

CONNECT@CBMe™

Issue: 1 | 18th March, 2020

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FOREWORD



YOGESH MUDRAS

I am delighted to present our first CBME 2020 newsletter. 2019 was a very successful year for the show as well as the industry, and we're proud to tell you all about it in this newsletter. We are very excited about what the year 2020 and the decade has in store for all of us. This will be a year of growth and new opportunities for the industry and we appreciate your continued commitment to adding value to our exhibition and our growth. We are confident we can make this mutually rewarding.

The Indian Baby Care Products Market -projected to grow at a CAGR of 10.1% during the period 2018-2024 - is undergoing a phase of complete innovative transformation in the recent years, making India a worthwhile market for such products amongst other emerging nations. Formerly, this industry was in a nascent stage, considered to be niche from an Indian perspective but is now ready for its greatest metamorphism where players are constantly involved in innovative development to widen the market, by using new technologies and advanced marketing approaches.

The CBME thus plays a vital role in this market by creating awareness, and demand for novel products that truly make parenting easy and a joy. It also gathers the entire buyer and seller community to increase the penetration, reach and variety of child, maternity and baby care products in the country to generate more business

This bimonthly newsletter is a build-up for the industry's uniquely positioned expo - Children, Baby and Maternity Expo India (CBME India) scheduled between 2th-4th September 2020 at the Bombay Convention & Exhibition Centre, Goregaon, Mumbai. The newsletter will not only educate us with the trends, challenges and opportunities but will also feature innovations from exhibitors, feedbacks from external stakeholders and all the novel aspects of CBME 2020.



‘CBME 2020 WILL GIVE BUYERS A NEW LEAF WITH REGARD TO CHOICE OF PRODUCTS AND INNOVATIONS’



NEETA SURTI

Senior Manager-Projects, Informa Markets

Elucidates that the team at Informa Markets believe that Success is a Partnership, and that they consider every stake holder as a partner. She shares primary highlights of the forthcoming CBME 2020 event with Reema Lokesh, consulting editor, Connect @ CBME.

Q What is the primary USP of the niche event titled CBME?

CBME is one of its kind niche event, which provides the (Children, Baby, Maternity) industry an established platform and helps bridge the demand supply gap. We at Informa Markets believe that ‘Success is a Partnership’, and we treat every stake holder as a partner.

Q What are the new highlights of this year’s event at the 2020 show?

Our exhibitors are our valued partners and they are the ones who bring in the latest trends and demands of the market to this robust platform. **Another interesting and added element at the 2020 event will be that of a designated toy pavilion.** Further, mothers have been invited to be part of our valued seminars as we firmly believe, they are the ones who work as effective influencers and go a long way in creating a powerful impact especially in the demand space from the B2C market perspective. We also work closely with leading retailers and distributors. Their presence at the show certainly adds value and we in turn do recognise their concrete contribution toward the industry and its growth.

Q Can you share your insights on the current market demand and the future trends?

Children, Baby Maternity industry has never seen a dip and the demand keeps on growing with every new day. With the new budget norms, I am sure we will see more Indian manufacturers making striking inroads in this business space, bringing in their unique offerings and invocative products to the fore.

Q What can the buyers expect from the 2020 event?

2020 will give buyers a new leaf to turn regarding the choice of products and innovations.

Q What’s in store for suppliers?

Suppliers can look forward to interacting with engaging buyers eventually ensuring a win-win situation for both buyers and suppliers.



CONNECTING BUSINESSES, MEETING EXPECTATIONS



Hello everyone and welcome to our maiden journey in this fabulous world of Children, Baby and Maternity industry. There is no doubt we are all living in an environment characterised by Volatility, Uncertainty, Complexity, Ambiguity, Disruption (whether in the form of technology, social change, industry reconfiguration or the like) and Diversity (including gender balance, plus cross-cultural and inter-generational diversity), the 'D- VUCAD' world. In this world of absolute uncertainty triggered by both natural and manmade disruptions, wherein more businesses are folding in rather than flourishing, Amidst all the disruptions, we wish to keep our spirits high.

