

India's Largest Global Sourcing Expo for Gifting and Stationery

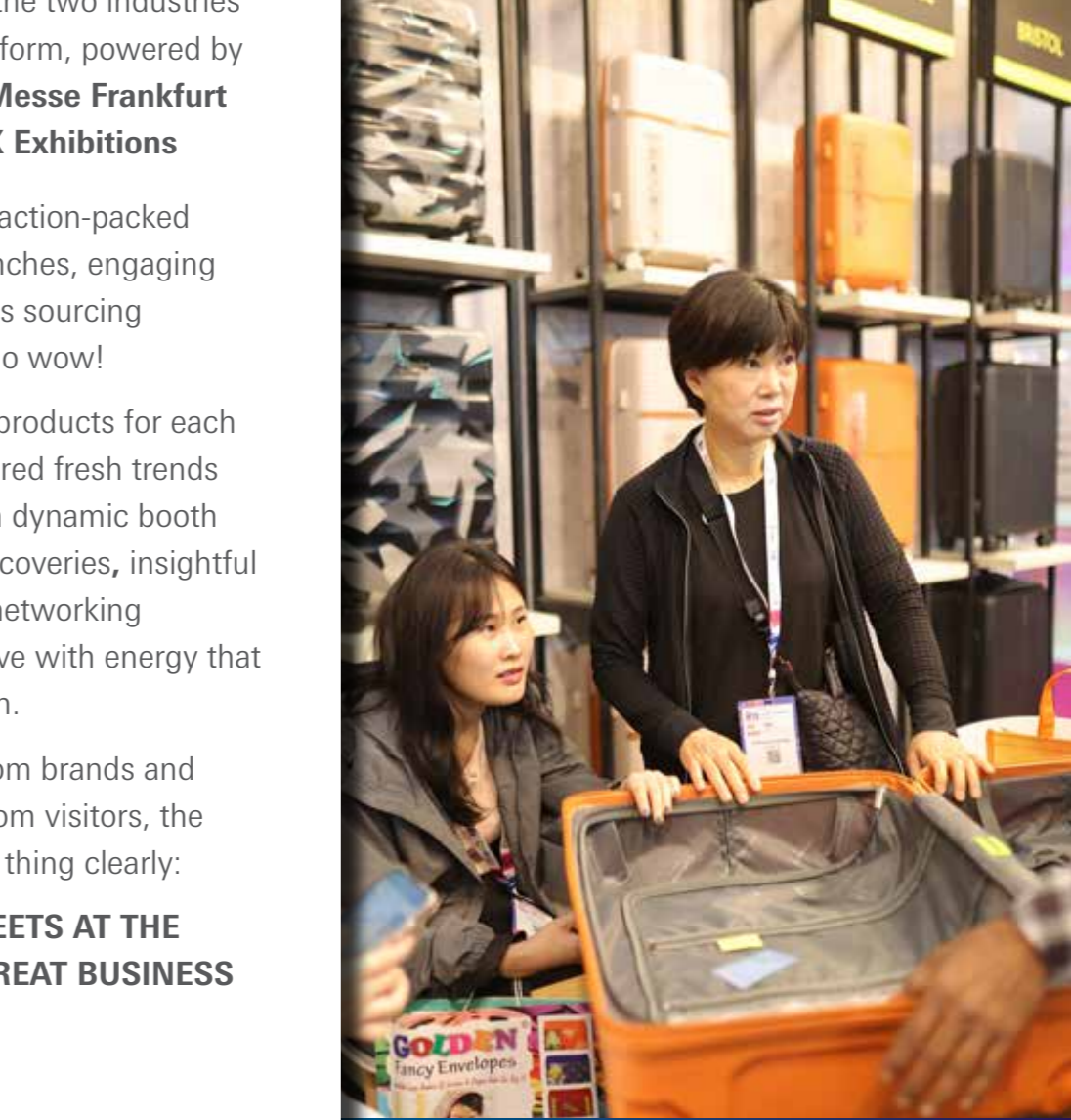
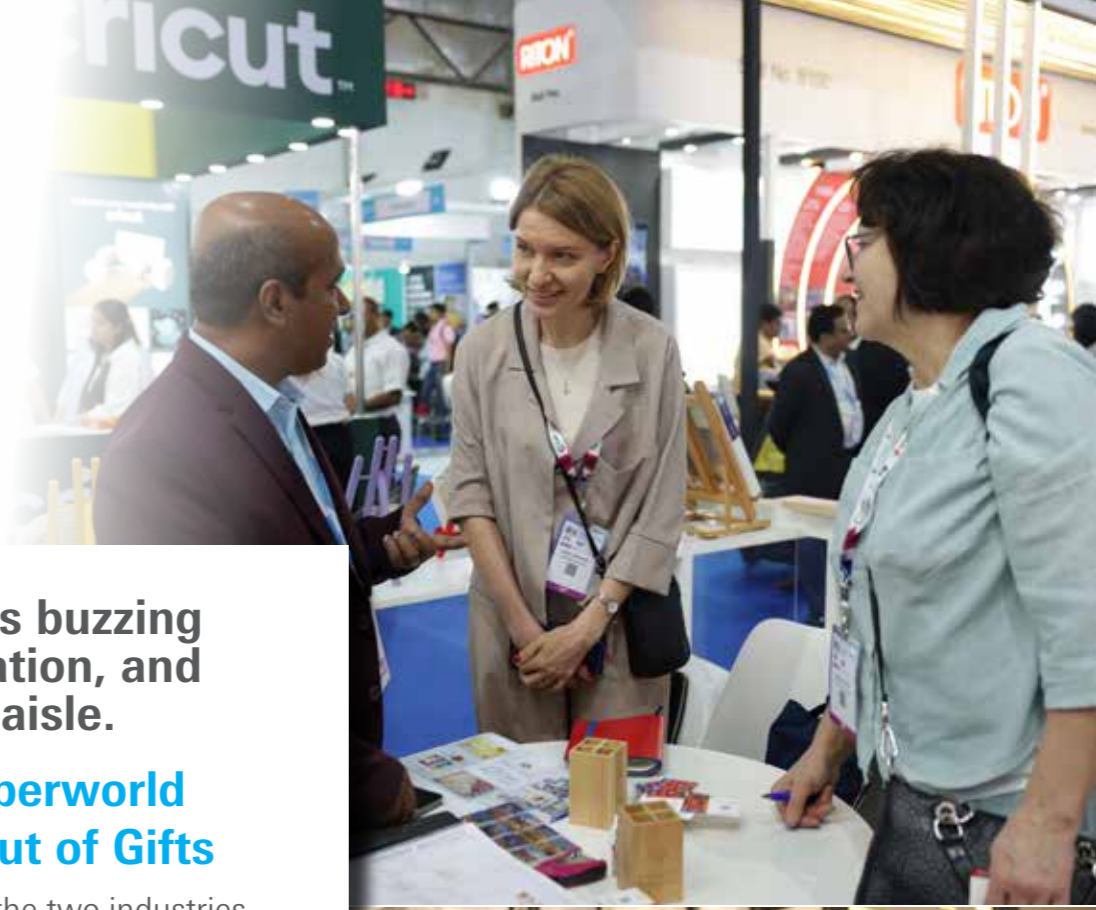


