



INTRODUCTION

**India's
only legendary
COMIC
CHARACTER**

**high
READERSHIP of
10 MILLION**

**India's most
popular Indian
'COMIC' SERIES**



**42 years
old character**

**conceived by
legendary
cartoonist
PRAN**

**India has
GROWN UP with
Chacha Chaudhary**



**'computer se
tez chacha ka
dimak'**

regional spread!

Comics in **12 languages** - Hindi, English, Bengali, Gujarati, Marathi, Assamese, Nepali, Oriya, Tamil, Telgu, Malayalam & Punjabi.

wide range!

66 comic characters available with comics features having their artwork to the tune of **2000 books** in various languages. And over **300 non-fiction comic digests** based on Indian folk tales, culture and mythology.

massive reach!

1000+ distributors, spread in **500+ cities/towns** including remotest interiors of the country



capitalizing the reach

current distribution and advertising

TG Focused Activities! List of brands have used our channel includes very large 'children focused' FMCG companies like Parle India, Perfetti India, Boomers, Cadbury, Sunfeast Biscuits(ITC), Liberty Shoes, Relaxo, Star TV, Hungama TV, Nick TV, Disney TV, Rasna, Dabur, Pidilite Industries, Hamdard, Luxor, Stic Pens, Nestle and many more.

Promotional Licensing Efforts! Mini Comics as premias have been used by Perfetti India, Rasna, Nestle, Parle, Luxor, Stic Pens, ITC Foods, Pepsi, Real Juice, and many other confectionary and bubble gum manufacturing companies



OUR MAIN PROPERTIES

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**THE MAN
behind these
ICONIC
characters!**

