



Media Release

'Little Singham' takes Discovery Kids Channel to the second position in the kids genre

Mumbai, May 8th, 2018 - Reliance Animation and Rohit Shetty Picturez (a Reliance Entertainment company) in collaboration with Discovery Kids launched its animation series '**Little Singham**' on 21st April 2018. Inspired by 'Singham', India's most successful super cop brand and one of the biggest Bollywood blockbusters of all time, Little Singham targeted children in the age group of 5-11 years.

The TV rating of the channel almost doubled since the launch of Little Singham and is continuing its spectacular rise from the **7th to the 2nd position** over the last two weeks. It garnered a historic **91% growth** in TV ratings over the preceding week garnering **88,952 GTVTs** in week 17 as per BARC data (age group 2-14, India Urban + Rural), over week 16 data of **46,559 GTVTs** taking the channel to an all time high of second position in the kids genre*.

The launch of Super Hero Indian IP Little Singham helped the channel increase its **reach to 24 million** (a historic high for Discovery Kids). Significantly, the channel also garnered **2nd highest time spends of 111 minutes per viewer** in the kids genre in Week 17 as per latest BARC data*

"I'm ecstatic that the kids have loved and accepted Little Singham wholeheartedly. The success of this series has taken me a step closer to being a part of more such special content for the kids" says **ace Director, Producer & Mentor of Little Singham, Rohit Shetty**.

Shibasish Sarkar, COO Reliance Entertainment, added, "This animation series has set a complete new benchmark and has been immensely loved by the kids. All thanks to Rohit who mentored the series in such a fantastic way that it has reached new heights."

"Little Singham's super success has given us more confidence to keep creating such content with iconic characters for the kids genre" says **Tejonidhi Bhandare, COO Reliance Animation**.

BARC DATA (Comparison with Week 16)*

Discovery Kids	(week 16)	(Week 17)	% Growth
GTVT	46559	88953	91%
Reach	20.7 million	24 million	16%
TSV (Mins)	67 minutes	111 minutes	64%
Source: Source: BARC (2-14 age group, India Urban+ Rural)			



About Rohit Shetty Picturez

Incorporated in 2016, Rohit Shetty Picturez is a joint venture with Reliance Entertainment & Film Director, Producer and 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.

Follow us on:



@RSPicturezOfficial



@RSPicturez



/rohitshettypicturez

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.

Follow us on:



/relianceanimationofficial



@RelianceAni



/Biganimation