |
|  <b>Wooden Toys</b>                                                      | Panel Saw                      | <ul style="list-style-type: none"> <li>Umaboy</li> <li>Shree Umiya Engineers</li> <li>Woodmaster (India) Machines Pvt Ltd</li> </ul>                                                                                           | <ul style="list-style-type: none"> <li>HOMAG Group (Germany)</li> <li>SCM Group (Italy)</li> </ul>                                                                 |
|                                                                                                                                                             | Screen Printing Machine        | <ul style="list-style-type: none"> <li>Inks for Toys</li> <li>Impression Machinery India Pvt Ltd.</li> </ul>                                                                                                                   | <ul style="list-style-type: none"> <li>M&amp;R Printing Equipment, Inc. (USA)</li> <li>Sakurai Graphic Systems Corporation (Japan)</li> </ul>                      |
|                                                                                                                                                             | Spray Painting Machine         | <ul style="list-style-type: none"> <li>Autocoat Engineering</li> <li>Kuber Industries</li> </ul>                                                                                                                               | <ul style="list-style-type: none"> <li>Jinda (China)</li> </ul>                                                                                                    |

Note: The list is indicative and has been prepared based on inputs received from the Industry. Additional suppliers may exist..

Source: Stakeholder and Industry Consultations,

# Machinery and Tooling Requirements (3/4)

| Toy Segment                                                                                          | Equipment / Tooling       | Domestic Suppliers (indicative)                                                                                                                        | Global Suppliers (Indicative)                                                                                      |
|------------------------------------------------------------------------------------------------------|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
| <b>Key Machinery</b>                                                                                 |                           |                                                                                                                                                        |                                                                                                                    |
|  <b>Wooden Toys</b> | Laser Cutting Machine     | <ul style="list-style-type: none"> <li>Mehta Cad Cam</li> <li>Sahajanand Laser Technology Ltd.</li> </ul>                                              | <ul style="list-style-type: none"> <li>TRUMPF (Germany)</li> <li>Bystronic (Switzerland)</li> </ul>                |
|                                                                                                      | Saw Milling               | <ul style="list-style-type: none"> <li>Omkar Industries</li> <li>Jai Industries</li> </ul>                                                             | <ul style="list-style-type: none"> <li>SCM Group (Italy)</li> <li>Biesse (Italy)</li> </ul>                        |
|                                                                                                      | CNC Router                | <ul style="list-style-type: none"> <li>Jyoti CNC Automation</li> <li>Kovai Woodstar Automation</li> <li>Jai Industries</li> <li>Mehta India</li> </ul> | <ul style="list-style-type: none"> <li>Biesse (Italy)</li> <li>HOMAG Group (Germany)</li> </ul>                    |
|                                                                                                      | UV Printing               | <ul style="list-style-type: none"> <li>Monotech Systems</li> <li>Axis Enterprises</li> <li>Mehta Cad Cam</li> <li>ColorJet Group</li> </ul>            | <ul style="list-style-type: none"> <li>Roland (Japan)</li> <li>Mimaki Engineering Co., Ltd. (Japan)</li> </ul>     |
|  <b>Metal Toys</b>  | Hand Presses (shearing)   | <ul style="list-style-type: none"> <li>Local MSMEs</li> <li>Bharat Press</li> <li>Unik Technologies</li> </ul>                                         | <ul style="list-style-type: none"> <li>Schuler (Germany)</li> <li>AIDA (Japan)</li> </ul>                          |
|                                                                                                      | Hand Presses (stamping)   |                                                                                                                                                        |                                                                                                                    |
|                                                                                                      | Printing Machine          | <ul style="list-style-type: none"> <li>Monotech Systems</li> <li>TechNova Imaging Systems Pvt. Ltd.</li> </ul>                                         | <ul style="list-style-type: none"> <li>Heidelberger Druckmaschinen AG (Germany)</li> <li>Komori (Japan)</li> </ul> |
|                                                                                                      | Zinc Casting Machine      | <ul style="list-style-type: none"> <li>SP Industries</li> <li>Yashi Foundry Equipments</li> </ul>                                                      | <ul style="list-style-type: none"> <li>Italpresse Guas (Italy)</li> <li>Bühler (Switzerland)</li> </ul>            |
|                                                                                                      | Laser Cutting Machine     | <ul style="list-style-type: none"> <li>Mehta Cad Cam</li> <li>Sahajanand Laser Technology Ltd.</li> </ul>                                              | <ul style="list-style-type: none"> <li>TRUMPF (Germany)</li> <li>Bystronic (Switzerland)</li> </ul>                |
|                                                                                                      | Vertical Machining Center | <ul style="list-style-type: none"> <li>Jyoti CNC</li> <li>Ace Micromatic,</li> </ul>                                                                   | <ul style="list-style-type: none"> <li>DMG Mori (Germany/Japan),</li> <li>Haas Automation, Inc. (USA)</li> </ul>   |

Note: The list is indicative and has been prepared based on inputs received from the Industry. Additional suppliers may exist..

Source: Stakeholder and Industry Consultations,

# Machinery and Tooling Requirements (4/4)

| Toy Segment                                                                                                                                         | Equipment / Tooling               | Domestic Suppliers (indicative)                                                                                                                                                        | Global Suppliers (Indicative)                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Key Machinery                                                                                                                                       |                                   |                                                                                                                                                                                        |                                                                                                                                                                                           |
|  <b>Plastic Toys (with Metallic and/or Electronic Accessories)</b> | Soldering Machine                 | <ul style="list-style-type: none"> <li>Soldron, Renders India Pvt. Ltd.</li> </ul>                                                                                                     | <ul style="list-style-type: none"> <li>JBC (Spain)</li> <li>Hakko (Japan)</li> <li>Toki (Japan)</li> </ul>                                                                                |
|                                                                                                                                                     | Hot Runner Temperature Controller | <ul style="list-style-type: none"> <li>Localized operations of global players (Yudo – South Korea, Husky/Mold-Masters – Canada)</li> <li>GJ Enterprises</li> </ul>                     | <ul style="list-style-type: none"> <li>Yudo (South Korea)</li> <li>Husky Technologies (Canada)</li> </ul>                                                                                 |
|                                                                                                                                                     | Blow Moulding Machine             | <ul style="list-style-type: none"> <li>Windsor Machines Ltd.</li> <li>Jagmohan Pla-Mach Pvt. Ltd.</li> <li>Ferromatik Milacron India Pvt. Ltd.</li> </ul>                              | <ul style="list-style-type: none"> <li>Haitian International (China)</li> <li>Kautex Maschinenbau System GmbH (Germany)</li> </ul>                                                        |
|                                                                                                                                                     | Injection Moulding Machine        | <ul style="list-style-type: none"> <li>Asian Plastic</li> <li>Ferromatik Milacron India Pvt. Ltd.</li> <li>Shuangma Machinery Pvt. Ltd.</li> </ul>                                     | <ul style="list-style-type: none"> <li>Haitian International (China)</li> <li>ENGEL Austria GmbH (Austria)</li> <li>Toshiba (Japan)</li> <li>Shibaura Machine Co. Ltd. (Japan)</li> </ul> |
|                                                                                                                                                     | Roto Moulding Machine             | <ul style="list-style-type: none"> <li>Excel Machinery</li> <li>Pearl Engineering</li> </ul>                                                                                           | <ul style="list-style-type: none"> <li>Ferry Industries (USA)</li> <li>Rotoline (Italy)</li> </ul>                                                                                        |
| Key Tools                                                                                                                                           |                                   |                                                                                                                                                                                        |                                                                                                                                                                                           |
|  <b>All Toy Segments</b>                                         | Dies, Moulds, Jigs, and Fixtures  | <ul style="list-style-type: none"> <li>Maharashtra (Pune, Mumbai)</li> <li>Karnataka (Bengaluru)</li> <li>Toolcraft</li> <li>Jyoti Plastics Works</li> <li>Vikas Industries</li> </ul> | <ul style="list-style-type: none"> <li>HASCO Hasenclever GmbH + Co KG (Germany)</li> <li>DME (USA)</li> <li>Local exporters of China</li> </ul>                                           |

**Note:** The list is indicative and has been prepared based on inputs received from the Industry. Additional suppliers may exist.

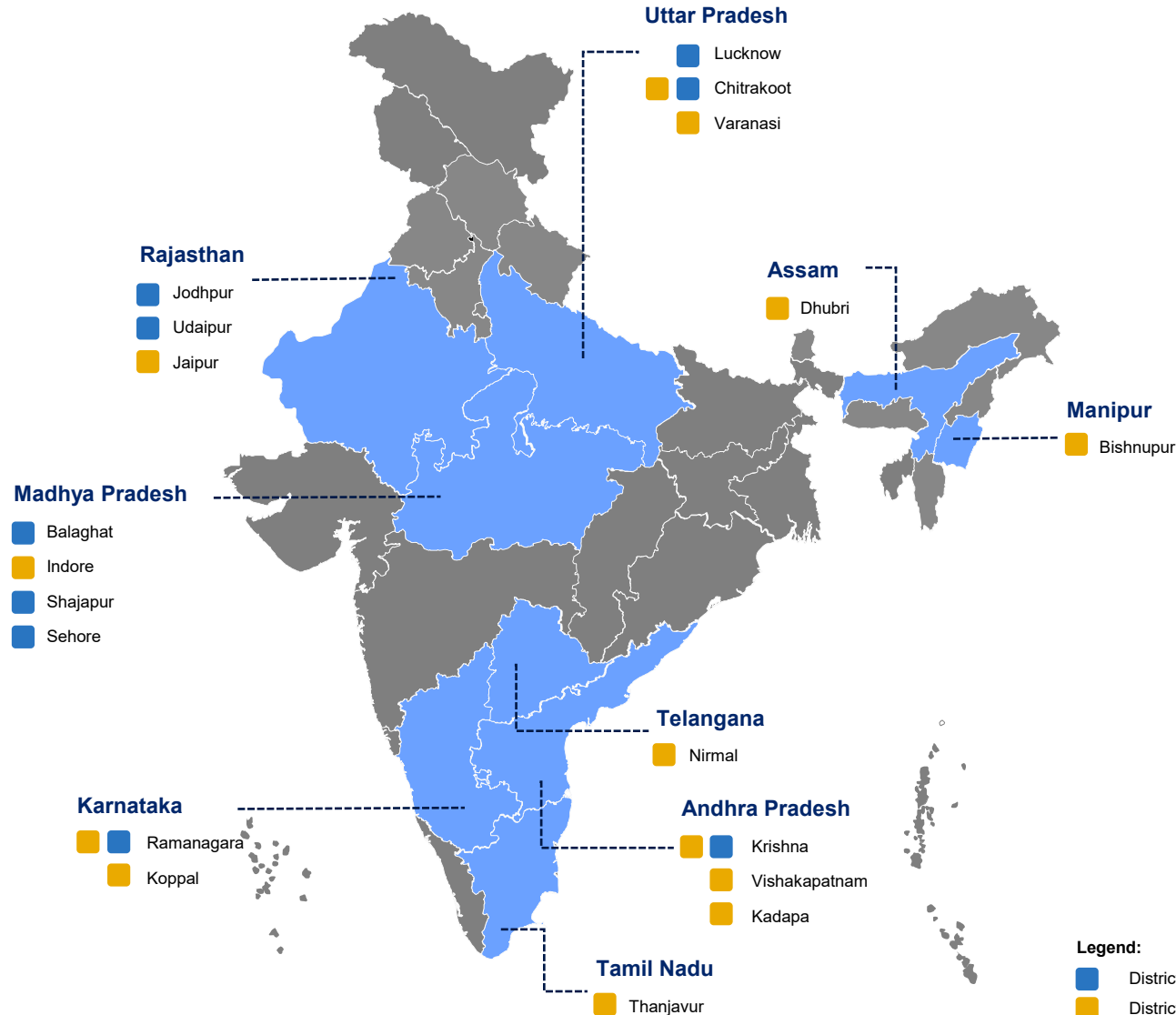
**Source:** Stakeholder and Industry Consultations,

## Volume 2: Value Chain, Manufacturing and Route-to-Market

- Chapter 1: Value Chain and Manufacturing Process Analysis
- Chapter 2: Route-to-Market: Business Models & Customers
- Chapter 3: Raw Materials | Machinery & Technology Requirements
- Chapter 4: Cluster and Plug & Play Infrastructure
- Chapter 5: State Policy Benchmarking



# Toy Clusters Supported By M/o MSME and M/o Textiles



## Support Offered by M/o Textiles under National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS)

- ✓ Marketing Support & Services
- ✓ Skill Development in Handicraft Sector
- ✓ Ambedkar Hastshilp Vikas Yojana
- ✓ Direct Benefit to Artisans [Welfare]
- ✓ Infrastructure and Technology Support
- ✓ Research & Development

*Note:* SFURTI under M/o MSME is currently not approving any new projects; Out of ~50 clusters previously funded/supported by ministries, only functional/active clusters currently existing are captured here.

*Source:* SFURTI (M/o MSME), Ministry of Textiles

# For Large-Scale Toy Production Players May Avail Land at Industrial Corridors

As on May 2026, Large scale Toy industry players may also avail plug and play infrastructure in the Industrial Lands at Gujarat, Maharashtra, Uttar Pradesh and Madhya Pradesh offered through respective SPV's

| Project                      | Industrial use              |                                              |                 |
|------------------------------|-----------------------------|----------------------------------------------|-----------------|
|                              | Allotted to various sectors | Remaining (Large toy players may also avail) | % area allotted |
| <b>Dholera, Gujarat</b>      | 6 plots<br>(436 acre)       | 17 plots<br>(1,083 acre)                     | 29%             |
| <b>SBIA, Maharashtra</b>     | 249 plots<br>(3,284 acre)   | 34 plots<br>(771 acres)                      | 81%             |
| <b>IITGN, Uttar Pradesh</b>  | 29 plots<br>(275 acre)      | 15 plots<br>(92 acre)                        | 75%             |
| <b>IITVU, Madhya Pradesh</b> | 67 plots<br>(519 acre)      | 2 plots<br>(2 acre)                          | 99%             |
| <b>Total</b>                 | 351 plots<br>(4,514 acre)   | 68 plots<br>(1,948 acre)                     | 70%             |

## Plug-and-Play Infrastructure in Industrial Corridors – Key Features

- World-class infrastructure in industrial cities.
- Reduced logistics cost and time due to proximity to dedicated freight corridors and transport networks.
- Enhanced competitiveness through clustering of major industries.
- Reliable smart city-level infrastructure up to the plot level, enabling faster industrial setup.
- Availability of common facilities (Common Effluent Treatment Plant, Water Treatment Plant, Sewage Treatment Plant) reduces initial capital burden on industries.
- Improved ease of doing business via SPV-led planning and Centre–State partnership.
- Mega-cluster approach enabling synergies and economies of scale.

Note: Potential Investors may have a virtual tour of the above locations. Refer Annexure(s) for the list of relevant portals. The land mentioned above is not exclusively demarcated for Toy industry players.

Source: Industrial Corridor & IICC, DPIIT

# Volume 2 : Value Chain, Manufacturing and Route-to-Market

- Chapter 1: Value Chain and Manufacturing Process Analysis
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# Status of State Policies Promoting Toy Sector

| State          | Policy Name                                                         | Policy Validity                                                                                                                                                                   | Scope                  | Description                                                                                                                                                                             | Status    |
|----------------|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Tamil Nadu     | Tamil Nadu Toy Manufacturing Policy 2025                            | Valid for a period of 5 years from the date of notification or until a new policy is announced.                                                                                   | Toy Sector Focused     | Sector-specific policy aimed at positioning Tamil Nadu as a global hub for toy manufacturing, spanning industrial toy production, design-led innovation, and traditional/artisanal toys | In effect |
| Madhya Pradesh | Madhya Pradesh MSME Development Policy 2025                         | Will remain in force until amended or replaced by a new policy as determined by the Government of Madhya Pradesh.                                                                 | MSME Focused           | Toy explicitly is listed under designated focus sector in MP MSME Development Policy 2025.                                                                                              | In effect |
| Haryana        | Haryana Toys and Sports Equipment Manufacturing Policy              | Valid for a period of 5 years from the date of notification of this policy or the date of any new policy/amendment introduced by the Government of Haryana, whichever is earlier. | Electronic Toy Focused | Sector-specific policy aimed at positioning the State as a hub for electronic and technology-led toy manufacturing.                                                                     | In effect |
| Karnataka      | Government of Karnataka Industrial Policy                           | Valid for a period of 5 years from the date of issue of the Government Order or till such time that a new policy is introduced by the Government of Karnataka.                    | Industrial             | Special financial assistance and concessions for manufacturing units of toys and related value chain products.                                                                          | In effect |
| Uttar Pradesh  | Uttar Pradesh Industrial Investment and Employment Promotion Policy | The policy will come into effect on the date of its notification and will remain in force for the period of 5 years                                                               | Industrial             | The policy includes 'promoting industrial parks and clusters for toys' to foster local and global investment in toys and generate employment in the sector.                             | In effect |

# Tamil Nadu Toy Manufacturing Policy 2025 – Key Highlights

|  <b>Capital and Land</b><br>Investment enablers                                                                                                                      |  <b>Fiscal and Utilities</b><br>Duties, tariffs, workforce                                                                                                                                   |  <b>Innovation and Talent</b><br>R&D, IP, quality, skills                                                                                                                 |  <b>Sustainability and Markets</b><br>Green incentives, clusters, exports                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1 Sectoral Relevance</b> <br>Dedicated toy-sector policy covering toy design, manufacturing, and ancillary/upstream entities                                      | <b>1 Stamp Duty Exemption</b> <br>100% exemption for SIPCOT land lease/purchase; 100% back-ended subsidy for private land (up to 50 acres), MSME :, 50% reimbursement of actual value      | <b>1 Skill Development</b> <br>Training subsidy INR 4,000/worker/month for 6 months (TN residents); INR 6,000 for women, transgender, PwD & SC/ST                         | <b>1 Pollution Control &amp; Greening</b> <br>Energy Audit: 75% subsidy (up to ₹1 lakh) + 50% subsidy on implementation of recommendations (up to ₹10 lakh).       |
| <b>2 Capital Investment Subsidy</b> <br>For projects > INR 50 Cr + 50 jobs: Fixed Capital Subsidy – 7% EFA (dist.A,5 yrs), 10% (dist.B,10 yrs), 12% (dist.C, 10 yrs) | <b>2 Electricity Duty Exemption</b> <br>5-year exemption on electricity tax for power purchased from TNPDCCL or generated & consumed from captive sources                                  | <b>2 Product Design &amp; Tech Upgrade</b> <br>Innovation vouchers (₹2–5 lakh), TANFUND startup support, and 75% reimbursement (up to ₹30 lakh) for SME exchange listing. | <b>2 ETP / CETP Assistance</b> <br>Subsidy for adoption of sustainable technologies (25% of P&M/equipment cost, up to INR 10 lakh)                                 |
| <b>3 Land</b> <br>SIPCOT Land: 10% concession in A/B districts; 50% concession in C districts for land up to 20% of EFA                                              | <b>3 Power Tariff Subsidy</b> <br>20% of power consumption charges paid to TANGEDCO for the first 36 months for new micro-enterprises or existing units under expansion                    | <b>3 IP Filing Incentives</b> <br>50% reimbursement of IP registration costs (Patents, Copyrights, Trademarks & GI), up to ₹1 Cr.                                         | <b>3 Cluster Development for Artisans</b> <br>Artisan Support: CFCs, modern tools, tooling & storage, branding, e-commerce access, and artisan cluster development |
| <b>4 Machinery</b> <br>25% capital subsidy on P&M value (up to ₹1.5 Cr for Small & Medium enterprises; ₹25 Lakh for Small enterprises)                               | <b>4 ESI / PF Subsidy</b> <br>EPF for first 3 yrs from commercial production if enterprise employs >20 persons, or has 25% differently-abled workforce; ceiling INR 24,000 per person p.a. | <b>4 R&amp;D Incentive</b> <br>30% payroll subsidy for 12 months to creative studios undertaking toy design or R&D related to toys                                        | <b>4 Export Support</b> <br>50% reimbursement of exhibition hall rent and stall/space charges, up to ₹7.5 lakh (domestic) and ₹15 lakh (international)             |
| <b>5 Interest Subsidy</b> <br>5% back-ended for up to 5 yrs on loans up to ₹ 2 Cr with CGTMSE coverage or INR 5 Cr (tech upgradation/ modernization)               |                                                                                                                                                                                                                                                                               | <b>5 Quality Certification</b> <br>50% cost reimbursement (up to ₹1 Cr); MSMEs: 100% reimbursement (up to ₹2 lakh national / ₹10 lakh international).                   | <b>5 Market Access</b> <br>Support for RBSPs, Vendor Development Programs, PSU B2B meetings, exhibitions, trade fairs, e-commerce channels                       |

# Madhya Pradesh MSME Development Policy 2025 – Key Highlights



## Capital and Land Investment enablers

### 1 Sectoral Relevance

Direct MSME policy coverage for eligible manufacturing units in footwear, furniture, toys and related value-chain sectors

### 2 Capital Investment Subsidy

40% of eligible investment in plant & machinery, building, and eligible assets as defined in the policy



## Fiscal and Utilities Duties, tariffs, workforce

### 1 Interest Subsidy

Interest subsidy at 5% p.a. on term loans taken from banks/financial institutions for the project. Maximum limit of INR 100 lakh per year, for a duration of 5 years

### 2 Stamp Duty Exemption

50% reimbursement of stamp duty and registration fees paid on land/bank loan documentation for project implementation

### 3 Electricity Duty Exemption

All eligible new units will be provided electricity duty exemption for a period of 5 years from the date of commencement of commercial operation

### 4 Power Tariff Subsidy

New/expansion/diversification units: reimbursement @ INR 1 per unit on prevailing electricity tariff from DISCOMS/grids, in addition to rebate provided by MP ERC tariff orders, for a period of 5 years



## Innovation and Talent R&D, IP, quality, skills

### 1 IP Filing Incentives

MSMEs: 100% reimbursement for patents/IPR registration (cap INR 10 lakh/patent). R&D-linked patents: up to INR 50 lakh.

### 2 ESI / PF Subsidy

INR 5,000/employee/month for new hires in first 3 yrs of commercial production;

### 3 Skill Development

Reimbursed up to INR 10,000/employee (permanent residents of MP)

### 4 Product Design & Tech

50% expenditure or up to INR 5 lakh per design (max 4 designs)

### 5 Quality Certification

100% reimbursement (cap INR 20 lakh). Export certs: 50% (cap INR 50 lakh). ZED certification: 10/20/25% by tier.

### 6 R&D Incentive

25% capital subsidy up to INR 25 Cr for building/testing machines/equipment



## Sustainability and Markets Green incentives, clusters, exports

### 1 Pollution Control & Greening

Energy Audit: 50% subsidy on audit cost (up to INR 50,000) + 25% subsidy on energy-efficient equipment (up to INR 5 lakh).  
Green Industrialization: 50% subsidy on waste management, pollution control, safety, and water conservation measures (up to INR 50 lakh–2.5 Cr).

### 2 ETP / CETP Assistance

50% financial assistance for establishment of CETP up to INR 3 Cr.

### 3 Cluster Development

60% subsidy for development of toy industrial areas/clusters

### 4 Export Support

Export Incentive: Additional 2–3% subsidy for export-oriented units (for 4 years).  
Export Multiplier: Up to 1.3x investment assistance based on export performance.

# Haryana Toys and Sports Equipment Manufacturing Policy– Key Highlights

|  <b>Capital and Land</b><br>Investment enablers                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  <b>Fiscal and Utilities</b><br>Duties, tariffs, workforce                                                                                                                                                             |  <b>Innovation and Talent</b><br>R&D, IP, quality, skills                                                                                                         |  <b>Sustainability and Markets</b><br>Green incentives, clusters, exports                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1 Sectoral Relevance</b> <br>Dedicated toy-sector policy with focus on electronic toys                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>1 Stamp Duty Exemption</b> <br>Stamp duty included in eligible CAPEX and 100% reimbursement provided for industrial park developers for parks being developed in Sub-Prime and Prime/Focus Areas                  | <b>1 IP Filing Incentives</b> <br>Domestic Patent: INR 50 lakh/patent (max. INR 5 crore/unit); International Patent: INR 1 crore/patent (max. INR 10 crore/unit). | <b>1 Pollution Control &amp; Greening</b> <br>Green incentives include ZLD subsidy reimbursement under the incentive for Green certification, air pollution control systems |
| <b>2 Capital Investment Subsidy</b> <br>30% reimbursement of eligible capital expenditure (ECE) (up to INR 50 Cr. per unit).<br><i>Eligible CAPEX includes investments in construction of buildings, purchase of plant and machinery, infrastructure, manufacturing equipment, IT systems, captive renewable energy, environmental compliance facilities, and technology acquisition, payment of stamp duty on sale / deeds for setting up unit / enterprise, payment of external development charges and others</i> | <b>2 Electricity Duty Exemption</b> <br>Reimbursed as part of OPEX support, 70% of eligible expenditure incurred for a period of 5 years from the date of commencement of production/operations, max. INR 3 Cr. p.a. | <b>2 Skill Development</b> <br>Internship reimbursement: 50% stipend reimbursement, up to ₹15,000 per intern per month for 6 months, capped at 50 intern          | <b>2 ETP / CETP Assistance</b> <br>ETP systems included under CAPEX subsidy. Separate ZLD incentive: 50% cost up to INR 5-10 Cr.                                            |
| <b>3 Dormitory</b> <br>Construction of worker hostels/dormitories qualifies as FCI.. Dormitories are permitted as common social infrastructure in Manufacturing Parks/Clusters                                                                                                                                                                                                                                                                                                                                     | <b>3 Power Tariff Subsidy</b> <br>Electricity duty reimbursement under OPEX; Renewable captive power incentives also provided (≥100 kW): INR 50 lakh/MW (max. INR 2.5–10 crore)                                      | <b>3 Product Design &amp; Tech</b> <br>CAPEX includes technology acquisition (up to INR 1 Cr/year) CoEs and design labs/ studios supported.                       | <b>3 Cluster Development</b> <br>Capital subsidy of 75–85% of eligible infrastructure CAPEX, subject to a maximum support of INR 45 Cr per park.                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>4 ESI / PF Subsidy</b> <br>100% reimbursement of EPF contributions for employees recruited through HKRN, up to INR 25,000 per employee per year for 5 years                                                     | <b>4 Quality Certification</b> <br>Reimbursement of certification costs under OPEX support for standards like QCO for toy manufacturing, BIS, CE, CPC, ASTM,.     | <b>4 Export Support</b> <br>3% annual export turnover incentive or CAPEX-linked export booster; freight reimbursement also covered.                                         |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                         | <b>5 R&amp;D Incentive</b> <br>50% capital subsidy (up to INR 10-50 Cr) and 50% OPEX reimbursement (up to INR 2 Cr/year) for R&D centres.                       | <b>5 Market Access</b> <br>Support through B2B events, roadshows, GeM, ONDC integration, and industry engagement programs.                                                |

# Karnataka Industrial Policy 2025-30 - Key Highlights



## Capital and Land Investment enablers

### 1 Sectoral Relevance

Toys not explicitly identified as a focus sector; eligible for incentives under the state's industrial policy

### 2 Capital Investment Subsidy

Large/Mega/Ultra Mega: capital subsidy up to 25% / 20% / 10% by zone

### 3 Land

Land conversion fee reimbursement - Zone 1 & 2 at 100%; Zone 3 Nil .