I would like to say with pride that team Child. Baby Care and Maternity Expo (CBME) from Informa Markets has decided to build a new content initiative and platform viz. 'Connect@CBME'. Set up with a single minded dedication to be an authentic catalyst for the business leaders of this upbeat industry, the key objective of 'Connect@CBME' is to be the versatile and vibrant voice of the CBME industry.

My meetings over the past few months with industry thought leaders, vendors and buyers, clearly reflects a mood that is highly optimistic. Industry professionals from across cities have shared their stories and the common sentiment that passes through all, is the fact that while there are certain challenges in this nascent industry, the industry is ready to fight them and move towards an organised and bright future. The territories and opportunities are far and wide and the potential that this niche industry can offer is highly encouraging.

There is a lot we can learn, unlearn and relearn together, and on this maiden journey, I would like to say welcome aboard on an exciting path of connections and conversations to build a powerful industry together.

Yours truly,

**REEMA
LOKESH**

Consulting Editor, Connect@CBME



INSPIRING MOTHERS ON PROMOTING THE IDEA OF "CONSCIOUS DIAPERING" – THE BUMBERRY WAY.



KUTTI KRISHNAN P. C

Founder Director, Bumberry Baby Products

Is convinced the future belongs to those who invest in baby centric product innovation. He shares his journey with Reema Lokesh on venturing into a new space of modern cloth diapers in India.

Q How has this niche industry evolved over the past decade?

E-Commerce in India has a significant story, helping every buyer with 24x7 convenient time to understand, compare, review products in turn helping serious buyers make more convenient time purchases for even lower value products, which otherwise mostly used to happen as a comparably lower time through and impulsive purchases in stores. Digital transformation related to the market place in the Indian environment has brought with it gains and opportunities and we have definitely benefited from it.

India has always been a sizeable market for niche products and services and with the evolution of online era, the traction for niche products not only grew online but also took shape into becoming larger brand.

We are a baby essential product, commanding a price for the quality we offer and we sell mostly through Indian online marketplaces such as Amazon, Firstcry and Flipkart. Now the tech savvy millennial online Indian buyer has moved away from the initial apprehension of online shopping because of the much democratically reviewed and rated

products today, unlike in the past when Indian online marketplaces kick started with a few unstable small businesses.

We, at BUMBERRY pioneered the idea of modern cloth diapers in India as a market based innovation as the idea sailed from the USA and Europe. This niche category is expected to grow manifold. It is environmentally friendly and baby friendly and safe option, a perfect alternative to disposable diapering.

Q Any striking changes which are worth sharing?

The small scale industry is flourishing through the online space, which is worth a mention. Players with a vision and commitment stay on while the fly-by-night businesses get filtered out with time. The online marketplace is a cleaner platform now. The digital platform also provides instant customer feedback. The usage data is so important in this industry for us to innovate and most of the things that we did or are purely due to customer feedback. The Millennial connect does happen over these spaces and influencing them through instagram can add much more value to the sales, which in turn drives bottom line.



**Q What are the market trends that you have noticed
What are the future trends?**

The market trends are very encouraging. The awareness of how our environment is getting affected by using biodegradable diapers is something which the millennial have a strong view on. Today, the new age mothers are very finicky about what the baby is going to wear, sensitive to the skins and so on. This is one of the reasons why people want to invest in this segment. Everyone feels the environment has to be protected and want to have a sense of contribution in that direction. I am certain that the future is going to be everything, which helps the environment without a compromise. With that view, I can assure you that Bumberry will continue to shape the category's evolution in a much better way.

Q What are the opportunities that one can take forward?

Millennial preference of authentic quality products and services and their peer influencing power through all social technology are definitely opportunities.

Q What's your company's contribution toward this industry?

Bumberry pioneered the idea of cloth diapering in India since 2013. The idea spread further in 2015 with our enlarged presence in all major bigger online platforms. Bumberry took the leadership of inspiring mothers on promoting the idea of "Conscious Diapering"; environmentally friendly and timely changing of cloth diapers for the comfort of the baby. Initially it was a challenge, however with perseverance, we overcame the initial bottlenecks. We also have great regards for mompreneurs who ventured eventually into this category reaching out to more mothers who can promote this idea. There are a few notable brands who are taking this category forward today in India.



