



Discovery Kids in collaboration with Rohit Shetty Picturez and Reliance Animation set to disrupt kid's genre with the launch of Little Singham

- **India's Super Hero IP 'Little Singham' with never-before scale aims to shake-up kid's genre**
- **Ties up with Indian Council for Child Welfare National Bravery Award to inspire children across the country**

Mumbai, April 10, 2018 - Discovery Kids, the leading kids channel from Discovery Communications India, in collaboration with **Rohit Shetty Picturez** and **Reliance Animation**, a Reliance Entertainment company, is all set to disrupt kid's genre with the launch of new animation series '**Little Singham**'. Inspired by 'Singham', India's most successful supercop brand and one of the biggest Bollywood blockbusters of all time, Little Singham, aims to become India's favorite animation character, targeting children in the age-group of 5-11 years. Little Singham will be launched at a never-before scale with 156 episodes and 5 tele features. The new animation series will be aired in 3 languages- Hindi, Tamil and Telugu. Dabur Red Paste has come on-board as the title sponsor of Little Singham.

Discovery India has tied-up with Indian Council for Child Welfare National Bravery Awards to inspire young children across the country. As a part of this tie-up, Discovery Kids will run a special Little Singham episode based on the real-life stories of **ICCW National Bravery Award**(ICCW NBA) winners. Two children – Sonu Mali (from Rajasthan) and Shivampet Ruchitha (from Hyderabad), recipient of ICCW NBA awards in 2016 and 2015 respectively were personally present on the occasion.

Ace Director, Producer & Mentor of Little Singham, Rohit Shetty, also engaged with select Police officials from Mumbai Police along with their children at the launch press conference of Little Singham.

"Little Singham was conceptualized based on an insight that every child wants to be a super hero, wants to help others if the situation arises. Little Singham, the brave young super cop, defends the residents of his home town Mirchi Nagar against all evil in this out and out entertaining animation series," said, **Rohit Shetty**. "We are delighted to have the august company of select brave police officials from Mumbai Police along with their children as well as ICCW National Bravery Award recipients on the launch of Little Singham. We respect their valor and hope that all the children across the country will get inspired to do more good for the society at large for a better tomorrow."



Discovery Kids has achieved almost 200% growth in ratings since February 2018, post the launch of a new animation series 'Bandbudh aur Budbak'. The launch of Little Singham on April 21 is expected to further catapult the ratings of Discovery Kids to its historic high ever in the country.

Speaking about **Little Singham**, **Uttam Pal Singh- Head of Discovery Kids**, said, "The kid's genre in India has been largely devoid of ground-up Super Heroes. Little Singham is a very bold and at scale attempt to fill this gap. We have worked with a world class animation partner Reliance Animation to produce this masala faceted series rooted in action, adventure & comedy to attract attention of kids across the country."

Shibasish Sarkar, COO, Reliance Entertainment, added, "We are delighted that the Singham franchise is extending itself to kid's genre in India. We are confident that kids across the country will love this new entertaining series. We have engaged as many 250 animation artists on this project who have been working for than 6 months to get ready for this mega launch. The presence of Rohit Shetty as a mentor of Little Singham will further help in penetrating deep across the country."

Little Singham will premiere on Discovery Kids channel starting April 21, 2018. India's youngest Supercop, with the intro line – '**Police kiwardi, Sher ka Damm, Naam hai mera – Little Singham!**' is an apt representation of **Discovery Kids' brand purpose – Super Heropanti**.

Watch all new and exciting animation series Little Singham from 21st April at 1:30 PM and 5:30 PM on Discovery Kids

About Discovery Communications India

Discovery Communications India, the country's leading infotainment player, is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content through its portfolio of 12 channels including Discovery Channel, TLC, Animal Planet, Discovery HD World, Discovery Science, Discovery Turbo, Discovery Kids, Discovery JEET, Animal Planet HD World, TLC HD World, Discovery Tamil and a premium sports channel DSPORT. From survival to natural history, wonders of science to extreme jobs, motoring to travel and lifestyle, and the latest engineering marvels to original content productions to live sporting events, each channel offers distinct must-watch programming to engage viewers across the country.

Discovery Communications India is a division of Discovery Networks Asia Pacific (DNAP). For more information, please visit www.discoverycommunications.com



About Rohit Shetty Picturez

Incorporated in 2016, Rohit Shetty Picturez is a joint venture with Reliance Entertainment & Film Director, Producer and Television Personality Rohit Shetty. He is one of the most successful and sought-after film director in the contemporary Indian film industry. Rohit has been the vision behind hugely successful film franchises like Golmaal & Singham.

Rohit has many more blockbusters to his credit as compared to any other Indian filmmaker in recent times. As director, Rohit currently has had the highest numbers of movies in the coveted 100 crs (\$15 m) & 200 crs (\$30 m) Box Office Club.

The first film under the newly incorporated joint venture was the October 2017 release "Golmaal Again". The film went to break multiple box office records and become one of the highest-grossing Indian films of all times.

In addition to Hindi films, Rohit Shetty Picturez has definitive roll out plans to address the digital content consuming audience with original web series and cater to Rohit's younger fans with animated content like "Little Singham" debuting on Discovery Kids in April 2108.

Rohit's next directorial project is a Ranveer Singh & Sara Ali Khan starrer titled "Simmba" slated to release in December 2018.

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About Reliance Animation

www.relianceanimation.com

One of the leading and fastest growing animation studios in India, Reliance Animation, is dedicated to revive the culture of story-telling by characterizing animation in the world of fantasy.

A company where exuberance and passion rules the roost, success is a way of life.

Reliance Animation's superior work, is evident in its International recognitions and accolades it has collected over a very short period of time. "Veneta Cucine", an Ad-Film done by the Reliance Animation team won the Best Animated Ad-Film of the year at FICCI Frames 2006. 'Little Krishna', another superior delivery from Reliance Animation, won the FICCI Best Indian Animated Content in 2007. Adding yet another feather to its cap, Reliance Animation produced the first animated short film with International acclaim, "The Bad Egg", which won the prestigious Digicon International Award at Japan and Gold Medal at New York Festival in the year 2007. Little Krishna TV Series, Krishna our Kans Theatrical Film, Shaktimaan TV Series, BIG Bees Jr. Nursery Rhymes are some of its creations and many more to come which are in the development stage.

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About Indian Council for Child Welfare

Indian Council for Child Welfare (ICCW) is one of the largest National Voluntary organizations working for the welfare of underprivileged children. Led by President Smt Gita Siddhartha, ICCW implements its various programs through its state councils in all 32 states and Union Territories of India. Through its overarching reach, ICCW's voluntary members work with zeal and commitment to provide services to children throughout the length and breadth of India in need of care and protection.