### 4 Machinery

Fixed capital Investment includes P&M, R&D equipment, tools, jigs, fixtures, dies, utilities & productive assets

### 5 Dormitory

CAPEX option: Same capital subsidy rate as base subsidy, on dormitory construction cost, capped at ₹1 crore per 1,000 persons accommodated.  
PLI option: One-time subsidy up to ₹1 crore per 1,000 persons accommodated



## Fiscal and Utilities Duties, tariffs, workforce

### 1 Interest Subsidy

Only MSMEs are eligible - Soft Seed Capital Assistance, interest-free loan support, and certain loan-related support measures.

### 2 Stamp Duty Exemption

Zone 1 – 100%, Zone 2 – 75%, Zone 3 – Nil (including eligible loan and industrial property documents)

### 3 Electricity Duty Exemption

MSMEs: exemption from electricity tariff tax - Zone 1: 100% for 7 yrs; Zone 2: 100% for 6 yrs; Zone 3: Nil.

### 4 Power Tariff Subsidy

MSMEs in Zone 1 & 2 only: reimbursement of INR 1 per unit of power consumed, for a period of 3 years.



## Innovation and Talent R&D, IP, quality, skills

### 1 R&D Incentive

Large, Mega & Ultra Mega enterprises setting up manufacturing units in Karnataka and having (or establishing) an R&D facility in the state are eligible for a 10% booster on the chosen base incentive (Capital Subsidy or PLI) for the manufacturing investment.

### 2 Quality Certification

MSMEs: 50% of application cost, capped INR 5 lakh per entity - covers ISO, BIS, FSSAI-AGMARK and others

### 3 Skill Development

Industry adoption of ITIs, customized industry-led curricula, training programs through GTTC and Nipuna Karnataka, and industry-academia collaborations to create a future-ready workforce



## Sustainability and Markets Green incentives, clusters, exports

### 1 Pollution Control & Greening

Air pollution control: 50% subsidy on equipment cost, up to ₹50 lakh. Recycling facilities: 50% capital subsidy, up to ₹5 Cr.

### 2 ETP / CETP Assistance

ETPs/ZLD: 50% subsidy on equipment cost – up to ₹50 lakh for MSMEs and ₹2.5 crore for large units

### 3 Cluster Development (Artisans)

Artisans supported through Cultural/Tourist Villages, free trainer support at NID/NIFT, study tours, concessional stalls

### 4 Export Support

MSMEs: 50% of application cost, capped INR 5 lakh per entity for export-related certifications.

### 5 Market Access

Vendor Development Conclave and Global Investors Meet - platforms for market linkages and investor connect.

**Note:** Fixed Capital Investment is a total investment made on land, building and plant & machinery including R&D equipment and other productive assets like tools, jigs & fixtures, dyes, utilities like DG Sets, cranes, material handling equipment and such other equipment directly related to commercial operations.

**Source:** For details regarding each incentive, please refer to Karnataka Industrial Policy 2025 - 30

# UP Industrial Investment & Employment Promotion Policy - Key Highlights



## Capital and Land Investment enablers

### 1 Sectoral Relevance



Umbrella industrial policy proposing sector-specific parks/clusters including a Toy Park

### 2 Capital Investment Subsidy



25% capital subsidy on eligible FCI (including buildings, excluding land cost and hostel/dormitory housing), capped at INR 40–45 Cr for 20–30 acre parks and INR 80 Cr for parks above 100 acres

### 3 Building



Building cost (including factory buildings, R&D facilities, storage, office space, and worker hostel/dormitory buildings) is eligible under Capital Investment

### 4 Dormitory



25% capital subsidy on the cost of building Hostel/Dormitory Housing for workers (excluding land cost), up to INR 25 Cr for Private Industrial Parks of 20–30+ acres and up to INR 50 Cr for Parks of 100+ acres



## Fiscal and Utilities Duties, tariffs, workforce

### 1 Stamp Duty Exemption



100% exemption on stamp duty on the purchase of land by the developer.

### 2 Electricity Duty



- Measures to reduce AT&C losses (administrative measures, curbing theft & pilferage, dedicated police stations)
- Grievance redressal for electricity connections strengthened.



## Innovation and Talent R&D, IP, quality, skills

### 1 IP Filing Incentives



50% reimbursement of expenditure for patent, copyright, trademark and GI from in-house R&D, cap INR 1 Cr

### 2 Skill Development



Skill Development Centres in industrial areas/clusters/parks, and apprentice-based youth training

### 3 Product Design & Tech



Promote testing labs, quality certification labs and tool rooms. Strategic alliance framework with various design agencies

### 4 Quality Certification



Set up testing labs, quality certification labs, tool rooms. Collaboration with QCI, BIS

### 5 R&D Incentive



Government will reimburse 25% of the expenditure, subject to a maximum of INR 10 Cr, for standalone R&D units.



## Sustainability and Markets Green incentives, clusters, exports

### 1 Pollution Control & Greening



Investment in and pollution control - collection, treatment, disposal of effluent/emission or solid/gaseous hazardous waste - eligible

### 2 ETP / CETP



Pollution control, water purification, and effluent treatment facilities are eligible under P&M investment

### 3 Cluster Development



Strengthening industrial clusters through Industrial Corridors, CoEs, CFCs, training institutes and other facilities

### 4 Export Support



Promoting EoUs units via dedicated policy: marketing assistance, subsidy on export cargo by air, freight-charge subsidy on gateway port

### 5 Market Access



Improving Market access for ODOP products and MSMEs through digital business match making platform

## Volume 3: Skill, Design and Product Development

- Chapter 1: Skill and Design Requirements
- Chapter 2: IP Protection Landscape

*Guidance on skill development, design capabilities, and intellectual property protection to strengthen product innovation and competitiveness*



# Workforce Composition and Skill Requirements: 4 Tier Workforce

*The toy industry requires a four-tier workforce, from foundational and semi-skilled roles to technical, design and supervisory professionals, combining creativity, engineering, manufacturing expertise, quality assurance, and business capabilities.*

## Foundational & Semi-Skilled

**These roles form the backbone of toy production and assembly operations**

**Roles:** Assembly Workers, Soft Toy Makers, Painters and Surface Finishers, Packaging Operators, Screen Printing Operators, Fabric Cutters, Stitching Operators, Toy Finishing and Decoration Work

**Skills:** Material handling, Assembly procedures, Pattern cutting, Sewing and stitching, Surface finishing, Visual quality inspection, Packaging and labeling, Production hygiene and safety

## Design & Development

**These roles are responsible for creating the toy and shaping the intended play experience.**

**Roles:** Toy Designers, Industrial Designers, Play Designers, Game Designers, Interaction Designers, Graphic Designers, Packaging Designers, Learning Experience Designers, Character Designers

**Skills:** Understanding play behaviour, Concept development, Prototyping, User-centred design, Visual communication, Storytelling, Experience design, Child-centred research

## Technical & Skilled

**These roles transform concepts into manufacturable products.**

**Roles:** Injection Moulding Operators, CNC Machine Operators, Tool Room Technicians, Mould Designers, Electronics Assembly Technicians, PCB Assembly Technicians, CAD Modelling Engineers, Prototype Development Technicians, Quality Control Technicians

**Skills:** CAD software, Product engineering, Tool and mould development, Material processing, Electronics integration, Product testing, Manufacturing documentation and Safety compliance

## Supervisory & Management

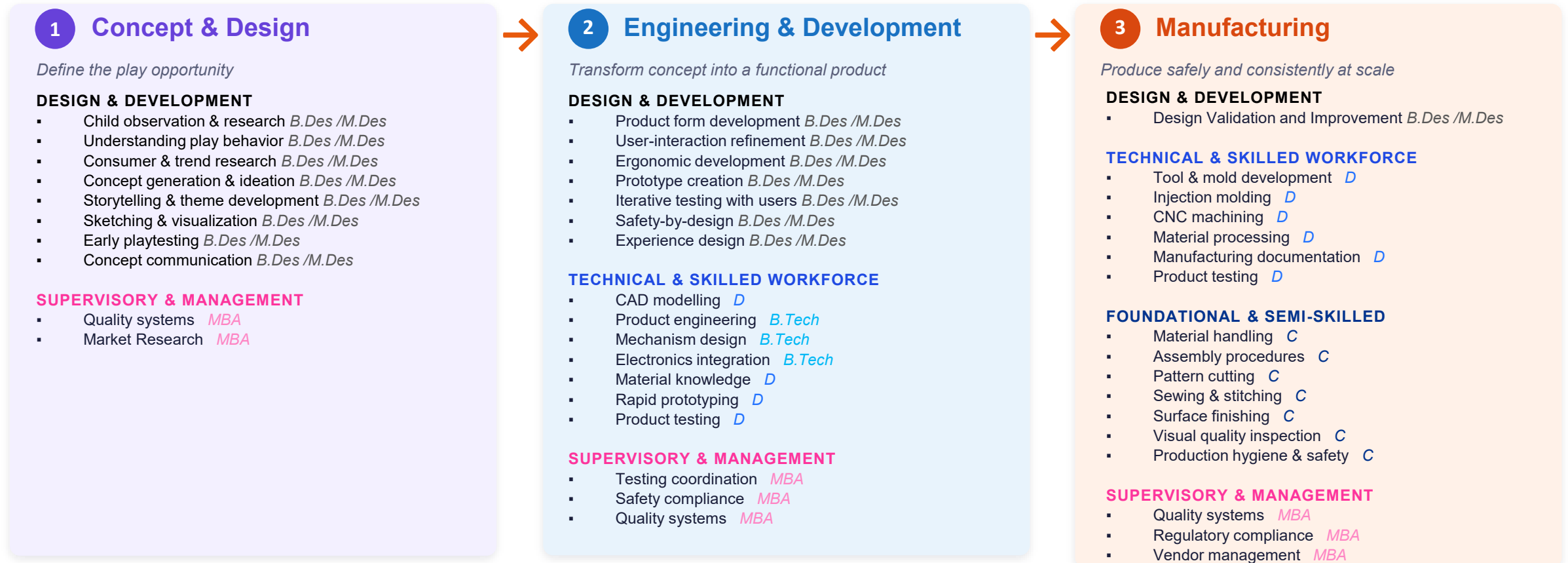
**These roles ensure efficient operations and market success.**

**Roles:** Production Supervisors, Quality Managers, Compliance Officers, Supply Chain Managers, Procurement Specialists, Product Managers, Brand Managers

**Skills:** Production planning, Quality systems, Regulatory compliance, Vendor management, Cost control, Team leadership, Market strategy

# Mapping of Skills across the Toy Value Chain (1/2)

Each stage of toy value chain, from concept and design to manufacturing, packaging and marketing, requires different skillsets.



## LEGEND

### COURSE LEVEL PER SKILL

- |                                                  |                                               |
|--------------------------------------------------|-----------------------------------------------|
| <b>C</b> Certificate (< 6 months – 1 year)       | <b>B.Tech</b> UG engineering degree (4 years) |
| <b>D</b> Diploma (> 6 months / 1 year – 2 years) | <b>M.Des</b> PG design degree (2–2.5 years)   |
| <b>B.Des</b> UG design degree (4 years)          | <b>MBA</b> PG management degree (2 years)     |

### WORKFORCE TIER

- |                                 |                               |
|---------------------------------|-------------------------------|
| ■ Design & Development          | ■ Foundational & Semi-Skilled |
| ■ Technical & Skilled Workforce | ■ Supervisory & Management    |

Note: Course level per skill are indicative and not exhaustive

Source: Stakeholder Consultations (Insights from a Faculty Member, Toy and Game Design Programme, National Institute of Design)

# Mapping of Skills across the Toy Value Chain (2/2)

Each stage of toy value chain, from concept and design to manufacturing, packaging and marketing, requires different skillsets.

## 4 Packaging

Communicate value and protect product

### DESIGN & DEVELOPMENT

- Graphic design *B.Des /M.Des*
- Packaging structure design *D*
- Visual communication *B.Des /M.Des*
- Product storytelling *B.Des /M.Des*

### FOUNDATIONAL & SEMI-SKILLED

- Packaging & labeling *C*
- Screen printing *C*
- Surface finishing *C*
- Visual quality inspection *C*



## 5 Marketing

Reach consumers and build demand

### DESIGN & DEVELOPMENT

- Graphic design *B.Des /M.Des*
- Character & story design *B.Des /M.Des*
- Brand identity design *B.Des /M.Des*
- Communication design *B.Des /M.Des*
- Product photography & content *C*
- Content development *B.Des /M.Des*

### SUPERVISORY & MANAGEMENT

- Branding & positioning *MBA*
- Market research *MBA*
- Digital marketing *MBA*
- Retail strategy *MBA*
- Consumer engagement *MBA*
- Managing Design and Product *MBA*

## LEGEND

### COURSE LEVEL PER SKILL

- C** Certificate (< 6 months – 1 year)
- D** Diploma (> 6 months / 1 year – 2 years)
- B.Des** UG design degree (4 years)

- B.Tech** UG engineering degree (4 years)
- M.Des** PG design degree (2–2.5 years)
- MBA** PG management degree (2 years)

### WORKFORCE TIER

- Design & Development
- Foundational & Semi-Skilled
- Technical & Skilled Workforce
- Supervisory & Management

Note: Course level per skill are indicative and not exhaustive

Source: Stakeholder Consultations (Insights from a Faculty Member, Toy and Game Design Programme, National Institute of Design)

# Distinct Skill Requirements Across Segments

*Each toy product segment may demand a distinct mix of material, engineering and design skills.*



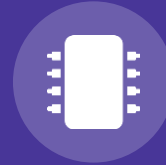
## Plush Toys

- Pattern making
- Fabric selection
- Stitching & sewing
- Embroidery
- Stuffing & finishing
- Accessory & safety compliance



## Plastic Toys

- CAD modelling
- Tool & mould design
- Injection moulding
- Material science
- Surface finishing
- Production engineering



## Electronic & Smart Toys

- PCB design & assembly
- Embedded systems
- Sensors & actuators
- Firmware integration
- Product testing
- Battery & electrical safety



## Board & Educational

- Play design
- Game mechanics
- Graphic design
- Instruction design
- Learning content
- Playtesting & iteration

# Building a Multidisciplinary Toy Design Workforce

*Toy design requires multidisciplinary effort combining play, product, engineering, communication, learning and business expertise. Companies that integrate these capabilities are more likely to create innovative, differentiated and globally competitive products.*



## Play Designers

*Designing the play experience itself*

Play behaviour · Play opportunities · Play interactions · Engagement loops · Playtesting

Makes the product genuinely engaging, enjoyable and meaningful.



## Industrial & Product Designers

*Designing the physical toy*

Product form development · Ergonomics · User interaction · Aesthetics · Prototyping

Transforms ideas into usable and manufacturable products.



## Game Designers

*Designing structured play systems*

Rules & mechanics · Challenge design · Progression systems · Balancing · Instruction design

Creates engaging gameplay for board, card, educational and hybrid products.



## Interaction Designers

*Designing user-product interactions*

Physical interactions · Digital interfaces · Smart-toy interactions · Connected & phygital design

Enhances engagement through physical and digital interactions.



## Graphic & Communication Designers

*Designing visual communication*

Packaging design · Branding · Instruction design · Product graphics · Marketing communication

Helps consumers understand, navigate and connect with brands.



## Learning & Educational Designers

*Designing learning-through-play experiences*

Educational content · Learning-objective mapping · Activity design · Curriculum alignment · Assessment

Ensures educational products effectively combine learning and play.



## Child Development Specialists

*Understanding children's growth and development*

Developmental milestone analysis · Child observation · Behaviour studies · Age-appropriateness · Research with children

Helps create products that are developmentally appropriate and safe.



## Content, Story & Character Designers

*Creating narratives and intellectual property*

Character creation · Story development · World building · Narrative design · Content creation

Builds emotional connection, brand value and long-term IP.



## Toy Engineers & Technical Designers

*Translating concepts into functional products*

Mechanism design · Product engineering · Electronics integration · CAD development · Manufacturing coordination

Bridges creativity and engineering so products work reliably.



## Material & Manufacturing Specialists

*Optimizing materials and production processes*

Material selection · Sustainability assessment · Tooling · Process optimization · Production scaling

Improves quality, safety, durability, manufacturability and cost.

# Sourcing of Skilled Workforce

*Skilled work force in the toy industry is recruited from a range of disciplines, including industrial design, product design, graphic design, interaction design, engineering, animation, education, psychology, and game design.*



## Design institutions

| INSTITUTION                                                                                   | RELEVANT AREAS                                     |
|-----------------------------------------------------------------------------------------------|----------------------------------------------------|
| National Institute of Design (NID)                                                            | Product, Toy & Game Design, Animation, Interaction |
| Indian Institute of Technology (IIT) - Bombay, Guwahati, Hyderabad, Delhi, Roorkee and Indore | Industrial & Product Design                        |
| National Institute of Fashion Technology (NIFT)                                               | Product & Communication Design                     |

*\* Many private institutes also offer courses in Industrial and Product Design, for instance, Shrishti Manipal, Symbiosis, MIT Design, UnitedWorld Institute of Design and others*

Professionals are typically hired from engineering institutes such as Central Institute of Petrochemicals Engineering & Technology (CIPET), National Institute of Technology (NITs), engineering colleges (*from Mechanical, Electronics, Manufacturing background*), National Institute of Electronics & Information Technology (NIELET) and Industrial Training Institutes (ITIs).

***A strong toy ecosystem depends on both design and engineering talent. The future growth of the Indian toy industry will rely on increasing collaboration between design institutions, engineering institutions, manufacturers, startups, and research centres to create innovative, safe, and globally competitive products.***

Note: List is indicative and not exhaustive

Source: Stakeholder Consultations (Insights from a Faculty Member, Toy and Game Design Programme, National Institute of Design)

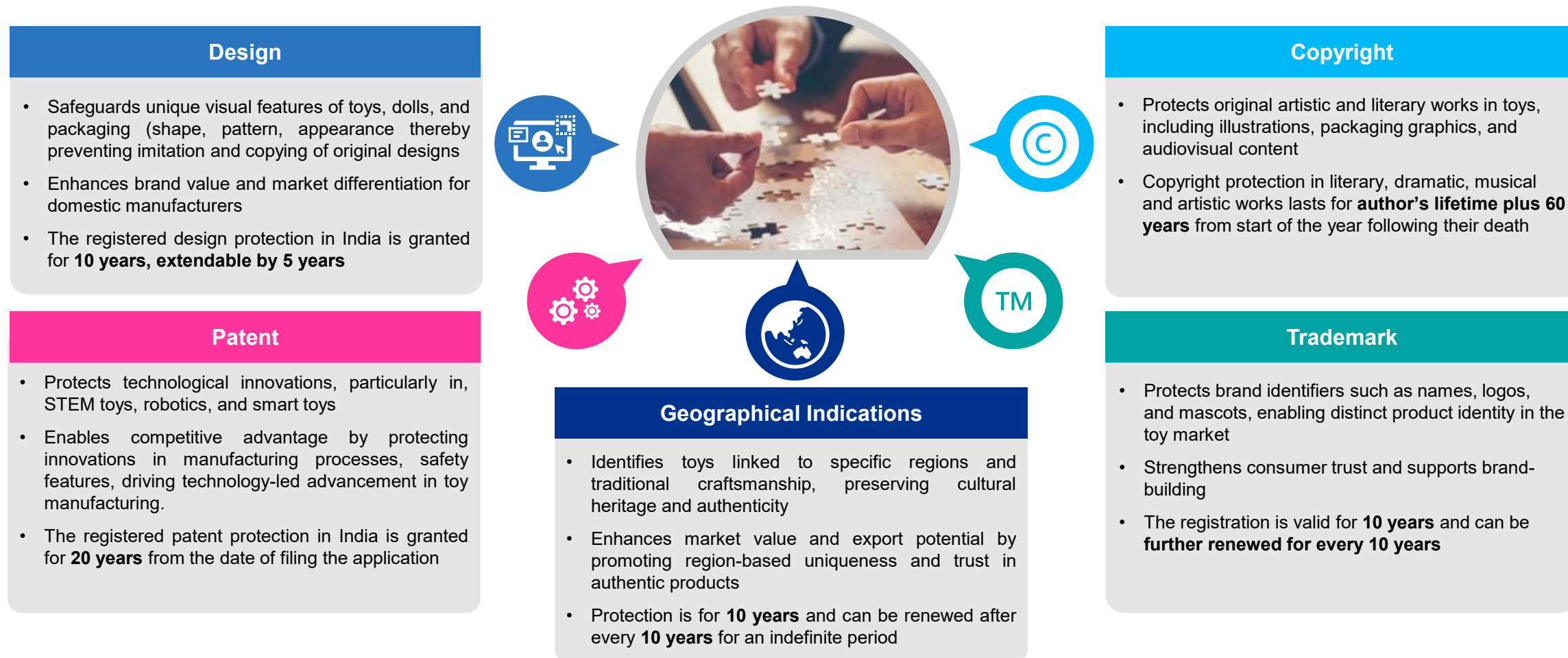
# Volume 3: Skill, Design and Product Development

- Chapter 1: Skill and Design Requirements
- Chapter 2: IP Protection Landscape



# IP Protection: Five-Pillar Framework for the Toy Sector

*For domestic toy manufacturers, a structured IP strategy is essential to protect product appearance, technology, branding and creative content, while supporting innovation, differentiation and scale.*



*A toy is often more than a physical product. Its commercial value may arise from its design, brand identity, characters, educational content, packaging, or innovative functionality. Different forms of intellectual property protect different elements of the toy value chain.*

# Freedom to Operate (FTO): An Essential Check Before Commercializing a Toy Product

*Before manufacturing, branding, licensing, or selling a toy product, businesses should assess whether their product may infringe the intellectual property rights of others. FTO helps identify and mitigate such risks prior to commercialization.*

## What is Freedom to Operate (FTO)

- Freedom to operate means you are free to use your product or service as you have planned, without incurring legal liability for this use
- Legal liability can arise from the unauthorized use of protected intellectual property (IP) owned by a third party

| FTO Assessment Areas | Example in Toy Sector                                     |
|----------------------|-----------------------------------------------------------|
| Patents              | Toy mechanisms, electronics, robotics, smart features     |
| Designs              | Shape, appearance, ornamentation                          |
| Trademarks           | Brand names, logos, product names, slogans                |
| Copyrights           | Characters, artwork, stories, software, packaging content |



## Failure to assess third-party rights may expose businesses to:

- Legal disputes and infringement claims
- Product recalls or market withdrawal
- Licensing costs after launch
- Delays in commercialization and exports
- Reputational and financial losses



## Key Questions Before Launching a Toy

- ✓ Is the toy design similar to an existing protected industrial design?
- ✓ Does any patented mechanism or technology form part of the product?
- ✓ Is the proposed brand name or logo already registered by other users?
- ✓ Are characters, artwork, stories, or graphics owned by another party?
- ✓ Have all necessary licenses and permissions been obtained?

**Conducting an appropriate IP due diligence or FTO assessment at the concept, design, or pre-launch stage can help toy businesses identify potential risks early and support smoother commercialization in domestic and international markets.**

# Government Initiatives to Strengthen Design & Innovation

*Government support measures enable toy start-ups, designers, licensors, and brands to protect and commercialize their innovations more effectively, while reducing the time, cost, and complexity associated with securing intellectual property rights.*

1

All the services of the Indian Intellectual Property Office are now **available online**

2

**Expedited examination under the amended patent rules** wherein start-ups and MSMEs will be able to register their patent in India at faster speed and much lower cost

3

Patent applications filed by female applicants are eligible for requesting **expedited examination**

4

**Complete online hearings have been introduced** to improve communication and reduce distance barriers, time & efforts of the applicant

5

**Automatic issuance of electronic patent certificate** by IP office has also been facilitated to promote ease of doing business. Inventor's certificate can be requested by inventors

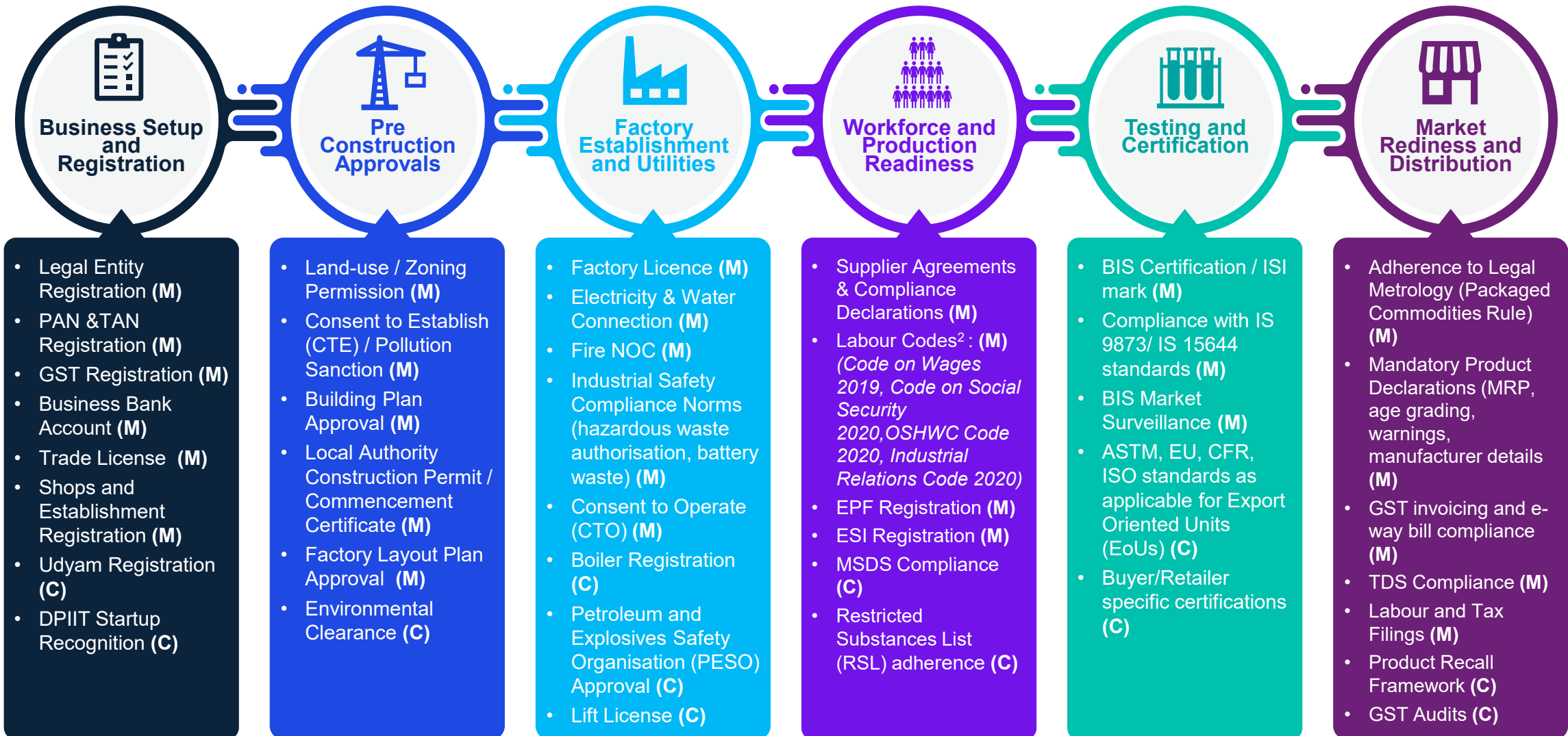
# Volume 4 : Toy Sector Compliance Requirements

- Chapter 1: End-to-End Compliance Mapping
- Chapter 2: Domestic: Standards, Testing and Quality Requirements
- Chapter 3: International: Standards, Testing and Quality Requirements

*Consolidates regulatory compliance applicable to toy companies to streamline setting up of business and on-going operations into a single reference*



# Toy Manufacturing Regulations & Process Compliance : An Overview



Note: 1. List is indicative and not exhaustive

2. The new Labour Codes came into effect in India on 21 November 2025, consolidating 29 existing central labour laws into four comprehensive codes.