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CHARACTERISTICS

Wise

Smart

Solution Oriented

Helpful

Kind

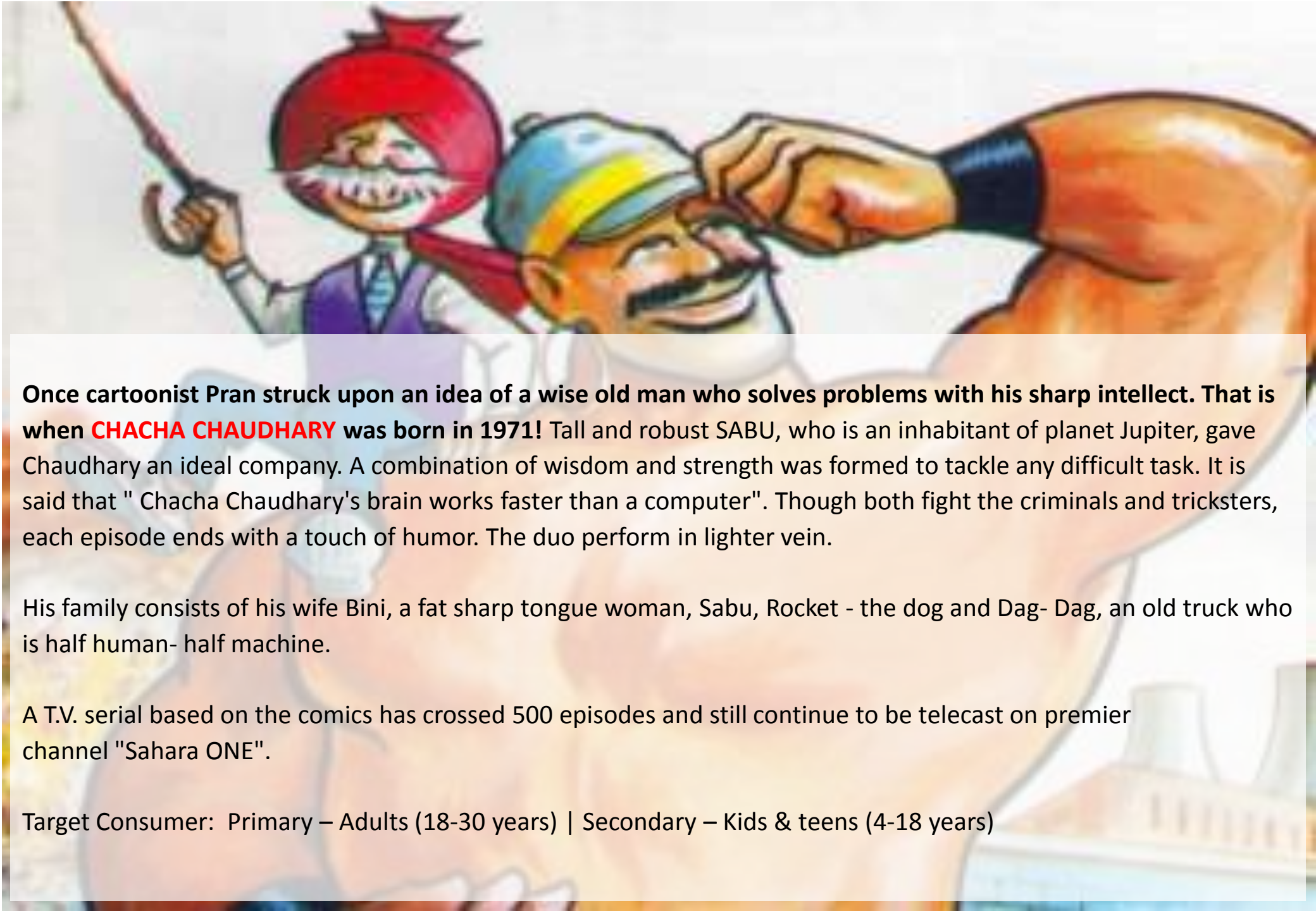
Mature

Great Wit

Popular Man

Brave

Accommodating



Once cartoonist Pran struck upon an idea of a wise old man who solves problems with his sharp intellect. That is when **CHACHA CHAUDHARY** was born in 1971! Tall and robust SABU, who is an inhabitant of planet Jupiter, gave Chaudhary an ideal company. A combination of wisdom and strength was formed to tackle any difficult task. It is said that " Chacha Chaudhary's brain works faster than a computer". Though both fight the criminals and tricksters, each episode ends with a touch of humor. The duo perform in lighter vein.

His family consists of his wife Bini, a fat sharp tongue woman, Sabu, Rocket - the dog and Dag- Dag, an old truck who is half human- half machine.

A T.V. serial based on the comics has crossed 500 episodes and still continue to be telecast on premier channel "Sahara ONE".

Target Consumer: Primary – Adults (18-30 years) | Secondary – Kids & teens (4-18 years)



