

Toy industry may touch ₹13kcr

NEW DELHI: The size of India's toy industry may touch ₹13,000 crore by 2015, compared to ₹7,500 crore at present, on account of increasing consumerism and a growing population, an industry body study has said.

The industry is growing at a compounded annual growth rate (CAGR) of about 20 per cent, the study said.

"The Indian toy industry caters to about four crore kids in the age group of 12 years across the country. But domestically manufactured toys account for only 15 per cent of the market and the rest of the market is flooded with imported toys from countries like China, Korea, Malaysia, the UK and the US," said DS Rawat, Secretary General, ASSOCHAM.

The industry offers a wide range of products like elec-



tronic toys, board games, construction toys, educational games and collectibles, the study said.

The domestic toy industry is highly fragmented, unorganised and is predominantly dominated by micro, small

and medium-scale manufacturers, it said.

"Dogged by lack of innovation, marketing, advertising, distribution and abundance of imported products, the domestic toy industry must be provided with credit and marketing assistance by the government," Rawat said.

Furthermore, the study said, cities like Ahmedabad, Bangalore, Hyderabad and Pune are fast-emerging as toy manufacturing hubs.

The industry employs about 25 lakh people both in the organised and unorganised sector. About 70 per cent of the toy market in India is unorganised, the study said.

It said small toy shops cater to the masses, while branded ones like Fisher-Price, Funskool, Hamleys, Lego and Mattel cater to the middle and high-class. —PTI