



Media Release

Reliance Animation and Rohit Shetty Picturez's Little Singham, launched in collaboration with Discovery Kids, wins the Best Property IP Award at the India Licensing Awards 2018

Mumbai, August 31, 2018: Reliance Animation & Rohit Shetty Picturez's Little Singham, launched in collaboration with Discovery Kids, has added another feather in its cap by winning the Best Property IP Award (Entertainment Licensing Property) at India Licensing Expo (ILE). ILE is India's first and most influential brand licensing show. The event witnessed a participation of more than 500 global and domestic companies and it was supported by LIMA (Licensing Industry Merchandisers Association).

Little Singham animation series, inspired by 'Singham', one of Bollywood's biggest blockbusters and mentored by ace director Rohit Shetty, is creating history across dimensions. The IP has helped in propelling ratings of Discovery Kids by more than 400% this year.

'Little Singham' Mobile Game added to the IP's success hitting the top of the charts in the Arcade section by garnering 3 million downloads within the first two weeks of its launch.

Speaking about the award, Tejonidhi Bhandare, COO – Reliance Animation, said, "Little Singham has created such a strong equity in less than 6 months of its launch. We are now working towards skinning this IP in the most impactful way in the future. Such appreciation makes us proud as IP owners along with all stakeholders."

Uttam Pal Singh, Head of Discovery Kids, said, "The youngest super cop Little Singham has reverberated with kids across the country making it a leading IP on air right now. Getting awarded as the best IP is a triumphant vindication of the new ideas that all the stakeholders have put together."

About Rohit Shetty Picturez

Incorporated in 2016, Rohit Shetty Picturez is a joint venture between Reliance Entertainment and Film Director, Producer & Television Personality Rohit Shetty. He is one of the most successful and sought-after film directors in the contemporary Indian film industry. Rohit has been the vision behind hugely successful film franchises like Golmaal & Singham.

Rohit has many more blockbusters to his credit as compared to any other Indian filmmaker in recent times. As director, Rohit currently has had the highest numbers of movies in the coveted 100 crs (\$15 m) & 200 crs (\$30 m) Box Office Club.

The first film under the newly incorporated joint venture was the October 2017 release "Golmaal Again". The film went to break multiple box office records and become one of the highest-grossing Indian films of all times.

In addition to Hindi films, Rohit Shetty Picturez has definitive roll out plans to address the digital content consuming audience with original web series and cater to Rohit's younger fans with animated content like "Little Singham" debuting on Discovery Kids in April 2018.

Rohit's next directorial project is a Ranveer Singh & Sara Ali Khan starrer titled "Simmba" slated to release in December 2018.

About Reliance Animation

www.relianceanimation.com

One of the leading and fastest growing animation studios in India, Reliance Animation, is dedicated to revive the culture of story-telling by characterizing animation in the world of fantasy.

A company where exuberance and passion rules the roost, success is a way of life.

Reliance Animation's superior work is evident in its International recognitions and accolades it has collected over a very short period of time. "Veneta Cucine", an Ad-Film done by the Reliance Animation team won the Best Animated Ad-Film of the year at FICCI Frames 2006. 'Little Krishna', another superior delivery from Reliance Animation, won the FICCI Best Indian Animated Content in 2007. Adding yet another feather to its cap, Reliance Animation produced the first animated short film with International acclaim, "The Bad Egg", which won the prestigious Digicon International Award at Japan and Gold Medal at New York Festival in the year 2007. Little Krishna TV Series, Krishna our Kans Theatrical Film, Shaktimaan TV Series, BIG Bees Jr. Nursery Rhymes are some of its creations and many more to come which are in the development stage.

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