



# paperworld

INDIA

23 – 25 JAN 2025

INDIA'S  
PREMIER B2B  
EXPO FOR  
STATIONERY  
& GIFTING  
INDUSTRY

CORPORATE  
GIFTS SHOW

IS NOW >>>

Gifts<sup>®</sup>  
WORLD expo

POST SHOW  
REPORT



# GIFTING JUST LEVELLED UP

## Say hello to the all-new Gifts World Expo – Mumbai Edition!

Yep, you heard it right — Corporate Gifts Show is now Gifts World Expo! And we're opening doors to the **FUTURE OF GIFTING LIKE NEVER BEFORE.**

This February 2026, something exciting lands in Mumbai: a celebration of collaboration, connections, and new business opportunities!

### What's the big news?

Two industry legends – Messe Frankfurt India and Mex Exhibitions Pvt. Ltd. are now joining forces to create the ultimate platform for corporate, festive, and personalized gifting.

We're not just putting up a show...  
We're mapping the gifting revolution



## EXPANDING BUSINESS OPPORTUNITIES WITH THE POWER OF TWO CITIES, ONE UNMISSABLE EXPERIENCE

### Paperworld India now expands to the Capital!

After a record-breaking edition in Mumbai, we're bringing the country's most trusted B2B trade show for stationery, office, school, art & craft supplies to **New Delhi**—India's vibrant trade and distribution epicentre.

Joining forces with the **Gifts World Expo – Mumbai Launch Edition**, we are bringing together two powerhouse platforms under one roof.



# EVERYTHING THAT HAPPENED ON THE 2025 SHOW FLOOR



## INDUSTRY LEADERS UNITE TO INAUGURATE PAPERWORLD INDIA & CORPORATE GIFTS SHOW 2025

*The co-located mega events, Paperworld India and Corporate Gifts Show 2025, opened their doors at the Bombay Exhibition Centre, presenting the industry with a timely opportunity to source the latest in office supplies, stationery, and corporate gifting — all at the beginning of the business year.*

The 2025 edition of Paperworld India and Corporate Gifts Show marked yet another powerful chapter in India's sourcing calendar, establishing itself as a definitive meeting ground for the stationery, gifting, and office supplies industry. Held at the Bombay Exhibition Centre, the event brought together global participation across 350+ exhibitors, welcoming 18,000+ trade buyers and 200+ international delegations. But beyond the numbers, it was the immersive experience that stood out—dedicated innovation zones, engaging fringe activities, and a buzzing show floor designed to foster quality networking.

Inaugurated by leading names from the industry, the show reflected a pulse of emerging trends, with sustainability, educational innovation, and lifestyle gifting at the forefront. Speaking at the inauguration, **Mr Raj Manek**, Executive Director & Board Member, Messe Frankfurt Asia Holdings Ltd, remarked:

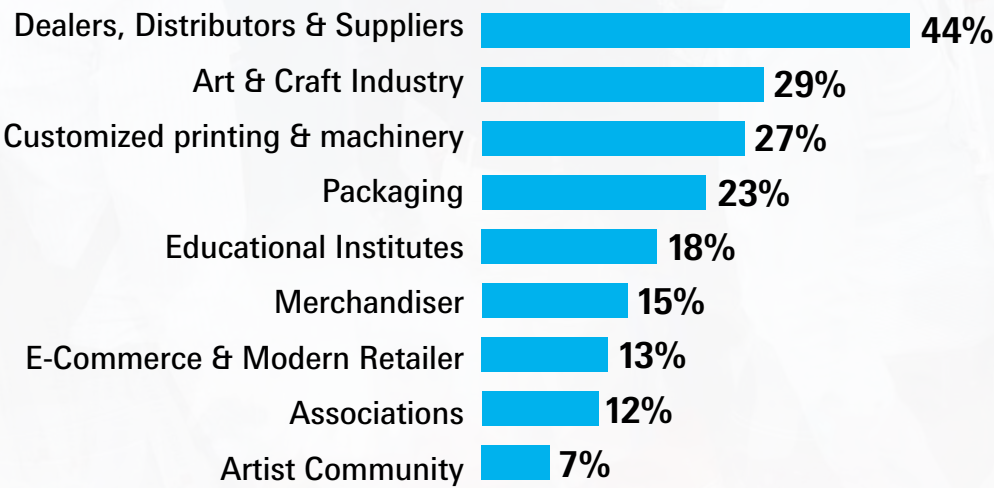
"I am happy to see that the exhibitors have utilised the platform of Paperworld India and Corporate Gifts Show strategically by displaying their latest innovations for the buyers. Besides, it feels great to see our co-located shows not only growing, but also reflect the trends in the market – rise in new segments like healthcare and wellness gifting, customised gifting, educational toys, recycled paper and paper products and new artistic tools and products range. Among the common sustainability trends across industries, I value the presentation of sustainable products through some of our exhibitors."

With focused content-led sessions, live demonstrations, and interactive zones, the co-located shows elevated their promise of real business outcomes, bringing together decision-makers, category leaders, and emerging brands under one roof. As the show heads into 2026, the bar is set even higher for what's next.

