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Jabong adds Branded Kids Toys to its collection by [Alan](#)

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Childhood is all about fun and playtime. Children love to play around inside the house or at the playground and keep learning from every single thing that do. Their susceptible minds is stimulated and influenced by everything around them. In this modern age, the conventional ways of education are going digital and revolutionized. Kindergarten and junior schools have implemented the latest technology and are more a fun school that imparts education through recreational activities. During all such times of childhood, children's toys become an integral part of kids' learning and development.

Toys have evolved a great deal since their origin in 14th century and they are now available in a lot of varieties. There are musical toys, soft toys, pretend and play toys, arts and crafts toys, action toys and figures, toys for outdoor play, as well as education toys and games that help in learning. The major brands that make kids' toys include CHICCO, Disney, Dora, ELC, Bburago, Animal Planet, Airfix, Barbie, Beebop, Carrera, DICKIE, Disney, Fisher Price, Leapfrog, Maisto, Meccano, Hot Wheels, and many more. The colourful toys attract kids' attention immediately. Online shopping site Jabong has recently offered a plethora of kids' toys in addition to kids' apparels, accessories and shoes that it already offered on its web portal. Kids are certainly going to admire the Jabong collection of toys and can order them online 24x7 from their home. They can avail Cash on Delivery option and pay at the time their ordered toys are delivered.

As toys for kids are made for different purposes, it also depends upon the brand philosophy of a brand for the kind of toys they produce. Children's toys have everything to do with the way they think and act. For baby girls, arranging small house parties is very common. They would call on their friends and ask them to bring their soft toys, dolls, kitchen sets, utensil sets, construction sets, and even vehicles, and other types of toys. Once all of them get together, the party gets on. Such parties are not typically the kind of social parties adults have. Kids' parties are more about their dreams, the fantastic stories and the fairy tales that they hear, and they are about living all such dreams and stories through toy models that they have. The party theme would be decided commonly. They would assert roles as family members, neighbours, friends, parents, etc. They would roam and drive on the toy vehicles, have pet toy dogs, toy monkeys, and toy teddy bear. They would build the toy house and cook virtual food in the toy kitchen and have all the fun. Somewhere from the sky would come a toy fairy with a toy magic wand in her hand! She would grant them wishes and even play and dance with them. Even fairy costumes are sold by toy brands like Disney and are available at Jabong.

For boy kids, toys are more action stuff. They would race against each other with many hot toy cars, toy trucks, toy fighter planes, etc. They would become mission commandos taking on a crackdown over enemies, and they would rescue innocent people. All this is simply awesome and helps kids improve their cognitive and imagination skills as well as grow their character in a better way. Outdoor games and toys also help kids stay physically active and make them smarter. Browse online and check out thousands of toys for your kids.

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Alan is a parent counsellor who has studied child psychology and human behaviour. He has authored a book on good parenting and is an expert in advising over a [kidsâ€™™ learning, fashion, lifestyle and personality building](#).

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