3. Refer 'Key Website Links' for the list of relevant websites and application portals.

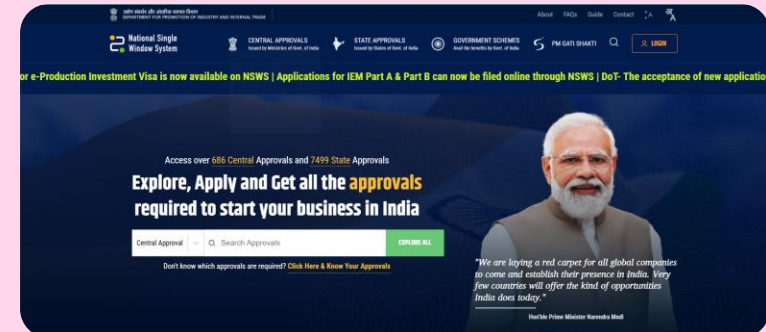
Source: Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# KYA Tool: Integrated Compliance and Approval Process via NSWS

The **Know Your Approvals (KYA) Tool** by **National Single Window System (NSWS)**, developed under the aegis of DPIIT, is an intelligent, questionnaire-based engine that captures project-specific inputs and, provides a single interface for identifying and facilitating access to over **600+ central and 7,000+ state-level approvals**. It generates a comprehensive, stage-wise approval roadmap enabling seamless identification of regulatory requirements, reducing ambiguity, and streamlining the end-to-end approval journey for manufacturers

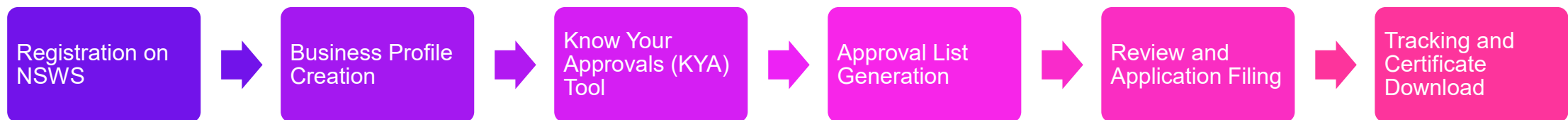
The KYA Tool enables the following **benefits**:

- Unified visibility of approvals
- End-to-end to compliance mapping
- Reduction in information asymmetry
- Reduced time and effort
- Enhanced transparency for investors



NSWS Home Screen

## Process Flow for Compliance Identification and Approvals on NSWS



Manufacturers may refer to the registration and business profile creation guide as well as the KYA tool user guide available on the NSWS portal (<https://www.nsws.gov.in/>), for a detailed understanding of the tool's functionality. The guideline outlines a step-by-step approach for identifying applicable approvals.

**Link to the registration and business profile creation guide:** [Registration and Business Profile User Guide:](#)

**Link to the KYA Tool User Guide:** [KYA Tool User Guide](#)

# Segment-wise Compliance(s) for Setting up Toy Manufacturing

Below is the snapshot of regulatory and compliance requirements across five toy manufacturing segments :

| Plush Toys                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Plastic Toys                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Wooden Toys                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Metal Toys                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Paper-based Toys<br>(Puzzles, Board, Card Games, Activity Sets)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Compliance with textile chemical restrictions (including azo dyes and formaldehyde limits)</li> <li>• Flammability testing</li> <li>• Fabric / material safety</li> <li>• MSDS/SDS for fabrics, dyes, and filling materials</li> <li>• Use of child-safe filling/ stuffing materials (polyfiber, foam, etc.)</li> <li>• Seam strength and small part testing</li> <li>• Tensile strength testing</li> <li>• Effluent Treatment Plant (ETP) Approval</li> <li>• Provision of dust and lint control systems</li> </ul> | <ul style="list-style-type: none"> <li>• Compliance with Plastic Waste Management Rules, including Extended Producer Responsibility (EPR)</li> <li>• CTE/ CTO for plastic processing unit/ operations</li> <li>• MSDS/SDS for polymers, additives, and colourants</li> <li>• Approvals for handling of hazardous chemicals (like polymers, additives, colourants)</li> <li>• Phthalates / heavy metal restrictions</li> <li>• Mechanical Safety and Chemical Testing</li> <li>• Control of air emissions (including VOCs) from moulding and processing units</li> </ul> | <ul style="list-style-type: none"> <li>• Compliance with chemical safety standards for paints, coatings, and varnishes</li> <li>• Forest/timber sourcing permissions</li> <li>• Consent to Establish / Consent to Operate for dust and emissions</li> <li>• Control of sawdust and particulate emissions</li> <li>• Procurement supported by timber transit permits and traceability documentation</li> <li>• Workplace safety compliance for woodworking machinery</li> </ul> | <ul style="list-style-type: none"> <li>• Consent to Establish / Consent to Operate for metal processing, machining, and electroplating activities</li> <li>• Hazardous waste management authorisation for metal scrap and coating residues</li> <li>• PESO approval for storage and handling of petroleum products, compressed gases, or explosives</li> <li>• Industrial safety compliance for machinery and fabrication processes</li> <li>• Approvals for electroplating and surface treatment chemicals</li> <li>• Installation of ventilation and fume extraction systems</li> </ul> | <ul style="list-style-type: none"> <li>• Compliance with safety norms for printing inks, dyes, and coatings</li> <li>• Consent to Establish / Consent to Operate for printing and processing units</li> <li>• Legal Metrology registration for packaged goods</li> <li>• Small parts testing</li> <li>• Age grading variation</li> <li>• MSDS/SDS compliance for inks, adhesives, and coatings</li> <li>• Procurement of paper from compliant and sustainable sources, where applicable</li> <li>• Management of wastepaper and printing residues</li> </ul> |

In addition to the segment-specific requirements outlined above, manufacturers are required to ensure full compliance with all applicable Central and State regulatory frameworks governing manufacturing, environmental protection, safety, and labour standards

# Volume 4 : Toy Sector Compliance Requirements

- Chapter 1: End-to-End Compliance Mapping
- Chapter 2: Domestic: Standards, Testing and Quality Requirements
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# Quality & Conformity Assessment: Understanding the need and procedure

## Product Certification and its Importance

- *Product certification is the **process of verifying** that a product*
  - *Meets specific **regulatory, safety, and quality** standards*
  - *Meets specific **performance standards***
  - *Assures consumers that the product functions correctly and will **not cause harm***
- *An accredited third-party organization rigorously tests and evaluates the item, granting a **certificate and a mark of conformity** if it passes.*
- ***Product certification ensures safety, quality, and regulatory compliance, building trust among consumers and stakeholders.***

## Key Safety and Quality Tests for Toys



### Physical and Mechanical

Ensures toys are structurally safe with **no sharp edges, small detachable parts, or injury risks** during use



### Electrical Safety

Verifies that electrical toys (battery-operated, plug-in) do **not pose risks of shock, overheating, or fire**



### Chemical

Checks that materials used in toys are **free from harmful substances** like **lead, phthalates, and toxic chemicals**



### Flammability

Ensures toys and materials **do not ignite easily or spread fire quickly** when exposed to flames



### Hygiene & Workmanship

Confirms **toys are clean, well-finished, and manufactured without defects** that could harm children



### RoHS, REACH etc.

Ensures compliance with international regulations restricting hazardous substances and **ensuring chemical safety**



### Risk Assessment

Evaluates **potential hazards** across design, use, and misuse to **ensure overall child safety**

# Toy Certification: Domestic Landscape

## Quality Control Order for Toys

- India regulates toy safety through the **Toys (Quality Control) Order, 2020, issued by DPIIT, Ministry of Commerce & Industry**. It applies to toys or materials designed/intended for play by **children under 14 years** of age.
- Toys covered by the order must conform to Indian Standards and bear the BIS Standard Mark / ISI Mark under a BIS licence, as per **Scheme-I of Schedule-II of BIS Conformity Assessment Regulations, 2018**.
- Goods meant **only for export are excluded** from the QCO.
- BIS certification is mandatory for:
  - ✓ A **domestic manufacturer** of toys in India.
  - ✓ A **foreign manufacturer exporting** toys to India.
  - ✓ An importer sourcing toys from abroad: Practically, the foreign manufacturer must hold the BIS licence; **importers/traders cannot obtain the licence** in their own name for products manufactured elsewhere.
  - ✓ A **separate licence is generally needed for each factory location** and for each broad category, i.e., electric toys and non-electric toys etc.

# BIS Toy Certification : Grant of License & Testing Facilities

Product certification for toys is mandatory in India due to the Quality Control Order (QCO), which ensures that all toys shall comply with BIS safety standards.



## Toy BIS Certification Process

- Classify the toy as Electric or Non-Electric and identify applicable standards (IS 9873 series / IS 15644)
- BIS Scheme-I for domestic manufacturers and FMCS for foreign manufacturers.
- Submit application through the BIS Manakonline Portal BIS conducts document scrutiny and factory inspection/audit
- Samples are tested in BIS-recognized laboratories
- Upon successful evaluation, BIS grants the licence
- Licensed products can bear the ISI Mark and are subject to ongoing surveillance and compliance requirements.

*The detailed procedure for obtaining the BIS certification is provided in Annexure*

## BIS Recognized Labs

- The list of testing laboratories recognized/accredited by BIS, along with their available test facilities (Lab-wise and IS-wise), is specified at BIS - LIMS (Laboratory Information Management System)
- The LIMS portal can be accessed through the following link:  
[https://lims.bis.gov.in/home/search\\_labs/](https://lims.bis.gov.in/home/search_labs/)
- The information regarding the location of the labs along with the detailed testing charges is given in the portal.

# Toy Certification: Domestic Landscape

## Indian Standards covered under Quality Control Order for Toys, 2020

The Toys shall conform to the **corresponding Indian Standards** and shall bear the Standard Mark under a licence from the Bureau of Indian Standards as per Scheme-I of Schedule-II of BIS (Conformity Assessment) Regulations, 2018.

| Indian Standard No.            | Title of the Indian Standard                                                                               |
|--------------------------------|------------------------------------------------------------------------------------------------------------|
| <b>IS 9873 (Part 1) : 2018</b> | Safety of Toys Part I Safety Aspects Related to Mechanical and Physical Properties.                        |
| <b>IS 9873 (Part 2) : 2017</b> | Safety of Toys Part 2 Flammability.                                                                        |
| <b>IS 9873 (Part 3) : 2017</b> | Safety Requirements for Toys Part 3 Migration of Certain Elements.                                         |
| <b>IS 9873 (Part 4) : 2017</b> | Safety of Toys Part 4 Swings, Slides and Similar Activity Toys for Indoor and Outdoor Family Domestic Use. |
| <b>IS 9873 (Part 7) : 2017</b> | Safety of Toys Part 7 Requirements and Test Methods for Finger Paints.                                     |
| <b>IS 9873 (Part 9) : 2017</b> | Safety of Toys Part 9 Certain Phthalates Esters in Toys                                                    |
| <b>IS 15644: 2006</b>          | Safety of Electric Toys.                                                                                   |

| Grouping Guidelines                                                                                                                                                                                 |                  |                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------|
| Toys are classified as <b>Electric</b> or <b>Non-Electric</b> . Certification is based on the applicable primary standard, while relevant secondary standards determine the scope of safety testing |                  |                                         |
| Type                                                                                                                                                                                                | Primary Standard | Secondary Standards                     |
| <b>Non-Electric Toys</b>                                                                                                                                                                            | IS 9873 Part 1   | IS 9873 Parts 2, 3, 4, 7, 9, 10 & 11    |
| <b>Electric Toys</b>                                                                                                                                                                                | IS 15644         | IS 9873 Parts 1, 2, 3, 4, 7, 9, 10 & 11 |

# Categorization of Toys

BIS has further classified toys into 7 primary categories, further divided into 146 sub-categories for Indian Standards applicability.

| BIS category | Segment description                                 | No. of sub-categories | Typical examples                                                                                                          | Base applicable standard                                                                                                     |
|--------------|-----------------------------------------------------|-----------------------|---------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>A</b>     | Toys for <b>sensorimotor activities — first age</b> | <b>32</b>             | Rattles, teethingers, crib toys, playmats, bath toys, simple dolls, soft animals, stacking toys, shape sorters, push/pull | IS 9873 Part 1; plus Parts 2, 3, 9 as material-relevant.                                                                     |
| <b>B</b>     | Toys for <b>physical activities</b>                 | <b>23</b>             | Balls, ride-ons, tricycles, scooters, swings, slides, climbing toys, inflatable                                           | IS 9873 Part 1; plus other relevant parts as applicable                                                                      |
| <b>C</b>     | Toys for <b>intellectual activities</b>             | <b>20</b>             | Puzzles, blocks, construction sets, learning toys, sorting/matching toys                                                  | IS 9873 Part 1; Part 3 for coatings/material migration; Part 9 for plasticized accessible parts.                             |
| <b>D</b>     | Toys that reproduce the <b>technical world</b>      | <b>12</b>             | Toy vehicles, trains, boats, planes, machines, construction/technical replicas, mechanical toys                           | Non-electric toys: IS 9873 Part 1;<br>Electric/functional electrical toys: IS 15644 and IS 9873 applicable parts.            |
| <b>E</b>     | Toys for development of <b>feelings and empathy</b> | <b>23</b>             | Dolls, doll accessories, plush animals, puppets, pretend-care sets                                                        | IS 9873 Part 1; Part 2 strongly relevant for plush/textile; Part 3/9 as applicable.                                          |
| <b>F</b>     | Toys for <b>creative activities</b>                 | <b>21</b>             | Art/craft toys, modelling clay, paints, finger paints, crayons, drawing sets                                              | IS 9873 Part 1; Part 7 for finger paints; Part 3 for migration of elements; Parts 10/11 may apply to chemistry/chemical sets |
| <b>G</b>     | Toys for <b>social relationships</b>                | <b>15</b>             | Role-play toys, pretend kitchen/doctor/shop sets, costumes                                                                | IS 9873 Part 1; Part 2 for costumes/textile; Part 3/9 as applicable; IS 15644 if electric function exists                    |

The list of testing laboratories recognized/accredited by BIS, along with their available test facilities (Lab-wise and IS-wise), is specified at [BIS - LIMS \(Laboratory Information Management System\)](https://lms.bis.gov.in/home/search_labs/) portal and can be accessed through [https://lms.bis.gov.in/home/search\\_labs/](https://lms.bis.gov.in/home/search_labs/)

# Regulatory Relaxations & Industry Support under Toys (QCO) Amendments (1/5)

The Government has supported the toy industry by introducing targeted regulatory relaxations through amendments, reducing compliance burden while promoting innovation, traditional sectors, and ease of doing business.

1

## R&D Enablement & Ease of Compliance

2

Support to Artisans & GI-Tagged Products

3

Testing Flexibility through BIS-Recognised Labs

4

Alignment with International Standards

5

Grouping-Based Certification

## Regulatory relaxation for R&D and Ease of Compliance

*Vide S.O. 4277(E) dated 30th September 2022, the Government has allowed:*

- Import of up to 300 toy units per financial year (maximum 5 samples per type) for research & development purposes by BIS-certified manufacturers or applicants.

## These imports are exempt from QCO requirements, subject to:

- No commercial sale
- Disposal as scrap after use;
- Maintenance of year-wise records and submission of declaration to DPIIT.

## Support Impact

- Promotes innovation and product development.
- Facilitates ease of doing business and smoother transition to compliance.
- Enables access to global samples and technology without regulatory burden.

# Regulatory Relaxations & Industry Support under Toys (QCO) Amendments (2/5)

The Government has supported the toy industry by introducing targeted regulatory relaxations through amendments, reducing compliance burden while promoting innovation, traditional sectors, and ease of doing business.

1

R&D Enablement & Ease of Compliance

2

**Support to Artisans & GI-Tagged Products**

3

Testing Flexibility through BIS-Recognised Labs

4

Alignment with International Standards

5

Grouping-Based Certification

## Support to Artisans and GI tagged products

*Vide notification S.O. 4514(E) dated 11th December 2020, exemption from mandatory registration has been provided to:*

- Toys manufactured and sold by artisans registered under the Office of DC (Handicrafts) (Development Commissioner, Handicrafts),
- Toys produced by registered proprietors and authorized users of GI-tagged products.

## Support Impact

- Protects traditional and handicraft sectors.
- Promotes GI-tagged indigenous toy products.
- Supports rural livelihoods, cultural heritage, and local industry.

# Regulatory Relaxations & Industry Support under Toys (QCO) Amendments (3/5)

The Government has supported the toy industry by introducing targeted regulatory relaxations through amendments, reducing compliance burden while promoting innovation, traditional sectors, and ease of doing business.

1

R&D Enablement & Ease of Compliance

2

Support to Artisans & GI-Tagged Products

3

**Testing Flexibility through BIS-Recognised Labs**

4

Alignment with International Standards

5

Grouping-Based Certification

## Testing Flexibility through BIS recognized Labs

*Government has provided the flexibility to test the samples from BIS recognized laboratories:*

- Certain tests can be outsourced to BIS recognized labs.
- There is no need to maintain inhouse labs for testing of toys.

## Support Impact

- Reduces need for high investment in in-house labs.
- Supports MSMEs and new manufacturers.

# Regulatory Relaxations & Industry Support under Toys (QCO) Amendments (4/5)

The Government has supported the toy industry by introducing targeted regulatory relaxations through amendments, reducing compliance burden while promoting innovation, traditional sectors, and ease of doing business.

1

R&D Enablement & Ease of Compliance

2

Support to Artisans & GI-Tagged Products

3

Testing Flexibility through BIS-Recognised Labs

4

**Alignment with International Standards**

5

Grouping-Based Certification

## Alignment with International Standards

- Indian standards for toys are aligned with international standards, such as ISO/IEC, ASTM and EN standards. BIS has adopted ISO 8124 series with a degree of equivalence as 'Identical under dual numbering'.
- The requirements as specified in Indian Standards are aligned with International Standards.

## Support Impact

- Facilitates global competitiveness.
- Helps Indian manufacturers align with international requirements for exports.

# Regulatory Relaxations & Industry Support under Toys (QCO) Amendments (5/5)

The Government has supported the toy industry by introducing targeted regulatory relaxations through amendments, reducing compliance burden while promoting innovation, traditional sectors, and ease of doing business.

1

R&D Enablement & Ease of Compliance

2

Support to Artisans & GI-Tagged Products

3

Testing Flexibility through BIS-Recognised Labs

4

Alignment with International Standards

5

**Grouping-Based Certification**

## Grouping Guidelines by BIS

- Certification can be granted based on testing of representative samples only, instead of testing every individual model.
- BIS has allowed grouping of similar toy models into a “series” based on:
  - a) Similar design (in terms of safety compliance requirements)
  - b) Same material (same base material, dyes, pigments)
  - c) Same sub-category

## Support Impact

- Significantly reduces testing cost, time, and duplication.
- Provides clarity and predictability in certification requirements.
- Supports manufacturers with multiple product variants, enabling efficient scaling.

# Volume 4 : Toy Sector Compliance Requirements

- Chapter 1: End-to-End Compliance Mapping
- Chapter 2: Domestic: Standards, Testing and Quality Requirements
- Chapter 3: International: Standards, Testing and Quality Requirements



# International: Standards, Testing and Quality Requirements

*Understanding export market-specific certification requirements is essential for ensuring global regulatory compliance and seamless market entry.*

## Overview: Mandatory Toy Safety Regulations, Certifications, and Compliance Requirements across Key Global Import Markets

| Top Importers | Mandatory regulation / standard                                                                           | Mandatory mark / certificate                                                                              | Source for more details                                                                                                         |
|---------------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| US            | Consumer Product Safety Improvement Act (CPSIA), ASTM F963, 16CFR 1250                                    | Children's Product Certificate (CPC)                                                                      | <a href="https://www.cpsc.gov">https://www.cpsc.gov</a>                                                                         |
| Germany       | Toy Safety Directive 2009/48/EC, EN 71 series, REACH                                                      | CE marking, Declaration of Conformity (DoC)                                                               | <a href="https://ec.europa.eu">https://ec.europa.eu</a> ,<br><a href="http://www.legislation.gov.uk">www.legislation.gov.uk</a> |
| Japan         | Japan Food Sanitation Law (JFSL) and Japanese Consumer Product Safety Act (CPSA)                          | Safety Toy (ST Mark), JFSL Test Report                                                                    | <a href="http://www.mhlw.go.jp">www.mhlw.go.jp</a>                                                                              |
| UK            | UK Toys (Safety) Regulations 2011, EN71, UK Conformity Assessed (UKCA) requirements (where applicable)    | UKCA                                                                                                      | Toys Regulations; UKCA/CE guidance<br><a href="http://www.gov.uk">www.gov.uk</a>                                                |
| Canada        | Canada Consumer Product Safety Act (CCPSA), Toys Regulations SOR/2011-17, ASTM F963 (commonly referenced) | UKCA Mark / CE Mark (accepted for certain categories during transition period), Declaration of Conformity | Health Canada Toys Regulations;<br><a href="http://www.canada.ca">www.canada.ca</a>                                             |

# International: Standards, Testing and Quality Requirements

*Understanding export market-specific certification requirements is essential for ensuring global regulatory compliance and seamless market entry.*

## Overview: Accredited testing laboratory in India and tentative testing timelines

| Top Importers  | Accredited Third Party Labs                                                                                                                                                                                                                                                              | Tentative Testing Time | Source for more details                                                                                                                                                                                                                                        |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>US</b>      | <ul style="list-style-type: none"> <li>• Intertek India Pvt. Ltd., Gurugram</li> <li>• Bureau Veritas Consumer Products Services India Pvt. Ltd., Bengaluru</li> <li>• Eurofins Product Testing India Pvt. Ltd., Gurugram</li> <li>• Alpha Test House Pvt. Ltd., Bahadurgarh.</li> </ul> | 2-4 weeks              | <a href="http://www.intertek.com">www.intertek.com</a><br><a href="http://www.bureauveritas.co.in">www.bureauveritas.co.in</a><br><a href="http://www.Eurofins.com">www.Eurofins.com</a><br><a href="http://www.alphatesthouse.com">www.alphatesthouse.com</a> |
| <b>Germany</b> | <ul style="list-style-type: none"> <li>• SGS India Manesar/Gurugram and Bengaluru</li> <li>• Intertek India testing lab covering DIN EN 71 for Germany.</li> </ul>                                                                                                                       | 4-6 weeks              | <a href="http://www.sgs.com">www.sgs.com</a><br><a href="http://www.intertek.com">www.intertek.com</a>                                                                                                                                                         |
| <b>Japan</b>   | <ul style="list-style-type: none"> <li>• Intertek India</li> </ul>                                                                                                                                                                                                                       | 2-4 weeks              | <a href="http://www.intertek.com">www.intertek.com</a>                                                                                                                                                                                                         |
| <b>UK</b>      | <ul style="list-style-type: none"> <li>• Intertek India</li> <li>• SGS India</li> </ul>                                                                                                                                                                                                  | 4-6 weeks              | <a href="http://www.intertek.com">www.intertek.com</a><br><a href="http://www.sgs.com">www.sgs.com</a>                                                                                                                                                         |
| <b>Canada</b>  | <ul style="list-style-type: none"> <li>• Intertek India</li> </ul>                                                                                                                                                                                                                       | 4-6 weeks              | <a href="http://www.intertek.com">www.intertek.com</a>                                                                                                                                                                                                         |

*Note:*

1. Testing timelines provided are indicative and may vary from time to time based on regulatory updates and laboratory capacity. Actual testing duration depends on the toy category, design complexity, materials, and applicable testing requirements
2. The list of third-party testing laboratories is for reference only and is subject to change; users should verify the latest approved laboratories before testing.
3. The timeline provided above is indicative only and can vary on case-to-case basis.

# Volume 5 : Export Promotion & Market Readiness

- Chapter 1: Global Market Opportunity Assessment
- Chapter 2: Global Market Entry Toolkit
- Chapter 3: Customers Landscape
- Chapter 4: Calendar of Major Trade Fairs and Summits

***Facilitate global market expansion by providing market intelligence, export readiness tools, prospective customer insights, and access to international business opportunities***



# Focus Top 10 Global Import Markets

Potential for India to promote exports of Toys products to Top 10 focus countries worth USD 71.08 Bn where the gap between Partner countries imports and India's exports accounted for USD 70.78 Bn in 2025.

| Partner Country | Partner country's demand (USD Bn) (2025) | India's supply (USD Bn) (2025) | Demand Supply Gap (USD Bn) | Share in Gap (%) |
|-----------------|------------------------------------------|--------------------------------|----------------------------|------------------|
| US              | 28.2                                     | 0.199                          | 28.0                       | 39.6%            |
| Germany         | 8.3                                      | 0.017                          | 8.3                        | 11.8%            |
| Japan           | 6.3                                      | 0.002                          | 6.3                        | 8.9%             |
| UK              | 6.1                                      | 0.028                          | 6.1                        | 8.6%             |
| France          | 4.9                                      | 0.007                          | 4.9                        | 7.0%             |
| Canada          | 3.9                                      | 0.008                          | 3.9                        | 5.5%             |
| Poland          | 3.8                                      | 0.013                          | 3.8                        | 5.4%             |
| Netherlands     | 3.4                                      | 0.015                          | 3.4                        | 4.7%             |
| Spain           | 3.2                                      | 0.005                          | 3.2                        | 4.5%             |
| Australia       | 2.5                                      | 0.008                          | 2.5                        | 3.6%             |
| <b>Total</b>    | <b>71.08</b>                             | <b>0.30</b>                    | <b>70.78</b>               |                  |

1

**US, Germany, Japan and UK** are the largest contributor to the Demand-Supply Gap, accounting for over 69% of the USD 48.8 Bn gap.

2

**France, Canada and Poland** contributes to 18% of the Demand-Supply Gap and the import value for these products in the 4 markets is valued at USD 12.76 Bn.

3

**Netherlands, Spain, Australia** collectively account for approximately 12.9%, offering India the opportunity to increase exports valued USD 9.17 Bn in these 3 markets.

Note: Share in Gap is calculated as the Difference between Partner Country's Demand (Imports) and India's Supply (Exports) relative to the total Demand-Supply Gap for the Top 10 focus Global Importing countries

Source: ITC Trade Map

# Top Imported Products Across Markets

Top three products (highlighted in green) account for USD 60.8 Bn of the total USD 70.7 Bn untapped potential across the top 10 importing countries in 2025

Cells (highlighted in blue) indicate products with >USD 1 Bn opportunity in the respective markets.