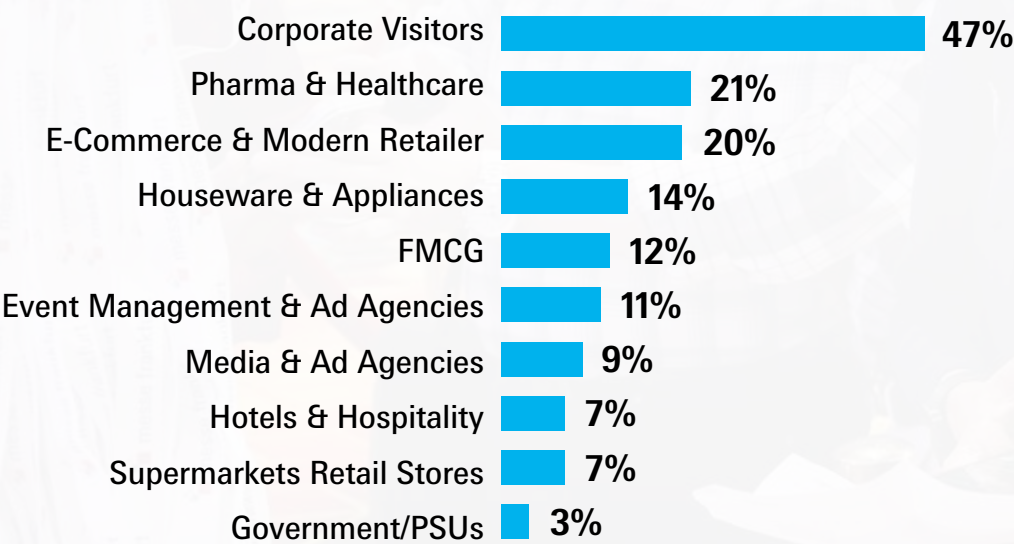


# EVERY NUMBER PROVES THE LEGACY WE'RE BUILDING

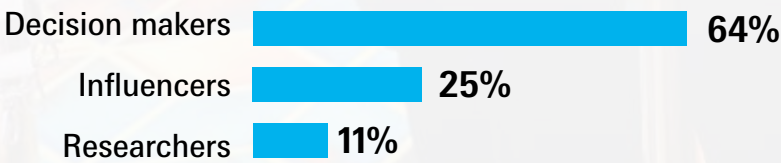
## Visitor Industry Sector – Paperworld India



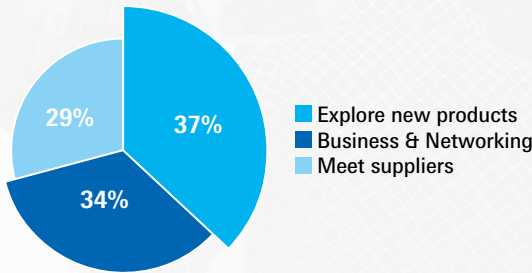
## Visitor Industry Sector – Corporate Gifts Show



