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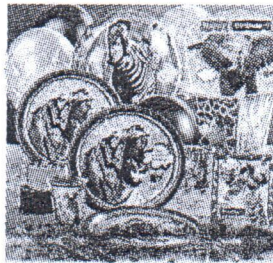
Animal Planet to offer kids merchandise in India

New Delhi, Jul 25: After opening a whole new world of information to Indian kids, Discovery's Animal Planet is all set to enter the country's retail market by providing a new range of merchandise and making knowledge fun for children.

From toys to books, stationery, home videos, apparel and games, the enterprise will soon launch its merchandise in Indian market which will be a blend of fun and educational products that will continue to provide real-world entertainment enabling children to explore the world around them and satisfy their curiosity.

"Animal Planet already has 37 million viewers. Parents associate Discovery and Animal Planet with high quality content. It is a great time to come to India and enter its retail market where we would offer something more to our little viewers. These merchandise lines are perfectly positioned to provide an alternative to character and movie properties emphasizing the fact that knowledge is fun," Jo Edwards, VP, International Licensing, Discovery Enterprises said.

The channel has joined hand with Dream Theatre, an entertainment company



based out of Mumbai for the exclusive licensing rights to extend the merchandise lines for kids in the 4-14. "Animal Planet accessories are a huge rage with kids in foreign markets. Apart from the premium range, our intention would be to customize and have a more mass range according to Indian taste and penetrate deep inside," Jiggy George, Founder and CEO, Dream Theatre Private Limited said.

"Our range of Plush toys have been awarded with Best new toy of 2010 in UK. We also intend to launch a lower priced range here according to the market. The toys will also include a little piece of trivia about the animal for the kids," Edwards added. Apart from venturing in the toy market, the enterprise will have a back to school range that will include stationery, followed by an apparel line with which will bring alive the world of animals on clothes for kids. PTI