## Products-wise Demand-Supply Gap Analysis (USD Bn, 2025)

| Top Products     | Products Description                                                                                | US   | Germany | Japan | UK    | France | Canada | Poland | Netherlands | Spain | Australia | Total Gap |
|------------------|-----------------------------------------------------------------------------------------------------|------|---------|-------|-------|--------|--------|--------|-------------|-------|-----------|-----------|
| 950300           | Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys       | 14.6 | 4.4     | 3.2   | 3.2   | 2.6    | 1.8    | 2.2    | 2           | 1.4   | 1.3       | 36.9      |
| 950450           | Video game consoles and machines (excl. operated by any means of payment)                           | 6.7  | 2.5     | 2.7   | 1.7   | 1.4    | 0.91   | 1.3    | 0.6         | 1.2   | 0.57      | 19.6      |
| 950510           | Christmas articles (excl. candles and electric lighting sets, natural Christmas trees and Christmas | 2.8  | 0.2     | 0.03  | 0.32  | 0.16   | 0.27   | 0.076  | 0.23        | 0.078 | 0.13      | 4.3       |
| 950590           | Festival, carnival or other entertainment articles, incl. conjuring tricks and novelty jokes,       | 1.4  | 0.15    | 0.02  | 0.18  | 0.097  | 0.14   | 0.045  | 0.11        | 0.085 | 0.038     | 2.3       |
| 950490           | Tables for casino games, automatic bowling alley equipment, and other funfair, table or parlour     | 1.1  | 0.4     | 0.17  | 0.35  | 0.28   | 0.35   | 0.13   | 0.27        | 0.15  | 0.11      | 3.3       |
| 950430           | Games with screens, flipper and other games, operated by coins, banknotes, bank cards, tokens       | 0.82 | 0.11    | 0.09  | 0.19  | 0.088  | 0.25   | 0.03   | 0.024       | 0.19  | 0.22      | 2.0       |
| 950440           | Playing cards                                                                                       | 0.48 | 0.5     | 0.04  | 0.24  | 0.31   | 0.18   | 0.065  | 0.14        | 0.077 | 0.11      | 2.1       |
| 950420           | Billiards of all kinds and accessories                                                              | 0.07 | 0.01    | 0.004 | 0.025 | 0.01   | 0.01   | 0.003  | 0.008       | 0.005 | 0.009     | 0.2       |
| Country Wise Gap |                                                                                                     | 28.2 | 8.3     | 6.3   | 6.2   | 4.9    | 3.9    | 3.8    | 3.4         | 3.2   | 2.6       | 70.7      |

Note: Share in Gap is calculated as the Difference between Partner Country's Demand (Imports) and India's Supply (Exports) relative to the total Demand-Supply Gap for the importing products.

Source: ITC Trade Map

# Tariff Applicable to Indian Toy Exports Across Key Market

India manufacturers have zero-duty access across most of the key toy import-market

## Product-wise Tariffs Analysis for Top 10 Countries

| Top Products | Products Description                                                                                | US                                   | Germany                 | Japan                   | UK                      | France                  | Canada               | Poland                  | Netherlands             | Spain                   | Australia               |
|--------------|-----------------------------------------------------------------------------------------------------|--------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|----------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| 950300       | Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys       | <b>10%</b><br>(MFN: 0%,<br>TIS: 10%) | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>MFN: 0% | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  |
| 950450       | Video game consoles and machines (excl. operated by any means of payment)                           | <b>10%</b><br>(MFN: 0%,<br>TIS: 10%) | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>MFN: 0% | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  |
| 950510       | Christmas articles (excl. candles and electric lighting sets, natural Christmas trees and Christmas | <b>10%</b><br>(MFN: 0%,<br>TIS: 10%) | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(CEPA: 0%) | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>MFN: 0% | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  |
| 950590       | Festival, carnival or other entertainment articles, incl. conjuring tricks and novelty jokes,       | <b>10%</b><br>(MFN: 0%,<br>TIS: 10%) | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>(CEPA: 0%) | <b>0%</b><br>(DCTS: 0%) | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>MFN: 0% | <b>0%</b><br>GSPT: 0%)  | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>(ECTA: 0%) |
| 950490       | Tables for casino games, automatic bowling alley equipment, and other funfair, table or parlour     | <b>10%</b><br>(MFN: 0%,<br>TIS: 10%) | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>MFN: 0% | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  |
| 950430       | Games with screens, flipper and other games, operated by coins, banknotes, bank cards, tokens       | <b>10%</b><br>(MFN: 0%,<br>TIS: 10%) | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>MFN: 0% | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(ECTA: 0%) |
| 950440       | Playing cards                                                                                       | <b>10%</b><br>(MFN: 0%,<br>TIS: 10%) | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>(CEPA: 0%) | <b>0%</b><br>(DCTS: 0%) | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>MFN: 0% | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>(GSPT: 0%) | <b>0%</b><br>(ECTA: 0%) |
| 950420       | Billiards of all kinds and accessories                                                              | <b>10%</b><br>(MFN: 0%,<br>TIS: 10%) | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>MFN: 0% | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(MFN: 0%)  | <b>0%</b><br>(ECTA: 0%) |

Note: MFN: Most Favoured Nations & TIS:Temporary Import Surcharge (from Feb 2026)  
GSPT: Generalized System of Preferences Tariffs  
ECTA: India-Australia Economic Cooperation and Trade Agreement  
CEPA: Comprehensive Economic Partnership Agreements & Developing Countries Trading Scheme Standards (DCTS)  
Source: India Trade Portal and ITC Market Access Map

# India's Comparative Tariff Advantage in Toys

Compared to other major toy exporting nations, India has a comparative tariff advantage across various products (highlighted in green) among the targeted export markets

## Comparative Assessment of tariffs applied to India, China, and Vietnam across leading import markets

| Tariffs Applied by Countries | 950510<br>Christmas articles (excl. candles and electric lighting sets) | 950430<br>Games with screens, flipper and other games | 950420<br>Billiards of all kinds and accessories | 950300<br>Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys | 950450<br>Video game consoles and machines  | 950590<br>Festival, carnival or other entertainment articles, | 950490<br>Tables for casino games, automatic bowling alley equipment, and other funfair, table or parlour | 950440<br>Playing cards                     |
|------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------|---------------------------------------------------------------------------------------------------------|---------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|---------------------------------------------|
| US                           | India (10%)<br>China (17.5%)<br>Vietnam (10%)                           | India (10%)<br>China (17.5%)<br>Vietnam (10%)         | India (10%)<br>China (17.5%)<br>Vietnam (10%)    | India (10%)<br>China (10%)<br>Vietnam (10%)                                                             | India (10%)<br>China (10%)<br>Vietnam (10%) | India (10%)<br>China (10%)<br>Vietnam (10%)                   | India (10%)<br>China (10%)<br>Vietnam (10%)                                                               | India (10%)<br>China (10%)<br>Vietnam (10%) |
| Germany                      | India (0%)<br>China (0%)<br>Vietnam (0%)                                | India (0%)<br>China (0%)<br>Vietnam (0%)              | India (0%)<br>China (0%)<br>Vietnam (0%)         | India (0%)<br>China (0%)<br>Vietnam (0%)                                                                | India (0%)<br>China (0%)<br>Vietnam (0%)    | India (0%)<br>China (2.7%)<br>Vietnam (0%)                    | India (0%)<br>China (0%)<br>Vietnam (0%)                                                                  | India (0%)<br>China (2.7%)<br>Vietnam (0%)  |
| Japan                        | India (0%)<br>China (1.7%)<br>Vietnam (0%)                              | India (0%)<br>China (0%)<br>Vietnam (0%)              | India (0%)<br>China (0%)<br>Vietnam (0%)         | India (0%)<br>China (0%)<br>Vietnam (0%)                                                                | India (0%)<br>China (0%)<br>Vietnam (0%)    | India (0%)<br>China (1.7%)<br>Vietnam (0%)                    | India (0%)<br>China (0%)<br>Vietnam (0%)                                                                  | India (0%)<br>China (0%)<br>Vietnam (0%)    |
| UK                           | India (0%)<br>China (0%)<br>Vietnam (0%)                                | India (0%),<br>China (0%),<br>Vietnam (0%)            | India (0%)<br>China (0%)<br>Vietnam (0%)         | India (0%)<br>China (0%)<br>Vietnam (0%)                                                                | India (0%)<br>China (0%)<br>Vietnam (0%)    | India (0%)<br>China (0%)<br>Vietnam (0%)                      | India (0%)<br>China (0%)<br>Vietnam (0%)                                                                  | India (0%)<br>China (0%)<br>Vietnam (0%)    |

Note: TIS: Temporary Import Surcharge (from Feb 2026)

PF: Preferential Tariffs

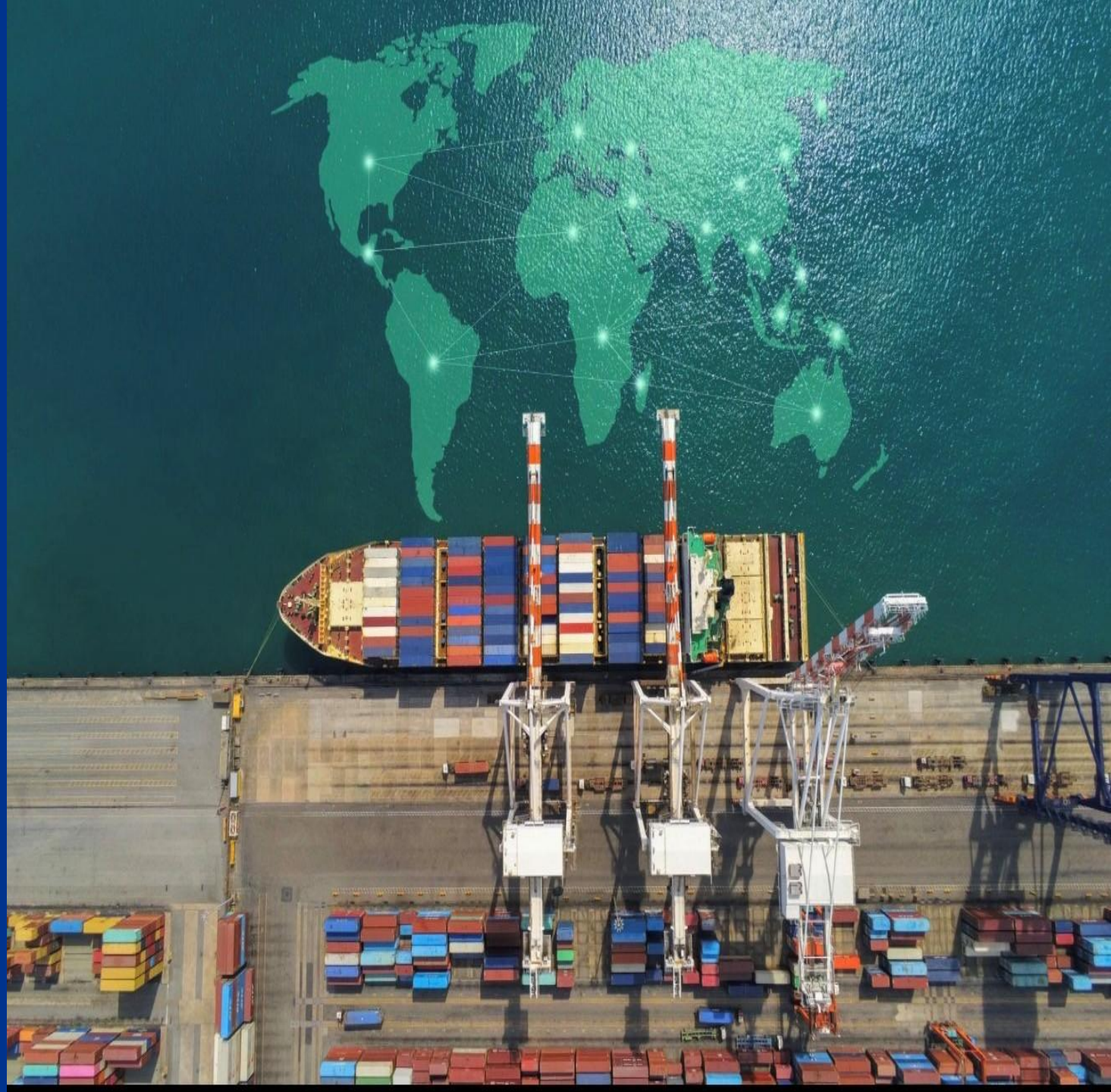
CETA: Comprehensive economic and trade agreement, Comprehensive economic partnership agreement (CEPA) & Regional Comprehensive economic partnership (RCEP)

Products highlighted in green indicate markets where India holds a tariff advantage relative to competing suppliers such as China and Vietnam

Source: India Trade Portal and ITC Market Access Map. It provide detailed product-wise and country-specific information on tariff structures.

# Volume 5 : Export Promotion & Market Readiness

- Chapter 1: Global Market Opportunity Assessment
- Chapter 2: Global Market Entry Toolkit
- Chapter 3: Customers Landscape
- Chapter 4: Calendar of Major Trade Fairs and Summits



# Global Market Entry Toolkit

A step-by-step guide to help exporters navigate the complete export journey, from business establishment to market entry and product delivery.

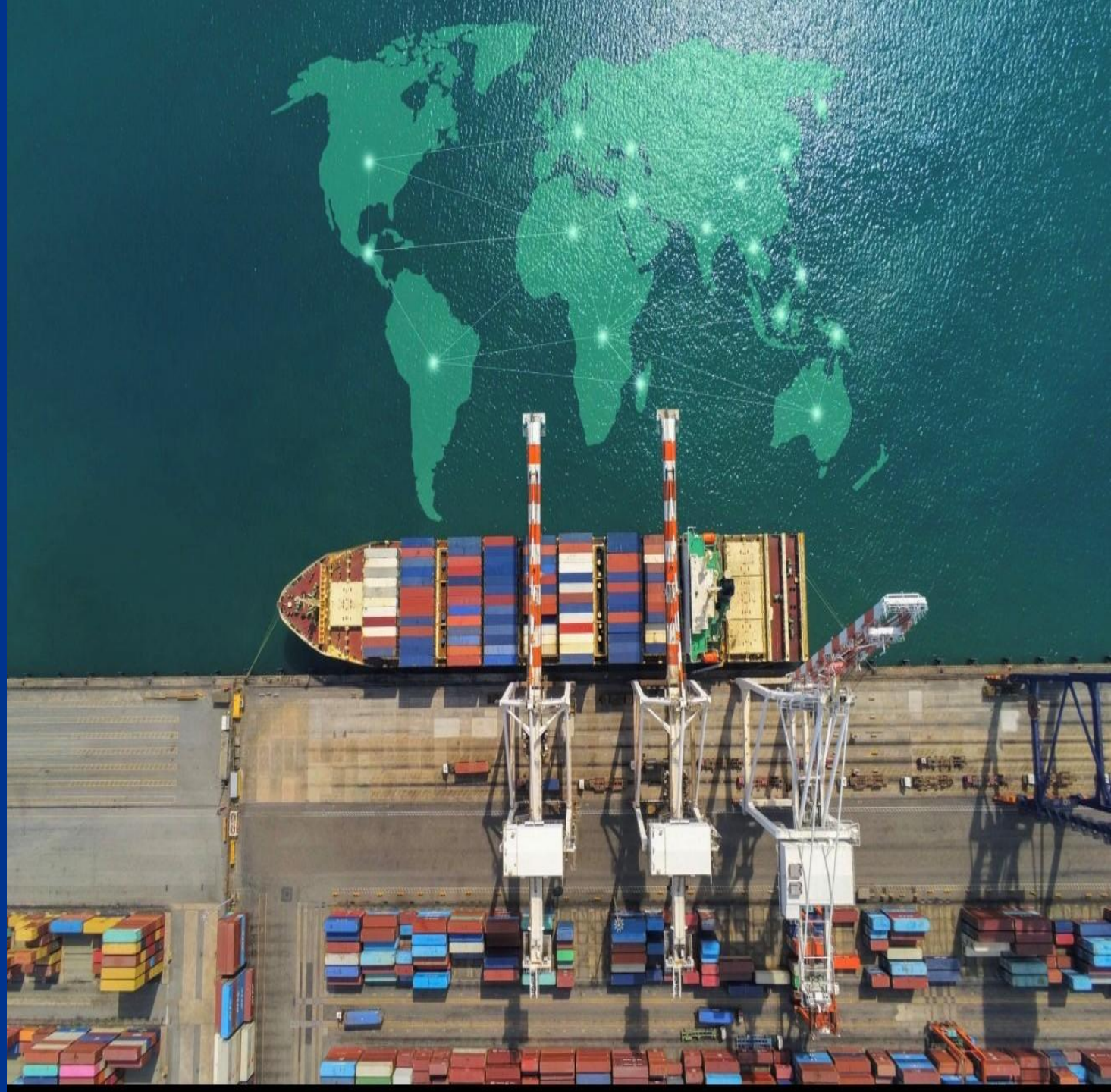


Note: Detailed information for each step of the export business establishment process presented above is provided in the Annexure (Volume 5, Chapter [2]). The annexure contains comprehensive guidance, procedural requirements, and relevant references for all stages of the export journey.

Source: DGFT Report

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# Global Toy Brands with Contract Manufacturers Opportunity for Indian Companies

*The selected global toy brands represent a combination of high revenue and outsourced manufacturing dependence, offering significant contract manufacturing opportunities for Indian toy manufacturers.*

|                                                                                                                                                             |                                                                                                                                        |                                                                                                                                   |                                                                                                                                             |                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mattel</b><br><b>HQ</b> California, USA<br><b>Web</b> <a href="https://corporate.mattel.com/">corporate.mattel.com/</a>                                  | <b>Hasbro</b><br><b>HQ</b> Rhode Island, USA<br><b>Web</b> <a href="https://corporate.hasbro.com/en-us">corporate.hasbro.com/en-us</a> | <b>Funko</b><br><b>HQ</b> Washington, USA<br><b>Web</b> <a href="https://funko.com/">funko.com/</a>                               | <b>Spin Master</b><br><b>HQ</b> Ontario, Canada<br><b>Web</b> <a href="https://spinmaster.com/en-US">spinmaster.com/en-US</a>               | <b>Learning Resources</b><br><b>HQ</b> Illinois, USA<br><b>Web</b> <a href="https://learningresources.com">learningresources.com</a> |
| <b>Simba Dickie Group</b><br><b>HQ</b> Bavaria, Germany<br><b>Web</b> <a href="https://simba-dickie-group.com/en/home/">simba-dickie-group.com/en/home/</a> | <b>JAKKS Pacific</b><br><b>HQ</b> California, USA<br><b>Web</b> <a href="https://jakks.com/">jakks.com/</a>                            | <b>MGA Entertainment</b><br><b>HQ</b> California, USA<br><b>Web</b> <a href="https://mgae.com/">mgae.com/</a>                     | <b>Jazwares</b><br><b>HQ</b> Florida, USA<br><b>Web</b> <a href="https://jazwares.com/">jazwares.com/</a>                                   | <b>Moose Toys</b><br><b>HQ</b> Victoria, Australia<br><b>Web</b> <a href="https://moosetoys.com/">moosetoys.com/</a>                 |
| <b>Relatable</b><br><b>HQ</b> New York, USA<br><b>Web</b> <a href="https://relatable.com">relatable.com</a>                                                 | <b>Fat Brain Toys</b><br><b>HQ</b> Nebraska, USA<br><b>Web</b> <a href="https://fatbraintoys.com">fatbraintoys.com</a>                 | <b>Melissa &amp; Doug</b><br><b>HQ</b> Connecticut, USA<br><b>Web</b> <a href="https://melissaanddoug.com">melissaanddoug.com</a> | <b>Jumbo Group</b><br><b>HQ</b> North Holland, Netherlands<br><b>Web</b> <a href="https://jumboplay.com">jumboplay.com</a>                  | <b>Ravensburger</b><br><b>HQ</b> Baden-Württemberg, Germany<br><b>Web</b> <a href="https://ravensburger.com">ravensburger.com</a>    |
| <b>Goliath</b><br><b>HQ</b> Gelderland, Netherlands<br><b>Web</b> <a href="https://goliathgames.com/">goliathgames.com/</a>                                 | <b>Schleich</b><br><b>HQ</b> Bavaria, Germany<br><b>Web</b> <a href="https://schleich-s.com">schleich-s.com</a>                        | <b>Bandai Namco</b><br><b>HQ</b> Tokyo, Japan<br><b>Web</b> <a href="https://bandai.co.jp/en/">bandai.co.jp/en/</a>               | <b>TOMY / Takara Tomy</b><br><b>HQ</b> Tokyo, Japan<br><b>Web</b> <a href="https://takaratomy.co.jp/english/">takaratomy.co.jp/english/</a> | <b>Dollar General</b><br><b>HQ</b> Tennessee, USA<br><b>Web</b> <a href="https://dollargeneral.com">dollargeneral.com</a>            |

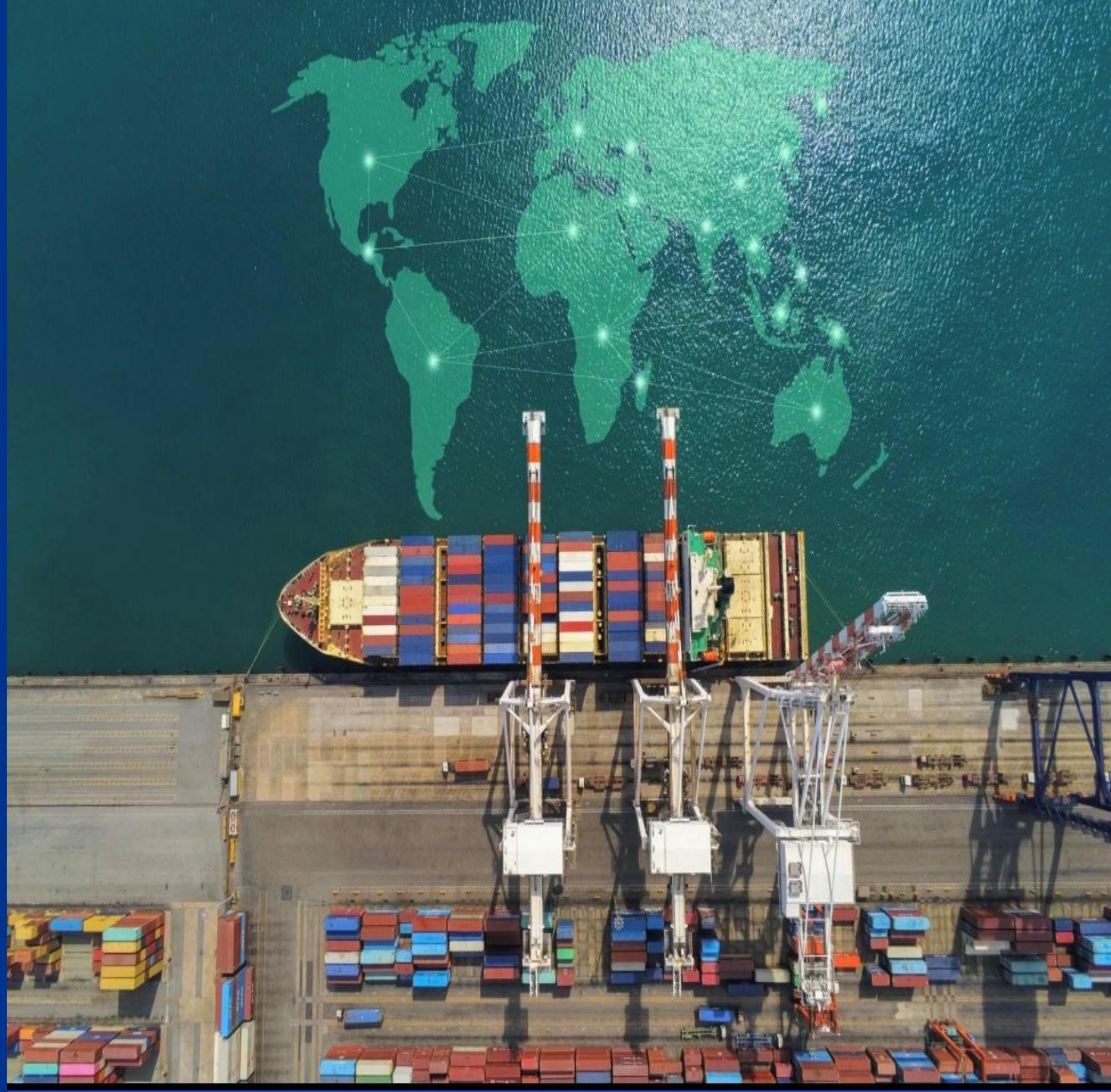
# Global Retailers with Contract Manufacturers Opportunity for Indian Companies

Leading global toy retailers with strong market presence and high revenue offers significant contract manufacturing opportunities for Indian toy manufacturers.

|                                                                                                               |                                                                                                                            |                                                                                                                     |                                                                                                                       |                                                                                                            |
|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <b>Walmart</b><br>HQ Arkansas, USA<br>Web <a href="https://corporate.walmart.com/">corporate.walmart.com/</a> | <b>Amazon</b><br>HQ Washington, USA<br>Web <a href="https://amazon.com">amazon.com</a>                                     | <b>Target</b><br>HQ Minnesota, USA<br>Web <a href="https://corporate.target.com/">corporate.target.com/</a>         | <b>Dollar Tree</b><br>HQ Virginia, USA<br>Web <a href="https://corporate.dollartree.com">corporate.dollartree.com</a> | <b>Carrefour</b><br>HQ Paris, France<br>Web <a href="https://carrefour.com/en">carrefour.com/en</a>        |
| <b>Tesco</b><br>HQ Hertfordshire, UK<br>Web <a href="https://tescoplc.com/">tescoplc.com/</a>                 | <b>Hamleys</b><br>HQ Mumbai, India / London, UK<br>Web <a href="https://hamleys.com/">hamleys.com/</a>                     | <b>Aldi</b><br>HQ Essen, Germany<br>Web <a href="https://aldi.de">aldi.de</a>                                       | <b>Smyths Toys</b><br>HQ Galway, Ireland<br>Web <a href="https://smythstoys.com/">smythstoys.com/</a>                 | <b>Five Below</b><br>HQ Pennsylvania, USA<br>Web <a href="https://fivebelow.com">fivebelow.com</a>         |
| <b>LuLu Group</b><br>HQ Abu Dhabi, UAE<br>Web <a href="https://luluretail.com">luluretail.com</a>             | <b>REWE Group</b><br>HQ North Rhine-Westphalia, Germany<br>Web <a href="https://rewe-group.com/en/">rewe-group.com/en/</a> | <b>Sam's Club</b><br>HQ Arkansas, USA<br>Web <a href="https://samsclub.com/">samsclub.com/</a>                      | <b>Big W</b><br>HQ New South Wales, Australia<br>Web <a href="https://bigw.com.au">bigw.com.au</a>                    | <b>Kmart Australia</b><br>HQ Victoria, Australia<br>Web <a href="https://kmart.com.au/">kmart.com.au/</a>  |
| <b>The Entertainer</b><br>HQ Buckinghamshire, UK<br>Web <a href="https://thetoyshop.com/">thetoyshop.com/</a> | <b>CVS Health</b><br>HQ Rhode Island, USA<br>Web <a href="https://cvshealth.com/">cvshealth.com/</a>                       | <b>Canadian Tire</b><br>HQ Ontario, Canada<br>Web <a href="https://corp.canadiantire.ca/">corp.canadiantire.ca/</a> | <b>Lidl</b><br>HQ Baden-Württemberg, Germany<br>Web <a href="https://info.lidl/en">info.lidl/en</a>                   | <b>Costco</b><br>HQ Washington, USA<br>Web <a href="https://costco.com/toys.html">costco.com/toys.html</a> |

# Volume 5 : Export Promotion & Market Readiness

- Chapter 1: Global Market Opportunity Assessment
- Chapter 2: Global Market Entry Toolkit
- Chapter 3: Customers Landscape
- Chapter 4: Calendar of Major Trade Fairs and Summits