Q As one of the prominent players in the space, what's the USP the company has to offer to its clientele?

Our USP is that we are the manufacturers ourselves. Innovation has always been as a basis for our growth. Product innovation is the way forward, and we will continue doing that.

Q Can you share more on your company and future plans?

Bumberry has been growing year on year handsomely in the last 3 years. Year 2020-21 would be a year where we intend to not only scale our operations but focus on new products, designs and availability across offline and online stores. All our products have a tag "Made with pride in India" Our investments are towards expanding our facilities to ensure that the demands are met.

Q What are the challenges the industry is facing?

Hyper speed retailing from global factories mostly China has been a challenge. The information dissemination of the look-alike and the product dumping will keep happening and we as pioneers need to build the brand step by step. We focus on baby centric product innovation and even if it takes a bit longer, we would still not compromise on the expectations that the customers have from us.



Q How do you compare India vis-a-vis the world in this business space?

We want to be identified as one of the best from India who will create a world-class quality product. What was unthinkable 20 years ago is possible today. We believe our core team development will help us spread our wings in markets globally in this decade.

Q Are there any concrete data or statistics on this industry that you can share?

Traditionally the Diapers to Non-Diapers share is a split between anything between 5-8 percent and 92-95 percent. The diapering market is pegged at around 5000 to 6000 crore market in India. We are evaluating the nappies market to see if we could play a part their too. The primary thing that we are currently working on is educating this cotton nappy segment to graduate to a modern cloth diaper brand; Bumberry. As per reports the growth rates of disposables in Indian market have not been promising, while we in the segment of modern cloth diapers category have been growing encouragingly over the years.



WHEN MOMPREENEURS MEAN BUSINESS – IT MEANS ‘NO AIR, JUST REAL FOOD IN A BAG.’

SHREYA LAMBA

FARAH NATHANI MENZIES

Co-Founders of The Mumum Company



“We see great potential in offering locally sourced and locally manufactured, functional, clean label snacks to children and families,” feel Shreya Lamba and Farah Nathani Menzies, co-founders of The Mumum Company. They share their views with Reema Lokesh, consulting editor...Connect@CBME

Q India’s branded packaged food market looks rather robust. What is your observation on the same?

India’s branded packaged food market is a US\$ 10 billion market. Furthermore, the segment is growing rapidly as penetration increases across more households, increasing urbanisation and the emergence of nuclear families. As per our assessment, the healthy snacks market for children is sized at US\$ 2 billion. Of the 100 million urban children in India, 20 million are SEC A+ / SEC B1 and 5 million in top ten cities alone. Given 60 percent of Indian consumers snack at least twice a day and children up to 4 times a day, indicates a huge potential in this segment. This coupled with the fact that options for ready-to-eat, natural, preservative-free snacks in India are pretty much non-existent, is what drove us to launch The Mumum Company.

Q What are the market trends that you have noticed? What are the future trends?

Increasing health & nutrition awareness as incomes rise, is leading to increasing demand for functional snacks - brands are tapping into this by offering indulgence along with health and taste. Furthermore, there is a rising preference for local/ made in India

brands - tapping into our rich natural resources. That’s why at The Mumum Co, we make our snacks with locally sourced super grains, fruits and vegetables, to craft healthy and nutritious snacks, which are high in proteins, fibres and calcium as well as fun and tasty at the same time. As the acceptance for packaged foods increases, we expect all segments of snacking including savoury and fruit snacks, to grow in Tier I & emerging cities.

Q Are there any challenges in the journey?

The growth of smaller and regional players in this industry is determined by the infrastructure available, more specifically, by distribution challenges that exist in India. As more national distributors emerge, we will see regional chains expanding across the country.

Q What are the opportunities that you notice?

As disposable incomes continue to increase, so will the demand for packaged snacks. We see great potential in offering locally sourced and locally manufactured functional, clean label snacks to children and families.



Q Can you share your company's journey since inception till date?