CHARACTERISTICS

Strong

Robust

Giant

Brave

Short Tempered

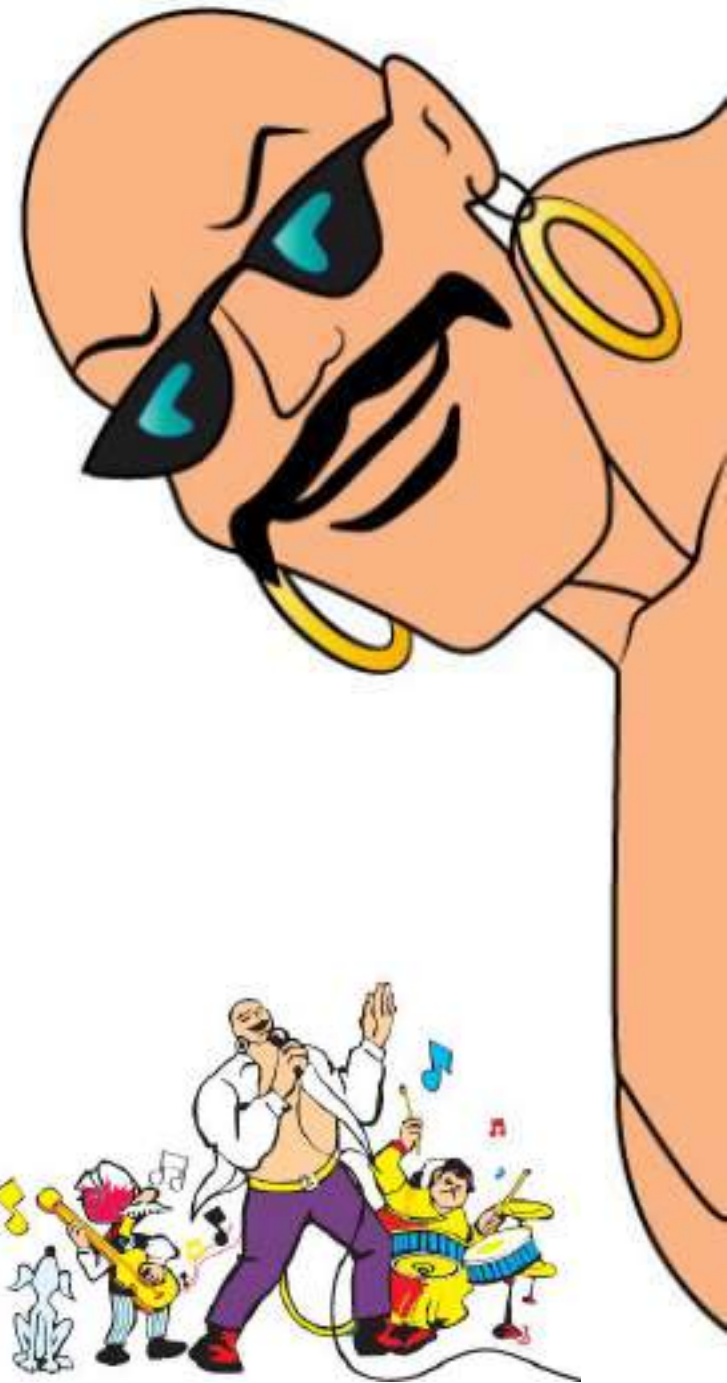
Soft Hearted

Shy

Helpful

Kind

Loves Eating



SABU'S first appearance was in "Chacha Choudhary and the pocket thief", in the year 1971. He is an extraterrestrial being, about 15 inches tall from Jupiter. He is a giant, and is huge and tall with the ability to increase his size at will. Sabu has a very off the track dressing style but that is quite fascinating to some and awkward to others, It comprises of only a wrestler's kuchha (briefs), a pair of ear-rings and a pair of gum-boots that defines him. Has a very strong built and inside that tough body he has a very soft heart, which can be easily examined by the act that he always wears the giant ear ring that has been gifted to him by his mother, when he left Jupiter. He helps chacha in fighting against crime and provides chacha the physical strength in time of need.

It is a known fact that whenever Sabu gets angry "**kahin jawalamukhi phatata hain**"

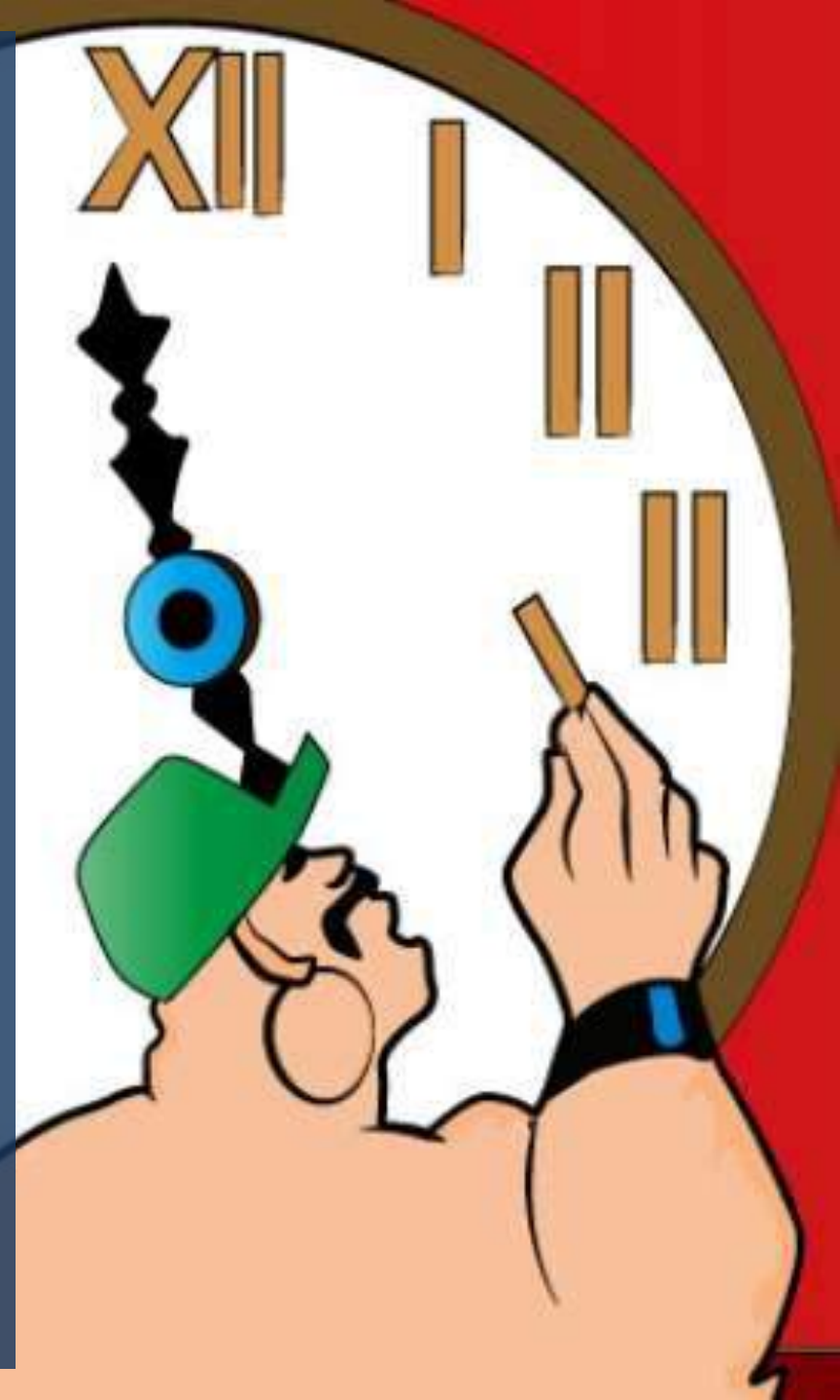
Sabu often speaks because he is shy in nature

