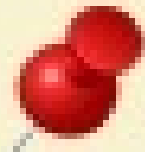
The background features a light blue rectangular area with a white dotted pattern, tilted at an angle. This area is surrounded by various tools including screwdrivers and screws. On the right side, there is a cartoon robot with a green screen on its chest and a small antenna on its head.

# *How to Start Kids Electronic Toys Factory.*

# Introduction



**Electrical and electronic toys provide hours of fun for children. From early learning to gaming and computing, electrical and electronic toys (EE toys) help children develop their imagination, language skills, dexterity and more, through fun, role-playing and education. Their use should be simple and safe. A toy is an object used in play.**



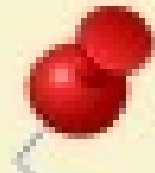
**Toys are usually associated with children and pets, but it is not unusual for adult or some non-domestic animal to play with toys. The advancement of toy throughout the decades has continued to amaze kids and adult alike. One of the best type of toys are the electronic ones. These toys not only entertain kids for hours on end, but they can also be entertaining for many grown-ups as well.**

## **Market Outlook**

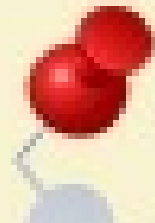
**The Indian toy industry is a major market for both domestic and international players, owing to low penetration (0.5 per cent) as well as growth in the size of the middle class. India's toy industry has a meagre share of 0.51 per cent of the global market. The Indian toy market, whose size is estimated at about Rs 8,000 crore (as of March 2013), is expected to grow at a compound annual growth rate (CAGR) of 30 per cent by 2015.**



**The global toy market is about \$85 Billion USD and the Indian toy market is worth Rs.2750 crore (a little over US\$ 400 million) which makes the Indian market roughly 0.5 % of the world toy market.**



**The Indian toy market is continuously growing, Indian consumers are beginning to understand the importance of play, and Kids India is one of the platforms to promote this awareness and educate consumers about the various benefits of toys and play as well as to provide an impetus to the industry.**



**The Indian toy industry is estimated to be worth Rs 1,700 crore and growing 15-20% a year. Spending on toys and games in India is set to grow at 157% between 2009 and 2014, much faster than other Asian countries such as China (84%), Taiwan (35%), South Korea (33.1%) and Singapore (17.2%).**

# Toys and Games



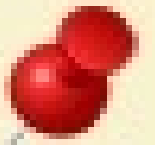
## Demand : Past and Future

Year	(Rs. in Billion)
1990-91	2.17
2000-01	10.00
2001-02	11.50
2002-03	13.15
2003-04	15.00
2004-05	17.00
2005-06	19.20
2006-07	21.60
2007-08	24.25
2008-09	27.10
2009-10	57.50
2010-11	64.40
2011-12	72.15
2012-13	80.78
2013-14	90.47
2014-15	101.32
2015-16	115.00
2016-17	166.74
2017-18	189.25
2018-19	214.80
2019-20	309.14
2024-25	619.91





**The global Toys and Games market is projected to exceed US\$135 billion by 2020, driven by innovation, technology development and launch of smart toys and educative games. Innovation will continue to bring in new opportunities for demand growth in the coming years. The increasingly digital lifestyles of consumers worldwide and exposure to technology at an early age are pushing manufacturers to develop smart and engaging electric and electronic Toys and Games.**



**Augmented reality toys, app integrated toys, and toys that can be controlled by smartphones and tablets are emerging into the new frontiers of growth. The future of the market lies in products that bridge the gap between real-world and virtual toys. Europe represents the largest market worldwide. Latin America ranks as the fastest growing market with a CAGR of 9.4% over the analysis period.**

## Few Indian Major Players are as under

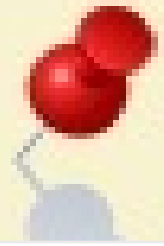
- **Ajanta Pvt. Ltd.**
- **Funskool (India) Ltd.**
- **Hanung Toys & Textiles Ltd.**
- **Mattel Toys (India) Pvt. Ltd.**
- **Walt Disney Co. (India) Pvt. Ltd.**