paperworld
MUMBAI

26 – 28 February 2026

Hall 2 & 3, Bombay Exhibition Center,
Mumbai, India

**POST
SHOW
REPORT
2026**



WHAT happens WHEN

23,500+ Trade Buyers

400+ Global Exhibitors

1,000+ Brands

10,000+ Products

Come Together on a Common Showfloor in

MUMBAI

A show floor that's buzzing with ideas, inspiration, and business in every aisle.

The Mumbai edition of **Paperworld alongside the debut of Gifts World Expo** brought the two industries together on one vibrant platform, powered by the collaboration between **Messe Frankfurt Trade Fairs India and MEX Exhibitions**

THE RESULT? Three action-packed days filled with product launches, engaging conversations, and countless sourcing opportunities to make you go wow!

Exhibitors showcased their products for each segment while buyers explored fresh trends and new partnerships. From dynamic booth discussions and product discoveries, insightful sessions and spontaneous networking moments, the halls were alive with energy that simply refused to slow down.

With strong participation from brands and enthusiastic engagement from visitors, the Mumbai edition proved one thing clearly:

WHEN THE INDUSTRY MEETS AT THE RIGHT MARKETPLACE, GREAT BUSINESS HAPPENS!



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MUMBAI

WHERE THE STATIONERY WORLD MEETS

If there's one place where the stationery industry truly comes alive, it's Paperworld Mumbai.

From colourful art supplies and premium writing instruments to everyday office essentials and innovative paper products, the exhibition has become a lively meeting ground for brands, distributors, retailers, and creators who shape the stationery market in India.

The 2026 Mumbai edition brought together a vibrant mix of established names and emerging brands, each showcasing products designed to inspire creativity and drive business. The aisles were buzzing with discoveries, displays, and conversations that leaved no stone unturned for business to grow.

Paperworld Mumbai proved yet again that this platform is not just any trade show. It is the ultimate platform for the stationery community to reconnect, exchanges ideas, and gets a glimpse of the trends that define the year ahead.



A STAR DEBUT:



ARRIVES IN MUMBAI



2026 marked a major milestone with the **launch edition of Gifts World Expo in Mumbai** and what a debut it was.

Known as India's leading sourcing platform for the gifting industry, Gifts World Expo brought its energetic showcase of corporate, festive, and lifestyle gifting solutions to the financial capital of the country for the very first time.

The response was electric. From personalised merchandise and luxury hampers to lifestyle accessories and creative promotional products, the exhibition floor was packed with fresh ideas and exciting discoveries.

Brands unveiled their most innovative offerings while buyers explored endless possibilities for corporate gifting, retail shelves, and festive & occasional gifting.

Mumbai welcomed the gifting industry with open arms, and the launch edition set the stage for a long and exciting journey ahead.



EVERYTHING THAT HAPPENED ON THE SHOW FLOOR



3 DAYS of Buzz

BUSINESS & BRILLIANT DISCOVERIES

From the moment the doors opened, the show floor was alive with energy.

