SUNLORD

Creating magical moments for families worldwide

Manufacturer of plush toys, children’s products and more for international retailers and brands

COMPANY PROFILE 2026 · DELHI NCR, INDIA · SINCE 1979



ABOUT US

Three generations of making toys

Incorporated in 1979, Sunlord is a family-owned, professionally managed company and a pioneer of India’s soft toy industry. We design, develop and manufacture plush toys and children’s products for international retailers, licensed character brands and toy companies.

Our long innings rest on three things: **consistent quality, on-time delivery** and **deep, lasting relationships** with our customers.



AT A GLANCE

Sunlord in numbers

1979

Year founded; now a third-generation family business

350,000+

Pieces of monthly production capacity

1,000+

Skilled people across production, QA and operations

3 + 2

Factories running in Delhi NCR, India's capital region, with two more being set up

450+

Sewing machines, with 20+ laser cutters and 10+ stuffing lines

6

Regions served: North America, Europe, Middle East, Japan, Australia, India

WHAT WE MAKE

Four product categories



Plush Toys

Basic, licensed, feature and sustainable plush in many character styles, sizes and retail formats



Infant & Early Development

Crib toys, activity gyms and developmental products for early sensory play



Dolls

Rag dolls, dress-up dolls and collectible formats, with clothing and accessories



Role Play & Wooden

Role play tents, play sets and specialty products, including wooden toys

PRODUCT GALLERY

Made in our factories













OEM CAPABILITIES

One partner from concept to container

01

Product development

Structured development and validated prototypes

02

Materials & suppliers

Material and supplier qualification before bulk production

03

Production planning

Pilot runs and pre-production alignment

04

Quality assurance

Inline monitoring, lot control, AQL inspection and metal detection before dispatch

05

Brand standards

Every order produced to brand and retailer standards

06

Export & dispatch

ERP-integrated documentation and export compliance workflows

DESIGN & INNOVATION

Aesthetic and engineering talent in one studio

Children’s products start with safety. Our designers and engineers work side by side, so every idea becomes a product that is beautiful, safe and ready to manufacture at scale.

Safety by design
Risk mitigation built in from the first sketch

Lectra CAD
Pattern making and grading that speed up development

3D modelling
3D and pattern software for designing toys

Validated prototypes
Samples approved before any bulk commitment

MANUFACTURING TECHNOLOGY

Technology, not manual skill, drives consistency

450+
Sewing machines

20+
Laser cutting systems

10+
Stuffing machines

10+
Metal detection units

Laser cutting with computer-vision systems for intelligent, accurate use of material

Sewing fully on needle-positioning, under-bed-trimmer and servo-motor machines since 2014

Stuffing lines with minimal manual handling of filling fibre

Washing with an energy- and water-saving process







PRODUCTION FLOW

Six stages from material to shipment

Quality is checked at every stage, not only at the end of the line.

01 **Material sourcing**
Fabric, fibre and trims from qualified suppliers

02 **Incoming QC**
4-point fabric inspection and in-house lab testing before release

03 **Storage & warehousing**
Organised, labelled storage with lot control for full traceability

04 **Production**
Cutting · Stitching · Handwork · Stuffing · Finishing

05 **Metal detection & metal-free zone**
Every piece is metal-detected, then packed in a metal-free zone

06 **Ready to ship**
Final AQL inspection, packing and export documentation

SAFETY & QUALITY

Child safety is checked at every stage

Standards we build to

Standard	Market
EN 71	Europe and UK
ASTM F963	United States
CPSIA	US Children's Product Certificate
EU Toy Safety Regulation	Ready for the new EU requirements

Controls from fabric to carton

- In-house laboratory and incoming quality control
- All fabric checked on the 4-point inspection system
- Inline monitoring and lot control on every line
- Finished goods accepted to AQL norms
- Metal detection, then packing in a metal-free zone







CERTIFICATIONS

Audited against global standards

Social compliance, product safety, sustainability and supply-chain security

ISO 9001:2015
Quality management

SMETA (Sedex)
Ethical trade audit

amfori BSCI
Social compliance

Walmart
Audited factory

Disney FAMA
Licensed products

AEO
Indian Customs

OEKO-TEX 100
Product safety

GOTS
Organic textiles

GRS
Recycled materials

OCS 100
Organic content

OCS Blended
Organic content

SUSTAINABILITY

Achieved every month since 2022

Monthly averages; the cumulative impact is many times larger

516,000 L water conserved

23.5 t CO_2e emissions prevented

35,000 kWh clean solar energy generated

Plus certified organic and recycled materials (GOTS, GRS, OCS).



OUR FOOTPRINT

Three factories in Delhi NCR, two coming

All within the National Capital Region around New Delhi, India's capital

HEAD OFFICE, DESIGN & MANUFACTURING CENTRE

Toy City, Greater Noida

Where products are designed, developed and made

- Design studio
- Development and sampling
- Full-scale manufacturing

CERTIFIED MANUFACTURING UNITS

Sector 58, Noida

Fully functional factory, cutting to packing · Opened 2023

Sector 81, Noida

Fully functional factory, cutting to packing

COMING NEXT

Jewar Toy City

New factory in the toy cluster next to Noida International Airport

Wooden toy factory

A dedicated unit for wooden toys

MARKETS & CUSTOMERS

Shipping to families on five continents

Markets we serve

- North America
- Europe
- Middle East
- Japan
- Australia
- India

Who we work with

- **International retailers** and their private labels
- **Licensed character brands**
- **Toy companies** and growing mid-size brands

OUR CUSTOMERS

Trusted by brands and retailers worldwide









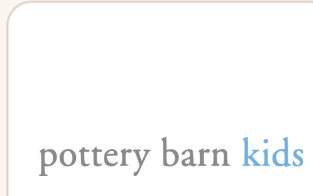


















WHY SUNLORD

Six reasons buyers stay with us

Safety first

Built to EN 71, ASTM F963 and CPSIA, with metal detection on every piece

Design and engineering

An in-house studio that turns ideas into manufacturable prototypes

Scale with flexibility

350,000+ pieces a month across three factories, with two more coming

Certified and audited

ISO 9001, SMETA, BSCI, Disney FAMA, OEKO-TEX, GOTS and GRS

Sustainable by practice

Solar power, water conservation and certified organic and recycled materials

Long-term partners

45+ years and three generations of lasting customer relationships



Let’s make something magical together

Send us a brief, a sample or a sketch, and we will take it from development to dispatch.

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