



where fun meets growth



CATALOGUE 2026

*Images shown are for illustration purposes only



Our Brand Identity

Nitara Toys: Conscious Play for the Modern World

Our Vision

To be the global gold standard for conscious play, fostering a childhood defined by purposeful exploration, sustainable stewardship, and the enduring beauty of natural materials.

Our Mission

To curate an intentional collection of premium wooden toys that harmonize traditional craftsmanship with modern developmental pedagogy. We empower families to cultivate open-ended play environments, ensuring that every piece—from the heritage-rich, GI-tagged Channapatna tradition to Montessori-aligned essentials—meets the highest global benchmarks for safety and sustainability.

The Nitara Commitment

We believe that excellence is not an act, but a standard of care. Our promise to you is rooted in three core pillars:

Developmental Integrity: We select toys that serve a purpose—encouraging cognitive growth, independence, and creativity through the simplicity of open-ended play.

Uncompromising Safety & Transparency: We adhere to the most stringent international safety certifications (EN71, ASTM, CE or equivalent). We believe you deserve total peace of mind, knowing exactly how, where, and why every toy is made.

Ethical Partnership & Stewardship: We operate with professional rigor, ensuring our supply chain respects both the artisan and the planet. We treat every relationship with the same level of care and precision we apply to our craftsmanship.



The Nitara Difference

Why Wood? We choose wood because play should be a sensory experience. Our toys provide a tactile, grounding connection to nature. Unlike mass-produced alternatives, our sustainably sourced wooden pieces are designed to be heirlooms—durable enough to withstand years of discovery and to be passed down through generations.

The Artisan Legacy & GI Authenticity: Our collection honors more than just design; it honors human history. We are proud to partner with artisans of Channapatna, holders of the Geographical Indication (GI) tag. This certification is our guarantee of authenticity, ensuring that every piece is crafted using traditional methods and natural materials unique to this protected heritage craft. We marry this centuries-old legacy with modern manufacturing standards to ensure every toy is as ethically sound as it is exquisite.

Let's Build the Future of Play Together.

We are committed to delivering excellence to your storefront or home. For inquiries, partnership opportunities, or to view our full collection, please reach out to our team.



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[@nitaratoysofficial](https://www.instagram.com/nitaratoysofficial)



Headquartered in Mumbai,
India



Sustainable
wood



Ethically crafted



Certified safe

Open ended play



Encourages
creativity



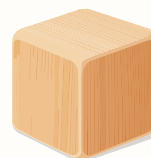
Exploration



Tactile blocks

Starlight Architect Set

Dreamlike structures, fostering
creativity, spatial awareness, and
endless hours of open-ended,
meditative play.



Beechwood
or
equivalent

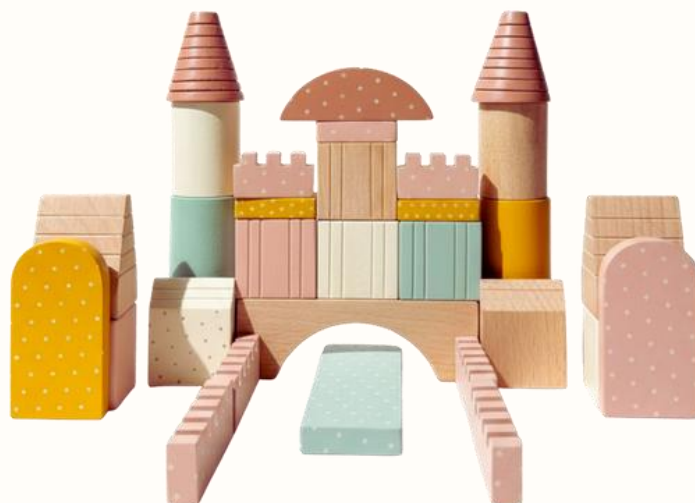
DIMENSIONS

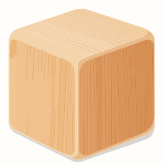
120mm



40mm

40mm





Beechwood
or
equivalent

modern merchant set

Open ended Play

Builds the confidence and focus children need to master commerce and social exchange.