Every aisle had something new: vibrant stationery displays, eye-catching gifting products, creative packaging concepts, and beautifully curated product showcases that drew visitors in.

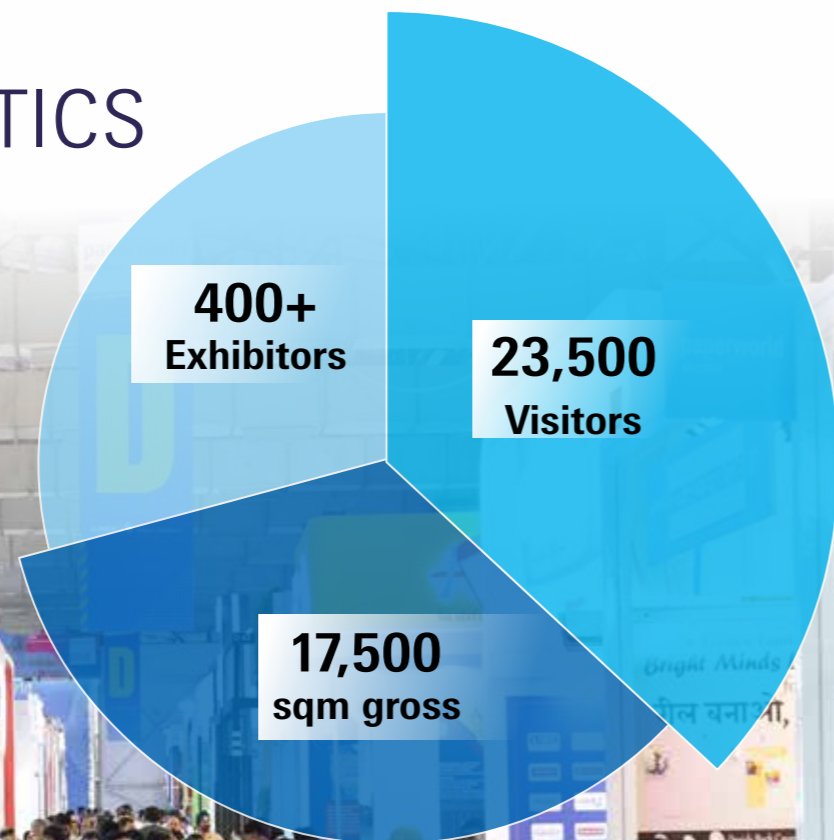
Exhibitors demonstrated with enthusiasm & Buyers explored booths with curiosity. Conversations flowed easily across the aisles, some casual, some serious, many leading to promising business opportunities.

New brands introduced fresh ideas, established companies unveiled their latest launches, and visitors from across industries discovered products they didn't know they needed.

Three days flew by in a blur of conversations, collaborations, and connections.



SHOW STATISTICS



VISITOR OVERVIEW

Behind every conversation, handshake, and product discovery were some truly impressive numbers.



37
Countries



313 Indian Cities
and UT

53% New visitor footfalls on the show

57% were owners, top management & decision makers

CORPORATE REPRESENTATION

Presence from across sectors:

1. Advertising Industry
2. FMCG / Corporate Companies
3. Brand / Marketing Managers
4. E-commerce & Retail
5. Pharma Companies
6. Designers / Interior
7. IT / Software
8. Wedding Planners
9. Hospitality
10. MNC Companies
11. Real Estate
12. Travel & Tourism

56% Primary Decision Makers

21% Execution-Level Buyers

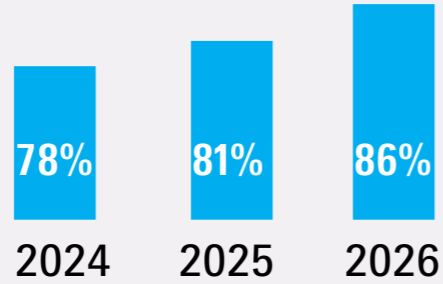
9% Senior Leadership

The data reflects high visitor engagement, strong content relevance and meaningful sourcing outcomes.

Built on Trust. Backed by Results

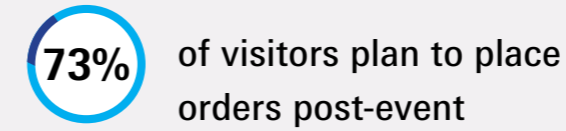
Mumbai 2026 statistics

Customer Care Index
Exhibitor experience continues to strengthen year-on-year



Strong Buyer Intent:

Real business outcomes beyond the show floor

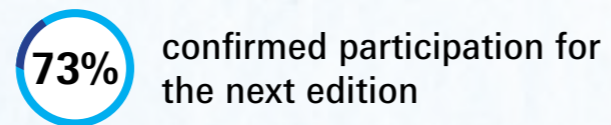
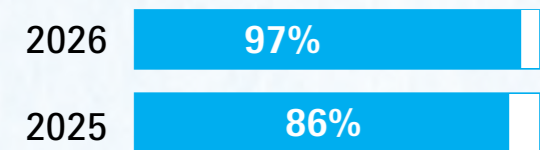


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Exhibitor Satisfaction at an All-Time High