# Major Trade Fairs and Summits

The below listed events are scheduled to be held during 2026 and 2027. These events are typically organized annually and generally take place during the same months each year

## NATIONAL EVENTS

### Toy Biz International

 New Delhi, India

 15,000 footfall

 4–7 Jul 2026

 [nicct.nl](http://nicct.nl)

### Kids India

 Mumbai, India

 5,516 footfall

 4–6 Mar 2027

 [kidsindia.co.in](http://kidsindia.co.in)

## INTERNATIONAL EVENTS

### Canton Fair

 Guangzhou, China

 289,000 footfall

 Apr & Oct 2026 / 2027

 [cantonfair.org.cn](http://cantonfair.org.cn)

### China Toy Expo

 Shanghai, China

 128,000 footfall

 21–23 Oct 2026

 [china-toy-expo.com](http://china-toy-expo.com)

### Spielwarenmesse

 Nürnberg, Germany

 57,500 footfall

 2–6 Feb 2027

 [spielwarenmesse.de](http://spielwarenmesse.de)

### Hong Kong Toys & Games Fair

 Hong Kong, China

 40,000 footfall

 11–14 Jan 2027

 [hktdc.com](http://hktdc.com)

### Toy Fair New York

 New York, USA

 30,000 footfall

 20–23 Feb 2027

 [toyfairny.com](http://toyfairny.com)

### Licensing Expo

 Las Vegas, USA

 10,000–12,000 footfall

 25–27 May 2027

 [licensingexpo.com](http://licensingexpo.com)

### London Toy Fair

 London, UK

 10,000 footfall

 19–21 Jan 2027

 [toyfair.co.uk](http://toyfair.co.uk)

### Melbourne Toy Fair

 Melbourne, Australia

 4,000 footfall

 28 Feb – 3 Mar 2027

 [austoy.com.au](http://austoy.com.au)

## LEGEND

 Host city, country

 Last footfall at the event

 2026–27 edition dates

 Official website

# Acronyms and Abbreviations



# Volume 1: Toys Sector Overview

| Abbrev.        | Full Form                                               | Abbrev.      | Full Form                                           |
|----------------|---------------------------------------------------------|--------------|-----------------------------------------------------|
| <b>AI</b>      | Artificial Intelligence                                 | <b>DoC</b>   | Department of Commerce                              |
| <b>ASI</b>     | Annual Survey of Industries                             | <b>EFTA</b>  | European Free Trade Association                     |
| <b>CETA</b>    | Comprehensive Economic and Trade Agreement              | <b>CAGR</b>  | Compound Annual Growth Rate                         |
| <b>DPIIT</b>   | Department for Promotion of Industry and Internal Trade | <b>IBEF</b>  | India Brand Equity Foundation                       |
| <b>HS Code</b> | Harmonized System Code                                  | <b>IP(s)</b> | Intellectual Propert(y)/ies                         |
| <b>IEC</b>     | International Electrotechnical Commission               | <b>ISI</b>   | Indian Standards Institute                          |
| <b>IS</b>      | Indian Standard                                         | <b>MoSPI</b> | Ministry of Statistics and Programme Implementation |
| <b>ISO</b>     | International Organization for Standardization          | <b>MSME</b>  | Micro, Small and Medium Enterprises                 |
| <b>Mn</b>      | Million                                                 | <b>NIC</b>   | National Industrial Classification                  |
| <b>NAPT</b>    | National Action Plan for Toys                           | <b>QCO</b>   | Quality Control Order                               |
| <b>STEAM</b>   | Science, Technology, Engineering, Arts and Mathematics  | <b>STEM</b>  | Science, Technology, Engineering, and Mathematics   |
| <b>AR</b>      | Augmented Reality                                       |              |                                                     |
| <b>BIS</b>     | Bureau of Indian Standards                              |              |                                                     |

# Volume 2: Value Chain, Manufacturing and Route-to-Market

| Abbrev.         | Full Form                                                   | Abbrev.             | Full Form                                                 |
|-----------------|-------------------------------------------------------------|---------------------|-----------------------------------------------------------|
| <b>SIPCOT</b>   | State Industries Promotion Corporation of Tamil Nadu        | <b>SFURTI</b>       | Scheme of Fund for Regeneration of Traditional Industries |
| <b>MSME</b>     | Micro, Small and Medium Enterprise                          | <b>M/o Textiles</b> | Ministry of Textiles                                      |
| <b>EFA</b>      | Eligible Fixed Assets                                       | <b>SPV</b>          | Special Purpose Vehicle                                   |
| <b>P&amp;M</b>  | Plant and Machinery                                         | <b>SBIA</b>         | Shendra-Bidkin Industrial Area                            |
| <b>CGTMSE</b>   | Credit Guarantee Fund Trust for Micro and Small Enterprises | <b>IITGN</b>        | Integrated Industrial Township Greater Noida              |
| <b>TNPDCL</b>   | Tamil Nadu Power Distribution Corporation Limited           | <b>IITVU</b>        | Integrated Industrial Township Vikram Udyogpuri           |
| <b>TANGEDCO</b> | Tamil Nadu Generation and Distribution Corporation Limited  | <b>RBSM</b>         | Reverse Buyer-Seller Meet                                 |
| <b>ESI</b>      | Employees State Insurance                                   | <b>PSU</b>          | Public Sector Undertaking                                 |
| <b>PF</b>       | Provident Fund                                              | <b>B2B</b>          | Business-to-Business                                      |
| <b>EPF</b>      | Employees' Provident Fund                                   | <b>IPR</b>          | Intellectual Property Rights                              |
| <b>R&amp;D</b>  | Research and Development                                    | <b>ZED</b>          | Zero Defect Zero Effect                                   |
| <b>IP</b>       | Intellectual Property                                       | <b>DISCOMs</b>      | Distribution Companies                                    |
| <b>GI</b>       | Geographical Indication                                     | <b>CAPEX</b>        | Capital Expenditure                                       |
| <b>ETP</b>      | Effluent Treatment Plant                                    | <b>OPEX</b>         | Operating Expenditure                                     |
| <b>CETP</b>     | Common Effluent Treatment Plant                             | <b>ZLD</b>          | Zero Liquid Discharge                                     |
| <b>M&amp;E</b>  | Machinery and Equipment                                     | <b>CE</b>           | Conformite Europeenne (European Conformity)               |

## Volume 2: Value Chain, Manufacturing and Route-to-Market

| Abbrev.        | Full Form                                                                | Abbrev.                     | Full Form                                                             |
|----------------|--------------------------------------------------------------------------|-----------------------------|-----------------------------------------------------------------------|
| <b>BIS</b>     | Bureau of Indian Standards                                               | <b>FSSAI</b>                | Food Safety and Standards Authority of India                          |
| <b>CPC</b>     | Children's Product Certificate                                           | <b>AGMARK</b>               | Agricultural Marketing Mark                                           |
| <b>ASTM</b>    | ASTM International (formerly American Society for Testing and Materials) | <b>NID</b>                  | National Institute of Design                                          |
| <b>CoE</b>     | Centre of Excellence                                                     | <b>NIFT</b>                 | National Institute of Fashion Technology                              |
| <b>GeM</b>     | Government e-Marketplace                                                 | <b>FCI</b>                  | Fixed Capital Investment                                              |
| <b>ONDC</b>    | Open Network for Digital Commerce                                        | <b>AT&amp;C</b>             | Aggregate Technical and Commercial                                    |
| <b>FCI</b>     | Floor Area Ratio / Floor Space Index                                     | <b>QCI</b>                  | Quality Council of India                                              |
| <b>PwD</b>     | Person with Disabilities                                                 | <b>ODOP</b>                 | One District One Product                                              |
| <b>CFC</b>     | Common Facility Centres                                                  | <b>ITI</b>                  | Industrial Training Institute;                                        |
| <b>TANFUND</b> | Tamil Nadu Fund for Innovation and Research & Development                | <b>GTTC:</b>                | Government Tool Room & Training Centre                                |
| <b>ISO</b>     | International Organization for Standardization                           | <b>NIPUNA<br/>Karnataka</b> | New Age Integrated Programme for Upskilling, Networking & Advancement |
| <b>BIS</b>     | Bureau of Indian Standards;                                              | <b>EoU</b>                  | Export Oriented Unit                                                  |
| <b>BEE</b>     | Bureau of Energy Efficiency                                              |                             |                                                                       |
| <b>ISI</b>     | Indian Standards Institution                                             |                             |                                                                       |
| <b>PLI</b>     | Production Linked Incentive                                              |                             |                                                                       |

# Volume 3: Skill, Design and Product Development

| Abbrev.      | Full Form                                 |
|--------------|-------------------------------------------|
| <b>CAD</b>   | Computer Aided Design                     |
| <b>CNC</b>   | Computer Numerical Control                |
| <b>PCB</b>   | Printed Circuit Board                     |
| <b>B.Des</b> | Bachelor in Design                        |
| <b>M.Des</b> | Masters in Design                         |
| <b>SIPP</b>  | Startups Intellectual Property Protection |

# Volume 4: Toy Sector Compliance Requirements (1/2)

| Abbrev.        | Full Form                                                                | Abbrev.      | Full Form                                               |
|----------------|--------------------------------------------------------------------------|--------------|---------------------------------------------------------|
| <b>PAN</b>     | Permanent Account Number                                                 | <b>TDS</b>   | Tax Deducted at Source                                  |
| <b>TAN</b>     | Tax Deduction and Collection Account Number                              | <b>EPF</b>   | Employees' Provident Fund                               |
| <b>GST</b>     | Goods and Services Tax                                                   | <b>ESI</b>   | Employees' State Insurance                              |
| <b>CTE</b>     | Consent to Establish                                                     | <b>MSDS</b>  | Material Safety Data Sheet                              |
| <b>NOC</b>     | No Objection Certificate                                                 | <b>RSL</b>   | Restricted Substances List                              |
| <b>PESO</b>    | Petroleum and Explosives Safety Organisation                             | <b>DPIIT</b> | Department for Promotion of Industry and Internal Trade |
| <b>BIS</b>     | Bureau of Indian Standards                                               | <b>VOCs</b>  | Volatile Organic Compounds                              |
| <b>ISI</b>     | Indian Standards Institute                                               | <b>SDS</b>   | Safety Data Sheet                                       |
| <b>IS 9873</b> | Indian Standard 9873 (Safety of Toys)                                    | <b>EPR</b>   | Extended Producer Responsibility                        |
| <b>OSHC</b>    | Occupational Safety, Health and Working Conditions Code, 2020            | <b>ETP</b>   | Effluent Treatment Plant                                |
| <b>ASTM</b>    | ASTM International (formerly American Society for Testing and Materials) | <b>QCO</b>   | Quality Control Order                                   |
| <b>EU</b>      | European Union                                                           | <b>BIS</b>   | Bureau of Indian Standards                              |
| <b>CFR</b>     | Code of Federal Regulations                                              | <b>IS</b>    | Indian Standard                                         |
| <b>EoUs</b>    | Export Oriented Units                                                    | <b>LIMS</b>  | Laboratory Information Management System                |
| <b>MRP</b>     | Maximum Retail Price                                                     | <b>CPSIA</b> | Consumer Product Safety Improvement Act                 |
| <b>DIN</b>     | Director Identification Number                                           |              |                                                         |
| <b>DIN</b>     | Director Identification Number                                           |              |                                                         |

# Volume 4: Toy Sector Compliance Requirements (2/2)

| Abbrev. | Full Form                                  |
|---------|--------------------------------------------|
| CPC     | Children's Product Certificate             |
| DoC     | Declaration of Conformity                  |
| JFSL    | Japan Food Sanitation Law                  |
| CPSA    | Consumer Product Safety Act                |
| UKCA    | United Kingdom Conformity Assessed         |
| G-Mark  | Gulf Conformity Mark                       |
| CCPSA   | Canada Consumer Product Safety Act         |
| ASTM    | American Society for Testing and Materials |

# Volume 5: Export Promotion & Market Readiness

| Abbrev.      | Full Form                                                |
|--------------|----------------------------------------------------------|
| <b>MFN</b>   | Most-Favoured Nation                                     |
| <b>TIS</b>   | Temporary Import Surcharge (from Feb 2026)               |
| <b>GSPT</b>  | Generalized System of Preferences Tariffs                |
| <b>ECTA</b>  | India-Australia Economic Cooperation and Trade Agreement |
| <b>CEPA</b>  | Comprehensive Economic Partnership Agreements            |
| <b>DCTS</b>  | Developing Countries Trading Scheme Standards            |
| <b>PF</b>    | Preferential Tariffs                                     |
| <b>RCEP</b>  | Regional Comprehensive Economic Partnership              |
| <b>IEC</b>   | Importer-Exporter Code                                   |
| <b>CPSIA</b> | Consumer Product Safety Improvement Act                  |
| <b>RCMC</b>  | Registration cum membership certificate                  |
| <b>ECGC</b>  | Export Credit Guarantee Corporation Ltd                  |

## Key Website Links



# Volume 1: Toys Sector Overview

| Document / Portal                              | Website Link                                                                    |
|------------------------------------------------|---------------------------------------------------------------------------------|
| Toys (Quality Control) Order, 2020 (QCO)       | <a href="https://bis.gov.in">bis.gov.in</a> – Toy QC Order, 2020 (PDF)          |
| BIS (Conformity Assessment) Regulations, 2018  | <a href="https://bis.gov.in">bis.gov.in</a> – Conformity Assessment Regulations |
| ISO 8124 Series – Safety of Toys               | <a href="https://iso.org">iso.org</a> – ISO 8124-1:2022                         |
| IEC 62115 – Electric Toys (Safety)             | <a href="https://webstore.iec.ch">webstore.iec.ch</a> – IEC 62115:2017          |
| Indian Standards for Toys (IS 9873 / IS 15644) | <a href="https://bis.gov.in">bis.gov.in</a> – Indian Standards for Toys         |
| National Action Plan for Toys (NAPT)           | <a href="https://pib.gov.in">pib.gov.in</a> – National Action Plan for Toys     |
| India–UK CETA                                  | <a href="https://commerce.gov.in">commerce.gov.in</a> – India–UK CETA           |
| Bureau of Indian Standards (BIS)               | <a href="https://www.bis.gov.in">www.bis.gov.in</a>                             |
| Startup India Portal                           | <a href="https://www.startupindia.gov.in">www.startupindia.gov.in</a>           |
| Udyam Registration Portal (MSME)               | <a href="https://udyamregistration.gov.in">udyamregistration.gov.in</a>         |
| DPIIT                                          | <a href="https://www.dpiit.gov.in">www.dpiit.gov.in</a>                         |

# Volume 2: Value Chain, Manufacturing and Route-to-Market

| Document / Portal                                                        | Website Link                                                                             |
|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Tamil Nadu Toy Manufacturing Policy 2025                                 | <a href="#">Tamil Nadu Toy Manufacturing Policy 2025</a>                                 |
| Madhya Pradesh MSME Development Policy 2025                              | <a href="#">MP MSMED Policy 2025.pdf</a>                                                 |
| Haryana Toys and Sports Equipment Manufacturing Policy                   | <a href="#">Haryana Toys and Sports Equipment Manufacturing Policy</a>                   |
| Karnataka Industrial Policy 2025- 30                                     | <a href="#">IndustrialPolicy2025_Final_.indd</a>                                         |
| Uttar Pradesh Industrial Investment and Employment Promotion Policy 2022 | <a href="#">UTTAR PRADESH industrial Investment and employment promotion policy 2022</a> |

# Volume 3: Skill, Design and Product Development

| Document / Portal                                 | Website Link                                                                                                                                                        |
|---------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Patents Protection Landscape for Toy Innovators   | <a href="https://ipronline.ipindia.gov.in/epatentfiling/goForLogin/doLogin">https://ipronline.ipindia.gov.in/epatentfiling/goForLogin/doLogin</a>                   |
| Design Application Landscape for Toy Designers    | <a href="https://ipindiaonline.gov.in/trademarkefiling/user/frmNewRegistration.aspx">https://ipindiaonline.gov.in/trademarkefiling/user/frmNewRegistration.aspx</a> |
| Trademark Landscape for Toy Sector                | <a href="https://ipindiaonline.gov.in/trademarkefiling/user/frmNewRegistration.aspx">https://ipindiaonline.gov.in/trademarkefiling/user/frmNewRegistration.aspx</a> |
| Copyright Landscape for Toy Sector                | <a href="https://copyright.gov.in">https://copyright.gov.in</a>                                                                                                     |
| Geographical Indications Landscape for Toy Sector | <a href="http://www.ipindia.nic.in/">http://www.ipindia.nic.in/</a>                                                                                                 |

# Volume 4: Toys Sector Compliance Requirements

(1/3)

| Document / Portal                                                                                                   | Website Link                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Legal entity registration                                                                                           | <a href="https://www.mca.gov.in/content/mca/global/en/home.html">https://www.mca.gov.in/content/mca/global/en/home.html</a> |
| PAN & TAN Registration                                                                                              | <a href="https://www.incometax.gov.in">https://www.incometax.gov.in</a>                                                     |
| GST Registration                                                                                                    | <a href="https://www.gst.gov.in/">https://www.gst.gov.in/</a>                                                               |
| Udyam Registration                                                                                                  | <a href="https://udyamregistration.gov.in/">https://udyamregistration.gov.in/</a>                                           |
| DPIIT Startup Recognition                                                                                           | <a href="https://www.startupindia.gov.in/">https://www.startupindia.gov.in/</a>                                             |
| Environmental Clearance                                                                                             | <a href="https://parivesh.nic.in/">https://parivesh.nic.in/</a>                                                             |
| Petroleum and Explosives Safety Organisation                                                                        | <a href="https://peso.gov.in">https://peso.gov.in</a>                                                                       |
| Labour Codes<br>(Code on Wages 2019, Code on Social Security 2020, OSHWC Code 2020, Industrial Relations Code 2020) | <a href="https://labour.gov.in">https://labour.gov.in</a>                                                                   |
| EPF Registration                                                                                                    | <a href="https://www.epfindia.gov.in">https://www.epfindia.gov.in</a>                                                       |
| ESI Registration                                                                                                    | <a href="https://www.esic.gov.in">https://www.esic.gov.in</a>                                                               |
| MSDS Compliance                                                                                                     | <a href="https://labour.gov.in">https://labour.gov.in</a>                                                                   |

# Volume 4: Toys Sector Compliance Requirements

(2/3)

| Document / Portal                                                                                                                       | Website Link                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Restricted Substances List;<br>BIS Certification / ISI mark;<br>Compliance with IS 9873/ IS 15644 standards;<br>BIS Surveillance Audits | <a href="https://www.bis.gov.in">https://www.bis.gov.in</a>                                                                                |
| ASTM, EU, CFR, ISO standards as applicable for Export Oriented Units (EoUs)                                                             | <a href="https://www.astm.org">https://www.astm.org</a><br><a href="https://www.iso.org">https://www.iso.org</a>                           |
| Adherence to Legal Metrology (Packaged Commodities) Rules;<br>Product Recall Framework                                                  | <a href="https://consumeraffairs.nic.in">https://consumeraffairs.nic.in</a>                                                                |
| Mandatory Product Declarations (MRP, Age Grading, Safety Warnings, Manufacturer Details, BIS Marking)                                   | <a href="https://www.bis.gov.in">https://www.bis.gov.in</a><br><a href="https://consumeraffairs.nic.in">https://consumeraffairs.nic.in</a> |
| GST Invoicing and E-Way Bill Compliance                                                                                                 | <a href="https://www.gst.gov.in">https://www.gst.gov.in</a><br><a href="https://ewaybillgst.gov.in">https://ewaybillgst.gov.in</a>         |
| TDS Compliance                                                                                                                          | <a href="https://www.incometax.gov.in">https://www.incometax.gov.in</a>                                                                    |
| Labour and Tax Filings                                                                                                                  | <a href="https://labour.gov.in">https://labour.gov.in</a><br><a href="https://www.incometax.gov.in">https://www.incometax.gov.in</a>       |
| Know Your Approvals (KYA) Tool by National Single Window System                                                                         | <a href="https://www.nsws.gov.in/">https://www.nsws.gov.in/</a>                                                                            |

# Volume 4: Toys Sector Compliance Requirements

(3/3)

| Document / Portal                                                                             | Website Link                                                                                                                 |
|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Bureau of Indian Standards                                                                    | <a href="http://www.bis.gov.in">www.bis.gov.in</a>                                                                           |
| Manak-online Portal                                                                           | <a href="https://www.manakonline.in/MANAK/login">https://www.manakonline.in/MANAK/login</a>                                  |
| Laboratory Information Management System                                                      | <a href="https://lims.bis.gov.in/home/search_labs/">https://lims.bis.gov.in/home/search_labs/</a>                            |
| Consumer Product Safety Improvement Act (CPSIA), ASTM F963, 16CFR 1250                        | <a href="https://www.cpsc.gov">https://www.cpsc.gov</a>                                                                      |
| Toy Safety Directive 2009/48/EC, EN 71 series, REACH                                          | <a href="https://ec.europa.eu">https://ec.europa.eu</a> , <a href="http://www.legislation.gov.uk">www.legislation.gov.uk</a> |
| JFSL and CPSA                                                                                 | <a href="http://www.mhlw.go.jp">www.mhlw.go.jp</a>                                                                           |
| UK Toys (Safety) Regulations 2011, EN71, UKCA requirements (where applicable)                 | <a href="http://www.gov.uk">www.gov.uk</a>                                                                                   |
| Canada Consumer Product Safety Act (CCPSA), Toys Regulations SOR/2011-17, ASTM F963           | <a href="http://www.canada.ca">www.canada.ca</a>                                                                             |
|                                                                                               | <a href="http://www.intertek.com">www.intertek.com</a>                                                                       |
|                                                                                               | <a href="http://www.bureauveritas.co.in">www.bureauveritas.co.in</a>                                                         |
| Accredited Third party labs for international certifications (US, Germany, Japan, UK, Canada) | <a href="http://www.Eurofins.com">www.Eurofins.com</a>                                                                       |
|                                                                                               | <a href="http://www.alphatesthouse.com">www.alphatesthouse.com</a>                                                           |
|                                                                                               | <a href="http://www.sgs.com">www.sgs.com</a>                                                                                 |

# Volume 5: Export Promotion & Market Readiness

| Document / Portal                                                  | Website Link                                                                                                                                              |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Country and Products Wise (Tariffs)                                | <a href="https://indiantradeportal.in/index.jsp">https://indiantradeportal.in/index.jsp</a>                                                               |
| Obtaining Importer-Exporter Code (IEC)                             | <a href="https://www.dgft.gov.in">https://www.dgft.gov.in</a>                                                                                             |
| Registration cum membership certificate (RCMC)                     | <a href="https://www.dgft.gov.in/CP/?opt=e-rcmc">https://www.dgft.gov.in/CP/?opt=e-rcmc</a>                                                               |
| Selection of Product                                               | <a href="https://tradedat.commerce.gov.in">https://tradedat.commerce.gov.in</a> ;<br><a href="https://www.trade.gov.in">https://www.trade.gov.in</a>      |
| Selection of Markets                                               | <a href="https://www.trade.gov.in">https://www.trade.gov.in</a>                                                                                           |
| Finding Buyers                                                     | <a href="https://www.toyassociation.org">https://www.toyassociation.org</a>                                                                               |
| US (Standards) The Consumer Product Safety Improvement Act (CPSIA) | <a href="https://www.cpsc.gov/cgi-bin/labsearch/">https://www.cpsc.gov/cgi-bin/labsearch/</a>                                                             |
| EU Countries (Standards) (Toy Safety Directive 2009/48/EC)         | <a href="https://single-market economy.ec.europa.eu/sectors/toys/toy-safety_en">https://single-market economy.ec.europa.eu/sectors/toys/toy-safety_en</a> |
| Logistics                                                          | <a href="https://pmgatishakti.gov.in/pmgatishakti/login">https://pmgatishakti.gov.in/pmgatishakti/login</a>                                               |
| Customs Filing                                                     | <a href="https://www.icegate.gov.in">https://www.icegate.gov.in</a>                                                                                       |

# Annexure



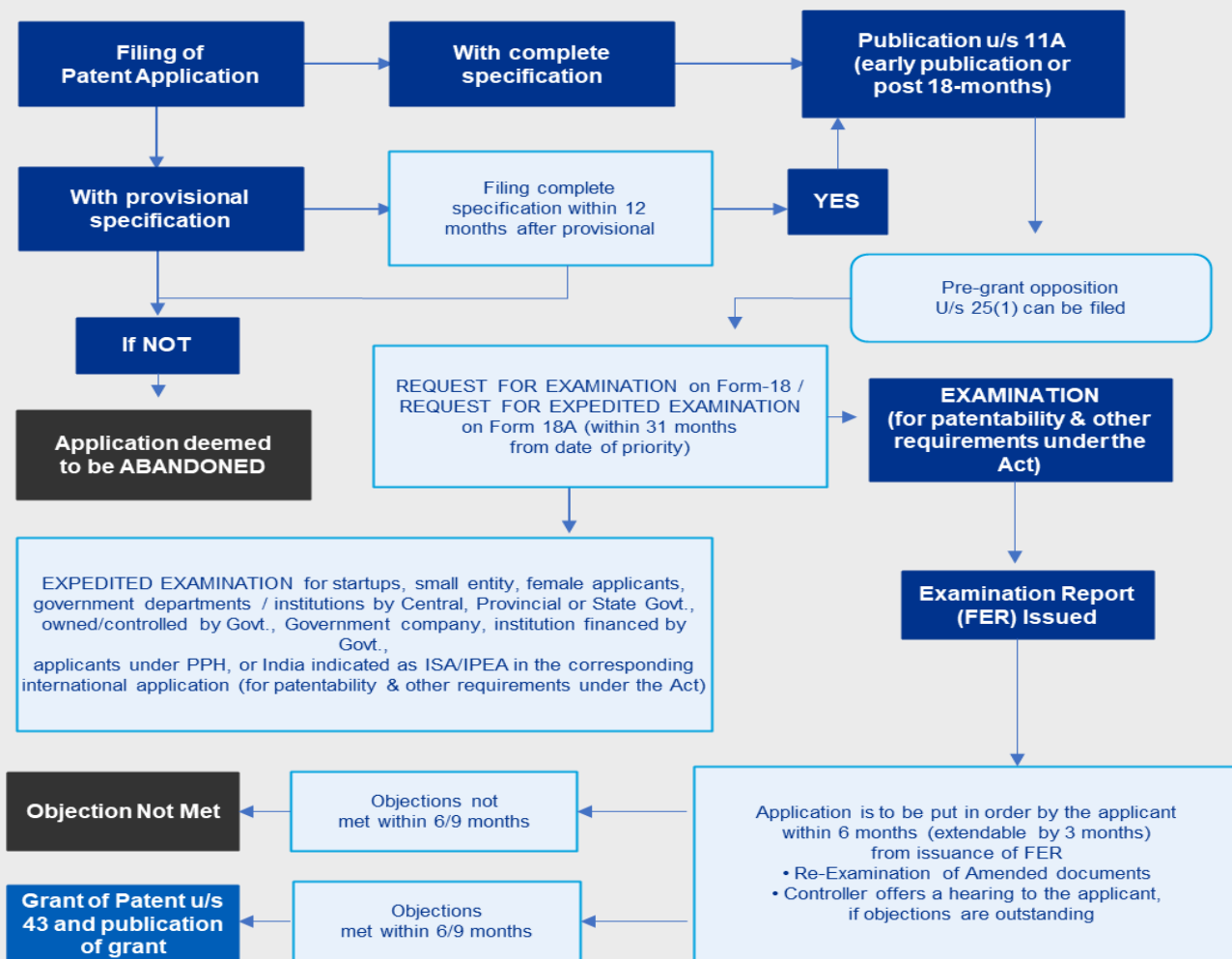
## Volume 3: Skill, Design and Product Development

