

# INDIA'S LARGEST TRADE SHOW FOR

Infants | Toddlers | Moms

**22 23 24** Jan 2024

**BOMBAY EXHIBITION CENTER**

**EVENT BROCHURE**



[www.superjuniorz.com](http://www.superjuniorz.com)

# ABOUT THE SHOW

**SUPER JUNIORZ 2024**, India's premier B2B trade fair for **Newborns, Maternity and Baby Products**, is set to provide a multitude of opportunities for businesses in the Indian market. With a focus on newborns and moms, SUPER JUNIORZ serves as the gateway to explore the vast potential of this thriving market and forge valuable partnerships.

As India boasts the largest kids' population globally, it is only natural that the best trends, styles, technology, and innovation in kidswear originate from India. SUPER JUNIORZ 2024 covers product categories catering to infants and toddlers aged 0 to 5 years, ensuring a comprehensive representation of the market.



Following the huge success of its debut show in Chennai in 2019, SUPER JUNIORZ 2024 aims to reach new heights in its latest edition. With over **300** exhibitors and an anticipated footfall of more than **10,000 visitors**, including retailers, distributors, agents, buying houses, and export houses from **India, the Middle East, South Africa, Russia, and CIS Countries**, the event promises to be a bustling hub of business activity.

The scope of experience is expanded in this edition, encompassing all infants categories, such as **infants clothing, feeding, dining, hygiene, toys, safety and personal care products for babies and mom**.

“The networking opportunities were exceptional, and we were able to connect with potential business partners and expand our distribution network. We highly recommend Super Juniorz to anyone in the children's apparel industry looking to showcase their brand and tap into the Indian market.”

**Mithun Gupta, Director, Bodycare International**

# WHY INDIA?

The children's apparel market in India has witnessed significant growth in recent years. In 2022, the market size reached US\$ 21.1 billion, and it is projected to reach US\$ 24.5 billion by 2028, exhibiting a compound annual growth rate (CAGR) of 2.6% during the period of 2023-2028. This growth can be attributed to various factors, including rising disposable income, changing lifestyles, and increased awareness about fashion and trends among parents.

Several factors contribute to the growth of the infants clothing and baby products market in India:

These factors collectively contribute to the growth of the infants clothing and baby products market in India, making it a vibrant and evolving industry with ample opportunities for brands, retailers, and manufacturers.



**EXPANDING DOMESTIC MARKET**



**INFLUENCE OF SOCIAL MEDIA & ONLINE SHOPPING**



**RISING DISPOSABLE INCOME**



**STRONG TEXTILE INDUSTRY**



**CHANGING LIFESTYLES & FASHION CONSCIOUSNESS**



**COST-COMPETITIVE MANUFACTURING**



**GROWING AWARENESS OF HEALTH & HYGIENE**



**FAVOURABLE GOVERNMENT INITIATIVE**



**URBANIZATION & NUCLEAR FAMILIES**



**COMPLIANCE WITH INTERNATIONAL STANDARDS**

“Attending Super Juniorz was a fantastic experience for us. As a retailer in the kids' fashion industry, the trade fair provided us with a one-stop platform to discover the latest trends, connect with suppliers, and source innovative products for our store.”

Mr. Venugopal, Managing Director, Naidu Hall, Chennai

# EVENT HIGHLIGHTS

Super Juniorz 2024 is set to be an exciting and dynamic event, showcasing the best of newborn and infants fashion, maternity, and baby products industry. Here are the show highlights that you can look forward to:

- 3 days expo of unceasing opportunity in the Indian infants and moms Market .
- 300+ Brands of infants Fashion, Maternity Baby Products
- 250+ Exhibitors from India and abroad.
- 10,000+ Retailers, Distributors and Agents from across India.
- 120,000 sq. feet area hosting the best of the industry.
- Live Fashion Shows, Trend Forum and Seminars.

**250+**  
**EXHIBITORS**



**120,000+**  
**SQ.FT. AREA**



**300+**  
**BRANDS**

**10,000+**  
**VISITORS**

**500+**  
**VIP**  
**BUYERS**



**BRAND**



**Live**  
**Fashion**  
**Shows**



**Trend Forum**  
**&**  
**Seminars**

Super Juniorz has been instrumental in helping us expand our business in the kids' fashion market. The trade fair provided us with an excellent platform to launch our new collection and connect with potential buyers and distributors.

**Ms. Lubeina Shahpurwala, Director, Mustang**

# EXHIBITOR PROFILE

The exhibitor profile of Super Juniorz 2024 encompasses a wide range of businesses and professionals involved in infants clothing, maternity, and baby products industry. Here are some key exhibitor categories that you can expect to find at the event:

#Infantwear	#ChildrenAccessories	#KidsStationary	#Toiletries
#Infantsfashion	#BabyProducts	#BabyHygiene	#Toys
#ChildrenFashion	#Diapers	#BabySafety	#Education
#Maternitywear	#BabyFeeding	#Nursing	#SafetyGears
#KidsFootwear	#BreastPumps	#BabyGear	#Strollers

# VISITOR PROFILE

The visitor profile for Super Juniorz 2024 includes a diverse range of professionals and businesses associated with the, newborn, maternity and baby products industry. Overall, Super Juniorz 2024 aims to provide a comprehensive and immersive experience for retailers, distributors, and agents, catering to their specific needs and offering them valuable insights and opportunities for business growth in the infants and baby products market.