THE INSPIRATION

The Mumum co is a true example of an offering driven by a clear need gap and a strong mission. When we became parents, apart from the challenge of raising tiny humans we met and connected over the challenge of feeding them! At that time there were very limited truly healthy snack options for children on Indian shelves. Everything on shelves has added sugar, hidden preservatives and artificial flavours. On speaking to mothers and with our own journey we realised that healthy snacking is a frequent and big challenge. That's when we decided to launch The Mumum Company -based on a mum's promise of healthy snacks with absolutely no added sugar, no preservatives, no added colour and no artificial flavours. Just real food in a bag!

THE PROPOSITION

At The Mumum Co we are working on creating the category for healthy snacking for children. We have worked hard to use super grains and real fruits and vegetables to make snacks yummy and fun as well as healthy. Our snacks are primarily targeted at children of all ages and are much loved by parents as well. As two mothers, Farah and Shreya have made a very strong Mum's promise to craft an honest brand that offers snacks with No preservatives, No added sugar, No added colour, No artificial flavours and No junk. Whether it's our Mighty Melties, which are made from the same technology as astronaut food, to our Punchy Protein Puffs in flavours like pizza party and masala madness – the motto is to maximise the nourishment as well as the fun in each bite. Our Mighty Melties is a true product innovation - the only freeze dried fruit blend in the market these are made with the same technology as Astronaut food - we call this a smoothie in a bag. Each single serving bag is equivalent to giving your child a 60g bowl of whole fruit - one of your five a day. These are popular as tiffin and in to go snacks. Our Cool Crunchies were inspired by watching toddlers go for the fun shapes – these are star shaped puffs made with Ragi and Jowar - Tossed with a range of real fruit and veg powders and absolutely nothing else. Good for even a one year old. Over time parents kept reaching out to us for more savoury options, as their children grew older. With this in mind we have launched our new range – Punchy Protein Puffs - baked

rings made with amaranth and jowar - naturally super high in protein and with fun seasonings like pizza party, cheeses cheese and masala madness. We continue to stick to our promise of no preservatives, no sugar, no maida, no colour and in fact - our entire range is gluten free! We are working on a range, which offers different tastes and textures for everyday for every child and have some great new product lines in play!

Everything on shelves today has sugar in many hidden forms. In addition to that, there are lots of artificial/ nature identical ingredients. Finding a truly healthy and natural product is difficult. **Children's taste buds today are geared towards sugar laden foods. That's why educating parents on choosing clean label foods is a key part of our mission.**

Q Can you share more on your company's vision and the way forward?

Our vision is to be THE brand for healthy snacking for kids. When parents look for snacking options, we want them to always look to The Mumum Co for healthy snacks they can trust. As a mission driven brand making healthy and wholesome snacks for children, the key focus for us is actually educating parents on what is really healthy and to look for clean label foods for their children and themselves. Over the coming year, we will be expanding our presence across shelves as well as our product range – serving the snacking needs of families across India.

Q What's India's position as compared to the world in terms of product development and innovation?

Whereas the world over, the baby and children's food aisle is large and varied, this category did not exist in India as recently as two years ago. As we at The Mumum Company work to build this category we still have a long way to go to bring this to the scale of developed markets.



“INDIA STILL LACKS IN TERMS OF CONCEPTS AS COMPARED TO THE WORLD, BUT WE ARE GETTING THERE.”



PRATEEK GARG

Director, YiPi, BabyKids | Teen - Furniture & Décor

The kids furniture industry has seen a paradigm shift over the past few years, He tells that this industry has attracted major players from across the globe.

Q How do you see the evolution of this niche industry over the past decade?

The kids furniture segment has grown immensely in the past decade, which can be understood from the fact that in the past 10 years, it has transformed from a niche market into a mass market. This industry is expected to grow rapidly, with kids' room becoming a regular feature in every household and with the higher disposable income of the majority population, which is below the age group of 35 years. The industry itself has attracted major players from across the globe and has shifted from an unorganized to an organized industry, with major furniture and furnishing companies getting into the market.

Q Any striking changes which are worth sharing?

