



Viacom18 inks deal with DQ Entertainment to launch exclusive Jungle Book Merchandise in India

~ Merchandise range to include Jungle Book themed apparel, toys, books and much more ~

NATIONAL: Viacom18 Consumer Products division is all set to bring all the jungle fun associated with the iconic Mowgli, Bagheera, Balloo and Sher Khan as it inks an exclusive deal to represent the rights as a master licensee to launch merchandise for DQ Entertainment's Jungle Book in India. This would be Viacom18's second deal into representing brands outside the Viacom portfolio. Viacom18 plans to roll out products by end of the year. The show currently airs on Nickelodeon.

The Jungle Book, penned by Rudyard Kipling is a children's classic that has captured the imagination of millions of children across the world over the years. The lovable central character, Mowgli has been a mainstay of many a childhood story telling session for his fun filled antics involving his animal friends Bagheera and Balloo and his nemesis Sher Khan. A story of friendship and the victory of good over evil, The Jungle Book will always remain a favourite with generations to come. The exclusive Jungle Book merchandise will cover a whole range of products from apparel to accessories and from toys to books. To be promoted through Viacom18's distribution network, the products will be available across all leading kids and toy stores, both across malls and standalone stores.

Speaking about the exclusive deal, **Saugato Bhowmik, Head - Consumer Products, Viacom18** said, "*The Jungle Book is a great franchise with characters that are familiar, iconic and loved by children across the world. DQ Entertainment's Jungle Book presents the characters in a fun and livelier manner which make the products more endearing and attractive to the consumers. We're sure our consumers will appreciate the merchandise for both - its look and the quality.*"



Tapaas Chakravarti, CMD & CEO DQ Entertainment said, *"Our partnership with Viacom18's Consumer Products division adds to the list of best-in-class partners that **The Jungle Book** has attracted globally. **The Jungle Book** has successfully managed to increase its market for the fourth consecutive year with Broadcast in more than 165 countries and over 300 product categories ranging from Books, Apparels, Toys, Plush, Bags, Stationary and many others. We are sure children will love the merchandise of their favorite Jungle characters, brought to them by Viacom18."*

Viacom 18 introduced the Consumer Products division a few years ago and today it has gone up notches in both, kid and non-kid categories. Particularly for the kids' franchise, the company has significantly added to its presence in this domain in the past two years with the success of its channels which offer entertainment from tots to teens.

Viacom18 Media Pvt. Ltd is a significant player in the ever growing consumer products space with its diverse portfolio. Through various associations, Viacom18 has cut beyond the conventional categories giving the consumers a slice of its' brands such as MTV, Vh1, Nickelodeon, Comedy Central and also non-Viacom18 brands spanning across 50 categories with over 60 licensees.

Nickelodeon Consumer Products, comprising of over 50+ categories, have launched more than 5000 SKU's touching 10,000+ retail points since its commencement in 2006. It boasts of a diverse range of products in some iconic properties like Dora the Explorer, SpongeBob SquarePants, Teenage Mutant Ninja Turtles and Ninja Hattori among others.

MTV Consumer Products has successfully built a strong youth connect by venturing in 18+ conventional as well as unconventional categories like Innerwear for Men & Women, Adventure Bikes, Eye-wear, Bags, Body Sprays & EDTs, Consumer Electronics, Mobile Phones & Tablets, Cosmetics and much more.

Viacom18 is also leveraging opportunity with Non-Viacom Consumer Products as an independent business model which represents 3rd party brands in different genres like Entertainment, Music, Fashion, Sport & Lifestyle. The current portfolio includes Shaun the Sheep, Peanuts Worldwide, bCreative, Ninja Hattori, Power Rangers and Motu Patlu.

ABOUT DQ ENTERTAINMENT:

DQE is a global entertainment group with its production and distribution bases in Ireland, India, France, Manila and US, specializing in animation, gaming and VFX content production, licensing and distribution. DQE employs a large creative and production talent pool which has produced intellectual properties such as The Jungle Book, Charlie Chaplin, Peter Pan, Iron Man, Casper, Little Prince, Lassie, Robin Hood and other properties, in partnership with international broadcasters, distributors and independent producers in Europe & USA. DQE is a multiple Emmy nominated and an Emmy winner producer and has also won 'International Studio of the year 2012' at Cartoons on the Bay, Italy.

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