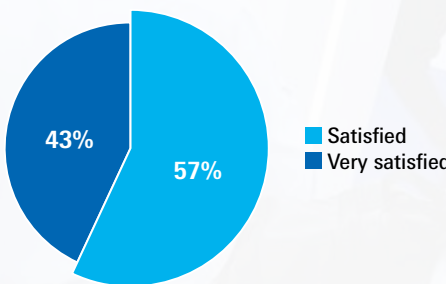
## Visitor Buying Power



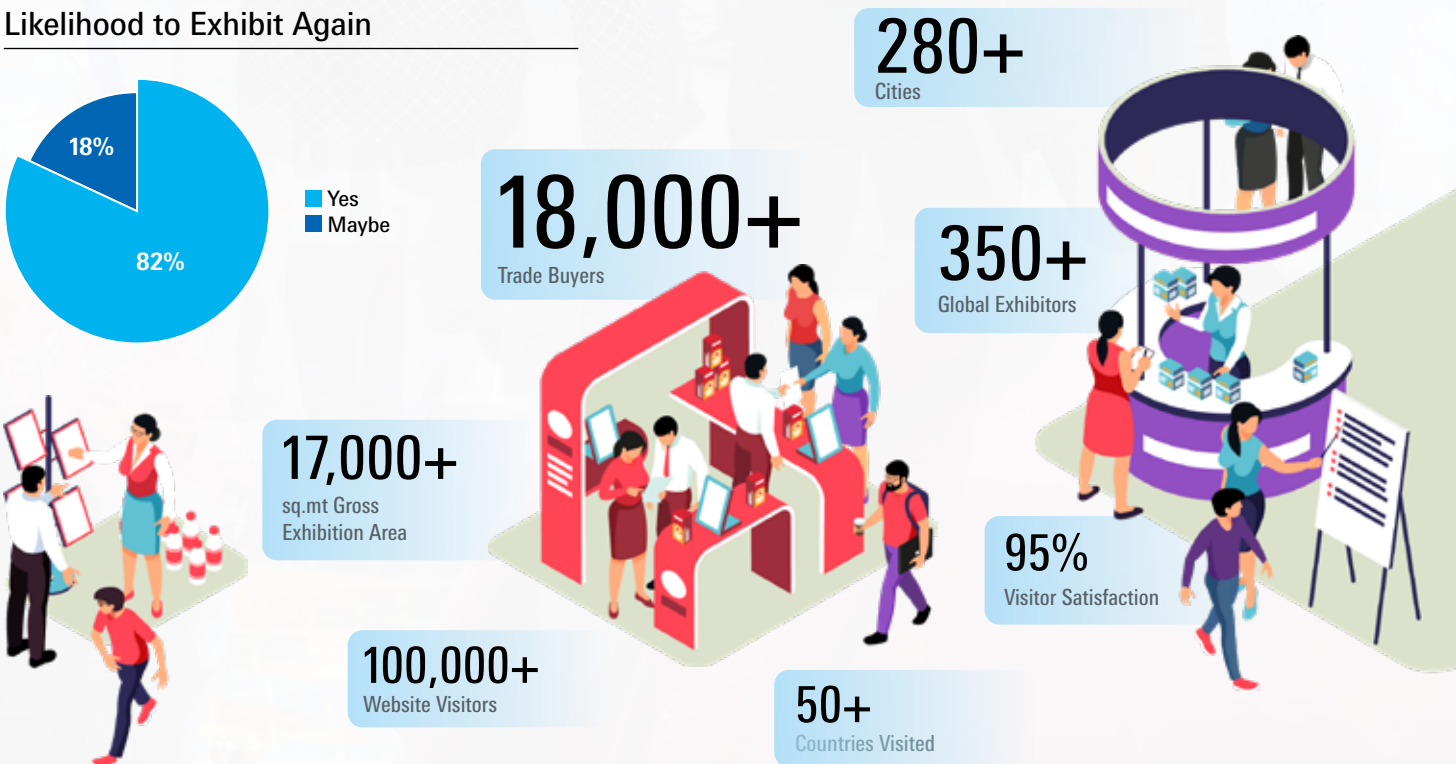
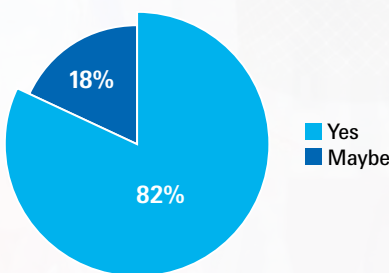
## Visitor Purpose of Visit



## Exhibitor Satisfaction with Visitor Quality



## Likelihood to Exhibit Again



“ **Utkarsh Jalan**  
Promoter, Linc India

I oversee the entire online business for Linc and marketing for Linc Ball Pen. This year we launched files and folders in Linc and a new art range in uni-ball. With Paperworld India, we get good export enquiries and corporate leads along with retailer feedback in terms of the packaging and improvements. The Indian market is growing especially for the pen category where the consumers prefer to check before buying and irrespective of that we have seen a surge in our e-commerce business and definitely it is the future. Every retailer has a limitation on the range he can display but through e-commerce in India, we are getting past this barrier where all the products are available at a click.



“ **Saurabh Mehta**  
Founder, BioQ Solutions – India

We have launched our new eco-friendly stationery range, Forever Forest. The response and feedback from the show have been fantastic, with visitors sharing great ideas. Our vision is simple: everyone loves nature, but only a few take the effort to protect it. While we have a strong presence in the pharma industry, we are now looking for B2C partners so we can focus to innovate and grow this concept





# Aisles of Innovations

## From *Desk Delights* to *Gifting Gold* — Explore Every Corner of Creativity

Pens that sign million-dollar deals.  
Gifts that leave lasting impressions.  
Supplies that redefine functionality.  
Delivering a showcase on the floor  
where every category sparks  
business inspiration.