# Project at a Glance



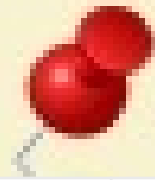
PROJECT AT A GLANCE								( in lacs)
COST OF PROJECT				MEANS OF FINANCE				
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total	
Land & Site Development Exp.	0.00	10.00	10.00	Capital	0.00	58.55	58.55	
Buildings	0.00	48.80	48.80	Share Premium	0.00	0.00	0.00	
				Other Type Share				
Plant & Machineries	0.00	75.00	75.00	Capital	0.00	0.00	0.00	
Motor Vehicles	0.00	6.00	6.00	Reserves & Surplus	0.00	0.00	0.00	
Office Automation Equipments	0.00	27.25	27.25	Cash Subsidy	0.00	0.00	0.00	
Technical Knowhow Fees & Exp.	0.00	10.00	10.00	Internal Cash Accruals	0.00	0.00	0.00	
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	175.66	175.66	
Preliminary & Pre-operative Exp	0.00	3.00	3.00	Debentures / Bonds	0.00	0.00	0.00	
Provision for Contingencies	0.00	7.50	7.50	Unsecured Loans/Deposits	0.00	0.00	0.00	
Margin Money - Working Capital	0.00	46.66	46.66					
<b>TOTAL</b>	<b>0.00</b>	<b>234.21</b>	<b>234.21</b>	<b>TOTAL</b>	<b>0.00</b>	<b>234.21</b>	<b>234.21</b>	

# Project at a Glance



Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value
	EPS	CEPS				Per Share	Per Share				
1-2	3.90	7.68	13.90	24.00	0.00	100.00	3.90	0.00	3.90	1.00	0.00
2-3	7.85	11.16	21.76	18.00	0.00	100.00	7.85	0.00	7.85	1.00	0.00
3-4	11.61	14.50	33.36	12.00	0.00	100.00	11.61	0.00	11.61	1.00	0.00
4-5	15.03	17.57	48.40	6.00	0.00	100.00	15.03	0.00	15.03	1.00	0.00
5-6	18.08	20.31	66.48	0.00	0.00	100.00	18.08	0.00	18.08	1.00	0.00

# Project at a Glance



Year	D. S. C. R.			Debt / Equity - Deposits Debt	Equity as-Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contribution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.18	1.18		1.73	1.73	4.50	5.21%	1.87%	1.37%	408.57	24.54%	3.80	1.08	
2-3	1.60	1.38		0.83	0.83	2.87	6.52%	3.59%	2.37%	465.45	23.96%	4.01	1.17	
3-4	2.08	1.59	2.04	0.36	0.36	1.88	7.36%	4.77%	3.06%	531.67	23.95%	4.00	1.31	
4-5	2.61	1.82		0.12	0.12	1.30	7.88%	5.55%	3.52%	597.90	23.94%	3.87	1.46	
5-6	3.22	2.04		0.00	0.00	0.95	8.17%	6.03%	3.81%	664.12	23.93%	3.68	1.78	

# Project at a Glance



## BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	72.56%
Total BEP (% of Installed Capacity)	74.52%
IRR, PAYBACK and FACR	
Internal Rate of Return .. ( In %age )	28.17%
Payback Period of the Project is ( In Years )	2 Years 4 Months
Fixed Assets Coverage Ratio ( No. of times )	27.125

# Major Queries/Questions Answered in the Report?

- 1. What is Electronic Toys industry ?**
- 2. How has the Kids Electronic Toys industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Electronic Toys Plant ?**
- 4. What are the requirements of Working Capital for setting up Electronic Toys plant ?**





- 5. What is the structure of the Electronic Toys Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Electronic Toys plant ?**
- 7. What are the operating costs for setting up Electronic Toys plant ?**
- 8. What are the machinery and equipment requirements for setting up Electronic Toys plant ?**



- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Electronic Toys plant ?**
- 10. What are the requirements of raw material for setting up Electronic Toys plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Paper Core plant ?**
- 12. What is the Manufacturing Process of Electronic Toys ?**



**13. What is the total size of land required for setting up Electronic Toys plant ?**

**14. What will be the income and expenditures for Electronic Toys plant ?**

**15. What are the Projected Balance Sheets of Electronic Toys plant ?**

**16. What are the requirement of utilities and overheads for setting up Electronic Toys plant?**

**17. What is the Built up Area Requirement and cost for setting up Electronic Toys Business?**

**18. What are the Personnel (Manpower) Requirements for setting up Electronic Toys Business?**

**19. What are Statistics of Import & Export for Electronic Toys ?**

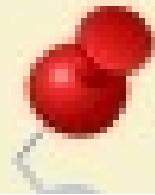
**20. What is the time required to break-even of Electronic Toys ?**

**21. What is the Break-Even Analysis of Electronic Toys Business?**

**22. What are the Project financials of Electronic Toys Business?**



- 23. What are the Profitability Ratios of Electronic Toys Business?**
- 24. What is the Sensitivity Analysis-Price/Volume of Electronic Toys plant?**
- 25. What are the Projected Pay-Back Period and IRR of Electronic Toys Business?**
- 26. What is the Process Flow Sheet Diagram of Electronic Toys project?**



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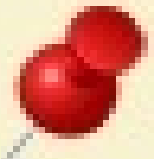
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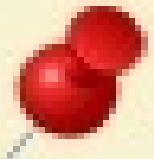
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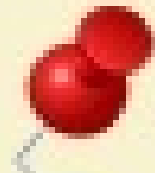