Fosters Economic
Literacy



Enhances Numeracy



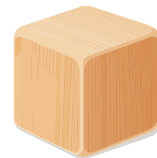
Refines Fine
Motor Skills



Thoughtful
Montessori Design



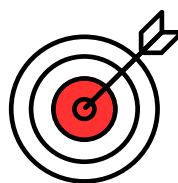
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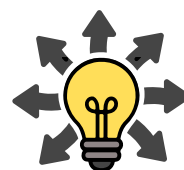
Beechwood
or
equivalent

Jungle Jumble Tower

Featuring beautifully illustrated, sustainably sourced animal figures and stacking pillars, this set invites little architects to test their steady hands and creative problem-solving skills.

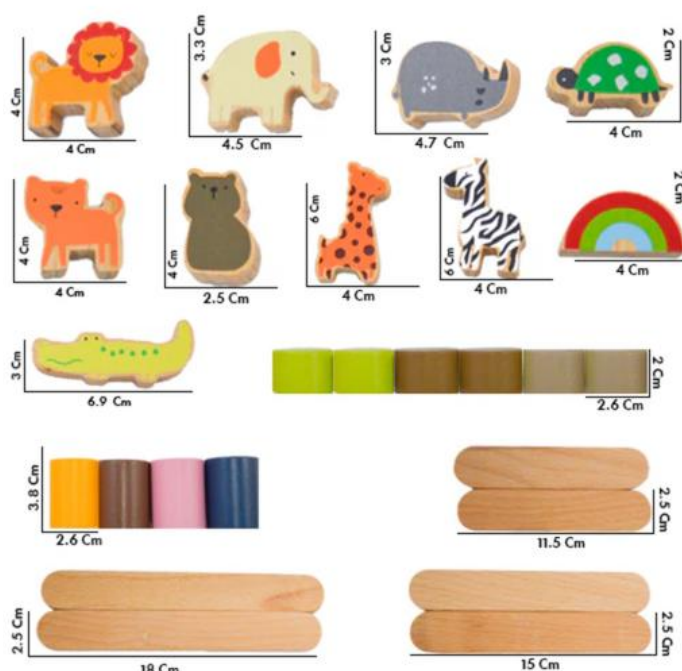


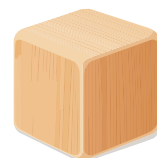
Improves
Focus



Versatile
Learning

Open ended Play





Beechwood
or
equivalent



Refines Fine
Motor Skills



Encourages
Imaginative Roleplay

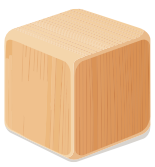


Thoughtful
Montessori Design

Open ended Play

Safari Adventure Train Set

The timeless appeal of wooden railway play with the excitement of an animal safari, providing a rich, tactile experience for young explorers.



Beechwood
or
equivalent



Open ended Play

Little Engineer's Workshop Kit

Empower your child's inner engineer, a comprehensive construction set designed to transform imaginative play into meaningful cognitive development.



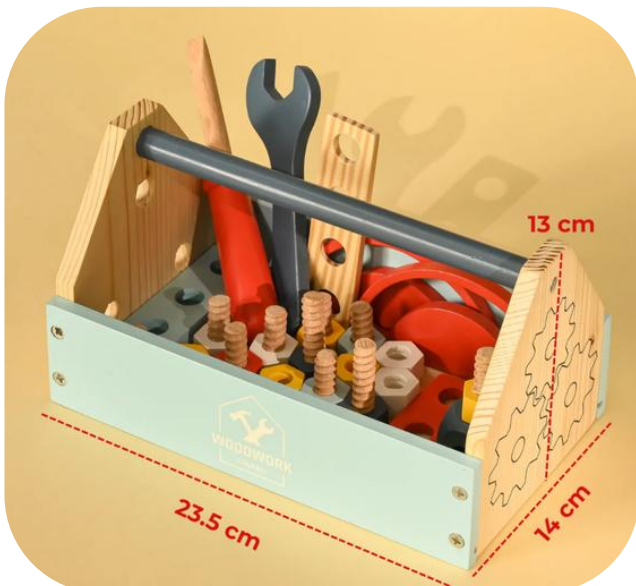
Builds
Technical Skills



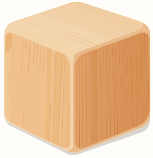
Refines Fine
Motor Skills



Promotes
Problem-Solving



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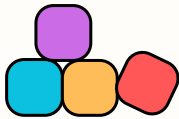
Beechwood
or
equivalent



Encourages
Imaginative Roleplay



Motor Skill
Development



Thoughtful
Montessori Design

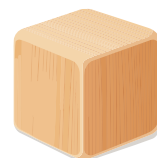


Open ended Play



Culinary Foundations Set

This collection turns
everyday kitchen
activities into a
delightful, hands-on
learning experience.