Some of the key visitor profiles at the trade fair may include:



Traditional Retail Stores  
(Mom & Pop Stores)



Investors interested in  
opening Franchise Stores



Modern Multi  
Brand Outlets



Distributors  
& Agents



Specialized Infants Fashion  
& Baby Products Stores



Buying & Sourcing  
Houses



Family Departmental  
Stores



International Retailers  
& Buyers

“The exposure and visibility we gained from Super Juniorz have significantly contributed to our business growth. We highly recommend this trade fair to anyone in the baby products industry.”

Mr. Rohit, Brand Head, Zero Kids

# PARTICIPATION PROFILE

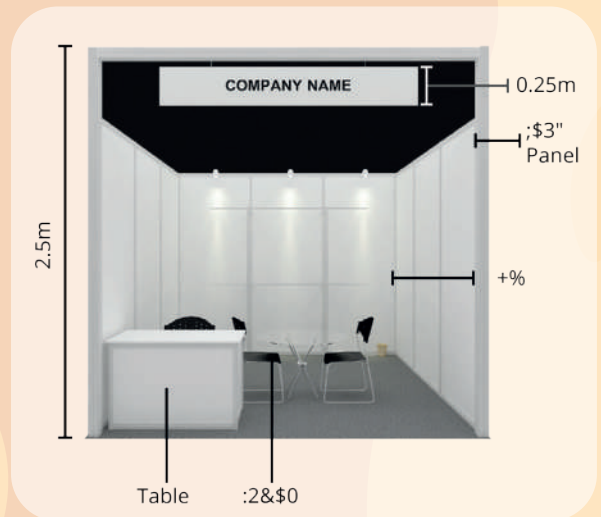
## PARTICIPATION DETAILS :

Options	Indian Exhibitors (Per/SQM)	Intl. Exhibitors (Per/SQM)
BARE SPACE	₹7,250	US\$ 150
SHELL SCHEME	₹6,750	US\$ 140
ECO-SHELL SCHEME	₹6,500	US\$ 130

**Note:** The above-mentioned rates exclude 18% GST.

## Premiums :

10%	4 Side Open Booth
05%	3 Side Open Booth
2.5%	2 Side Open Booth



The networking opportunities were invaluable, and we made several promising business connections. Super Juniorz provided us with a platform to elevate our brand and gain exposure in the Indian market. We look forward to participating again in the future.

**Mr. Rajesh Giani, Founder, Toffy House**

So, gear up to explore the vast potential of the Indian market and stay ahead with the best of the best in infants fashion, maternity & baby products!

Let's make **SUPER JUNIORZ 2024** a phenomenal success together!

# CONCEPTUALIZED AND ORGANISED BY



**Peppermint Communications** is an integrated communication consultancy that has been operating since 2002. Under the leadership of **Mr. Yusuf Dohadwala**, the company offers a wide range of services in the field of advertising, branding, events and promotions, publishing, corporate films, web and multimedia solutions.

One of the notable strengths of Peppermint Communications is their expertise in the textile, apparel, and baby products industries. This knowledge gives them an advantage in understanding the specific requirements of brands, manufacturers, distributors, and retailers in these segments. Additionally, Peppermint Communications takes pride in publishing Inner Secrets Magazine, a B2B Intimate Wear Publication with a readership of 45,000 industry professionals, which has been in circulation for 17 years.

Furthermore, Peppermint Communications is a leading trade show organizer, hosting several prominent events in their portfolio.

## Our Shows



**INTIMASIA:** INTIMASIA is South Asia's Largest B2B Brand Show for Innerwear, Comfortwear, and Sportswear. This event brings together manufacturers, suppliers, retailers, and other stakeholders in the intimate apparel industry providing a comprehensive platform to exhibit the latest trends in the innerwear segment.



**Super Juniorz:** Super Juniorz is India's Largest Trade Show for Newborn, Maternity, and Baby Products. This event caters to the growing market of infants fashion and related products. It brings together manufacturers, retailers, distributors, and industry professionals involved in the infants fashion and maternity sectors.



**Source NXT:** Source NXT is a sourcing exhibition for Innerwear, Comfortwear, Sportswear, and Kids Clothing. It serves as a platform for businesses to connect with suppliers, manufacturers, and sourcing partners in the industry related to innerwear, comfortwear, sportswear, and kids clothing.

## Supported by



Media Partner



Event Managed by



## FOR MORE DETAILS

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