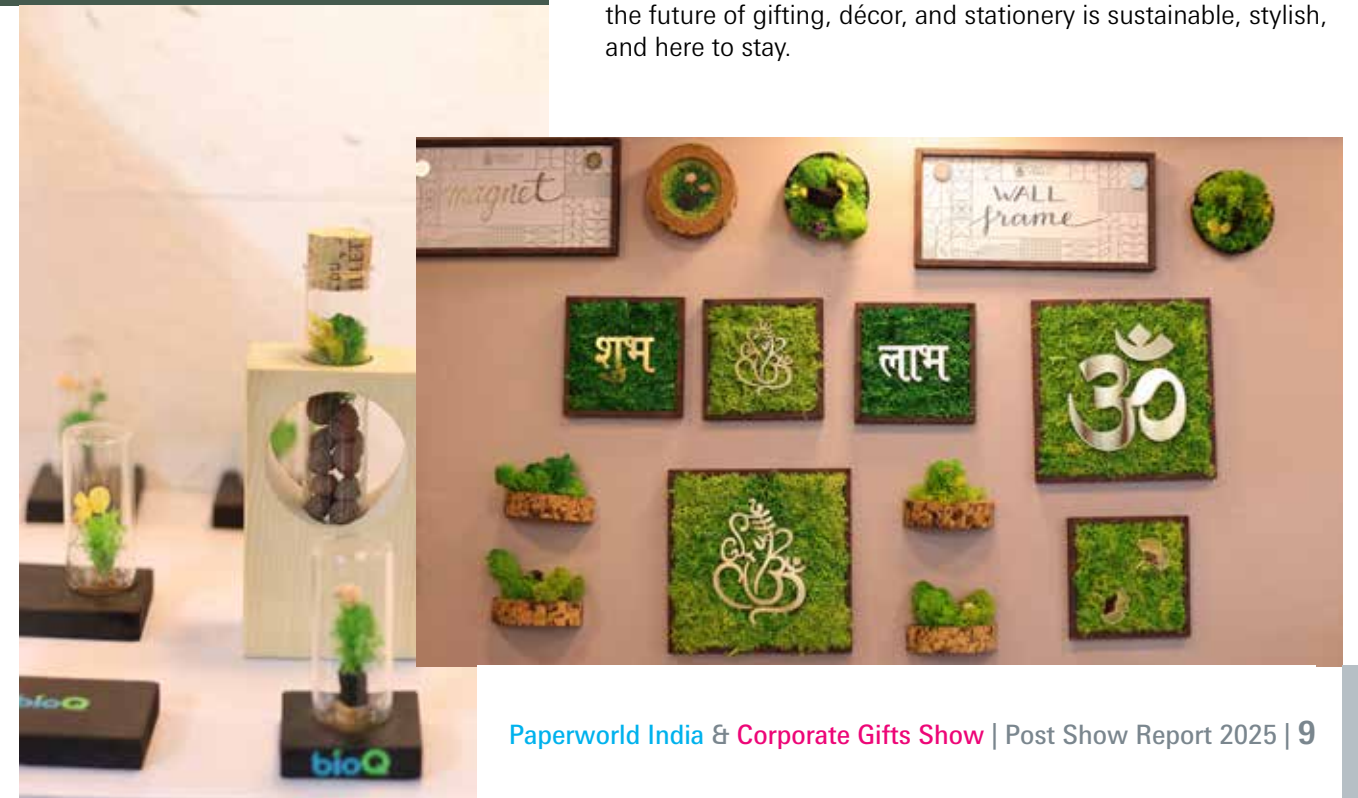


## Sustainability Takes Center Stage

This year, green wasn't just a colour on the show floor — it was the conversation. From recycled stationery to fashion with a conscience, every aisle echoed a clear truth: sustainability is no longer an option, it's the future.

Trailblazers like **Uppercase** (India's first certified sustainable travel gear brand) and **Caslay** (100% certified sustainable clothing) set the tone with products that looked good and did good. **Prabhu Naidu Ltd** made impact personal by turning eco-friendly cotton and recycled bags into a tool for empowering rural women. Adding a fresh edge, **Green Craft** reimaged bamboo into chic lifestyle décor, while **Om Eco** turned recycled materials into stylish bags built for everyday use. Paper lovers gravitated toward **BioQ Eco Solutions'** plantable seed paper and **Rescript's** 100% recycled A4 copier paper, both proving that small swaps can spark big change.

More than a showcase, the aisles felt like a movement — a space where purpose-driven design and commercial appeal walked hand in hand. If the buzz on the floor was any indication, the future of gifting, décor, and stationery is sustainable, stylish, and here to stay.





# Art & Craft Innovations

Creativity found its ultimate canvas at the Art & Craft Innovation Aisles, where imagination met industry. From breakthrough materials to next-gen tools for hobbyists, students, and professionals, the floor was buzzing with colour, texture, and artistic flair. Whether it was **Creative Hands Art Materials Pvt. Ltd.** with their **mt Washi Japanese Masking Tape Fab Die-Cut Tapes** or other pioneers showcasing unique, never-seen-before mediums, this product group became a hotspot for buyers looking to inject innovation into the world of craft and creativity.

From traditional techniques to modern marvels, the aisles embodied how art evolves—and inspires.

## The Wrap Lab: Gifting, Wrapping & Presentation Techniques

It's not just what's inside the box — it's how it's presented. The Wrap Lab dazzled visitors with premium gift wrapping materials, textures, and design ideas that took corporate and personal gifting to new heights. From luxurious handmade papers to eco-friendly wrapping innovations, exhibitors like **Grover Traders & Manufacturers** — introducing their new wrapping paper segment in 2025 — brought storytelling into packaging. Each design was a celebration of detail, turning a simple wrap into an unforgettable unboxing moment.

A live gallery of ribbons, papers, boxes and bows—this was a presentation with purpose.





## DIY Zones, Live Demonstrations & Educational Insights

Interactivity and insight came together in the dynamic DIY & Educational Aisles, where visitors didn't just observe — they created. Brands offered live workshops, hands-on demonstrations, and educational modules that turned curious footfall into engaged audiences. Whether it was a demo by **A.R. Impex (iCraft)** on NEP policy DIY products or **Imagimake Play Solutions Pvt. Ltd.** inspiring children with their *Mapology Tales of Ramayana* — an innovative gameplay that retraces Lord Ram's journey.

**Engagement wasn't a feature — it was the format.**



When You Miss

Coffee

but  
Don't  
Really  
Miss

Coffee

On the show floor, writing wasn't just about ink on paper — it became a sensory experience. Submarine Pens turned heads with their **Rich Coffee Aroma Pen**, where each stroke was accompanied by the invigorating scent of freshly brewed coffee. Blending utility with indulgence, this innovation proved that even the simplest tools can inspire creativity and elevate everyday moments.