- Patent Protection Landscape
- Design Application Landscape
- Trademark Landscape
- Copyright Landscape
- Geographical Indications Landscape



# Patents Protection Landscape for Toy Innovators

## Registration Procedure



An invention is a patentable subject matter if it meets the following criteria:

- it should be novel
- it should be non-obvious i.e. must have an inventive step
- it should be industrially applicable

Invention should be technical of nature and not covered by exemptions as specified in the provisions of section 3 and 4 of the Patents Act 1970

There are four patent offices in India situated in Mumbai, Chennai, New Delhi and Kolkata. Online patent application can be filed through comprehensive online filing system at

<https://ipronline.ipindia.gov.in/epatentfiling/goForLogin/doLogin>

## Patent Application fee for e-filing in India

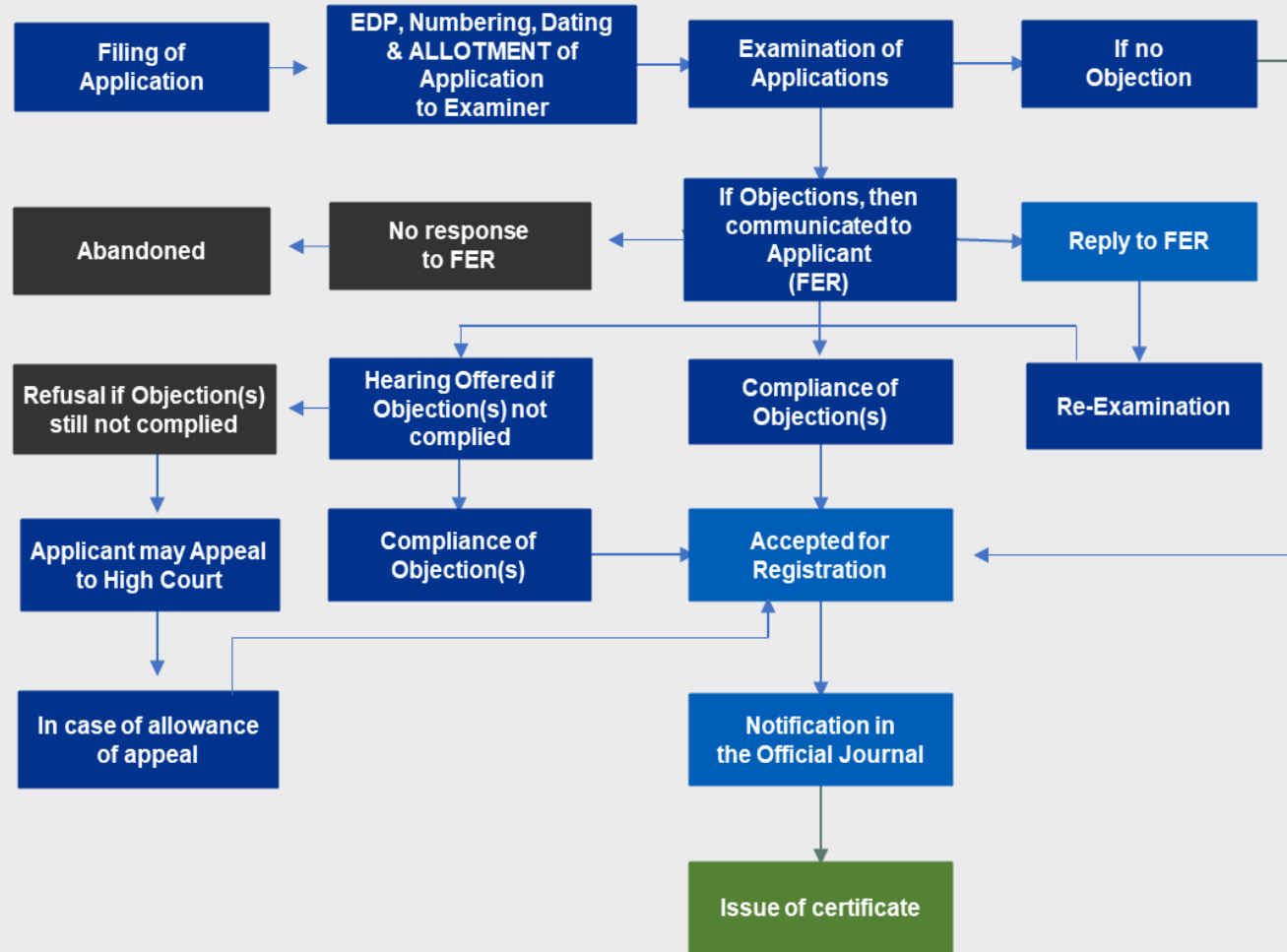
- Natural Person / Start-up / Small Entity<sup>1</sup>: INR 1600 (Start-ups get 80% rebate on patent filing fee)
- Others: INR 8000

Note: Small Entity as defined under Micro, Small and Medium Enterprises Development Act, 2006, as an entity where investment in Plant and Machinery is not more than 10 crores and the turnover does not exceed 50 crore rupees.

Source: Cell for IPR Promotion & Management (CIPAM), DPIIT

# Design Application Landscape for Toy Designers

## Registration Procedure



Design Right is an intellectual property right that protects the features of shape, configuration, pattern, ornament or composition of lines or colours applied to any article whether in two dimensional or three dimensional or in both forms, by any industrial process or means, whether manual, mechanical or chemical, separate or combined which is the finished article appeal to and are judged solely by the eye.

The filing of the application can be done in any of the four offices i.e. Kolkata (head office), Delhi, Chennai and Mumbai.

A design application also can be filed online by submission of all the relevant documents at <https://online.ipindia.gov.in/eDesign/goForLogin/doLogin>

## Design Application fee in India

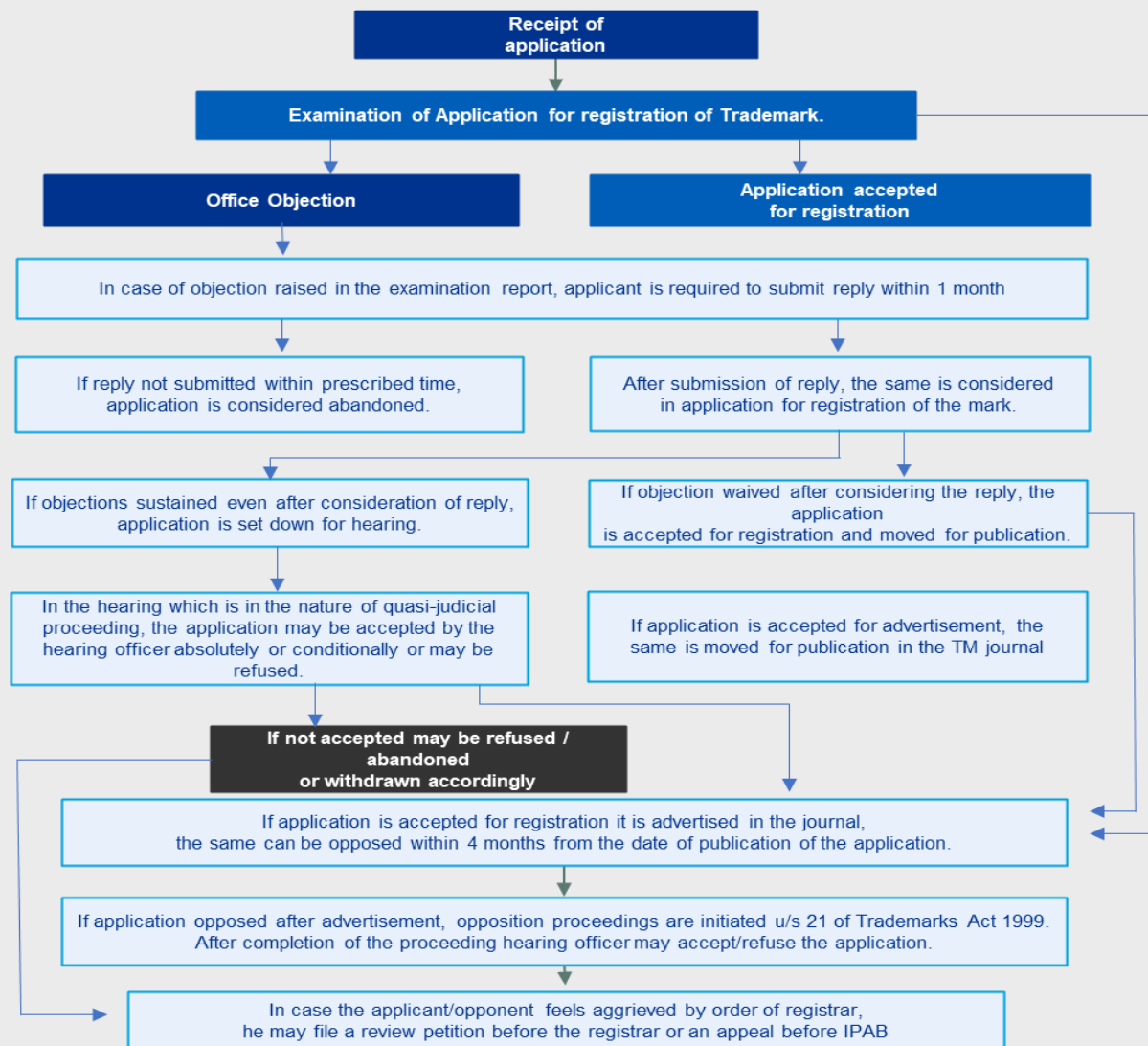
- Natural Person / Start-up / Small Entity<sup>1</sup>: INR 1000
- Others: INR 4000

Note: <sup>1</sup> Small Entity as defined under Micro, Small and Medium Enterprises Development Act, 2006, as an entity where investment in Plant and Machinery is not more than 10 crores and the turnover does not exceed 50 crore rupees.

Source: Cell for IPR Promotion & Management (CIPAM), DPIIT

# Trademark Landscape for Toy Sector

## Registration Procedure



As explained under section 2(zb) of the Trade Marks Act, 1999, "Trade mark" means a mark capable of being represented graphically and which is capable of distinguishing the goods or services of one person from those of others and may include words, logo, device, packaging, label. Shape of goods, and sound marks can also be registered as trade mark/service mark in India.

There are five Trademark Registry offices in India situated in Mumbai, Ahmedabad, Chennai, New Delhi, and Kolkata.

Online trademark applications can be filed through the comprehensive online filing system at:

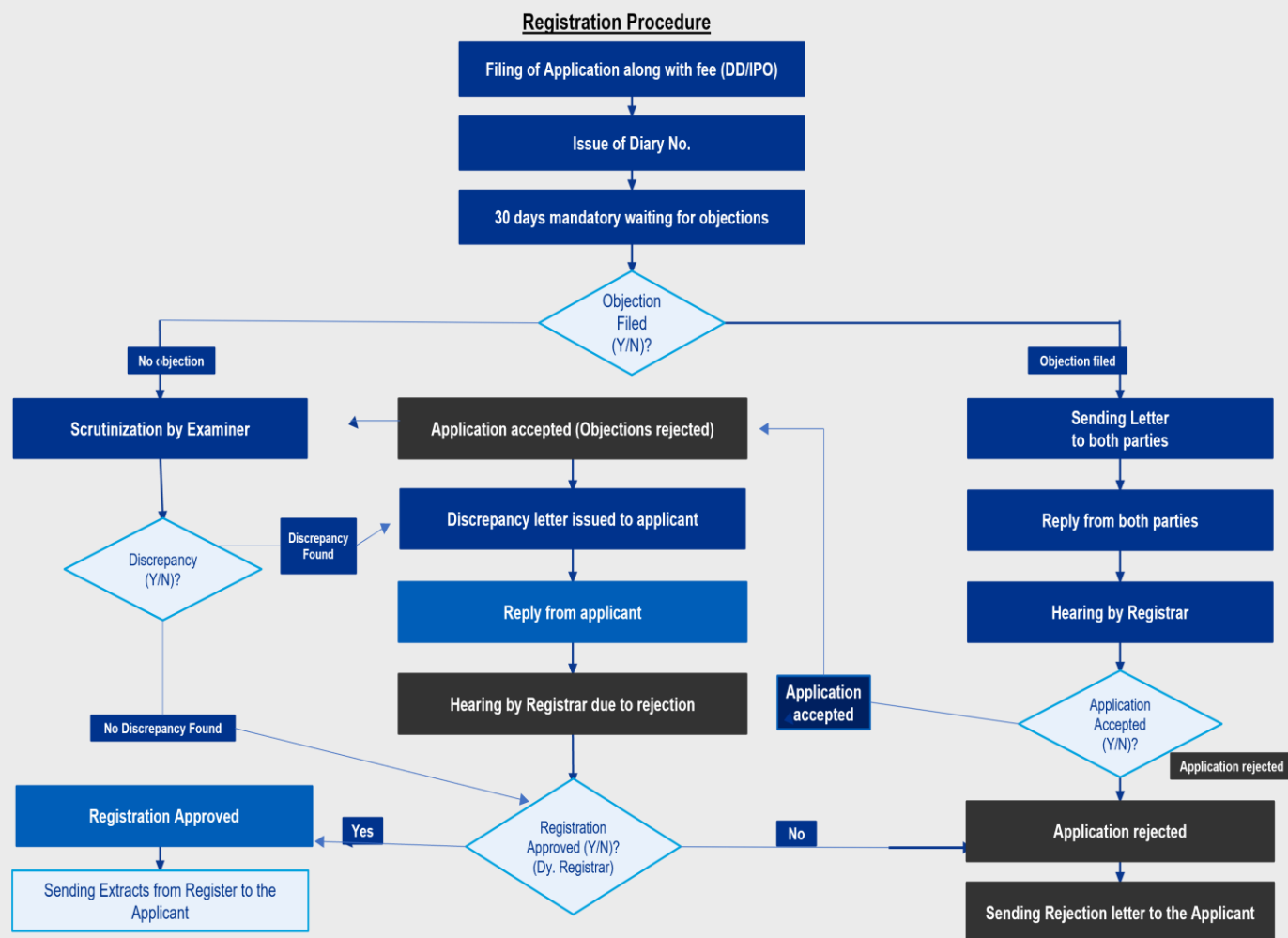
<https://ipindiaonline.gov.in/trademarkefiling/user/frmNewRegistration.aspx>

## Fee for filing of the Trademark application

**Individual / Start-up / SMEs-**  
 INR 4,500 (online)  
 INR 5,000 (at counter)  
**Others** INR 9,000 (online)  
 INR 10,000 (at counter)

# Copyright Landscape for Toy Sector

## Registration Procedure



Copyright is a form of intellectual property protection under Indian law granted to the creators of original works of authorship such as literary works (including computer programs, tables and compilations including computer databases which may be expressed in words, codes, schemes or in any other form, including a machine readable medium), dramatic, musical and artistic works, cinematographic films and sound recordings.

The application for the registration of the copyright can be made by applying physically in the copyright office in Delhi or through speed/registered post; or through e-filing facility available on the official website of Copyright office i.e. [copyright.gov.in](http://copyright.gov.in).

## Fee for registration of a Copyright

**Literary, Dramatic, Musical or Artistic work Rs. 500/- per work.**

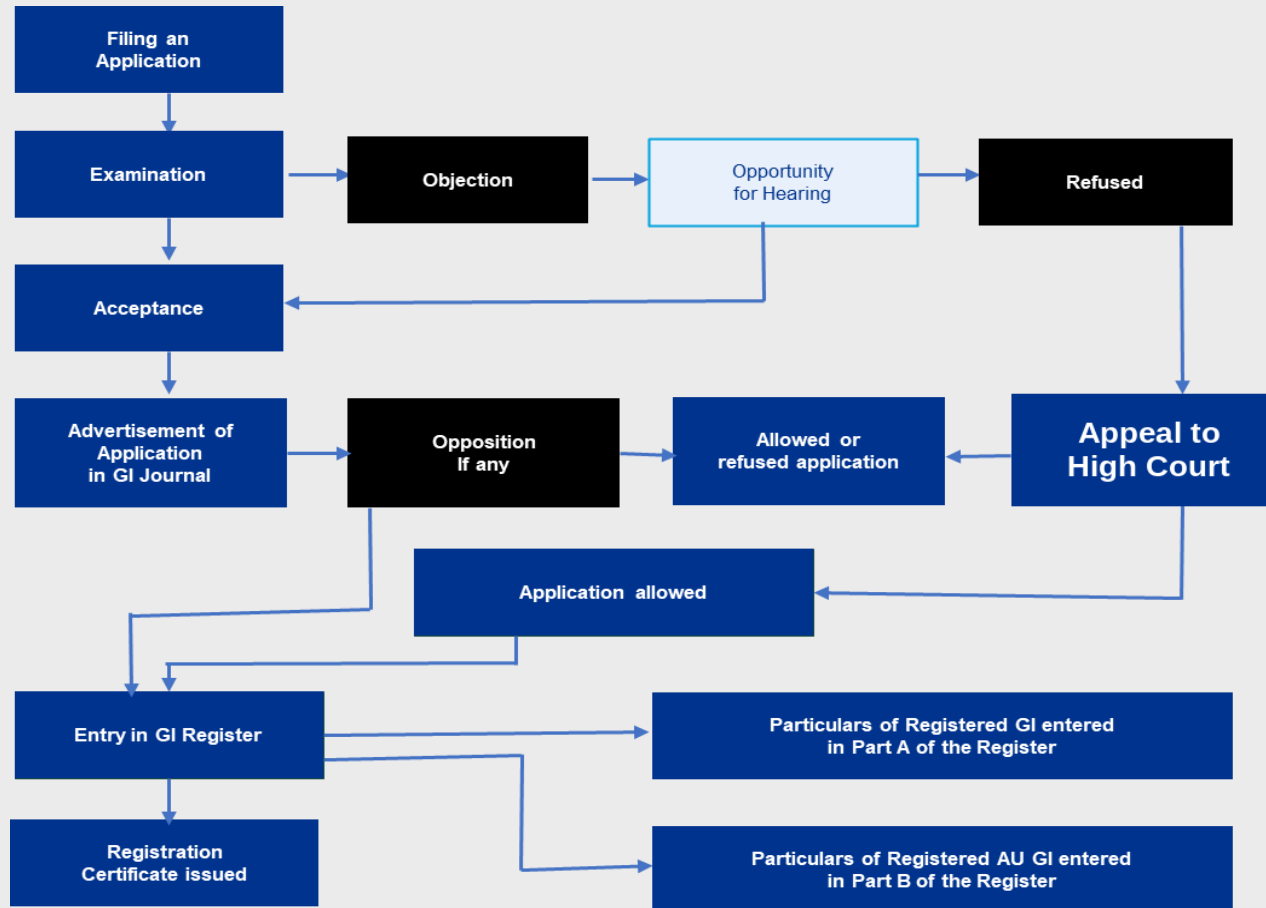
**Literary or Artistic work which is used or is capable of being used in relation to any goods or services Rs. 2,000/- per work**

**Cinematograph film Rs. 5000/- per work**

**Sound Recording Rs. 2000/- per work**

# Geographical Indications Landscape for Toy Sector

## Registration Procedure



Geographical Indication (GI) refers to the indication which defines the goods originating from a particular territory of a country or region or locality in that territory. GI protects any agricultural goods, natural goods or manufactured goods or any goods of handi- craft or goods or industry including food stuff originating from a definite geographical territory.

The application for registration of GI can be filed at the office of the GI Registry located in Chennai.

The application can also be filed online by accessing <http://www.ipindia.nic.in/>

### Registration of GI Application :

for registration of a GI should be in the prescribed form, accompanied by the prescribed fee Rs.5000/- Per Class.

# Volume 4 : Toy Sector Compliance Requirements

- End-to-End Compliance Mapping



# Stage-wise Compliance Map for Toy Manufacturing in India (1/10)

| Stage                           | Compliance Requirement    | Relevant Authority / Department                                                                                   | Applicable Law / Regulation                                                                                                                                                                                 | Documents Required                                                                                                                                                                                                                                                                                                                                                    | Time Taken (indicative) |
|---------------------------------|---------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Business Setup and Registration | Legal entity registration | <ul style="list-style-type: none"> <li>Ministry of Corporate Affairs (MCA)</li> <li>Registrar of Firms</li> </ul> | <ul style="list-style-type: none"> <li>Companies Act, 2013</li> <li>Limited Liability Partnership Act, 2008</li> <li>Indian Partnership Act, 1932, along with applicable State Partnership Rules</li> </ul> | <ul style="list-style-type: none"> <li>Certificate of Incorporation (for companies/LLPs), or equivalent registration certificate for other entity types</li> <li>Memorandum of Association (MoA) and Articles of Association (AoA) (for companies)</li> <li>Director Identification Number (DIN)</li> <li>LLP Agreement or Partnership Deed, as applicable</li> </ul> | 5 – 10 working days     |
|                                 | PAN & TAN Registration    | Income Tax Department                                                                                             | Income –tax Act, 1961                                                                                                                                                                                       | <ul style="list-style-type: none"> <li>Incorporation Certificate / Documents</li> <li>PAN / TAN Application Forms</li> </ul>                                                                                                                                                                                                                                          | 2 – 5 working days      |
|                                 | GST Registration          | CBIC / State GST Departments                                                                                      | Central Goods and Services Tax (CGST) Act, 2017, along with SGST/UTGST Acts and GST Rules                                                                                                                   | <ul style="list-style-type: none"> <li>PAN</li> <li>Incorporation Documents</li> <li>Address Proof</li> <li>Bank Details</li> </ul>                                                                                                                                                                                                                                   | 7 – 15 days             |
|                                 | Business Bank Account     | RBI – regulated Banks                                                                                             | RBI KYC Directions                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>PAN</li> <li>Col</li> <li>GST Certificate</li> <li>Board Resolution (where applicable)</li> </ul>                                                                                                                                                                                                                              | Same day                |
|                                 | Trade License             | Local Municipal Authority                                                                                         | Applicable Municipal Laws                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>Entity and Premises Documents</li> </ul>                                                                                                                                                                                                                                                                                       | 7 – 30 days             |

*Note:* Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness

*Source:* Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Stage-wise Compliance Map for Toy Manufacturing in India (2/10)

| Stage                           | Compliance Requirement                    | Relevant Authority / Department                                                             | Applicable Law / Regulation                                                                                                                                                     | Documents Required                                                                                                                                                                                                                               | Time Taken (indicative)              |
|---------------------------------|-------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| Business Setup and Registration | Shops and establishment Registration      | State Labour Department / Labour Commissioner / Local Labour Authority                      | Respective State Shops and Establishments Act (e.g., Delhi Shops and Establishments Act, 1954)                                                                                  | <ul style="list-style-type: none"> <li>Certificate of Incorporation / Partnership Deed,</li> <li>PAN</li> <li>Address Proof of Establishment</li> <li>GST Registration (where applicable)</li> <li>Rent Agreement/Ownership Documents</li> </ul> | 1 – 15 working days (state specific) |
|                                 | Udyam Registration                        | Ministry of MSME                                                                            | MSMED Act, 2006                                                                                                                                                                 | <ul style="list-style-type: none"> <li>PAN</li> <li>GSTIN</li> <li>Aadhaar</li> </ul>                                                                                                                                                            | Same day                             |
|                                 | DPIIT Start up recognition                | DPIIT                                                                                       | Startup India Recognition Framework                                                                                                                                             | <ul style="list-style-type: none"> <li>PAN</li> <li>Col</li> <li>Other business details</li> </ul>                                                                                                                                               | 2 – 15 days                          |
| Pre Construction Approvals      | Land-use / Zoning Permission <sup>1</sup> | Urban Development Authority / Industrial Development Corporation / Local Planning Authority | <ul style="list-style-type: none"> <li>Applicable State Town and Country Planning Acts;</li> <li>Zoning Regulations</li> <li>Industrial Area Development Regulations</li> </ul> | <ul style="list-style-type: none"> <li>Land Ownership documents</li> <li>Lease deed/allotment letter</li> <li>Site plan, land records and project details</li> </ul>                                                                             | 15 – 60 days                         |

Note: 1. Land-use/Zoning Approval should be obtained before finalizing land acquisition or factory construction plans.

Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness

Source: Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Stage-wise Compliance Map for Toy Manufacturing in India (3/10)

| Stage                      | Compliance Requirement                                         | Relevant Authority / Department                                                        | Applicable Law / Regulation                                                                                                                                                                                        | Documents Required                                                                                                                                                                                             | Time Taken (indicative) |
|----------------------------|----------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Pre Construction Approvals | Consent to Establish (CTE) / Pollution Sanction                | State Pollution Control Board (SPCB)                                                   | <ul style="list-style-type: none"> <li>Water (Prevention and Control of Pollution) Act, 1974;</li> <li>Air (Prevention and Control of Pollution) Act, 1981;</li> <li>Environment (Protection) Act, 1986</li> </ul> | <ul style="list-style-type: none"> <li>Application Form, Detailed Project Report (DPR)</li> <li>Site Layout Plan</li> <li>Manufacturing Process Details</li> <li>Proposed Pollution Control Measure</li> </ul> | 30 – 120 days           |
|                            | Building Plan Approval                                         | Local Municipal Authority / Development Authority / Industrial Development Corporation | <ul style="list-style-type: none"> <li>State Building Bye-laws</li> <li>National Building Code (NBC) 2016</li> </ul>                                                                                               | <ul style="list-style-type: none"> <li>Building / architectural drawings</li> <li>Structural Stability Certificate</li> <li>Land Documents</li> <li>Architect Certificate</li> <li>Site Plan</li> </ul>        | 15 – 90 days            |
|                            | Local Authority Construction Permit / Commencement Certificate | Local Authority / Development Authority / Industrial Development Corporation           | <ul style="list-style-type: none"> <li>State Building Bye-laws</li> <li>Development Control Regulations</li> </ul>                                                                                                 | <ul style="list-style-type: none"> <li>Approved building plans</li> <li>Ownership documents</li> <li>NOCs</li> </ul>                                                                                           | 15 – 90 days            |
|                            | Factory Layout Plan Approval                                   | Directorate of Factories / Chief Inspector of Factories                                | <ul style="list-style-type: none"> <li>Factories Act, 1948 (or Occupational Safety, Health and Working Conditions Code, 2020, as notified)</li> <li>State Factory Rules</li> </ul>                                 | <ul style="list-style-type: none"> <li>Factory layout drawings</li> <li>Machinery layout</li> <li>Process flow diagram</li> <li>Safety provisions</li> <li>Building plans</li> </ul>                           | 15 – 60 days            |

*Note: Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness*

*Source: Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports*

# Stage-wise Compliance Map for Toy Manufacturing in India (4/10)

| Stage                               | Compliance Requirement               | Relevant Authority / Department                                                                                     | Applicable Law / Regulation                                                                                                                                                                                     | Documents Required                                                                                                                                                                                                                        | Time Taken (indicative) |
|-------------------------------------|--------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Pre Construction Approvals          | Environmental Clearance <sup>1</sup> | Ministry of Environment, Forest and Climate Change (MoEFCC) / State Environment Impact Assessment Authority (SEIAA) | <ul style="list-style-type: none"> <li>Environment (Protection) Act, 1986</li> <li>EIA Notification, 2006</li> </ul>                                                                                            | <ul style="list-style-type: none"> <li>Environmental Impact Assessment (EIA) Report</li> <li>Environmental Management Plan (EMP), Form</li> <li>Pre-feasibility Report</li> <li>Public Consultation Documents (where required)</li> </ul> | 90 – 270 days           |
|                                     | Factory License                      | Directorate of Factories / State Labour Department                                                                  | <ul style="list-style-type: none"> <li>Factories Act, 1948 (or Occupational Safety and Health Act, 1947)</li> <li>Health and Working Conditions Code, 2020, as notified</li> <li>State Factory Rules</li> </ul> | <ul style="list-style-type: none"> <li>Approved Factory Layout Plan</li> <li>Building Plan Approval</li> <li>Occupancy Certificate</li> <li>Manufacturing Process Detail</li> <li>Machinery Details</li> </ul>                            | 30 – 90 days            |
| Factory Establishment and Utilities | Electricity Connection               | State Electricity Distribution Company (DISCOM)                                                                     | <ul style="list-style-type: none"> <li>Electricity Act, 2003</li> <li>State Electricity Supply Code</li> </ul>                                                                                                  | <ul style="list-style-type: none"> <li>Application Form</li> <li>Land Ownership Documents,</li> <li>Factory Licence/Approvals</li> <li>Load Requirement Details</li> </ul>                                                                | 15 – 60 days            |
|                                     | Fire NOC                             | State Fire Department                                                                                               | <ul style="list-style-type: none"> <li>Applicable State Fire Safety Rules</li> <li>National Building Code (NBC) 2016 – Fire &amp; Life Safety Provisions</li> </ul>                                             | <ul style="list-style-type: none"> <li>Approved Building Plan</li> <li>Fire Safety System Layout</li> <li>Firefighting Equipment Details</li> <li>Occupancy Details</li> </ul>                                                            | 15 – 60 days            |

**Note:** 1.Environmental Clearance is applicable only for projects falling under categories specified in the EIA Notification, 2006.  
Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness

**Source:** Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Stage-wise Compliance Map for Toy Manufacturing in India (5/10)

| Stage                               | Compliance Requirement             | Relevant Authority / Department                                                         | Applicable Law / Regulation                                                                                                                                                                                 | Documents Required                                                                                                                                                                                                    | Time Taken (indicative) |
|-------------------------------------|------------------------------------|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Factory Establishment and Utilities | Water Connection                   | Municipal Authority / Industrial Development Corporation / State Water Supply Authority | Applicable State Water Supply Rules and Regulations                                                                                                                                                         | <ul style="list-style-type: none"> <li>Land Documents</li> <li>Approved Building Plan</li> <li>Water Requirement Details</li> <li>Factory Documents</li> </ul>                                                        | 15 – 60 days            |
|                                     | Industrial Safety Compliance Norms | State Pollution Control Board (SPCB); Directorate of Factories                          | <ul style="list-style-type: none"> <li>Environment (Protection) Act, 1986</li> <li>Hazardous and Other Wastes Rules, 2016</li> <li>Battery Waste Management Rules, 2022</li> <li>OSHC Code, 2020</li> </ul> | <ul style="list-style-type: none"> <li>Waste Management Plan</li> <li>Safety Audit Reports</li> <li>Risk Assessment Reports</li> </ul>                                                                                | 30 – 90 days            |
|                                     | Consent to Operate (CTO)           | State Pollution Control Board (SPCB)                                                    | <ul style="list-style-type: none"> <li>Water Act, 1974</li> <li>Air Act, 1981</li> </ul>                                                                                                                    | <ul style="list-style-type: none"> <li>CTE Certificate</li> <li>Installation Details</li> <li>Pollution Control Equipment Details</li> <li>Compliance Reports</li> </ul>                                              | 30 – 90 days            |
|                                     | Boiler Registration                | Chief Inspector of Boilers / Boiler Inspectorate                                        | <ul style="list-style-type: none"> <li>Boilers Act, 1923</li> <li>Indian Boiler Regulations, 1950</li> </ul>                                                                                                | <ul style="list-style-type: none"> <li>Boiler Drawings</li> <li>Manufacturer Certificate</li> <li>Inspection Reports</li> <li>Installation Documents</li> <li>Layout plan of steam &amp; bow down pipeline</li> </ul> | 30 – 90 days            |

**Note:** Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness. Certain approvals (e.g., Boiler Registration, PESO Approval, Lift Licence, Hazardous Waste Authorisation, and environmental clearances) are applicable based on the manufacturing process, equipment installed, hazardous material handling, and scale of operations.

**Source:** Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Stage-wise Compliance Map for Toy Manufacturing in India (6/10)

| Stage                               | Compliance Requirement                                                                                           | Relevant Authority / Department                                                       | Applicable Law / Regulation                                                                                                                                                                                                                              | Documents Required                                                                                                                                                                                                     | Time Taken (indicative)             |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| Factory Establishment and Utilities | Petroleum and Explosives Safety Organisation (PESO) Approval                                                     | Petroleum and Explosives Safety Organisation                                          | <ul style="list-style-type: none"> <li>Explosives Act, 1884</li> <li>Gas Cylinder Rules, 2016</li> <li>Petroleum Rules, 2002</li> </ul>                                                                                                                  | <ul style="list-style-type: none"> <li>Site Plan</li> <li>Storage Layout</li> <li>Safety Certificates,</li> <li>Equipment Specifications</li> </ul>                                                                    | 45 – 120 days                       |
|                                     | Lift License                                                                                                     | State Electrical Inspectorate / Lift Inspectorate                                     | Applicable State Lift and Escalator Acts and Rules                                                                                                                                                                                                       | <ul style="list-style-type: none"> <li>Lift Installation Certificate</li> <li>Safety Inspection Report</li> <li>AMC Agreement</li> <li>Manufacturer Certificates</li> </ul>                                            | 15 – 60 days                        |
| Workforce and Production Readiness  | Supplier Agreements & Compliance Declarations                                                                    | Suppliers / Vendors (Contractual Requirement)                                         | <ul style="list-style-type: none"> <li>Indian Contract Act, 1872</li> <li>Product-specific Standards</li> </ul>                                                                                                                                          | <ul style="list-style-type: none"> <li>Supplier Agreements</li> <li>Compliance Declarations</li> <li>Quality Certifications</li> </ul>                                                                                 | 7 – 30 days                         |
|                                     | Labour Codes (Code on Wages 2019, Code on Social Security 2020, OSHWC Code 2020, Industrial Relations Code 2020) | Ministry of Labour & Employment / State Labour Departments / Directorate of Factories | <ul style="list-style-type: none"> <li>Code on Wages, 2019</li> <li>Code on Social Security 2020</li> <li>Industrial Relations Code, 2020</li> <li>Occupational Safety, Health and Working Conditions Code, 2020</li> <li>State Factory Rules</li> </ul> | <ul style="list-style-type: none"> <li>Employee Records</li> <li>Wage Registers</li> <li>Appointment Letters</li> <li>Attendance and Training Records</li> <li>Statutory Registers</li> <li>Emergency Plans</li> </ul> | 0 – 45 days (post employment setup) |

**Note:** Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness

**Source:** Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Stage-wise Compliance Map for Toy Manufacturing in India (7/10)

| Stage                              | Compliance Requirement                                | Relevant Authority / Department                                             | Applicable Law / Regulation                                                                                                        | Documents Required                                                                                                                                                                          | Time Taken (indicative) |
|------------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
|                                    | EPF Registration                                      | Employees' Provident Fund Organisation (EPFO)                               | <ul style="list-style-type: none"> <li>EPF &amp; MP Act, 1952</li> <li>Code on Social Security, 2020</li> </ul>                    | <ul style="list-style-type: none"> <li>PAN</li> <li>Incorporation Certificate</li> <li>Employee Details</li> <li>Bank Details</li> </ul>                                                    | 1 – 7 days              |
| Workforce and Production Readiness | ESI Registration                                      | Employees' State Insurance Corporation (ESIC)                               | <ul style="list-style-type: none"> <li>Employees' State Insurance Act, 1948</li> <li>Code on Social Security, 2020</li> </ul>      | <ul style="list-style-type: none"> <li>PAN</li> <li>Incorporation Certificate</li> <li>Employee Details</li> <li>Address Proof</li> <li>Bank Details</li> </ul>                             | 1 – 7 days              |
|                                    | MSDS Compliance                                       | Manufacturers / Suppliers; Directorate of Factories                         | OSHC Code, 2020                                                                                                                    | <ul style="list-style-type: none"> <li>Material Safety Data Sheets (MSDS/SDS)</li> <li>Chemical Inventory Records</li> </ul>                                                                | 1 – 15 days             |
|                                    | Restricted Substances List (RSL) adherence            | Bureau of Indian Standards (BIS) Industry Bodies; Buyers (where applicable) | IS 9873 (Part 3); Toys (Quality Control) Order, 2020                                                                               | <ul style="list-style-type: none"> <li>Test Reports</li> <li>Supplier Declarations</li> <li>Chemical Compliance Certifications</li> </ul>                                                   | 15 – 30 days            |
| Testing and Certification          | Quality / ISI mark (Bureau of Indian Standards (BIS)) | Bureau of Indian Standards (BIS)                                            | <ul style="list-style-type: none"> <li>Bureau of Indian Standards Act, 2016</li> <li>Toys (Quality Control) Order, 2020</li> </ul> | <ul style="list-style-type: none"> <li>BIS Application</li> <li>Factory details</li> <li>Quality control documents,</li> <li>Test reports</li> <li>Manufacturing process details</li> </ul> | 30 – 90 days            |

*Note:* Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness

*Source:* Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Stage-wise Compliance Map for Toy Manufacturing in India (8/10)

| Stage                     | Compliance Requirement                                                      | Relevant Authority / Department                                                                                          | Applicable Law / Regulation                                                                                                                                                               | Documents Required                                                                                                                                                                                                                                                                           | Time Taken (indicative) |
|---------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Testing and Certification | Compliance with IS 9873/ IS 15644 standards                                 | <ul style="list-style-type: none"> <li>Bureau of Indian Standards (BIS);</li> <li>BIS-recognised Laboratories</li> </ul> | <ul style="list-style-type: none"> <li>IS 9873 (Parts 1–9, as applicable)</li> <li>IS 15644 (for electric toys)</li> </ul>                                                                | <ul style="list-style-type: none"> <li>Product specifications</li> <li>Bill of Materials</li> <li>Product samples</li> <li>Laboratory Test Reports</li> </ul>                                                                                                                                | 7 – 30 days             |
|                           | BIS Market Surveillance                                                     | Bureau of Indian Standards (BIS);                                                                                        | <ul style="list-style-type: none"> <li>Bureau of Indian Standards Act, 2016</li> <li>BIS (Conformity Assessment) Regulations, 2018</li> <li>Toys (Quality Control) Order, 2020</li> </ul> | <ul style="list-style-type: none"> <li>BIS Licence (ISI Mark)</li> <li>Product test reports,</li> <li>Production records,</li> <li>Quality control records,</li> <li>Batch Traceability Records,</li> <li>Corrective Action Reports (if any),</li> <li>Surveillance Audit Reports</li> </ul> | 15 – 30 days            |
|                           | ASTM, EU, CFR, ISO standards as applicable for Export Oriented Units (EoUs) | <ul style="list-style-type: none"> <li>Accredited Laboratories</li> <li>International Standards Bodies</li> </ul>        | <ul style="list-style-type: none"> <li>ASTM F963</li> <li>EN 71 Series</li> <li>ISO 8124 (as applicable)</li> </ul>                                                                       | <ul style="list-style-type: none"> <li>Product samples</li> <li>Test Reports</li> <li>Declaration of conformity</li> </ul>                                                                                                                                                                   | 15 – 60 days            |
|                           | Buyer/Retailer specific certifications                                      | <ul style="list-style-type: none"> <li>Buyers</li> <li>Retailers</li> <li>Third-party Certification Agencies</li> </ul>  | Buyer-specific technical specifications and compliance protocols                                                                                                                          | <ul style="list-style-type: none"> <li>Supplier Declarations</li> <li>Product Specifications</li> <li>Audit Reports</li> </ul>                                                                                                                                                               | 15 – 90 days            |

*Note:* Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness

*Source:* Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Stage-wise Compliance Map for Toy Manufacturing in India (9/10)

| Stage                             | Compliance Requirement                                   | Relevant Authority / Department                                                                                                                 | Applicable Law / Regulation                                                                                                                                    | Documents Required                                                                                                                                                    | Time Taken (indicative) |
|-----------------------------------|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Market Readiness and Distribution | Adherence to Legal Metrology (Packaged Commodities Rule) | Department of Consumer Affairs (Legal Metrology Division)                                                                                       | Legal Metrology Act, 2009; Legal Metrology (Packaged Commodities) Rules, 2011                                                                                  | <ul style="list-style-type: none"> <li>Packaging Artwork</li> <li>Product labels</li> <li>Declarations relating to net quantity, MRP, manufacturer details</li> </ul> | 15 – 30 days            |
|                                   | Mandatory Product Declarations                           | <ul style="list-style-type: none"> <li>Department of Consumer Affairs (Legal Metrology Division)</li> <li>Bureau of Indian Standards</li> </ul> | <ul style="list-style-type: none"> <li>Legal Metrology (Packaged Commodities) Rules, 2011 BIS Act, 2016</li> <li>Toys (Quality Control) Order, 2020</li> </ul> | <ul style="list-style-type: none"> <li>Approved packaging artwork</li> <li>BIS Licence</li> <li>Product specifications</li> </ul>                                     | 7 – 15 days             |
|                                   | GST Invoicing and E-Way Bill Compliance                  | <ul style="list-style-type: none"> <li>Central Board of Indirect Taxes and Customs (CBIC)</li> <li>State GST Authorities</li> </ul>             | <ul style="list-style-type: none"> <li>CGST Act, 2017</li> <li>SGST/UTGST Acts</li> <li>GST Rules</li> <li>E-Way Bill Rule</li> </ul>                          | <ul style="list-style-type: none"> <li>GST Registration Certificate</li> <li>Invoice templates,</li> <li>Transporter details</li> <li>E-way bill records</li> </ul>   | 1 – 7 days              |
|                                   | TDS Compliance                                           | Income Tax Department (ITD)                                                                                                                     | <ul style="list-style-type: none"> <li>Income-tax Act, 1961</li> <li>Income Tax Rules, 1962</li> </ul>                                                         | <ul style="list-style-type: none"> <li>TAN Registration</li> <li>TDS Returns</li> <li>Payment Records</li> <li>Deduction Registers</li> </ul>                         | 1 – 7 days              |

**Note:** Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness

**Source:** Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Stage-wise Compliance Map for Toy Manufacturing in India (10/10)

| Stage                             | Compliance Requirement   | Relevant Authority / Department                                                                                                                               | Applicable Law / Regulation                                                                                                                 | Documents Required                                                                                                                                                                                                                                                                                       | Time Taken (indicative)                                                                                |
|-----------------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| Market Readiness and Distribution | Labour and Tax Filings   | <ul style="list-style-type: none"> <li>Ministry of Labour &amp; Employment (MoLE)</li> <li>State Labour Departments</li> <li>Income Tax Department</li> </ul> | <ul style="list-style-type: none"> <li>Code on Social Security, 2020</li> <li>Code on Wages, 2019</li> <li>Income Tax Act, 1961</li> </ul>  | <ul style="list-style-type: none"> <li>Labour Returns</li> <li>Payroll Records,</li> <li>Statutory Registers</li> <li>Tax Returns</li> </ul>                                                                                                                                                             | Periodic monthly quarterly, and annual filings                                                         |
|                                   | Product Recall Framework | <ul style="list-style-type: none"> <li>Central Consumer Protection Authority (CCPA)</li> <li>Department of Consumer Affairs</li> </ul>                        | Consumer Protection Act, 2019                                                                                                               | <ul style="list-style-type: none"> <li>Product Recall Policy</li> <li>Complaint Handling SOPs</li> <li>Traceability Records</li> <li>Corrective Action Records</li> </ul>                                                                                                                                | 15 – 30 days                                                                                           |
|                                   | GST Audits               | <ul style="list-style-type: none"> <li>Central Board of Indirect Taxes and Customs (CBIC)</li> <li>State GST Departments</li> </ul>                           | <ul style="list-style-type: none"> <li>Central Goods and Services Tax (CGST) Act, 2017; CGST Rules, 2017</li> <li>State GST Acts</li> </ul> | <ul style="list-style-type: none"> <li>GST Registration Certificate</li> <li>GSTR-1, GSTR-3B, GSTR-9/9C (where applicable)</li> <li>Purchase &amp; Sales Registers</li> <li>Tax Invoices, E-Way Bills, Input Tax Credit Records</li> <li>Books of Accounts</li> <li>Reconciliation Statements</li> </ul> | <ul style="list-style-type: none"> <li>30 – 180 days (depending on scope of audit/scrutiny)</li> </ul> |

Note: Timelines are indicative and based on typical approval processes; actual timelines may vary depending on state regulations, project complexity, and documentation completeness

Source: Stakeholder and Industry Consultations, Government Publications and Websites, Secondary Research Reports

# Volume 4 : Toy Sector Compliance Requirements

- BIS Certification – Process Flow



# BIS Toy Certification : Grant of License – Process Flow

(1/12)

Product certification for toys is mandatory in India due to the Quality Control Order (QCO), which ensures that all toys shall comply with BIS safety standards. Below is a step-by-step procedure for obtaining a BIS license.

- Step 1: Enter the URL <https://www.manakonline.in/MANAK/login> in Mozilla Firefox web browser.
- Step 2: Click on the Conformity Assessment (Manakonline) tab as shown in (Fig.1)

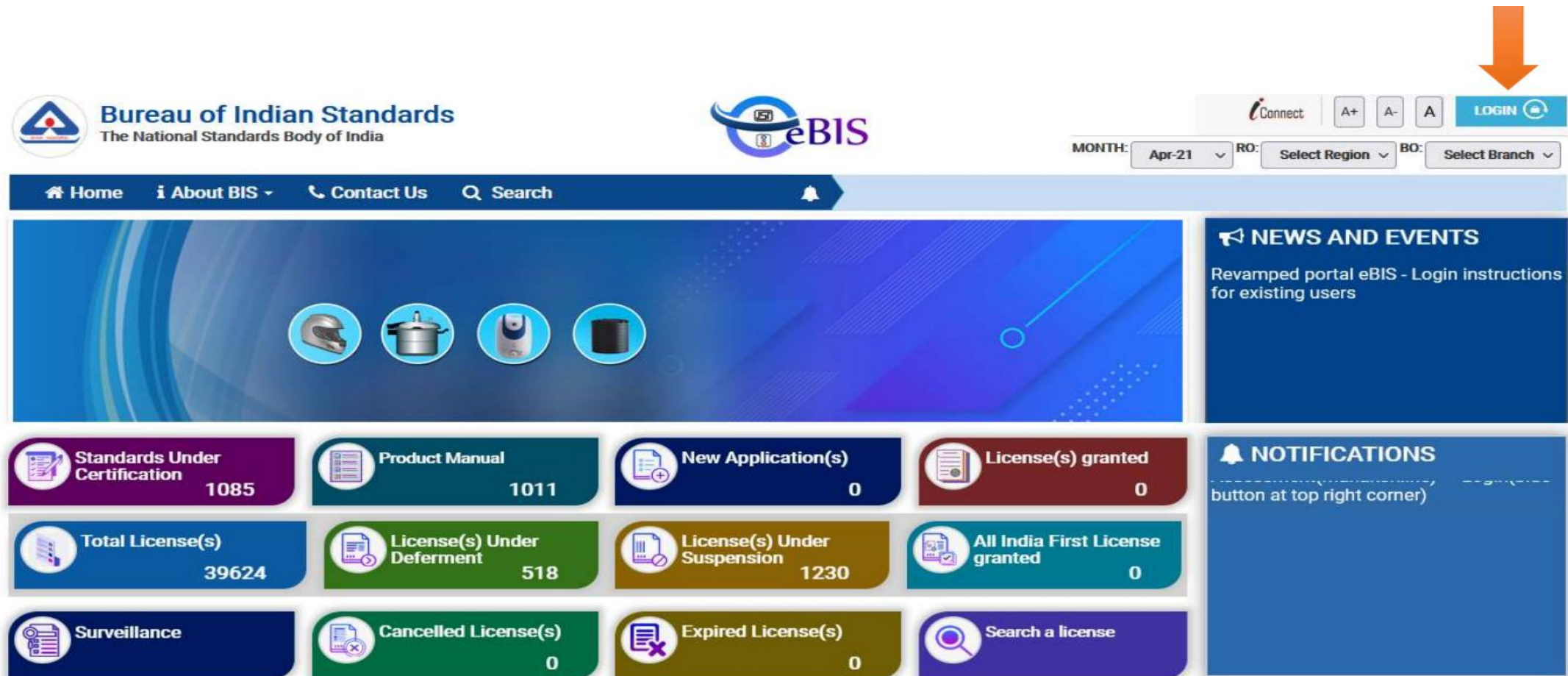


(Fig.1)

# BIS Toy Certification : Grant of License – Process Flow

(2/12)

- Step 3: Click on LOGIN tab as shown in (Fig.2)



(Fig.2)

# BIS Toy Certification : Grant of License – Process Flow

(3/12)

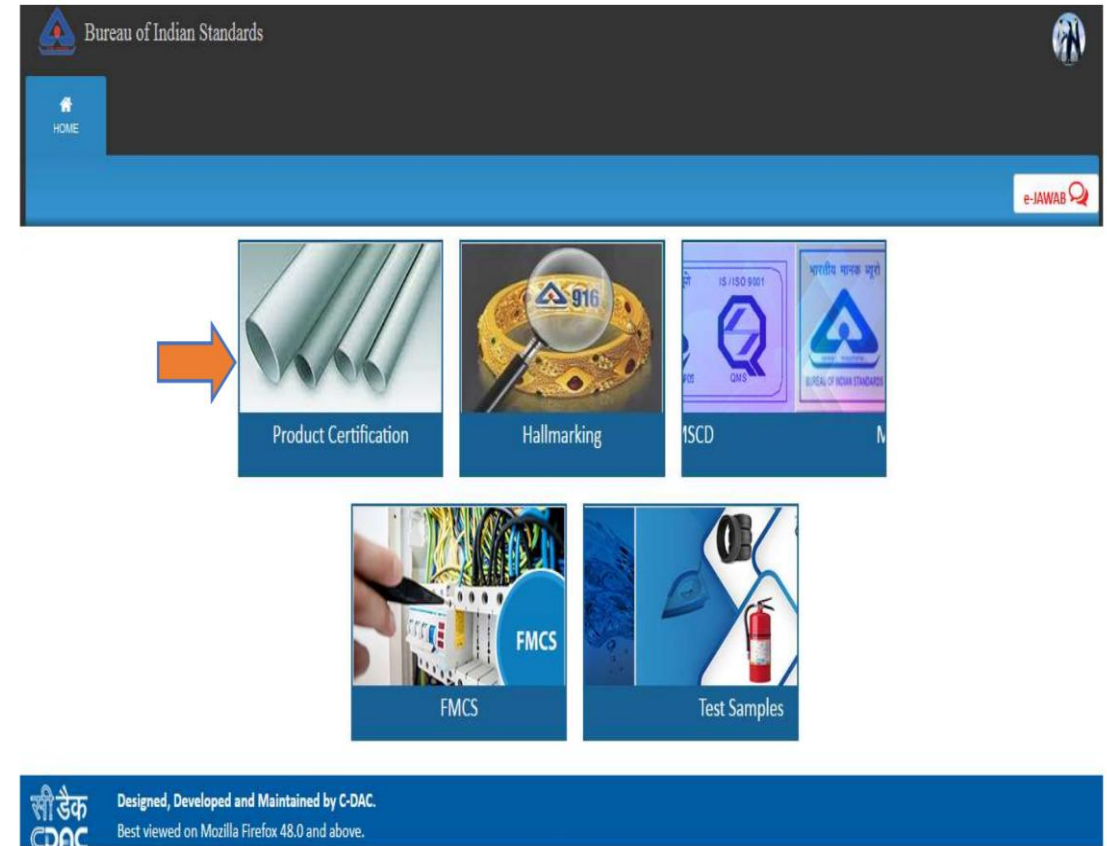
- Step 4: Enter the Username, Password, Captcha and click on Sign in tab as shown in (Fig.3)



The image shows the login page of the Bureau of Indian Standards (BIS) website. On the left is the BIS logo and the text "Bureau of Indian Standards The National Standards Body of India". On the right is a login form with fields for Username (containing "tanmay"), Password (masked with dots), and Captcha (containing "9u2sh8"). Below the Captcha field is a "Sign in" button, which is highlighted with an orange arrow. There are also links for "Create account" and "Forgot Password/Reset Password". A "Home" button is located in the top right corner of the form area.

(Fig.3)

- Step 5: Click on the Product Certification as shown in (Fig.4)

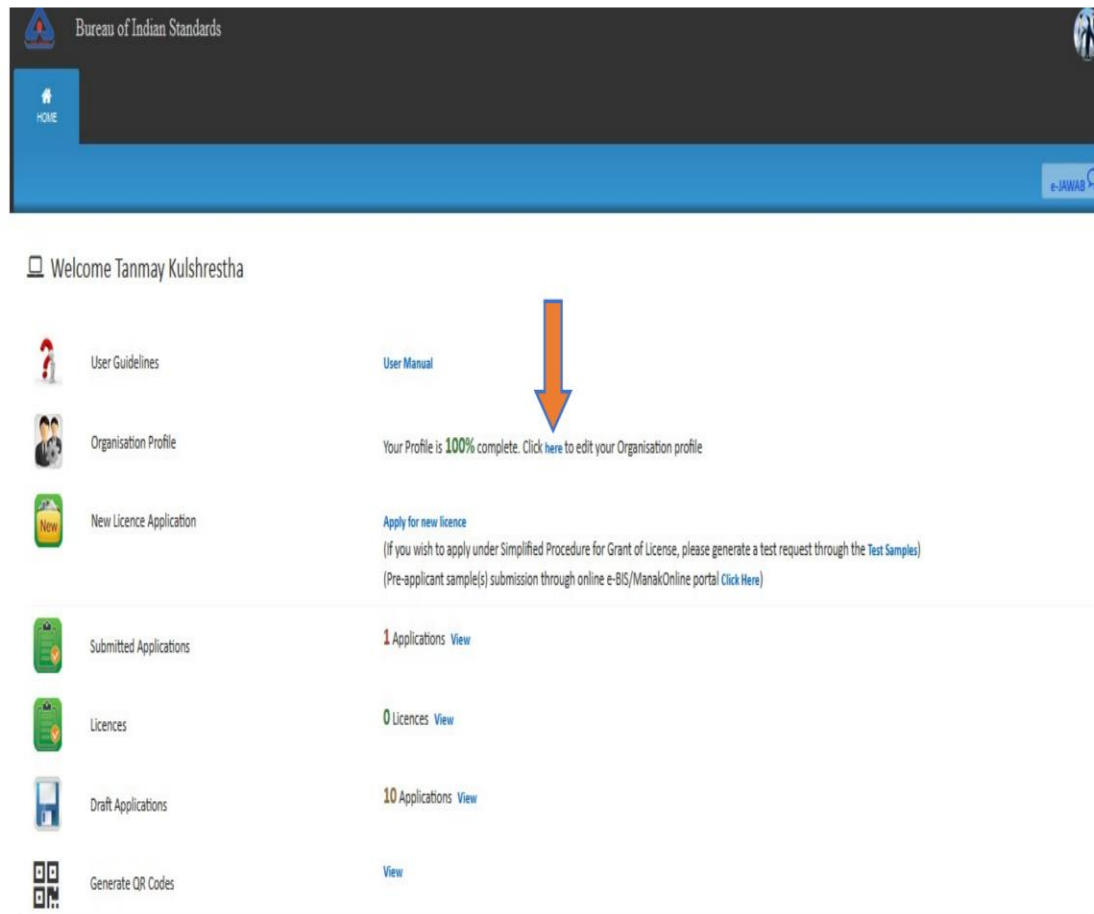


(Fig.4)

# BIS Toy Certification : Grant of License – Process Flow

(4/12)

- Step 6: Click on 'Here' link against Organization profile to fill the same as shown in (Fig.5)



(Fig.5)

- Step 7: In case you have not entered your organisation profile, please fill up the organization profile.

