



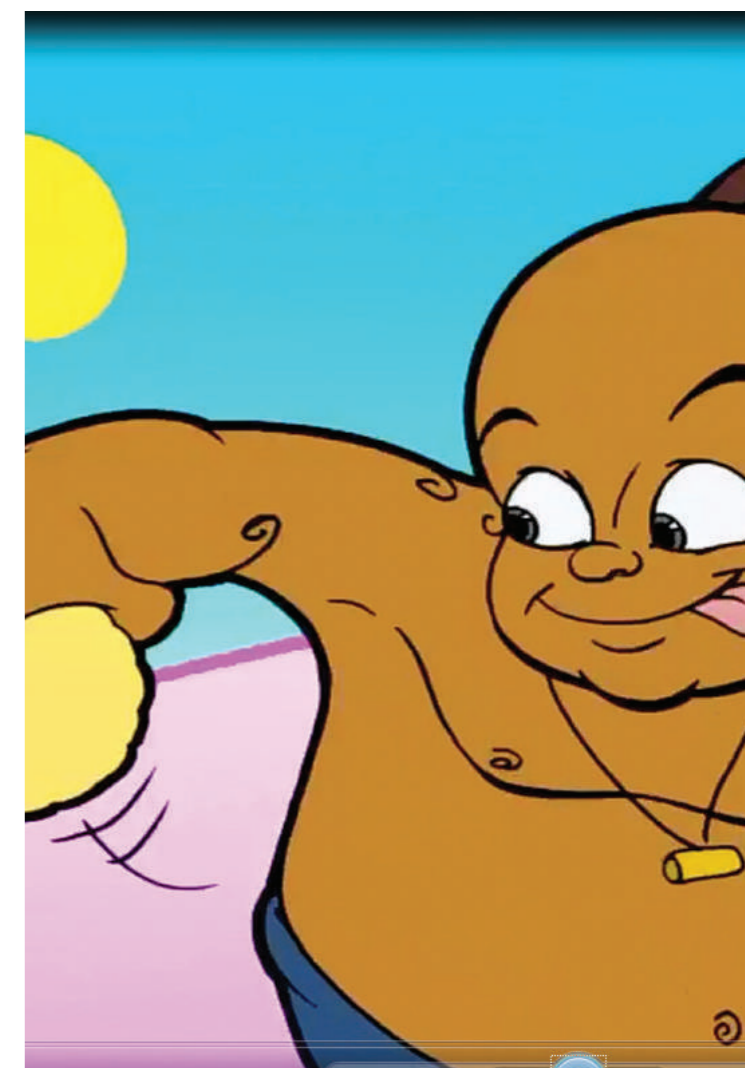
CHHOTA BIRBAL

For the little people of India

In 2002, bizarrely, in the land of story, Indian children were growing up watching 'only' western animation content on television. There was no proven creative and commercial model to create local content.

But by 2012, between 50-60% of all children-targeted television content was local - a chhota revolution in ten years. In creating Chhota Birbal, India's first animation character to be licensed, we quite

intentionally catalysed the revolution. By its unchallenged creative success on television, Chhota Birbal spawned a local content creation industry. The last decade has seen local animation shops try to emulate its success - Chhota Krishna, Chhota Bheem, chhota this, chhota that - leading to a generation of Indian children now growing up watching Indian plus foreign stories.





Cartoon Network, 2003

Akbar (1560 - 1605) was one of the most prominent and respected emperors of India, but the legend is of Birbal his minister and friend, gifted with exceptional wisdom and wit. Generations of Indians have grown up on the stories of Birbal making him an icon of cleverness in India. But 'what if' Akbar and Birbal met when they were children?

This was the premise of India's first animation series created using a licensing model.

CB 2.0, 2016

It is prophesized that Akbar will be king at 13. But in order to be a great king, he must acquire the Magic Mango jewel, nine friendship jewels, and 400+ adventure jewels; if not, he will lose his kingdom.

The odyssey that will help the little people of India find their joy, is about to begin.

Chhota Birbal returns with its second series to television screens in 2016.

Ooltapooltazoolta

Oopz is Chhota Birbal's very own magical learning system. Its Trojan horse proposition is that students will ace their exams by remembering everything they need to remember in a hundredth of the time with none of the stress. But behind this cover lies an ambition to nurture a generation of creative thinkers that will creatively shape India's destiny. Chhota Birbal's mission is to bring joy to learning.

Watch this space.