# Home Luxury – Houseware & Table Décor



## Home Luxury: Where Elegance Finds a Home

Sleek, sophisticated, and undeniably elegant — the Home Luxury section was where design met desire. From plush linens to artisanal décor, the aisles offered a curated palette of living solutions that redefined what it means to gift luxury for the home.

**Welspun Global Brands Limited** and **Trident** turned everyday essentials into indulgences with their premium bed and bath gift sets, while **Bombay Dyeing** and **Mafatlal** reaffirmed their legacy with luxurious linens crafted for modern living. **Fabindia** elevated the space with its signature serveware, tableware, and finely woven furnishings that spoke to timeless Indian artistry with a contemporary twist. Adding a glow of its own, **P.M. Overseas** captivated audiences with copper votives, coloured glass lamps, and garden sticks that made décor feel personal and soulful.

In houseware, the innovation continued with brands like **Wonderchef Appliances**, **Borosil**, **Jaypee**, **Hawkins Cookers Ltd**, **Nanobot Houseware Solutions Ltd**, **Prestige**, **Kent**, **Eureka Forbes**, **Pigeon**, and **Livpure**. From precision cookware to sleek serveware and smart appliances, these names reminded visitors that functionality and elegance need not exist apart — they belong together.

The Home Luxury didn't just showcase products — it curated lifestyles, turning the idea of home into a statement of sophistication.

**If your buyers were looking to gift tastefully, this was their first stop.**



Decadent, delightful, and downright delicious — the Gourmet & Confectionery aisles was where gifting turned into pure indulgence. This carefully curated space offered everything from artisanal chocolates to luxury hampers, tempting visitors with aromas, textures, and flavors that made every aisle feel like a tasting room.

**Brownwall Food Products Pvt. Ltd. (Ruchoks)** set the bar with its premium range of chocolates that blended craftsmanship with irresistible taste. **Svasthya Organics** struck a balance between indulgence and wellness with clean-label snacks crafted from ancient grains and wholesome ingredients. Adding richness

and variety, **JB & Co.** showcased their premium dried fruits and nuts — a timeless classic for thoughtful gifting. Meanwhile, **7 Bazaari** stole the spotlight with its curated assortment of global delicacies, from chocolates and dates to teas and sweets, creating hampers that were nothing short of exquisite.

From guilty pleasures to guilt-free bites, this area captured the art of edible luxury — proving that the way to someone's heart (and brand loyalty) is often through the taste buds.

**The business of taste never looked (or smelled) this good.**

## Gourmet & Confectionery: Indulgence, Perfected





# World of Perfume



The World of Perfume was a sensorial escape — a place where fragrance transformed into identity and innovation. From niche fragrance houses to bespoke scent creators, the section showcased how aromas can elevate both personal and corporate expression.

**Naseem Perfumes** captivated with their exotic perfume oils, bakhoor, and luxury body care essentials. **Satianu Fragrances** brought wellness into the mix with essential oils and aromatherapy products designed to heal and inspire. Adding a handcrafted touch, **Seva Home** impressed with candles, diffusers, and artisanal fragrances that blended lifestyle with luxury. Meanwhile, **Mysore Deep Perfumery House** demonstrated the scale of olfactory storytelling with its wide portfolio spanning incense sticks, essential oils, pooja products, and more.

Whether it was a perfume bottle, a corporate fragrance kit, or a signature scent crafted to embody a brand, this section proved one thing: a fragrance doesn't just smell — it speaks.

**One visit, and the aroma lingered long after.**



## Wrapped in Wellness



When it comes to gifting, self-care has become the ultimate indulgence. This dedicated section celebrated beauty, grooming, wellness, and lifestyle essentials, the kind of gifts that linger long after the wrapping is gone.