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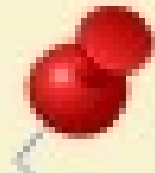


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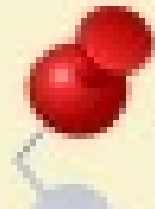
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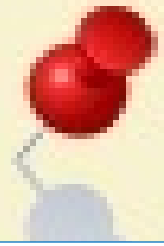
# Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**



- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

# Our Approach:

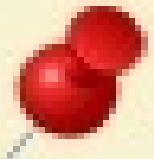


- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

## **Scope of the Report**



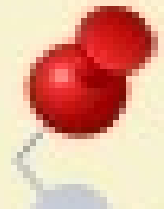
**The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Electronic Toys provides an insight into the Electronic Toys market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Electronic Toys project. The report assesses the market sizing and growth of the Indian Electronic Toys Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:**



- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

**We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Electronic Toys sector in India along with its business prospects. Through this report we have identified Electronic Toys project as a lucrative investment avenue.**

## Tags



Indian Toy Industry, Toy Industry in India, Toy Industry, How to Start Toys Business in India, How to Start Toy Manufacturing Business in India, How to Start Baby Toys Business in India, How to Start Toys Manufacturing in India, Electronics Toys Manufacturing Business, Profitable Electrical & Electronic Toys Business Ideas, Electronic Toys & Games Manufacturing Industry, Investment for Toy Factory, Electronic Kids Toys Factory, How Toys are Made, Electronic Toys Production, How to Make Electronic Toy, Kids Electronic Toy, Awesome Ideas How to Make Electronic Toys, Toy Manufacture, Electronic Toy Manufacture, Electronic Toys Manufacturing in India, Electronic Toys Manufacturing Plant, Electronic Toys Business Opportunity in India, How to start Electronic Toys making Business, Business Plan for Electronic Toys Manufacturing, Electronic Toy Production Process, Toy Manufacturing Process, Methods of Manufacturing Electronic Toys, Process for Manufacturing Electronic Toys, Electronic Toys Manufacturing project ideas,



Projects on Small Scale Industries, Small scale industries projects ideas, Electronic Toys Based Small Scale Industries Projects, Project profile on small scale industries, New project profile on Electronic Toys Manufacturing industries, Project Report on Electronic Toys Manufacturing Industry, Detailed Project Report on Electronic Toys Manufacturing, Project Report on Toys Manufacturing, Pre-Investment Feasibility Study on Toys Manufacturing, Techno-Economic feasibility study on Toys Manufacturing, Feasibility report on Toys Manufacturing, Free Project Profile on Toys Manufacturing, Project profile on Toys Manufacturing, Download free project profile on Electronic Toys Manufacturing, Industrial Project Report, Project consultant, Project consultancy, NPCS, Niir, Process technology books, Business consultancy, Business consultant, Project identification and selection, Preparation of Project Profiles, Startup, Business guidance, Business guidance to clients, Startup Project for Electronic Toys Manufacturing, Startup Project, Startup ideas, Project for startups, Startup project plan, Business start-up, Business Plan for a Startup Business, Great Opportunity for Startup, Small Start-up Business Project, Project report for bank loan, Project report for bank finance, Project report format for bank loan in excel, Excel Format of Project Report and CMA Data, Project Report Bank Loan Excel, Detailed Project Plan Report





**Niir Project Consultancy Services (NPCS)  
can provide Detailed Project Report on  
**How to Start Kids  
Electronic Toys Factory.****

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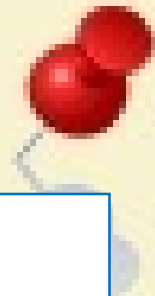


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Tel: +91-11-23843955, 23845654, 23845886, 8800733955

Mobile: +91-9811043595

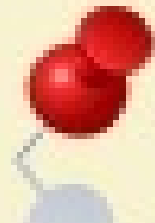
Fax: +91-11-23845886

Website : [www.entrepreneurindia.co](http://www.entrepreneurindia.co) , [www.niir.org](http://www.niir.org)

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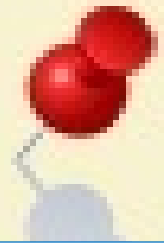


# **Niir PROJECT CONSULTANCY SERVICES**

**An ISO 9001:2015 Company**



# Who are we?



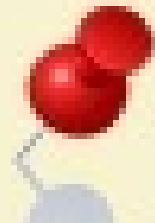
- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



*We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.*







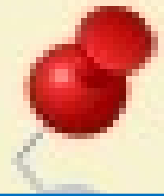
*We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.*



## What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

## How are we different ?



- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

# Our Approach



**Requirement collection**

**Thorough analysis of the project**

**Economic feasibility study of the Project**

**Market potential survey/research**

**Report Compilation**

# Contact us

## NIIR PROJECT CONSULTANCY SERVICES

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