A strong upward trajectory reflects growing trust and value

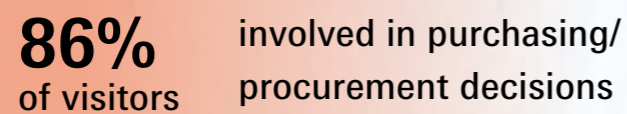


Consistently Better Than Before

A majority rated the show superior to previous editions



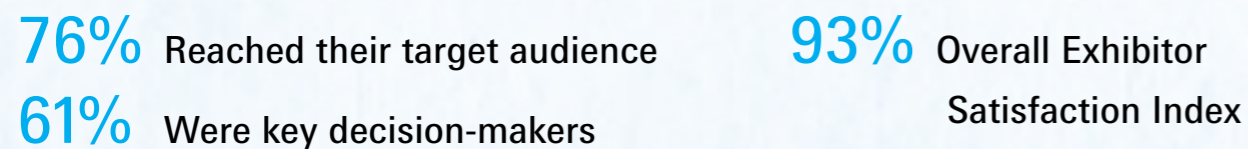
High Influence
Real Decision Power



The audience that matters engaged right at the show floor

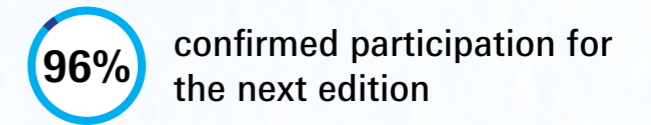
Right Audience. Right Reach.

Setting new benchmarks for 2026.



Exhibitor Satisfaction at an All-Time High

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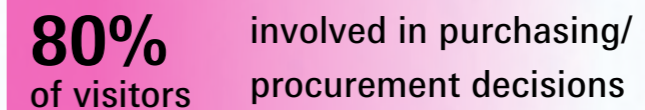


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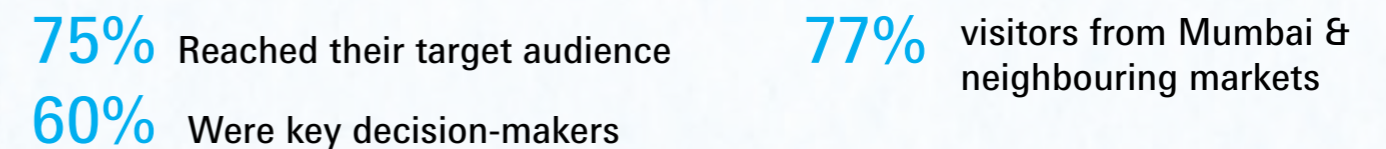
High Influence
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The audience that matters engaged right at the show floor

Right Audience. Right Reach.

Setting benchmarks in 2026.



VOICES FROM THE SHOW FLOOR:

paperworld

MUMBAI

Nothing tells the story of a show better than the people who experienced it firsthand.

EXHIBITORS SPEAK



We are into manufacturing of paper stationery products like box files, journals, diaries and art supplies. We have been a part of the Paperworld exhibition since many years. It is an amazing fair and we get to meet a lot of new customers here and apart from that it's a one-stop solution for all the retailers.

Tanay Gala
Anupam Stationery Limited



We are importers and distributors in this line for about 40 years and my first time of full-scale participation in Paperworld Mumbai. And we are very happy with all the organization here, very professional and only the trade visitors are being allowed and there's a filtration, so, which is an excellent process. We are getting only the targeted visitors, and I've had the overseas suppliers from Japan and from France and even my suppliers are very happy with the scale of our organization and the professional setup everywhere, right from the entrance, the showing of cards and all facilities here are perfect, including the food, beverage arrangements, cleanliness. I'm looking forward to the Paperworld Delhi edition

Navina lochan
Hobbycraft



We are a pen manufacturing company based from Calcutta. We have been connected with Paperworld since a very long time and to describe Paperworld in one word is it is the best amongst all the exhibitions. We had various buyers over here from across the world from Brazil to China, from east to west, all the countries. It was a very good show especially, the first day was very fruitful.

Harsh Bafna
Saino Pens



This is our first year at Paper World India and we are delighted to be here. We really had a good first day. There were a lot of visitors. People came around from all over India as well as we had a few international buyers as well which is a really good thing for us. We are getting to grow our network through this exhibition and hoping to increase our business.

Siddharth Nahar
Regal Industries



This is our fifth edition of Paperworld. And every year, we launch a new brand here with new SKUs, and we get a very good response. This year we got Flipkart, Amazon, QuickCommerce teams visit our booth. We also have had good store visits from Starmark (Calcutta), Skyblue (Ahmedabad), and Kitsons (Hyderabad). Paperworld has been growing year on year, and we are growing with Paperworld year on year.

Varun Chaudhary
Paperpep & Ondesk Ventures



It's the first time that we are participating in Gift World Expo. This show has been very good. It's not only about the footfall that we are generating. But also, about the relevant people coming and visiting us all.