The industry has seen a paradigm shift over the past few years. The key striking change for me has been the shift from those traditional brown coloured beds to stylish, colourful and designer beds. **The kids' room concept has witnessed a rise in kids' furniture and furnishing segment. The concept of kids' furniture which was considered a luxury earlier is now a necessity in the house furniture setup.**

Q What are the market trends that you have noticed? What are the future trends?

The market trends have seen more awareness amongst customers for the baby, kids and teen furniture segment. With the increasing influence of internet customers have easy access to global products on phones and laptops, resulting in customers demanding products similar to those but at economical prices. The future trends show a substantial growth in the segment with increasing need for different furniture items and not just beds.

Q What are the challenges the industry is facing?

The kids' furniture industry has always faced the challenge of meeting the price and quality expectations of its customers. **The customers in India are very price sensitive. So the major challenge is to offer the quality product at the prices which suits them.** We at YiPi have the mission to meet our customer expectations at economic prices..

Q What are the opportunities that one can take forward?

The kids furniture segment has a huge growth potential. With increasing awareness amongst customers for this product we expect an average 30 percent year on year growth in the industry for the next 5 years. There is a huge gap between customer demand and what the industry offers, which we at YiPi are trying to bridge.



Q What is your company's contribution toward this industry?

YiPi was started with a mission to provide the customers with the best products at economic prices. Over the past 5 years we have introduced various unique and new products in the Indian market. The aim is to make sure that our products strike the best balance between design, utility and price. We have developed over 300 Stock Keeping Units (SKUs) over the past 3 years with best utility and pricing in the segment. With our products, we try to be part of a child's development from a baby to kids to teen.

Q As one of the prominent players in the space, what's the USP the company has to offer to its clientele?

YiPi has always ensured to offer best products at economic prices. With proper customer support and after sales services, we ensure that customers get the best experience for their kids.

Q Can you share more on your company and its future plans?

YiPi is focused on providing the India Customers products which are at par with International standards. We have for the first time in India introduced Made in India Disney licensed furniture. Also our baby products are tested and approved as per the International standards.

In the coming year, YiPi plans to come up with new range of products which cater to baby, kids and teens. Also we plan on expanding our store presence across India by coming up with 4 new exclusive stores across India in the coming 6 months

Q How do you compare India vis-a-vis the world in this business space?

The kids market in India has seen tremendous growth and has huge potential. India still lacks in terms of concepts as compared to the world, but we are getting there. The gap has decreased drastically over the past decade and we expect India market to be at par with the international market in the next 3 years.

Q Are there any concrete data or statistics on this industry that you can share?

The key statistic which needs to be highlighted here is that more than 65 percent of population in India is below the age of 35 years. So the baby and kids segment is expected to show more growth in the future. Also as per the leading furniture player, Pepperfry the kids segment has seen encouraging year on year growth and they expect it to contribute around ₹ 500 crores to their sales over next 3 years.



Multi-Function Baby Bed



Cradle Bed



Multiple Sleeping Levels



Strong Bed



Bed Storage for Baby Items





SCHLAF BABY AIMS TO FIRMLY CRADLE TWO USPs, NAMELY INNOVATION AND PERSONALISATION

STAVAN SHAH

Managing Director, Schlaf Baby



The future holds good for those who are willing to innovate and add the personal touch to product design and offers. Innovation and Personalisation will be the name of the game, is what the team at Schlaf Baby firmly endorse. The team clearly witnesses a significant shift from generic to personalised products. Today's parent and the parents of the future are willing to invest in quality and personalised products for the comfort of their children. Though this trend looks positive in India's metropolitans, it is soon catching up in Tier II cities of the country as well. Sharing his personal views,

Stavan Shah, managing director, Schlaf Baby, is of the firm opinion that the demand is for personalisation and innovation as he resonates with this thought even as a buyer. He clearly feels that today's parent is ready to invest in a product that is personalised and of quality. The demand is to receive a product that is based on choice rather than compulsion. Schlaf Baby is ready to meet this demand, hence offers its clientele colour customisation and name personalisation options in the niche domain of the cradle business.