Beechwood
or
equivalent



Refines Fine
Motor Skills



Encourages
Imaginative Roleplay



Thoughtful
Montessori Design

Open ended Play



TOASTER
DIMENSIONS

60mm



140mm

95mm

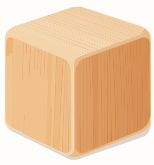
Daily Ritual Toaster Set

This delightful wooden set invites children to master the "Practical Life" art of preparing breakfast, turning daily routines into a playful, creative, and educational experience.



The Artisanal Heritage Collection

Welcome to our Artisanal Heritage Collection, a celebration of timeless craftsmanship from the renowned town of **Channapatna**. Each piece is a certified **Geographical Indication (GI)** tagged masterpiece, representing the pinnacle of authentic Indian artistry.



Beechwood
or
equivalent



Open ended Play

By choosing these toys, you are not merely purchasing a product—you are safeguarding an ancient wood-turning legacy and supporting the generations of artisans dedicated to its preservation.



Royal guard figurine



Heritage Harvest Tractor



Arctic penguin doll



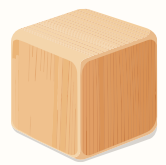
Gentle trunk roller



Puppy rover



City cruiser bus



Beechwood
or
equivalent

hammer peg

Build focus and physical precision with the Hammer Peg, a classic developmental tool designed to help children channel energy into purposeful, rewarding activity.

Montessori



Motor Skill
Development



Encourages
Persistence



Ergonomic
design

13

DIMENSIONS

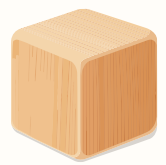
200mm



100mm

75mm





Beechwood
or
equivalent



geometric sorting board

Cultivate early spatial reasoning and mathematical foundations with this engaging sorting board, designed to help children explore shapes, colors, and patterns through hands-on discovery.

Montessori



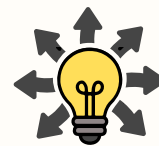
Cognitive
Development



Fine Motor
Precision



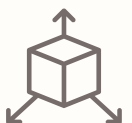
Durable & Safe



Versatile Learning

DIMENSIONS

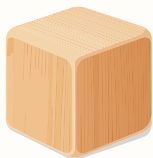
40mm



75mm

375mm





Beechwood
or
equivalent

dress frame buckle

Master the art of self-sufficiency with this essential Montessori tool, designed to refine fine motor skills and build the confidence required for independent dressing.

Montessori



Skill-Building



Educationally
Effective



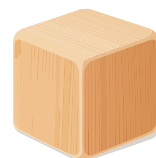
Ergonomic design



DIMENSIONS
341mm



270mm 14mm



Beechwood
or
equivalent



CogniMaze

Unlock cognitive development with the Maze Chase Logic Path, a beautifully crafted, screen-free wooden puzzle designed to engage young minds.



Skill-Building



Screen-Free
Play



Sophisticated
Aesthetic



Intuitive Design

Montessori

DIMENSIONS

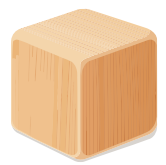
25mm



300mm

300mm



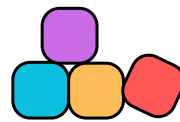


Beechwood
or
equivalent

Montessori

Smart Stack Geometry

Foster early cognitive development and spatial reasoning with these beautifully crafted wooden blocks. Designed for open-ended play and educational engagement.