Following Details are crucial while applying for BIS Certification License. Please fill correct details and upload corresponding documents. Incorrect details or/and documents may lead to rejection of your application.

### Company/Office Profile

#### Organization Profile

Firm Name: \*

#### Registration Details

|                                 |                                                            |                                                      |                                                          |
|---------------------------------|------------------------------------------------------------|------------------------------------------------------|----------------------------------------------------------|
| Nature of Firm                  | <input type="text" value="Select"/>                        | Sector*                                              | <input type="text" value="Select"/>                      |
| Scale*                          | <input type="text" value="Select"/>                        | Document(In case of Proof of Establishment of Firm)* | <input type="text" value="Browse..."/> No file selected. |
| Proof of Establishment of Firm* | <input type="text" value="Select"/>                        |                                                      |                                                          |
| Women Entrepreneur:*            | <input type="radio"/> Yes <input type="radio"/> No         |                                                      |                                                          |
| Startup:*                       | <input type="radio"/> Yes <input type="radio"/> No         |                                                      |                                                          |
| Registration Number:            | <input type="text" value="Enter Registration Number"/>     | Date Of Registration:                                | <input type="text" value="DD/MM/YYYY"/>                  |
| GST Number:                     | <input type="text" value="Enter GST Number"/>              |                                                      |                                                          |
| Business Licence Number:        | <input type="text" value="Enter Business Licence Number"/> |                                                      |                                                          |
| PAN Number:                     | <input type="text" value="Enter PAN Number"/>              |                                                      |                                                          |

#### Office Details

|                            |                                                                                                                                     |                            |                                                          |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------------------------------------|
| CEO Name: *                | <input type="text" value="Enter name of CEO"/>                                                                                      | Country *                  | <input type="text" value="INDIA"/>                       |
| Office Address *           | <input type="text" value="Enter Address"/><br><input type="text" value="Enter Address"/>                                            | District *                 | <input type="text" value="Select"/>                      |
| State *                    | <input type="text" value="Select"/>                                                                                                 | Pin Code *                 | <input type="text" value="Enter pincode"/>               |
| City *                     | <input type="text" value="Select"/>                                                                                                 | Document/Address Proof): * | <input type="text" value="Browse..."/> No file selected. |
| Address Proof Document: *  | <input type="text" value="Select"/>                                                                                                 | Registered Email:*         | <input type="text" value="testmanak2@yopmail.com"/>      |
| Registered Mobile Number:* | <input type="text" value="7982511146"/>                                                                                             | Alternate Mobile Number:   | <input type="text" value="Enter the number"/>            |
| Office Email:*             | <input type="text" value="Enter The Email"/>                                                                                        |                            |                                                          |
| Landline Number:           | <input type="text" value="Country Code"/><br><input type="text" value="STD Code"/><br><input type="text" value="Enter the number"/> |                            |                                                          |

#### Factory Details

BIS Toy Certification : Grant of License – Process Flow

(5/12)

- Step 8: After filling all the details of the profile, click on the ‘Submit’ button as shown in (Fig.7)
- Step 9: Then a success message will reflect on your screen after successful updation of the profile as shown in (Fig.8)

Factory Details

IS Factory Details Different From Office Details ? ☒ Yes ☐ No

Factory Address \*

delhi ✓

ITO

State \*

DELHI ✓

City \*

DELHI ✓

Address Proof Document: \*

Certificate/documentary evidence from Registr...

Registered Mobile Number: \*

7982511146

Factory Email: \*

yash@gmail.com ✓

Landline Number:

1234 ✓

5434

543265

Country \*

INDIA

District \*

DELHI ✓

Pin Code \*

110070 ✓

Document(Address Proof): \*

Browse... AHC 1.pdf

Registered Email: \*

testmanak2@yopmail.com

Alternate Mobile Number:

9878987632 ✓

Submit

(fig.7)

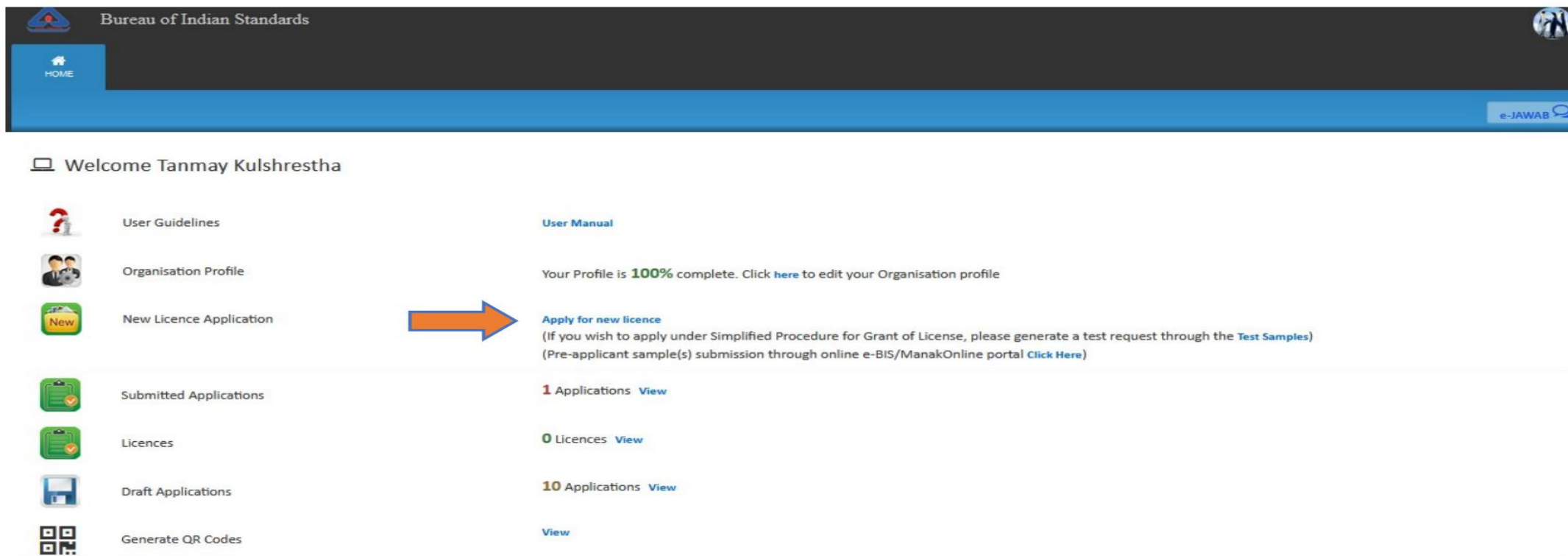
Success

Your Profile Information has been submitted

Home Page

(Fig.8)

- Step 10: You can apply for new license when the profile is updated. Click on the 'Apply for New License' link as shown below in (Fig.9).
- Before filling the application, please go through the guidelines provided by BIS for Grant of License. These can be accessed through following path: Go to [bis.gov.in](http://bis.gov.in) > Conformity Assessment > Product Certification Process > Guidelines for grant of license (or click on the link- <https://www.bis.gov.in/wp-content/uploads/2021/08/GoL-GuidelinesWebsiteHosting.pdf>)



(Fig.9)

# BIS Toy Certification : Grant of License – Process Flow

(7/12)

- Step 12: Select option 'Yes' if you know the Indian Standard Specification (ISS) for the product against which license is sought and choose the standard accordingly as shown in (Fig.11) <Refer Guideline on the website for proper content>

| Office/Firm Details |                                                         |              |                                                                                     |
|---------------------|---------------------------------------------------------|--------------|-------------------------------------------------------------------------------------|
| Firm Name:          | Test                                                    | CEO Name:    | Test                                                                                |
| Firm Address:       | test                                                    | City:        | ASTAULY                                                                             |
| District:           | GAUTAM BUDDH NAGAR                                      | State:       | UTTAR PRADESH                                                                       |
| Country:            | India                                                   | PinCode:     | 201307                                                                              |
| E-MailId:           | nitinkumarvarshney@yopmail.com                          | Contact No.: | Mobile: 9999999999                                                                  |
| Address Proof Type: | Certificate/documentary evidence from Registrar of firm |              |  |

| Indian Standard Details       |                                                                                                                                                                                                                                                     |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Do You Know Indian Standard*: | <div>Yes ▾</div>                                                                                                                                                                                                                                    |
| Indian Standard*:             | <div>14543</div>                                                                                                                                                                                                                                    |
| Select Option*:               | <div>IS 14543:2016[Tile:- PACKAGED DRINKING WATER (OTHE... ▾<br/>Option 1 ▾</div>                                                                                                                                                                   |
| Product Manual:               | <div>To view the list of such products where applications are required to be mandatorily filed under option-2, please <a href="#">click here</a></div> <div></div> |

| Marking Fee Details                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I hereby agree to pay marking fee to Bureau of Indian Standards after grant of licence to use the Standard Mark according to the following rates and in the manner stipulated as under : |
| i) Minimum Marking fee= ₹ 128000.00                                                                                                                                                      |
| The Actual marking fee to be calculated as under<br>₹ 20.00 per unit for 1st 6000.0 units<br>1 Unit = 1000 LITRE                                                                         |
| ii) The marking fee is payable as follows :                                                                                                                                              |

(Fig 11)

# BIS Toy Certification : Grant of License – Process Flow

(8/12)

- Option 1 (Normal Procedure): After scrutiny of application is done, a factory visit is carried out and sample is drawn for testing. Once the testing is completed and a report is received, the Branch Office of BIS then process for the Grant of Licence. Sample(s) may not be drawn in case the Grant of License is to be consider on the basis of factory testing only.
- Option 2 (Simplified Procedure): The applicant has to submit a test report of their product along with the application. Once the application is submitted, a factory visit is carried out for the verification of manufacturing infrastructure, production process and quality control etc. and then the license may be processed for grant of license. The test report of the sample(s) drawn during the factory visit will be used for review purposes.
- Step 13: Fill the details of Top management, Technical management and Contact person (Fig.12)

1 Application General Inform 2 Management Details 3 Manufacturing Process 4 Packaging Marking Branding 5 Testing and Inspection 6 Test Reports 7 Declaration/Undertaking 8 Preview Application 9 Pay Fee

**Management Details**

\* Mandatory Fields

**Firm's Management Details**

**Top Management Details**

| Name*        | Designation* | Contact No.* | Email ID*     | DIN(If Applicable) | Action |
|--------------|--------------|--------------|---------------|--------------------|--------|
| ankit mishra | director     | 9997286284   | xyx@gmail.com | Enter DIN          | +      |

**Correspondence Details**

Correspondence Address Communication\*: Office

Name of Contact Person\*: surya

E-Mail Id\*: xyz@gmail.com

Designation of Contact Person\*: Assistant Director

Contact Number\*: 7042128658

Kindly note that the above correspondence will be used for all communications/alerts from BIS.

**Technical Management / Quality Assurance / Control Personnel Details**

| Name* | Designation*      | Qualification.* | Qualification Document*           | Experience (in years)* | Photo*              | Action |
|-------|-------------------|-----------------|-----------------------------------|------------------------|---------------------|--------|
| rahul | technical support | btech           | Browse... FeeReceipt_10815983.pdf | 10                     | Browse... 2 001.jpg | +      |

Back Next

(Fig 12)

BIS Toy Certification : Grant of License – Process Flow

(9/12)

- Step 14: Similarly, fill the details of ‘Testing Equipment’. Click on ‘Yes’ if you want to download the excel file, otherwise click on ‘No’.

1

2

3

4

5

6

7

8

9

Application General InformManagement DetailsManufacturing ProcessPackaging Marking BrandingTesting and InspectionTest ReportsDeclaration/UndertakingPreview ApplicationPay Fee

Manufacturing Process

Manufacturing Process Details

Raw Material Details

| Raw material (With Grade Details, if any)* | Name of Supplier*    | Conformity of Material*                                              | How Received Batches/Lots Nature of Package* | Records maintained* | Action |
|--------------------------------------------|----------------------|----------------------------------------------------------------------|----------------------------------------------|---------------------|--------|
| Bottle                                     | surya water supplier | <div>ISI Marked</div> <div>Test Report From BIS Recognized Lab</div> | 10                                           | Yes                 | +      |

Do you outsource any part of the manufacturing process. (Decision on permitting outsourcing is subject to evaluation and product specific guidelines notified by the Bureau):\*

No

Maintenance of Hygenic conditions (Must for Food products):

No

Process Flow-Chart Covering all Processes of Manufacture (from Raw Material to Finished Product Stage), Including Details of In-Process Controls at each stage, including for those stages which have been Outsourced\*

Browse... FeeReceipt\_10815983.pdf

upload pdf file(Max size 20 MB)

Enclose Layout Plan of Factory:\*

Browse... EInvoiceNew4668482.pdf

upload pdf file(Max size 20 MB)

Manufacturing Machinery List:\*

Download Template

Browse... REFUND MODULE DETAILS.xlsx

upload Excel file(Max size 20 MB)

( Fig 13)

# BIS Toy Certification : Grant of License – Process Flow

(10/12)

- Step 15: Then fill the production details, accept declarations and click on 'Next' to go to the next page as shown below in (Fig.14)

Production Details(Annual)

Units of Production(as per MF) 1 Unit=\*

1000 LITRE

Production Value  
(If already in production, actual approx. value of production per annum, in ₹):\*

1000000

Present Installed Capacity:\*

10000

Back Next

- Step 16: Fill the details of Brand details and click Next

1 Application General Inform 2 Management Details 3 Manufacturing Process 4 Packaging Marking Branding 5 Testing and Inspection 6 Test Reports 7 Declaration/Undertaking 8 Preview Application 9 Pay Fee

Packaging & Brand Details

\* Mandatory Fields

Packaging And Brand Details

Nature of Packaging:\*

bottle

Quantity Per Package:\*

12

Marking on article:\*

15

(Please specify details being marked on the product/packaging such as Brand, product description, type, ratings etc.)

Method of Marking:\*

Printing

Form of Label(s):

Browse... FeeReceipt\_10815983.pdf

Batch or Code or Serial numbering for identification:\*

123456

Brand Details

Brand Names/Trademark(s) which would be marked on the product bearing the BIS Standard Mark (Give actual design depiction of the Brand Name/Trade Mark(s)) \*

aquafina

Owned by self or others \*

Self

Registered/Unregistered\*

Registered

Date of Registration/Introduction \*

08/08/2023

Upload File\*

Browse... EInvoiceNew4668482.pdf

Action

+ -

I/We undertake to inform BIS in advance as and when we propose to use any other Brand Name(s)/Trade Mark(s) in conjunction with the operation of BIS Certification Scheme.  
I/We also undertake that, as far as possible, the entire production which conforms to the specification shall be marked with BIS Mark, irrespective of Brand Name(s)/Trade Mark(s) used.  
I/We understand that the above has been given only as information to BIS, that BIS has no role in permitting/approving of any Brand Name/Trade Mark, that this is not in any way be interpreted to mean that BIS has permitted/approved the use of the Brand Name(s) and Trade Mark(s) listed above, and that the responsibility is entirely mine/ours.  
☒ I Agree

Back Next

( Fig 15)

- Step 17: Fill Testing and Inspection Details and then click Next Button
- Step 18: Fill Test Report Section
- Step 19: Fill Declaration & Undertaking then click on Next Button
- Step 20 : Review Application Details
- Step 21: Later an Application Fee and Contact BIS page will open. Here select the payment mode, agree to the terms and conditions and click on 'Proceed to Payment' button as shown in (Fig.20).

**Application Fee and Contact BIS**

Contact BIS:

Address : BSNL TELEPHONE EXCHANGE COMPOUND, GATE NO. 5, SECTOR 19, NOIDA  
DISTRICT : GAUTAM BUDDH NAGAR , UTTAR PRADESH - 201301  
Branch Contact No: 9999999999  
E-mail: nobo\_bis@yahoo.com  
Note: Your fee will be submitted to this branch.

Fee Details:

☒ Relaxation Provision for MSME Units by BIS  
Opt for Two Installments ☐ No

| S.No | Fee Description                                                                 | Fee Amount (₹) |
|------|---------------------------------------------------------------------------------|----------------|
| 1    | Annual Licence Fee                                                              | ₹ 1000.0       |
| 2    | Application Fee                                                                 | ₹ 1000.0       |
| 3    | Minimum Marking Fee( Discount:- Rs. 128000.0 after no discount startup & women) | ₹ 128000.0     |
| 4    | Preliminary Inspection Charges                                                  | ₹ 7000.0       |
| 5    | CGST(9.0%)                                                                      | ₹ 12330.0      |
| 6    | SGST(9.0%)                                                                      | ₹ 12330.0      |
| 7    | Total Fee                                                                       | ₹ 161660.0     |

Payment Mode ☒ Individual/Retail Banking ☐ With Corporate Netbanking

Info! In case of payment failure, if money is deducted from your account, the same would be refunded within 7 working days. Please contact your bank in case of further queries. Kindly do not make another attempt for payment unless there is a failure.

☒ I agree to the Terms and Conditions

Note:Fees can be changed at any time during application and applicant would be required to clear all the dues before Grant of Licence.

(Fig 20)

# BIS Toy Certification : Grant of License – Process Flow

(12/12)

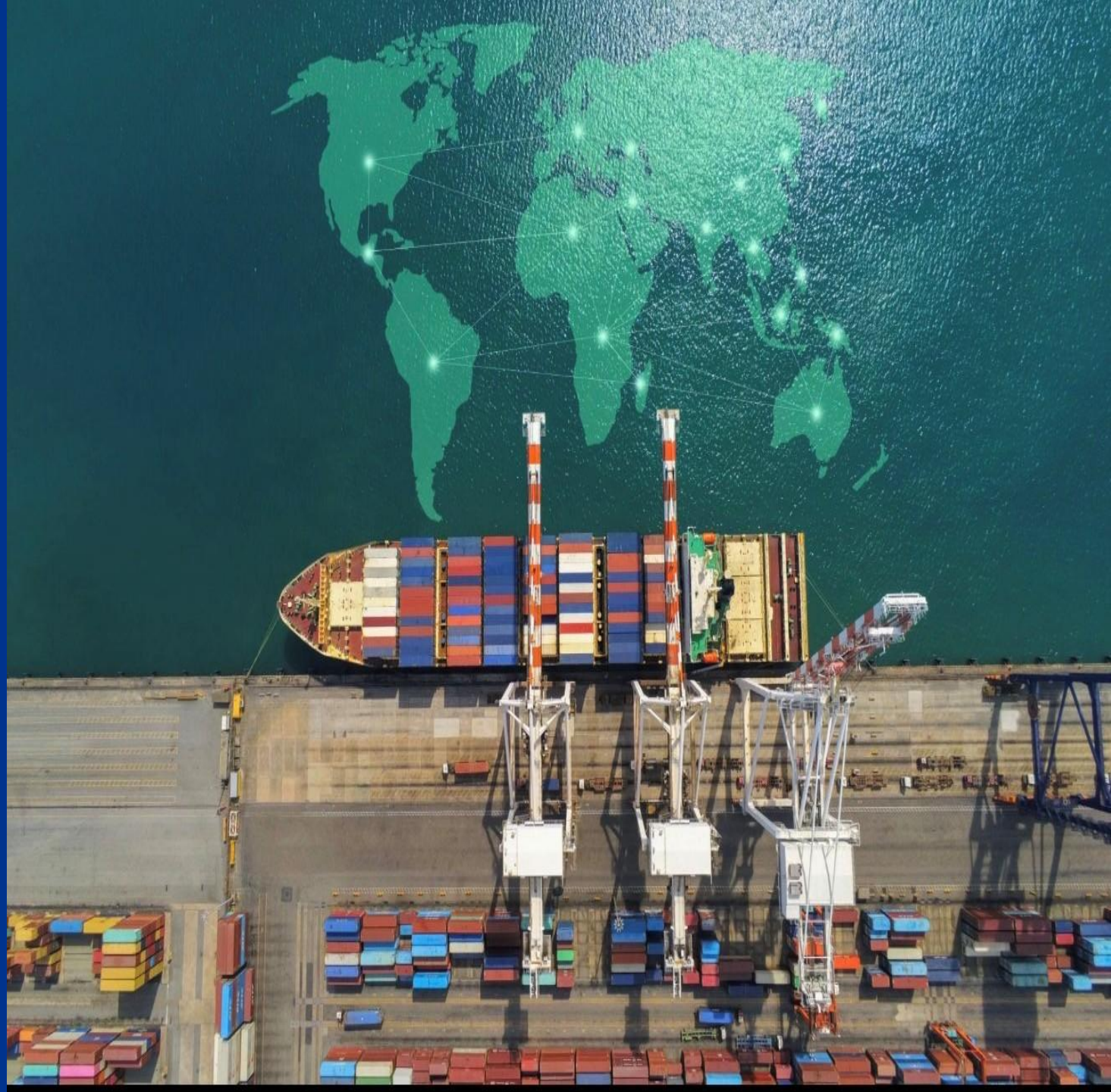
- Step 22: Then on Online Payment page go through the all the instructions regarding transaction charges and click on Pay Now
- Step 23: Now, select the appropriate method and Make Payment as shown in figure below

The screenshot displays the online payment interface. On the left, a sidebar contains four payment options: Credit Card, Debit Card, Debit Card + ATM PIN, and Internet Banking. The 'Credit Card' option is selected and highlighted. The main area is titled 'Pay by Credit Card' and features logos for VISA, MasterCard, American Express, and RuPay. Below the logos, there are input fields for 'Card Number' (with a placeholder 'Enter card number'), 'Expiration Date' (split into 'Month' and 'Year' fields), and 'CVV/CVC'. A 'Card Holder Name' field with the placeholder 'Enter card holder name' is also present. A large yellow 'Make Payment' button is at the bottom, with a 'Cancel' link next to it. On the right side, a box displays the 'Merchant Name' as 'Bureaus of Indian standards' and the 'Payment Amount' as '₹ 121540.00'.

- For more details go to [Manak Online](https://www.manakonline.in/MANAK/impLinks) <https://www.manakonline.in/MANAK/impLinks>

# Volume 5: Export Promotion & Market Readiness

- Export Process Guide



# Global Market Entry Toolkit: End to End user Interface (1/3)

## Standard Operating Procedure for Establishing Export Business

1

### Establish Business

- 1.1 Registrar of Companies (RoC)
- 1.2 Apply for Director Identification Number (DIN)
- 1.3 MOA and AOA of a Company under Companies Act
- 1.4 Apply for PAN Card
- 1.5 Opening a Bank Account, etc.

Detailed Information is provided in (Volume 4: Toy Sector Compliance Requirements, Chapter 1).

2

### Obtaining Importer-Exporter Code (IEC)

The Importer -Exporter Code (IEC) is a key business identification number which is mandatory for Exports or Imports.

**WEBSITE** <https://www.dgft.gov.in>

#### Documents Needed

- E-mail & Mobile Number
- PAN Card
- Address Proof (Aadhar Card or Passport is accepted for proprietary ship.
- Valid Bank Account in the name of applicant
- Fees of Rs.500/- with applicable taxes

3

### Registration cum membership certificate (RCMC)

Registration-Cum-Membership Certificate (RCMC) is a certificate that validates an exporter dealing with products registered with an agency/ organization that the Indian Government authorizes.

**WEBSITE** <https://www.dgft.gov.in/CP/?opt=e-rcmc>

# Global Market Entry Toolkit: End to End user Interface (2/3)

## Standard Operating Procedure for Establishing Export Business

### Selection of Product

- 4 After studying the trends of export of different products from India proper selection of the product(s) to be exported may be made by using ITC-HS Codes known as Indian Trade Classification based on Harmonized System of Coding.

**WEBSITE** <https://tradedstat.commerce.gov.in;>  
<https://www.trade.gov.in>

### Selection of Markets

- 5 The market should be selected after research covering market size, competition, quality requirements, payment terms etc. Exporting countries can be selected based on the Free Trade Agreements (FTAs).

**WEBSITE** <https://www.trade.gov.in>

### Finding Buyers

- 6 Participation in trade fairs, buyer seller meets, exhibitions, B2B portals, web browsing are an effective tool to find buyers.

**WEBSITE** <https://www.toyassociation.org>

### Sampling

- 7 Providing customized samples as per the demands of foreign buyers. As per FTP 2023, exports of bonafide trade and technical samples of freely exportable items shall be allowed without any limit

### Pricing/Costing

- 8 Product pricing is crucial in getting buyers attention and promoting sales in view of international competition. The price should be worked out taking into consideration all expenses from sampling.

### Covering Risks through Export Credit Guarantee Corporation Ltd (ECGC)

- 9 International trade has payment risks due to buyer/country insolvency. These risks can be covered by ECGC policies. If the buyer is placing order without making advance payment or opening letter of Credit, it is advisable to procure credit limit on the foreign buyer from ECGC to protect against risk of non-payment.

### Customs Procedures

- 10 It is necessary to obtain a PAN-based Business Identification Number (BIN) from Customs before filing the shipping bill. In case of Non-EDI, shipping bills or bills of export must be filed manually in the prescribed format under the Shipping Bill and Bill of Export (Form) Regulations, 1991.

# Global Market Entry Toolkit: End to End user Interface (3/3)

- Exporters need to obtain market-specific certifications to meet the regulatory requirements of destination countries. Certification requirements vary across markets, such as the US and EU. Details are provided in the respective Volume.
- Apart from product-specific certification, manufacturers are often required to obtain factory-level certifications such as BSCI and SEDEX to meet the sourcing and compliance requirements of global buyers.

## 11 US (Standards) The Consumer Product Safety Improvement Act (CPSIA) & EU Countries (Standards) (Toy Safety Directive 2009/48/EC)

Detailed Information is provided in (Volume 4 : Toy Sector Compliance Requirements, Chapter 3)

## 12 Factory Level Certification for Global Buyers

Manufacturers may be required to comply with these standards to qualify for the production and sale of products supplied to retailers.

- Social Compliances: (BSCI & SEDEX)<sup>1</sup>
- ISO 9001 Quality Management
- ISO 14001 Environment Management
- ISO 45001 Safety Management

## 13 Quality Control

Strict quality control is essential for export goods. Certain products (like food, agriculture, fishery, chemicals) require compulsory pre-shipment inspection, and foreign buyers may also demand inspection as per their own standards through nominated agencies.

## 14 Logistics

PM Gati Shakti National Master Plan, launched in October 2021, is a GIS-based platform integrating data from various ministries to improve infrastructure planning and reduce logistics costs.

**WEBSITE** <https://pmgatihshakti.gov.in/pmgatihshakti/login>

## 15 Customs Filing

File shipping bill for export and clearance status can be done from this Portal

**WEBSITE** <https://www.icegate.gov.in>

## 16 Certificate of Origin

The Certificate of Origin (COO) states the country where goods are produced. It is attached to the commercial invoice and issued for each item in a shipment.

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