Speaking about the industry challenges in his domain, Shah clearly feels that there is lack of innovation and the fact remains that the focus is more on price competition. Being vocal on a pertinent point of safety and security of the child, Shah says that, "Speaking from a niche perspective of only the cradle industry, the challenge is lack of innovation, and the focus is only on price competition. While doing my market research,

I have received feedback from many retailers that many current cradles have been deemed unsafe for the infants after a few months, with the risk of toppling over, which is simply unacceptable. At this point, a manufacturer should first go back and redesign or improve the design of the product to meet the customers expectation. But for the fear of cost increase and losing out on competition, that process is not done, and unfortunately, the consumer has to make do with a product that is compromised."

Schalf Baby is however also positive of the future amidst all challenges. The company sees great opportunities from moving from generic to personalised products, because urban buyers are ready to pay that extra amount for customisation & personalisation. The company stakeholders feel manufacturers should realise the fact that they should not be afraid to innovate, because the new parents are ready to spend more (urban markets in particular) on their wards. Shah feels, "The next 10 years will be, a fight over quality and innovation, not simply price." **Schlaf Baby calls themselves, the infants in their space as they are just a 9 month old brand in their space. They confidently express their USP as a brand that offers colour customisation and name personalisation, in the cradle business vertical. The company has invested in research hence have carefully designed the cradles to be user friendly, from handling to assembly of the cradle. The company prefers describing their product as follows, with some key aspects namely, safety, utility, sleep and colour.**

SAFETY

Manufactured from high grade aluminium - safe and secure to hold all babies.

UTILITY

Foldable, lightweight and portable - Easy to assemble and can be carried around conveniently.

SLEEP

Ancient Science, Modern Design- Soothing, rocking movements lead to peaceful sleep and improved sleep cycles.

COLOURFUL

Range of colours and colour combinations

Though currently the company is only in one niche area, they aim to expand into other product offering in the coming three years. Schlaf Baby reiterates that they will always focus on bringing innovation to any product that it introduces, to fill a gap in the market.

Speaking about India and its relation to the global world, the team feels that, India is a huge market, but limited in terms of product varieties and especially innovation. That's why the import share for products like baby/child toys is so huge. People today trust imported products more, and will spend that extra rupee for high quality which, in the consumer's perspective, can only come from an imported product line. Says Shah, "I can say this because I have had several people, who when after seeing my product, have enquired if its imported. It takes convincing to accept that Schlaf Baby products are designed and manufactured in India (proudly!)."



“RETAILERS ARE THE KEY TO SUCCESS IN INDIA’S TIER II AND TIER III CITIES”



VARAD PALAN

Founder, Snap Ventures

The emphasis is now on the quality and utility of the product and not just on mega brand names, emphasises Varad Palan, founder, Snap Ventures. He speaks to Reema Lokesh, on the market trends and opportunities.

Q As an industry thought leader, what are your observations on the child, baby and maternity products segment?

It's a continuously evolving category. There is a room for a lot of enterprising players. **According to statistics it is growing by 17 percent per annum. We have witnessed** the arrival and establishment of international brands like Chicco & Sebamed in India last decade, which was being imported earlier in an unorganized fashion.

Q What are the recent trends that you have noticed?

Awareness amongst mothers is growing extensively. Earlier, mothers or mother-in-laws or members of the extended family would be the primary guideline force for new mothers, catering to their questions, doubts and apprehensions. However with increased awareness, mothers are in a position to decide what's best for their baby. It is a healthy mix of traditional advice going in sync with modern day convenience. Easy access to different options and their reviews have made it easy and convenient to try a new product. Mostly recommendations were the driving factors for any product to sell, however now it has been replaced by ratings, certification & education provided with the product. **It would be interesting to share example of how today, mothers prefer choosing Mama Earth cosmetics brand over global giants because they use natural ingredients like turmeric, charcoal, coconut etc.**

Q Can you throw some light on the business potential in India's Tier II and Tier III cities?