He has no interest in girls and he hardly wants to talk on this topic, It is also seen that whenever Sabu performs a great strength, he utters the cry "**huba-hu**"!!

Strength of sabu easily reflects in his diet - 100 chapatis, 12 kilos halwa and 20 kilos of lassi in one meal

No one has the force to fight Sabu and take a bog with him

It is known that one enemy of Sabu is Raka, who is of the same height and built as Sabu





CHARACTERISTICS

Violent

Giant

Strong

Inconsiderate

Mean

Cruel

Dumb





RAAKA, the arch nemesis of Sabu, has appeared in multiple Chacha Chaudhary comics and is one of the most popular villains in the series.

With the same height and physique as Sabu, Raaka poses a challenge for Sabu and their battles become the source of entertainment for fans.



CHARACTERISTICS

Sharp Tongued

Fat

Witty

Homemaker

Brave

Confident

Innocent

Fearless

Social





BINI CHACHI, wife of Chacha Chaudhary is like a typical house wife. She is very dominating and is almost of double size of chacha.

She is extremely fat, and is sharp tongued. She hates cooking for Sabu, as he eats a lot! She always carries 'Belan', which also becomes her weapon in most of the situations!



BRAND LICENSING EFFORTS

brand licensing program

Character like Chacha Chaudhary is known for decades, with whom India has grown generations over generations!
Enjoys high awareness and popularity

We invite licensees to partner with us and be a part of this legendary story

Categories Available:

Niche Apparel & Accessories

Stationery

Back To School Categories

Gifts & Novelties

Bi-Cycles

Toys & Games

And many more!



what makes Chacha Chaudhary a compelling license?

highly popular character with mass appeal (even though a non-media character)

extremely high geographical penetration – metros, mini-metros, small towns/ cities and even remote areas

