

Skoodle Play: Navigating Innovation and Sustainability Issues in the Indian Toy and Stationery Market

Shaunak Roy*

The case discusses how Stone Sapphire India Pvt. Ltd (SSIPL) and its brand, Skoodle Play, have evolved in the backdrop of the emerging Indian toy and stationery industry. Skoodle Play was developed as a subsidiary, with products ranging from children's arts and crafts, educational toys, and school stationery, and it is in the sector where growth is driven by technological advancement, sustainability, and digital engagement. The toy and stationery brand faced market challenges regarding brand visibility and consumer perception, dominated by international brands and price sensitivity. The Covid-19 pandemic exposed the need to infuse brand awareness with consumer value to make markets more resilient. In this context, Skoodle emphasized client diversification and built a sense of brand ownership as strategies for reducing market vulnerabilities. With a long-term vision, the Vadodara-based toy major leveraged technical innovation, brand development, and sustainability. The case makes it possible to trace the trajectory of Skoodle against its industry trends, brand positioning challenges, and opportunities for global expansion to offer a source from which strategic diversification and brand management might be analyzed within a competitive business milieu.

Keywords: Skoodle Play, Innovation, Sustainability, Brand positioning, Strategic diversification, Price sensitivity, Global expansion
