

DigiAata

Indian Toys with a Global Outlook

Sector: Creative Technology · Educational Products

DigiAata reimagines Indian toys and learning products for global audiences, combining cultural storytelling with modern engineering, materials and digital interactivity.

Technical Focus

- Culturally rooted product design and narrative
- Safe, sustainable materials and manufacturing processes
- Embedded interactivity and connected play experiences

Gonagoor Support Provided

- Seed funding for product design and market validation
- Technology foundations for smart-toy platforms
- Mathematical concepts for mechanics and interaction design
- Prototyping, safety testing and design iteration
- Market access and global retail/channel support
- Grant and funding support for toy-innovation programs
- End-to-end product development and launch support

Impact & Outcomes

- Created design language that bridges Indian heritage and global toy standards
- Built functional prototypes for play-testing and certification
- Mapped route to domestic and international market channels

Prepared by Gonagoor Technologies — Where research meets engineering.