evergreen character being a non-media character

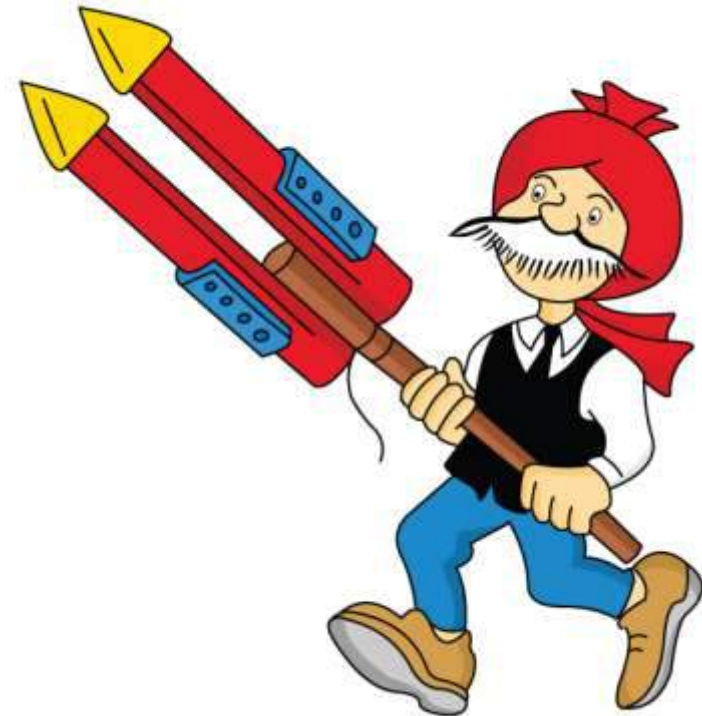
when digitized, selling copies like hot cakes – has evolved reader!

has seen generations over generations grow, form past 4 decades

comes with plathora of characters, that adds up to the range

brands have been leveraging the power of the brand from many years – not knowing that they are practicing licensing

besides the fresh, has a vintage side that can be explored for a cooler look



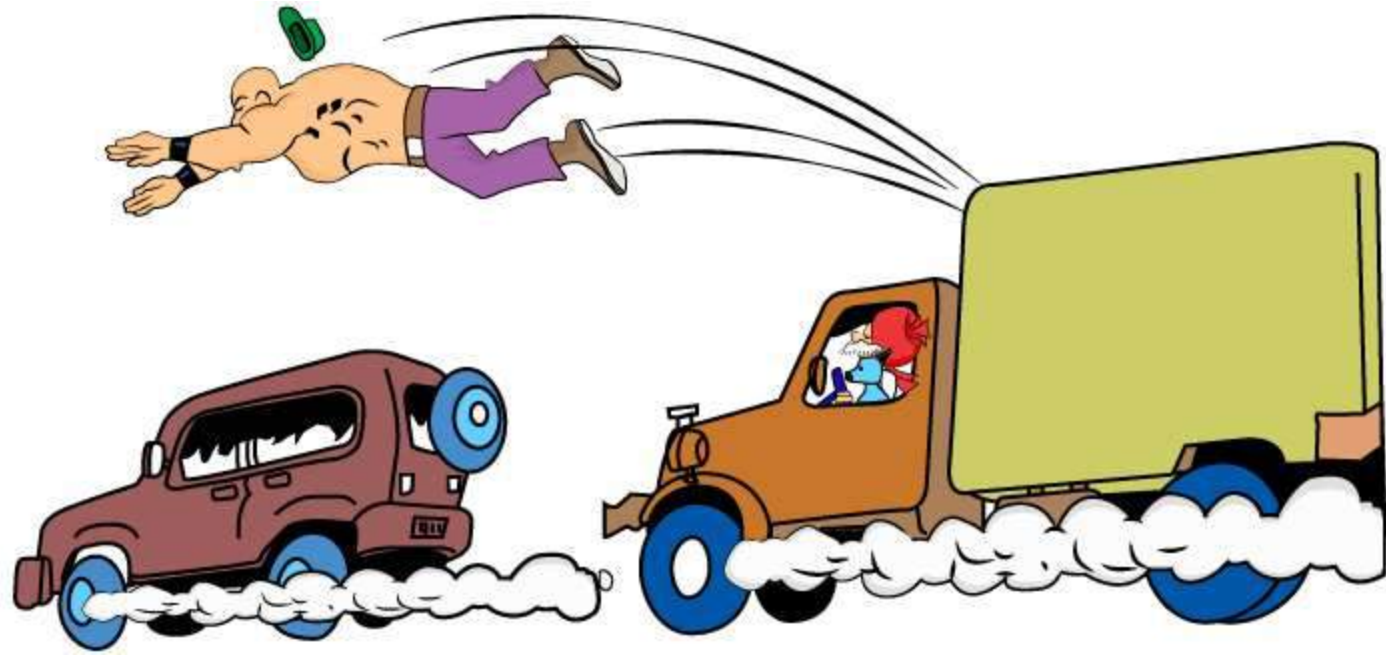


licensor support

well elaborated creative styleguide

creative customization, should there be any need

link on licensor's main publishing website



THANK YOU!

we look forward to our association!