Rahul Salvi
IGP



We are a 30-year-old brand. We are present in 67 countries. We are gradually growing in India with our two brands - Layers and Boutique Living. We are exhibiting for the first time in Mumbai Expo. It is a great experience. We have got a lot of enquiries. We could say it was worth exhibiting because we needed an exposure and we got a very good platform to propose ourselves to the world. And we will look forward to participating in Delhi, Bangalore and Kolkata as well

Amit Damechani
Indocount Industries



Today I have the honour and privilege to be at the Gifts World Expo 2026 in Mumbai. And being invited as a speaker makes me so, so overwhelmed because I am a big fan of Gifts World Expo and I have visited their every fair, especially the one in Delhi. The fair today was so, so amazing. The overall showcase of such stunning gifts and such amazing brands can add so much value to your corporate gifting, wedding gifting, festive gifting. I just loved exploring the show.

Bhavna Mordani
House of Homes



My experience here at the Gifts Expo was excellent. The crowd was very nice and very genuine. We have already received many inquiries along with confirmed orders.

Minal Tolani
Elbon International



This event has turned out to be amazing. Amazing crowd. The feedback is outstanding. And the kind of exposure that we are getting here is just phenomenal.

Ishan Shukla,
National Sales Head
Eureka Forbes



AISLES THAT TURNED INSTANT CROWD FAVOURITES

Some corners of the showfloor quickly turned into must-visit stops, drawing curious visitors, sparking conversations, and keeping the cameras busy. From fresh ideas by emerging brands to thoughtfully curated product displays, these zones became hotspots where visitors paused, explored, and discovered what's new and next in the industry.



STARTUP PAVILION

The **Startup Pavilion** was a buzzing hub of innovation where young brands and first-time exhibitors brought fresh perspectives to the industry. From creative concepts to unique ideas, these rising entrepreneurs showcased products that were bold, original, and full of promise. Visitors loved the chance to discover new brands and interact directly with founders who are shaping the future of the industry.



With sustainability becoming a key focus across industries, this zone drew strong attention from conscious buyers. This special display highlighted products from exhibitors that champion eco-friendly practices from recyclable materials and sustainable packaging to thoughtfully designed products aimed at reducing environmental impact. The zone served as a reminder that innovation today is as much about responsibility as it is about creativity.

Sustainability Takes Center Stage



Trendy Products Display

The **Trendy Products Display** was a curated showcase of standout products spotted across the show floor. Featuring innovative packaging, clever concepts, and eye-catching creations, the display highlighted products that captured the imagination of visitors and reflected emerging trends in stationery, gifting, and lifestyle segments. It quickly became a popular stop for buyers looking for inspiration and the next big thing.



Products that made us stop mid walk

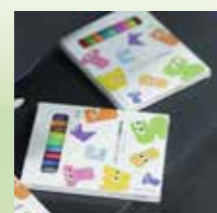
There's a different kind of clarity you get when you're not just attending a trade show but actually walking it. Not rushing through aisles. Not just ticking off booths. But pausing... observing... noticing what makes you stop mid-step. At Paperworld & Gifts World Expo Mumbai, that's exactly what happened. Between conversations, demos, and displays, a pattern quietly revealed itself. Not loud. Not forced. But definitely undeniable.



Here's what stood out @Paperworld

Creativity is Getting More Interactive

One of the most exciting shifts was how creativity is no longer confined to paper. We saw products that moved from page to experience like face painting kits that extend art beyond the canvas, especially for children and hobby markets. It's no longer about creating something. It's about becoming part of the creation.



A notebook is no longer just a notebook. With QR integrations and digital layers, products are now inviting users to interact, scan, record, share, and engage. This shift is subtle but powerful. Stationery is stepping into the world of content.



Products Are Becoming Experiences



Packaging is Doing the Talking

Packaging isn't playing a supporting role anymore; it's leading the story. We saw solutions where everything from structure to material to finish felt like a complete, ready-to-gift narrative. In a world where first impressions matter, packaging is no longer an afterthought. It's the product before the product.



The Rise of the Creator Economy

Art materials are evolving. From premium acrylic markers to professional-grade tools, brands are clearly targeting a more serious, expressive, and identity-driven audience. This isn't hobby anymore. This is creation as a lifestyle.



Everyday Products Are Getting a Design Upgrade

One of the most interesting observations? Even the most functional products are becoming aesthetic.

Calculators with color palettes.

Pens designed like collectibles.

Utility is no longer enough. Design is becoming a differentiator.



Paper is Reinventing Itself

Paper products especially bags and craft materials are shedding their old identity.

Stronger materials. Better design. Customisation. Sustainability.

The narrative has shifted from "basic" to "intentional."

premium
sustainable
reusable



Writing is Becoming Emotional Again

In a digital-first world, writing is making a quiet but powerful comeback. Brands are leaning into nostalgia, storytelling, and emotional connection especially in premium writing instruments.

A pen today isn't just a tool. It's a memory, a milestone, a moment.



Luxury is Entering Everyday Categories

Perhaps the most striking shift was the entry of luxury into traditionally simple categories.

Pens inspired by lifestyle brands. Designs that feel like collectibles. It's no longer about owning a product. It's about owning a statement.



Here's what stood out @Gifts World Expo

Product Design is Becoming More Trend-Driven

Some products are no longer just designed to function; they are designed to be remembered. The vintage collection speakers stand out for that reason. With a vintage car-inspired form, LED display, lighting details, and sustainable material choices, they bring together nostalgia, design, and modern utility. It is not just audio anymore. It is product storytelling on display. UNIX presents this collection as a clear example of how lifestyle products are becoming more expressive.