Any given brand starts its operations from metros, what works for them goes to Tier II & Tier III cities. These locations have limited options and vendors, which makes the sales less confusing. Most of the sales happen on trust that passes on from a brand to retailer and retailer to consumer. Most of the goods get sold with a push effect unlike metros where there is a pull effect. **To achieve greater volumes it's important to cater to Tier II and Tier III cities. In these cities retailer is the key to success, as he puts efforts to introduce a product to consumers.** In return he expects the brand to keep competition in check, as he does not prefer more people selling the same product on which he is working. For example, retail and online giant First Cry are opening multiple stores in Tier II & Tier III cities.

Q What according to you will work as a business model or products? Which products do you think will phase out?

There seems to be a visible shift in consumer behaviour. Lots of products, which used to sell are not on the list anymore as there is constant flow of new range of products being introduced. **We need to match the needs of a mother, the other way round will not happen. One cannot expect the parent to adapt to the product especially if it's compromising on convenience, budget and lifestyle.** The emphasis is now on the quality and utility of the product and not just how big the brand is. Quality



Q Are there any primary challenges that the industry is facing?

We as a country have more of traders and less of producers. It is more convenient to import the products and resell it rather than taking the pain of going through the whole manufacturing process. There are regulatory reasons as well as lack of infrastructure, which is a challenge. **We definitely need more manufacturers to make quality products available to masses. This is restricted as of now to a certain social strata due to increased import duties.**

I feel every baby deserves the best, and it is our primary social obligation to raise the future generation in the best possible way. For example, imported baby swaddles cost Rs 450/- compared to much better quality indigenous brand RIO SWADDLES, which cost ₹ 175/-.

Q Any solutions in line with the challenges?

Making the products within the country will help. **Brands who are sourcing their goods from other countries can encourage the local vendor to provide the same quality and guide them about how to match international standards.**

I know it's not as easy as it sounds here but nobody can stop us from taking one baby step at a time. Eventually we will hit the mark. For example, if we can supply knitted fabric and finished products to Carters, Mothercare etc. from Ludhiana and Tirupur, we are certainly capable of building our own product line.

Q As a regular buyer, what's your opinion on the event CBME by Informa Markets?

It is the best baby centric show that I have visited in our country. Infact I have never missed any since it started. It's the only platform to meet people from different walks of the industry and I really appreciate how they incorporate different activities like seminars, discussion panels, fashion shows etc. with the showcasing of brands. These people take great care of their buyer's requirements & their convenience. Even minute feedback is considered to be of top priority and is given immediate execution. Truly appreciate the team work.

Q What's your primary take home from this show?

CBME is a benchmark event which makes it much easier for buyers, suppliers & intermediate channel partners to meet each other and share their vision. Everyone knows what's happening in the market but meeting the individuals makes it a lot different. It becomes easier to evaluate the possibilities. A personal meet and greet can build higher trust. Discussion with a brand owner can build faith in the brand. Visible Enthusiasm of the team can attract people who want to work on the front foot.

All this is only possible if these people come together on a common platform which is CBME. For example, I knew about FirstCareIndia as a good brand owner but started working with them only after meeting the directors of the brand at CBME. And now 4 years later we are all friends. It is very important to know the captain of the ship, in order to ensure a smooth sailing.

Q As a supplier do you have any specific observations to share?

As a supplier I have to admit that our consumer is open to new products. **If your idea is original and if it is adding value to the person who is buying your product, there is certainly no looking back.** We are fortunate to operate in an evolving market and not an already evolved economy, which means we have time, opportunities and spaces to grow. There is enough room for everyone. **For example, one of my industry friend Mr. Dipesh Savla has successfully launched the first Indian baby food brand called FIL's.**

Q Is there any message or point you wish to share as both buyer and supplier?

CBME is acting like an extension to our work. **This once in a year event is making the process more convenient by bridging the demand and supply.**





CHILDREN-BABY-MATERNITY EXPO

I N D I A

2-4 September, 2020

Hall 3, Bombay Exhibition Center,
Goregoan (E), Mumbai
www.cbmeindia.com



A mother's love knows best,
we provide the rest.



Get ready to connect your business, products and solutions with every level of the market's value chain at the 8th edition of India's No. 1 sourcing Event for Child, baby and maternity products, CBME India in 2020.

For visitor registration visit us at www.cbmeindia.com

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