



MEDIA RELEASE

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Warner Bros. Consumer Products extends partnership with Parle Products

Warner Bros. Consumer Products (WBCP) India is excited to announce the extension of its partnership with Parle Products, India's largest biscuit manufacturer, following an outstanding consumer response to the Tom and Jerry biscuit range.

Since launching last November, *Parle Milk Shakti Milky Sandwich - Tom and Jerry biscuits*, have been such a hit with consumers, prompting the introduction of its Dual Cream variants – **Milk & Chocolate**, **Milk & Strawberry**.

Javier Garza, Managing Director, WBCP India says the new flavour marks the strength of WBCP's licensee partnership with Parle Products.

"We are thrilled to expand the range, continuing to delight consumers with the beloved cat and mouse duo," Mr Garza said.

"Tom and Jerry have a special place in the hearts of consumers young and old and we've been blown away by the strong consumer response in the Indian market since launching eight months ago.

"The partnership perfectly aligns Tom and Jerry's popularity with the strengths and expertise of Parle Products and we're excited to continue to build upon our success together in the biscuit aisle."

Pravin Kulkarni, General Manager, marketing, Parle Products added, "Tom and Jerry are timeless **cartoon super stars** and the consumer response to last year's launch proves they have great appeal in our market," Mr Kulkarni said.

Jiggy George, Founder and CEO Dream Theatre is excited about the launch, "Dream Theatre is thrilled about the launch of Parle Milk Shakti Milky Sandwich Dual Cream – Tom and Jerry biscuits. Parle Products has perfectly blended the Tom and Jerry popularity with their strengths. We are looking forward for a great consumer response to the new added flavour."

"The product is a stellar example of a successful licensee partnership and we're confident the new flavour will be received by consumers just as well."

Parle [**Parle Milk Shakti Milky Sandwich**] – Tom and Jerry biscuits are available in two sizes – **60 grams** and **120 grams** and MRP for [**Rs. 10 and Rs. 20 respectively**].

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For more information on Warner Bros. commercial clip licensing, please contact The PRactice:



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About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About Parle Products

Parle Products has been India's largest manufacturer of biscuits and confectionery for almost 80 years. Makers of the world's largest selling biscuit, Parle-G, and a host of other very popular brands, the Parle name symbolizes quality, nutrition and great taste. With a reach spanning even to the remotest villages of India, the company has definitely come a very long way since its inception. Many of the Parle products - biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionary market in India, Parle has grown to become a multi-million dollar company.

About Dream Theatre:

Dream Theatre is a brand management and licensing agency that creates and manages iconic brands in the kids and youth space in South Asia. Dream Theatre has three divisions dedicated to Entertainment, Sports and Fashion brands respectively. Dream Theatre represents Warner Bros. Consumer Products for core portfolios of Promotional Licensing, Food and Beverages and Personal Care. In addition, for all licensing categories and portfolios, Dream Theatre represents Pokemon, Rovio for Angry Birds, DreamWorks Animation, World Wrestling Entertainment, Sanrio for Mr. Men Little Miss and Hello Kitty, FIFA 2014, Real Madrid, AC Milan and Arsenal Football Clubs among others. For further information, please visit the website: [Dream Theatre Pvt. Ltd | Licensing and Merchandising Agency, India](#)