Utility is Getting a Creative Upgrade

Even everyday objects are now being reimagined with a smarter, more playful edge.

The colour-changing magic clock brings an interactive element to a familiar category, while the Tumblr pen stand and sipper with mobile stand show how one product can serve more than one purpose.

The shift is subtle, but powerful.

PowerPlus brings this idea to life through products that are practical, but far from ordinary. founders who are shaping the future of the industry.



In some categories, the product itself is less about standardisation and more about personalisation.

The customised tabletop models for pharma, food, and anatomy reflect this clearly. They are built to communicate, demonstrate, and adapt to specific business needs.

This is where the product becomes a presentation. And presentation becomes a business tool.

Mahesh & Co. (Esbeda Pens) is leaning into that space with highly tailored product solutions.

Customisation is Becoming the Real Value



Wellness is Moving Into Everyday Carry

Wellness products are no longer limited to shelves or therapy rooms. Heat therapy formats that can be carried in pockets or gloves show how the category is becoming more portable, accessible, and user-friendly.

Comfort is becoming something you can carry with you.

Warmee positions itself in the wellness segment with products built around warmth, relief, and regular usage.



Body Measurement is Becoming More Intelligent

A BMI scale today is no longer only about weight.

With app connectivity and readings for body fat, muscle, and bone weight, it turns a basic utility into a more complete wellness tool.

That makes the product more relevant, especially in pharmaceutical and gifting contexts.

Alpha International brings this smarter approach to pharmaceutical gifting and wellness-focused products.



Children's Products Are Entering a Wellness Era

Children's bath and body products are becoming more ingredient-conscious and category-aware.

The use of keratin across the range adds a stronger product identity, while the overall beauty, health, and wellness positioning gives the collection a more premium direction. At the same time, the adult range under KT Professionals extends the same thinking into gifting.

The category is growing up. And so are expectations.

KT Kids and KT Professionals reflect that shift with products designed for different age groups but a similar care-first mindset.



Sleep Products Are Becoming Therapeutic

The anti-snoring pillow category is adopting a more thoughtful design approach. With memory foam, contour support, and pressure relief, the product is not simply about comfort; it is about better alignment, better rest, and better sleep quality.

That is what makes it stand out. It is no longer just a pillow. It is a support product with a wellness purpose.

PALO brings this therapeutic edge into the sleep category.



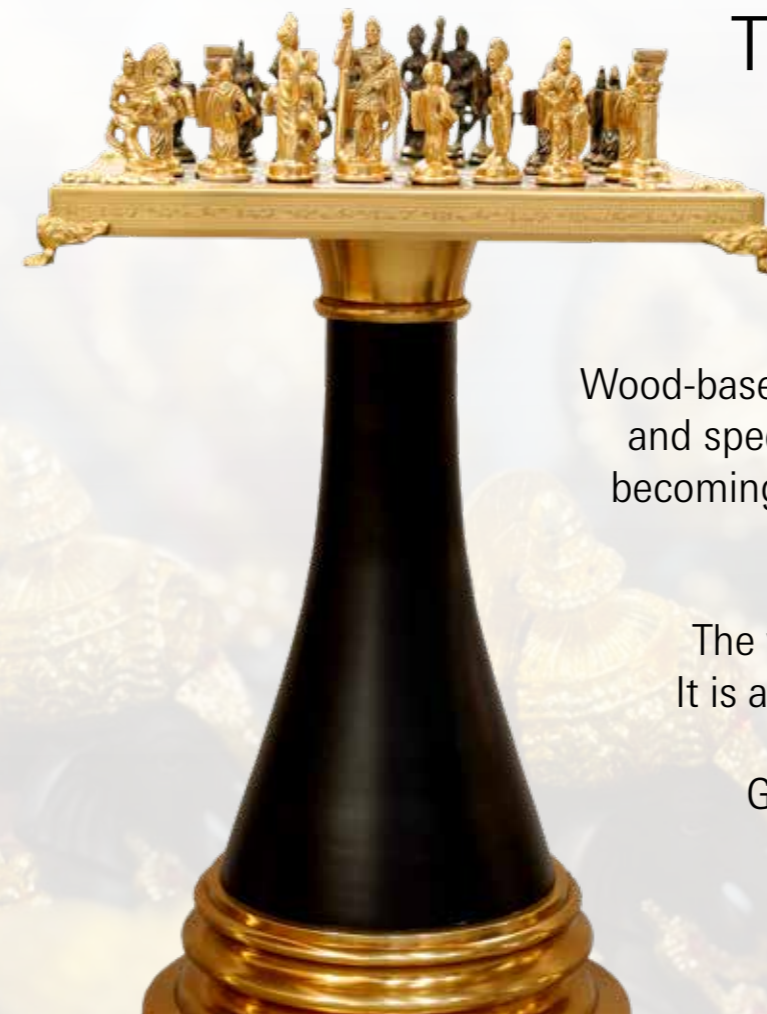
Trophies Are Becoming Design Objects

Recognition products are no longer limited to standard formats.