Thoughtful
Montessori Design



Versatile
Learning



Integrated
Shape-Sorting

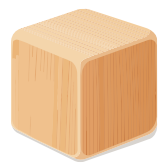
DIMENSIONS

135mm



100mm 100mm





Beechwood
or
equivalent



Fine Motor
Precision



Dynamic
Learning



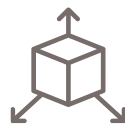
Sensory
Engagement



Food grade plastic

DIMENSIONS

300mm



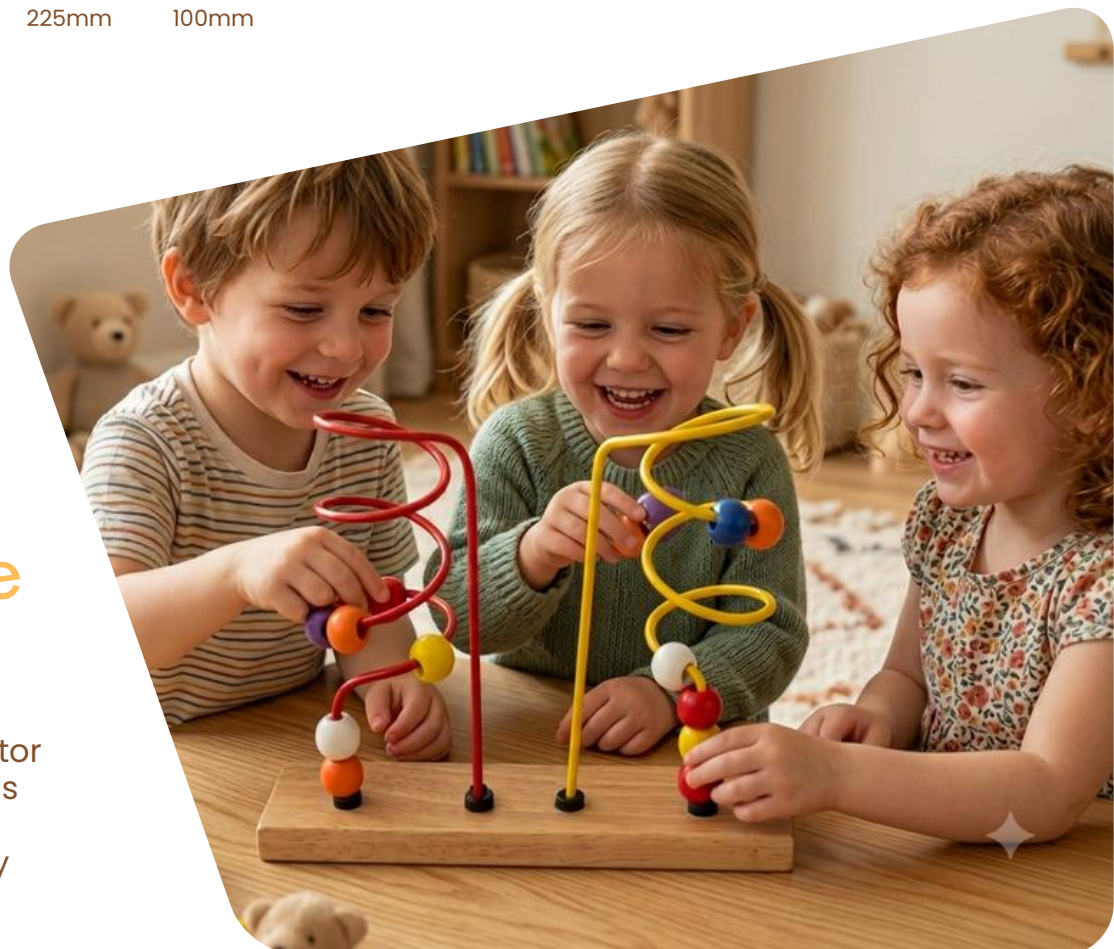
225mm

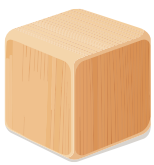
100mm

Montessori

Kinetic Bead Maze

Encourage active learning and fine motor development with this engaging, tactile toy. Designed for curiosity and exploration.





Beechwood
or
equivalent

Prime Fraction Set



DIMENSIONS

17mm



200mm 265mm

Montessori

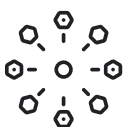
Transform complex mathematical concepts into tangible learning experiences with this premium wooden set. Designed to demystify fractions through hands-on discovery.



Tactile blocks



Intuitive Design



Comprehensive
Set





Thank you



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