



Now, kids can wear their love for Chhota Bheem and Mighty Raju!

- Woodstock Merchandising partners with Green Gold Animation to create apparel for its top properties -

Mumbai, 29th January 2015: If kids want to show their love for their favorite superheroes Chhota Bheem or Mighty Raju, they need to look no further. Woodstock Merchandising, a division of Dream Theatre Pvt. Ltd, has joined hands with Green Gold Animation as the official licensee for the kids apparel range of its intellectual properties Chhota Bheem and Mighty Raju. From July 2015 onwards, fans of these cartoons can look forward to a wide variety of products including tee shirts, shirts, skirts, pants, leggings, shorts, jamaicans, capris and pre-coordinated sets.

Woodstock Merchandising is an apparel merchandise company that leverages the power of its private brands as well as licensed iconic brands to create products in the young adults and kids space. Woodstock Merchandising also holds the license for iconic brands such as Madagascar 2 and 3, Angry Birds, Kung Fu Panda 2, Krrish 3 and Kid Krrish.

The deal fortifies Woodstock Merchandising's established position in the young adults and kids space. Green Gold Animation has been a pioneer in creating wholesome entertainment for kids of all ages, and is known for its path-breaking, original content. The popularity of its characters transcends across ages and borders, making them prime merchandising properties. Chhota Bheem is an adventurous and fun-loving boy who is admired by children for his extraordinary strength and big heart.

The TV show has been on air since April 2008 and is India's favorite cartoon amongst kids, as per repeated surveys. The character has won several awards at FICCI and other forums including the Best Intellectual Property award at the inaugural World Children Expo's Kidzooka awards. Mighty Raju is a spin-off from the Chhota Bheem TV series', but has an impressive following for his strong morals and super powers.

Talking about the significance of the deal, **Rajiv Subramanian, COO, Woodstock Merchandising Pvt. Ltd.**, said, "The kids wear segment is one of the fastest growing in India's apparel industry. In such a competitive landscape, this deal marks a key milestone in our growth story. We believe Woodstock Merchandising's experience with iconic international brands will enable us to replicate our success with hugely favored properties like Chhota Bheem. We will not only be able to enhance the product offering to our loyal customers, but also build the brand strongly across retail channels."

Jibi George, xx, Woodstock Merchandising Pvt. Ltd., added, "It is no surprise that kids apparel is identified as a high growth category. In India, disposable income is constantly on a rise. Coupled with a growing consciousness of lifestyle, this is contributing to increased spending on children's fashion. With an expected annual growth rate of 25%, it is lucrative for brands to expand their product offering, specially towards the growing trend of licensed clothing."

Speaking on the news, **Madhav Pabhala, Vice President Licensing & Merchandising, Green Gold Animation**, said, "We're happy to associate with Woodstock. They have a wonderful team and have done pioneering work in licensing and retail in India. We look forward to a long and fruitful association with them."



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Samir Jain, COO & Executive Director, Green Gold Animation, added “We are expanding our apparel range and with this deal we hope to cater to larger sections of society and increase our reach in stores and satisfy more consumers.”

The all-new kids apparel range of Chhota Bheem and Mighty Raju is available in the range from Rs. 299 to 899. The range would be distributed by Woodstock in select Hypermart and Departmental Store formats across India.

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About Woodstock Merchandising Pvt. Ltd

Woodstock Merchandising Pvt. Ltd. is an apparel merchandising company in India and is an established name in the organized young adult and kids wear category. It has acquired licensing rights to globally recognized iconic kids brands to create unique products in the young adults and kids space. Woodstock Merchandising has partnered with iconic brands such as Madagascar 2 and 3, Angry Birds, Kung Fu Panda 2, Krrish 3 and Kid Krrish.

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. They have also built their own distribution network through Woodstock Merchandising, an apparel merchandising company. Within the Sports space, the company represents AC Milan, 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 (Talking Tom & Friends), Pokémon company and World Wrestling Entertainment. Within the Fashion and Lifestyle front they represent Sanrio (Hello Kitty and Mr. Men and Little Miss), Von Dutch etc. For further information, please visit- www.dreamtheatre.co

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