

## CHILDREN'S DAY EXTRAVAGANZA FOR KIDS.

Child Partnered with the KidsCentral Expo 2011



Children's Day Celebration

**A COMPLETE CHILDREN'S DAY CELEBRATION**  
Turned the World Trade Center, Mumbai, into a planet especially for KIDS  
Sunday November 13, World Trade Center, Mumbai

This year kids and parents had another reason to celebrate Children's Day. Kids Central 2011 Expo—India's only premier children's exhibition at the World Trade Center, Mumbai, was bustling with children and parents on Sunday, November 13. For the first time, the World Trade Center was filled with exciting products and fun-filled activities for children and parents. Families enjoyed superior entertainment, hands-on fun activities, arts and crafts, forensic, robotics, soccer, ceramics, abacus, tattoos, face painting, free play and lots more. This exhibition was the perfect venue for parents to see new and exciting products and services available in the market for their children—from toddlers to teens—first-hand. Not only did the kids feel special, but parents too felt pampered with stalls dedicated especially to them.

With a strong social consciousness, the organizers Toral Shah Kabra and Hetal Vashi, sponsored three children-related charitable organizations that had a strong presence at the exhibition—Step Up, The Akanksha Foundation, and Shaina NC's I Love Mumbai in association with Pidilite. Part of the proceeds of the exhibition will be granted to kids who will plant trees across the city for a greener, more lovable Mumbai.



Toral with Child



Over 10,000 individuals visited Kids Central through the day, which is the largest crowd for any show till date! Mothers, fathers and children all seemed impressed with the variety of exhibitors present as well as the multiple arenas for children to be entertained. Shaina NC came to support the event and her organization. She came with her two enthusiastic children, and said, "It's really great that kids have this opportunity, and for parents too—to see what is available for their kids in the city." The people continued to pour into the World Trade Center through the afternoon. TV anchor Parizal Koli's Marshall came to the exhibition with her daughter Dianne and husband. She diligently explored every stall. Quite satisfied with her purchases, she happily left the World Trade Center looking forward to the next Kids Central exhibition.



Hetal, Shaina NC, Toral

Being parents of young children themselves, the organizers Toral Shah Kabra and Hetal Vashi knew exactly what would interest kids and their parents. Keeping varied interests in mind, they made it a point to include several well-established brands as well as new and upcoming companies in the exhibition, so visitors have an array of stalls to visit. Unlike other traditional exhibitions, aside from just products on display, Kids Central was an interactive platform that kept children and adults entertained through the day. With the best selection of exhibitors, Kids Central provided a fabulous variety of resources and entertainment. Parents, children and exhibitors were extremely pleased with the response they got from this very successful 1-day exhibition!  
[See \[www.kidscentral.co.in\]\(http://www.kidscentral.co.in\) for more details.](http://www.kidscentral.co.in)

