

(Dream Theatre/ WB logo if applicable)

Get the iconic Justice League toys inside Cadbury's Gems Surprise!

Dream Theatre brings together Warner Brothers and Cadbury in this new offering

Mumbai, October 2014: Ever dreamt of getting a surprise within a surprise? Now, that fantasy can turn into reality as Cadbury Gems Surprise, the ball-shaped offering from Cadbury Gems, presents a new range of iconic Justice League toys through a licensing agreement with Warner Brothers. This deal has been facilitated by Dream Theatre Pvt. Ltd., one of the pioneering brand management and licensing company that builds, represents and distributes iconic Entertainment, Sports and Fashion brands in South Asia. It marks a landmark in the field of promotional licensing as it brings together two iconic brands in a powerful and creative partnership.

Now, kids all over the country will have a chance to collect toys of their favorite Super Heroes like Superman, Batman, Green Lantern, Wonder Woman and Flash. These characters teach kids lessons on human perseverance and how to overcome difficult challenges when growing up. With this tie-up with Cadbury Gems Surprise, kids can make these Warner Brother **Superheroes** a part of their lives at consumer-friendly price point of Rs. 20, Rs. 40 and Rs. 90.

Speaking about the deal, **Mr. Jiggy George, Founder and CEO, Dream Theatre Pvt. Ltd.** said, "We are very proud of successfully chartering the licensing agreement between Cadbury Gems and Warner Brothers. Both are powerful players whose brand values are strengthened through this mutually beneficial partnership. It is a testament to the expansive potential of promotional licensing in the burgeoning consumer marketplace of India."

This deal will also lead to the launch of a new pack called the Cadbury Gems Playpack. This unique offering allows kids to play with the pack while giving them a choice of exciting toy assortments like a Super Hero Skateboard and a Super Hero toy. To support the launch, Cadbury Gems will come up with a new TVC that showcases the new range of toys in a fun and a quirky manner.

###

About Dream Theatre Pvt. Ltd: Dream Theatre Pvt. Ltd is a Brand management company that builds, represents and distributes iconic Entertainment, Sports and Fashion brands in South Asia. Dream Theatre owns brands: Beebop and Joshua Tree. Within the Sports space they represent: AC Milan, Arsenal, FIFA World Cup Brasil, Real Madrid. Within the Entertainment space, they represent: DreamWorks Animation brands, Discovery channel brands, Krrish 3, Rovio (Angry Birds), Outfit 7

(Dream Theatre/ WB logo if applicable)

(Talking Tom & Friends), Pokémon Company and World Wrestling Entertainment. Within the Fashion and Lifestyle space they represent: Sanrio (Hello Kitty and Mr.Men and Little Miss), Von Dutch etc. For further information, please visit www.dreamtheatre.co

For press information, please contact:

Tejal Daftary

Crisscross Communications

tejal@crisscross.in | 98204 04 621