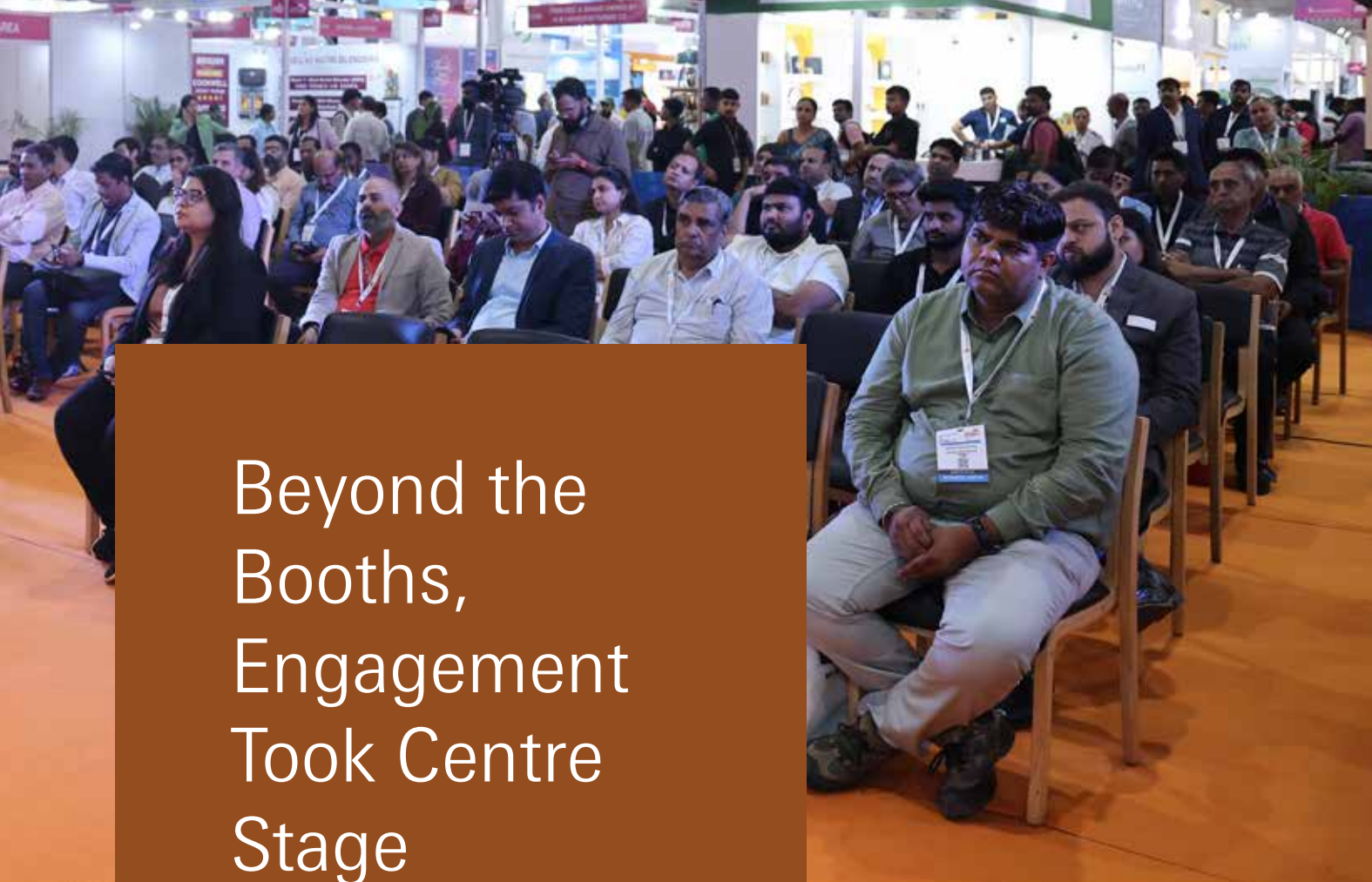
**Kimirica**, with its luxury vegan self-care hampers, turned everyday rituals into spa-like escapes, while **Brillare Science (Emami)** showcased skin and hair care solutions designed to nurture naturally. **Swiss Military Consumer Goods Ltd.** redefined utility with sleek travel essentials that blended function with style. Adding a modern edge, **Xech** impressed with multifunctional digital lifestyle products — from clock speakers to innovative lamps.

Fashion-forward names like **Puma**, **Jack & Jones**, **Vero Moda**, and the timeless **Reid & Taylor** rounded out the section, proving that self-care is no longer just about wellness, it's about identity, indulgence, and gifting that feels personal.

**A true showcase of feel-good, look-good gifting done right.**







## Beyond the Booths, Engagement Took Centre Stage

Paperworld India & Corporate Gifts Show wasn't just a platform for sourcing—it was an experience that sparked dialogue, creativity, and community on every corner of the showfloor. From thought-leadership forums to hands-on sessions, the energy was palpable as business blended seamlessly with learning, inspiration, and interaction. The curated engagements proved that trade shows today are more than transaction points—they're vibrant arenas for innovation and exchange.



## Times NIE Principals' Seminar

One of the most enriching segments at Paperworld India 2025 was the impactful education seminar curated in collaboration with The Times of India. With a focused theme around ***Designing Classrooms of the Future***, the session brought together school principals and academic leaders to deliberate on innovative, activity-based teaching methods that are reshaping the way students learn.

From integrating art and craft into cognitive development to embracing creative learning models, the session emphasized how modern pedagogy can go beyond conventional textbooks. A highlight was the thoughtful address by **Ms Debika Chatterji, Director Principal, JBCN International School, Mumbai**, who shared,

*"It was an enriching experience. The speakers shared valuable insights that resonated deeply. The exhibition was meticulously organised and curated, showcasing innovative approaches to education that truly added value beyond conventional practices."*

The session left a lasting impact — sparking conversations on how education spaces must evolve, how students can be taught to think out-of-the-box, and how schools can partner with innovation to shape well-rounded learning environments.





# Nurturing New Minds with NEP 2020

## A forward-thinking session at the co-located events.

One of the most thought-provoking sessions at Paperworld India, the **NEP 2020 dialogue** brought together progressive voices to explore how India's education landscape is evolving. **Ms. Hemali Koringa**, child psychologist and art therapist, and **Ms. Forum Dinesh Shah**, mixed media expert and founder of iCraft Designs, led a hands-on, immersive discussion that challenged traditional learning models. Through interactive exercises and creative journaling, the session highlighted how art integration, once seen as extracurricular, now plays a vital role in building **critical thinking, emotional intelligence, and**

**holistic development.** Attendees were encouraged to rethink how even the simplest concepts, like traffic signals, could be taught using **colour psychology and storytelling**, turning classrooms into dynamic, multi-sensory environments. Her statement anchored the session's key message: **true innovation begins in classrooms that nurture curiosity and creativity.** The speakers advocated for a shift from rote learning to metacognitive experiences — where students reflect, create, and grow with purpose. A powerful takeaway for educators and institutions ready to embrace the future of learning.