Wood-based handcrafted trophies, custom shapes, and special stone finishes show how awards are becoming more tactile, more premium, and more memorable.

The value is not only in the recognition itself. It is also in how that recognition is presented.

Glorious brings this refined detailing back into the trophy category.



Custom Awards Are Getting Smarter

Trophies are now being designed with more flexibility than ever before.

Destination-based customization, 2D and 3D formats, and material options across categories show how the product is evolving into a more adaptive solution.

The role of the trophy has changed. It is no longer just an object of appreciation. It is a branded experience.

Benson Trophies is using AI and customization to push this category further.



Cookware is Blending Premium With Practical

Cookware is moving away from being functional and becoming more design-driven.

A toxin-free range, cast iron with colour, stone-to-table appeal, and a 10-year warranty all point to a product range that balances trust, durability, and visual appeal. The interesting part is the positioning. Affordable does not have to look basic anymore.

Cumin is doing exactly that with its luxury-meets-accessibility cookware range.





Beyond the booths.

While the exhibition floor was buzzing with product discoveries and business conversations, the experience extended far beyond the booths. A thoughtfully curated lineup of conferences, talks, workshops, and creative competitions brought together educators, industry leaders, artists, and innovators to exchange ideas and explore the evolving future of stationery, education, and gifting.

These sessions transformed the exhibition into more than just a sourcing platform turning it into a space where **KNOWLEDGE MET CREATIVITY AND INDUSTRY INSIGHTS SPARKED MEANINGFUL CONVERSATIONS.**



The **Times NIE Educators Conclave** centred around the theme **“Balancing Brains and Bots: A Wellbeing-First Approach to AI in Education,”** bringing together educators, principals, and academic leaders to discuss how schools can thoughtfully integrate AI while keeping student creativity, emotional wellbeing, and human thinking at the core of learning.

The session highlighted the importance of balancing digital tools with traditional creative methods such as art, writing, and hands-on activities, reinforcing the role of stationery and creative resources in nurturing holistic learning environments.



paper TALKS

The **PAPER TALKS** sessions revolved around the theme “Reimagining Stationery: Design. Demand. Disruption.” bringing together industry experts and business leaders to explore how the stationery market is evolving in response to changing consumer preferences and emerging trends.

Discussions highlighted the growing importance of design-led products, innovation in materials, and the rising demand for creative and premium stationery. The sessions offered valuable insights into how brands can adapt, innovate, and stay relevant in a rapidly transforming industry.



The **GIFT TALKS** series featured seven engaging panel discussions across two themes: “From Boardrooms to Banquets: The New Gifting Economy” and “Building Winning Gifting Brands: Design, Strategy & Scale.” Industry leaders and experts came together to discuss how the gifting landscape is evolving across corporate, retail, and celebratory occasions. The sessions explored changing consumer expectations, the growing role of design and personalisation, and the strategies brands are adopting to build strong, scalable gifting businesses in an increasingly competitive market.



Luxury Gifting Workshop by Bhavna Mordani

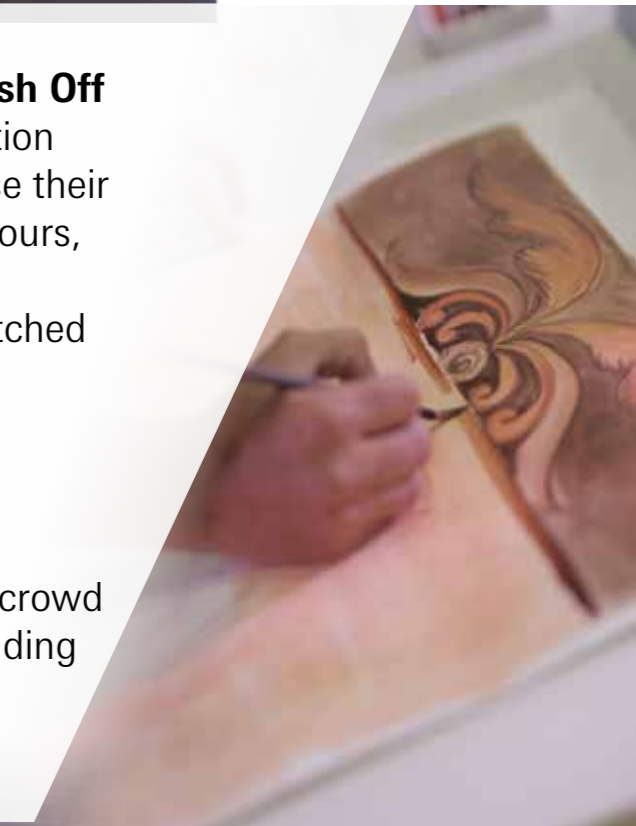
The **Luxury Gifting Workshop** led by **Bhavna Mordani** offered attendees an inside look into the art of creating premium gifting experiences. The session explored how thoughtful curation, elegant packaging, and attention to detail can transform a simple gift into a memorable brand statement.

Participants gained insights into the elements that define luxury gifting from product selection and presentation to storytelling and customer experience highlighting how brands can elevate their gifting offerings in today's competitive market.