**"We don't just teach with colors — we build stronger minds with them."**  
— Ms. Hemali Koringa



## Going Viral Isn't Luck — It's Strategy

In an era where attention spans shrink by the second, brands are faced with a tough question: *how do you make people stop scrolling?* **Apail Kapoor, Head of Marketing at Quaff Media**, broke down the anatomy of virality and why memes, FOMO, and timing are the holy trinity of digital relevance.

Kapoor's session revealed the powerful shift in today's advertising model: from static billboards and flyers to **mobile-first storytelling**. Whether it's stationery, gifting, or lifestyle brands, the winning formula now hinges on being seen — again and again — across platforms where audiences actually live: **Instagram for Gen Z, Facebook for Millennials, and LinkedIn for B2B visibility.**

Quaff Media's method? Create scroll-stopping content that blends humour with relatability. Think memes that tap into nostalgia (hello, Apsara pencils and Dairy Milk memories), product demonstrations by influencers, and stories that trigger **FOMO** the Fear of Missing Out on what "everyone else is talking about."

But it's not just about being trendy. **Strategic placement**, amplification across 13+ content pages with **over 52 million followers**, and working with regional pages help brands penetrate both mass and niche audiences. The result? Organic traction that feels authentic and sticks.

Kapoor emphasized that virality isn't accidental. It's content crafted for attention, distributed for maximum reach, and backed by the psychology of repetition. And yes — memes can be your most powerful brand ambassadors.



**"Virality is not luck. It's how well you ride the trend wave while staying true to your brand."** — Apail Kapoor



# Beyond the Box: The Future of Corporate Gifting Trends & Innovation

In a packed session that brought together some of the most inventive minds in the corporate gifting sector, the panel explored how innovation, adaptability, and a deep understanding of customer needs are shaping the industry's future. Moderated by **Mr. Pawan Narang, Owner of Moco Gifts**, the discussion spotlighted a mix of seasoned entrepreneurs and emerging disruptors, each sharing their journey of navigating market shifts, regulatory changes, and evolving client expectations.

From **sustainability in apparel** and **BIS-compliant consumer electronics to candle designs inspired by cocktails** and **packaging with a second life**, the conversation revealed that the gifting industry's beating heart lies in constant reinvention. Panelists agreed that innovation is not a one-off event but a discipline — one that demands speed, originality, and the courage to experiment.

The dialogue also underlined how **technology is driving transparency and efficiency**, with tools like RFID tracking, real-time inventory apps, and client-focused customization ensuring that ideas can move from concept to customer faster than ever before. Whether it was tailoring power banks to match a client's brand colors or launching Diwali-themed chocolates shaped like crackers, each story reflected the same truth: in gifting, uniqueness is currency.

"In this industry, winning isn't about having the biggest gift — it's about creating the one they'll never forget."

— Pawan Narang



## The Grand BrushOff

A celebration of raw talent and creative energy, The Grand Brush-Off transformed the showfloor into a canvas of expression. As part of Paperworld India's immersive programming, this **live art showcase** brought together some of the most dynamic artists to paint, sculpt, and craft in real time—captivating every passerby with strokes of imagination.

From expressive brushwork to intricate techniques, attendees watched creativity unfold live, gaining a front-row view into the **artistic process**. More than just performance, it was a dialogue—between artist and medium, between creator and onlooker.

Visitors, whether artists themselves or simply admirers of beautiful things, walked away with **renewed inspiration**, fresh perspectives, and hands-on ideas. The Grand Brush-Off wasn't just an event, it was a moving tribute to the power of creativity in business, education, and everyday life.



"Watching ideas come alive before your eyes is something no screen can replicate. That's the magic we brought to the floor."





## You Saw Us Everywhere — And That Was the Plan.

From press columns to prime placements, we didn't just host a show — we made sure the entire industry heard it loud and clear. Strategic newspaper advertisements in leading publications, compelling press releases, and editorial coverage made our message unmissable- **not just in India, but across international trade platforms.**

And we didn't stop at print. From the iconic **Mumbai ki Jaan** BEST buses rolling through the city's busiest business hubs to eye-catching placements in high-traffic zones, our visibility was no accident. It was a calculated campaign. Carefully built. Creatively executed. And delivered everywhere that mattered.

*Because success doesn't whisper. It headlines.*



# A Global Business Affair

The map illustrates the international reach of Paperworld India. Red lines originate from the 'paperworld INDIA' logo and point to the following countries: Canada, United States, Mexico, Central America, South America (including Brazil, Chile, Argentina, Peru, Colombia, Venezuela, Ecuador, and Bolivia), Europe (including the UK, France, Germany, Italy, Spain, Portugal, Ireland, Greece, Turkey, Poland, Czech Republic, Slovakia, Hungary, Austria, Switzerland, and the Netherlands), Africa (including Egypt, Sudan, Ethiopia, Kenya, Tanzania, Uganda, Rwanda, Burundi, DRC, Zaire, Angola, Namibia, Botswana, Zimbabwe, Mozambique, Swaziland, Lesotho, and South Africa), Russia, China, India, Southeast Asia (including Thailand, Vietnam, Laos, Cambodia, Myanmar, Philippines, Malaysia, Singapore, and Indonesia), and Australia.

**Valerian Grass**  
CEO & Co-founder,  
Armie, Slovakia



“”

**Daniel Catlla**  
Director of Sales & Co-Founder,  
Kommerco Brands, Mexico



“

**Mr Nicholas Osorio**  
Managing Director,  
Kommerco Brands



“

**Nelia Sawhnrey**  
*Beautystory Pvt. Ltd*



I had an amazing time here. It was very well organized. We found attractive B2B deals at Corporate Gifts Show

From Europe to the Middle East, Southeast Asia to Africa — the world came calling at Paperworld India & Corporate Gifts Show 2025

This wasn't just a national showcase; it was a magnet for international trade buyers, sourcing heads, and business delegations from across borders. The show floor echoed in diverse accents, business cards exchanged hands across continents, and product conversations transcended languages — a testament to the global relevance of our platform.

As India continues to lead in manufacturing and innovation, our expo stood as the perfect gateway for international buyers to discover, connect, and collaborate with Indian excellence.





# The Industry Stood tall Beside Us

When vision aligns with values, the industry doesn't just attend, it supports, celebrates, and amplifies. At Paperworld India and Corporate Gifts Show 2025, this collective energy was unmistakable. One of the show's strongest pillars of success was the incredible support extended by the **Corporate Gifts Association of India (CGAI)**, whose presence gave the show not only credibility but industry-wide momentum.

Their support went beyond symbolism. From active engagement on-ground to behind-the-scenes advisory input, CGAI's involvement underscored how deeply rooted the show is within the fabric of the Indian gifting sector.

These words echoed through every hall and booth, resonating with stakeholders who know that collaboration is the true engine of progress. Together with CGAI, we didn't just host an event, we championed a community.

*"Any initiative taken with the motive of success and the responsibility to give back to the industry is not just appreciated — it is valued."*

**Mr. Shital Shah, Chairman,  
CGAI**





# When Brands Build Legacies Together

At Paperworld India & Corporate Gifts Show 2025, sponsorship wasn't just about logos on a wall—it was about partnerships that shaped the very heartbeat of the event. Our partners brought not only visibility but also credibility, passion, and a shared commitment to advancing the stationery and gifting industry.

**Paperworld India** was backed by leaders who have defined the industry for generations. **Shapes by Rishabh Industries, Luxor, and Hindustan Pencils (Nataraj & Apsara)** reaffirmed their dominance in stationery, while **Flair Writing Industries**, as our **Registration Partner**, welcomed every visitor with the writing power they're known for. Adding creative flair, **Creative Hands, with their brand Brustro**, turned the spotlight on art innovation, gifting the industry the spectacular **Grand Brush-Off**.

**Corporate Gifts Show** drew strength from **Mobitech Industries Pvt. Ltd.** an Associate Partner whose energy and innovation mirrored the pulse of modern & trend-setting electronic gifting. **Our Gifting Partners, Naseem Perfumes, delivered fragrance elegance**, while **Alkosign and iCraft** added their own spark to the mix, reinforcing that true success comes from a collective force.

Because these brands didn't just sponsor—they stood shoulder to shoulder with us, fueling conversations, inspiring buyers, and building momentum that will carry forward into 2026 and beyond.



“

**Sharmila Sahay**  
CO & MD, Hindustan Pencils Pvt. Ltd.



Via participating in the trade fair we have the opportunity to showcase our strengths which is otherwise not available in the retail space to display all our products together. For the kind of visitors, we get, both in terms of OEM enquiries as well as distributors, the trade fair serves as a key benefit. We have been participating at Paperworld India from many years, the quality in this edition has really improved, the participating brands have increased with more global players. For stationery and gifting the market is really big in India with collaborations as the way forward. Paperworld India gives us that opportunity to meet other brands and collaborate. Great footfalls and good management. Overall, we are very happy to be here.

“

**Shilpa Maskara**  
Creative Hands Art Materials Pvt Ltd (Brustro)



We have been participating in Paperworld India since its inception in India and we're very glad to be a part of this amazing platform where buyers and sellers meet. And not just that, our end users which are artists, they also find it a wonderful place to catch up with whatever new thing we are bringing in. We have had many live launches during the show. This year has been phenomenal as we partnered with Paperworld India to organize the Grand Brush-Off which was a huge success. So I'm looking forward to year 2026 where we have already booked our booth.





# What's the BUZZ of 2026

paperworld

INDIA

  
GIFTS<sup>®</sup>  
WORLD expo

## 1 UNIFIED PLATFORM. 4 KEY MARKETS.

### BENGALURU

11 - 13 SEPTEMBER 2025  
Tripura Vasini, Palace Ground

### NEW DELHI

30 JULY - 1 AUGUST 2026  
Bharat Mandapam  
(Pragati Maidan)

### MUMBAI

26 - 28 FEBRUARY 2026  
Bombay Exhibition Center,

### KOLKATA

Dates to be announced