Creativity took centre stage with **The Grand Brush Off – Season 2**, a high-energy live painting competition that brought together talented artists to showcase their skills on the show floor. Armed with brushes, colours, and imagination, participants transformed blank canvases into striking works of art as visitors watched the creative process unfold in real time.

The competition added a vibrant and interactive element to the exhibition, celebrating artistic expression while highlighting the power of art materials and creative tools. It quickly became a crowd favourite, drawing enthusiastic audiences and adding an inspiring splash of colour to the event.



A TRULY GLOBAL GATHERING

The exhibition welcomed international exhibitors and visitors from 37 countries, bringing a global perspective to the show floor.

Participants from different countries showcased unique products, innovative designs, and fresh ideas creating exciting opportunities for cross-border collaboration.

Top Visiting Countries



UK



United Arab Emirates



China



Japan



South Korea



USA



Germany



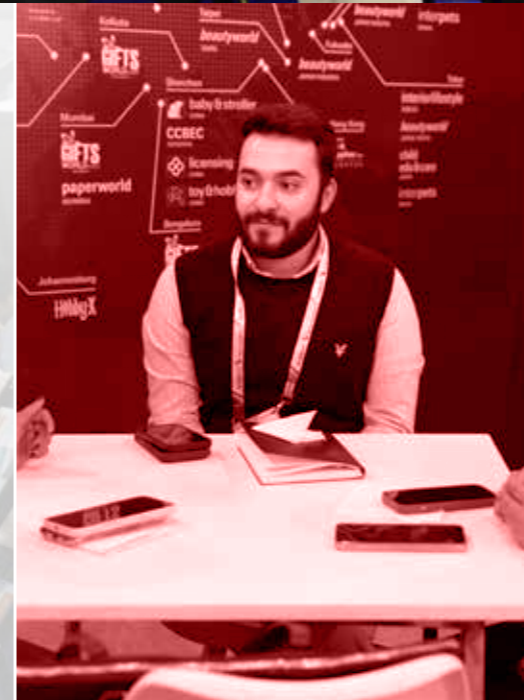
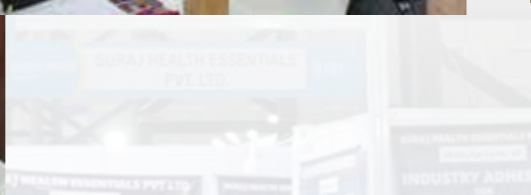
Kenya



WHEN NETWORKS MEET: CGAI & BNI CONNECT

Networking reached a whole new level with special gatherings hosted in collaboration with CGAI and BNI.

Industry professionals, entrepreneurs, and business leaders came together in a relaxed yet engaging environment to exchange ideas, build relationships, and explore collaborations. These networking moments added another powerful layer to the exhibition — turning conversations into connections.



POWERED BY STRONG PARTNERSHIPS

Behind every successful show are partners who share the vision.

For the 2026 Mumbai edition, we were proud to collaborate with:



Saino Pen & Plastic Pvt. Ltd., established in 1999 and based in Kolkata, India, is a leading manufacturer of premium writing instruments. A pioneer of Direct Fill pens, Saino has built a trusted presence across India and global markets.



WOODLINE
BALL PEN



A trusted name in Indian kitchenware, Max Fresh by Shree Vallabh Metals is a globally recognized manufacturer-exporter of stainless-steel utensils and cutlery. Blending durability with smart innovation and contemporary design, the brand creates products thoughtfully crafted for today's modern Indian kitchens.

SHREE VALLABH METALS | BHAVAYA INTERNATIONAL

Follow us on :



THE SHOW ENDS. THE MOMENTUM CONTINUES.

As the curtains close on three incredible days in Mumbai, the conversations and collaborations sparked here continue to grow.

The next chapter now unfolds in Delhi 2026, where the gifting and stationery industries will once again come together for an even bigger and more exciting edition of Paperworld and Gifts World Expo.

More products. More inspiration. More business.



30 Jul - 1 Aug
2026

Bharat Mandpam,
New Delhi

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About the organisers

Messe Frankfurt Trade Fairs India Pvt. Ltd.

A subsidiary of Messe Frankfurt Exhibition GmbH, one of the largest event organisers in the world, Messe Frankfurt Trade Fairs India Pvt Ltd has a background of colossal experience of the international exhibition and conference industry and expertise in trade-fair marketing. Operational for over 20 years in India, Messe Frankfurt holds a portfolio of over 20 prestigious trade fair brands and over 30 conferences establishing itself as the country's most professional and leading trade fair and conferenceorganiser.

More than networking and sourcing arenas, events 'Made by Messe Frankfurt' in India are characterised by its knowledge platforms, through conferences, seminars, industry initiatives and CSR activities, making them the most trusted trade platforms. For more information, please visit our website at: www.in.messefrankfurt.com

MEX Exhibitions Pvt. Ltd

MEX Exhibitions Pvt. Ltd. is an international exhibition company with a strong presence of over four decades in the advertising industry, over 28 years in publishing & 23 years in exhibitions. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore, Canada and Thailand.

For more details, visit our website at: www.in.messefrankfurt.com