

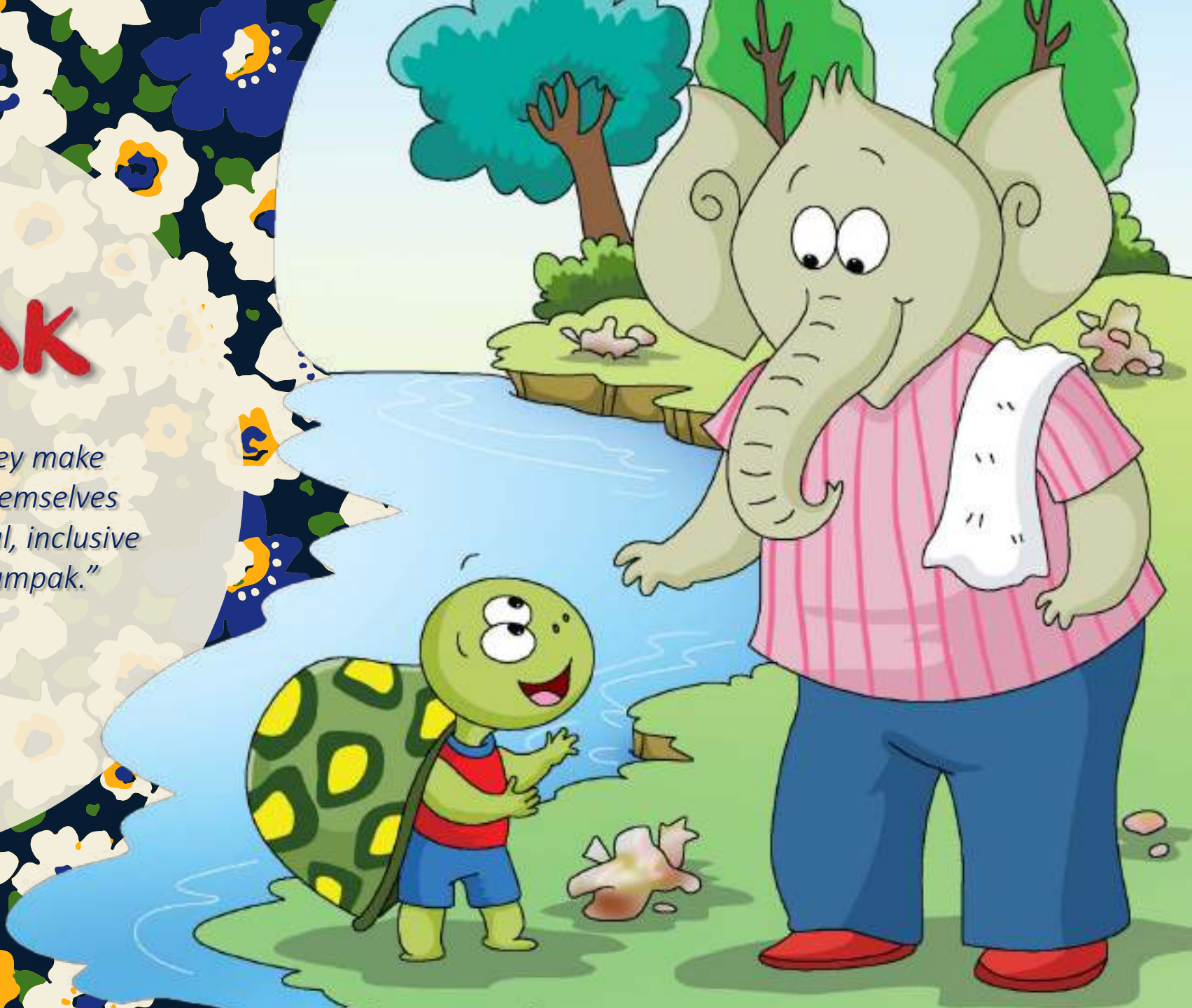


CHAMPAK

B R A N D L I C E N S I N G P R E S E N T A T I O N

CHAMPAK

"Holding a child's hand as they make sense of the world and find themselves through the sensitive, emotional, inclusive and humorous stories of Champak."





HAPPY

MORAL
DRIVEN

HUMOROUS

FRIENDLY

KINDNESS

LOVING

INSPIRATIONAL

INFORMATIVE



**TOUCHING
100M LIVES**



SINCE 1968
A TRUSTED PUBLICATION FOR
CHILDREN BY PARENTS IN INDIA



**3,00,000
COPIES MONTHLY**

**2018 50TH
MARKED ITS
ANNIVERSARY**



LARGEST SELLING CHILDREN'S MAGAZINE IN INDIA



**6 MILLION
READERS**

AS PER INDIAN READERSHIP
SURVEY 2017

50K
FACEBOOK
FOLLOWERS

20K
SUBSCRIBERS



CHAMPAK

ENCOURAGING CHILDREN TO
LEARN MORAL VALUES OF LIFE
THROUGH ITS BEAUTIFULLY
ILLUSTRATED **STORIES**



Hindi



Tamil



Malayalam

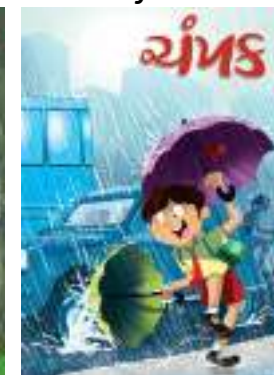


Kannada

Started in 1968, Chompak is the largest selling children's magazine in India. Published in 8 languages, reaching over 6 million kids, it's an inseparable part of childhood memories for most Indians. Chompak stories are beautifully illustrated, expand children's creativity and imagination, hone reading skills and bring positive self-worth. Through its stories, set in a unique forest, Champakvan, anthropomorphic characters encourage children to treat others with respect, kindness and sensitivity. Puzzles in Chompak help develop cognitive and reasoning skills, and fun pages bring humour that is essential to a child's everyday life.



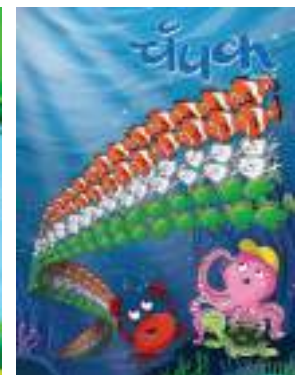
Telugu



Gujarati



English



Marathi

THE JOURNEY

CHAMPAK CREATIVE CHILD

*Igniting young minds
with school
contact program*



2004

*Champak in
Telugu and
Malayalam*



1968

*First published
In Hindi*



*Humour – an integral
Part of Champak stories*



2013

*Maneka Gandhi, A member of parliament,
environmentalist & animal activist, writes
on care & preservation of animals*

1992

*Champak in
Kannada*



1975

*Champak in
English*



1972

*Champak
In Gujarati*

*Stories by
acclaimed
authors*



1974

*Champak
In Marathi*



2013

*Maneka Gandhi, A member of parliament,
environmentalist & animal activist, writes
on care & preservation of animals*



A JOURNEY THROUGH CHAMPAKVAN

Champakvan is a fantasy forest built with imagination and sensitivity. Champak is an evergreen tree and 'van' means forest. great adventure lies at every turn, and a child's curious mind finds a whole lot of fun. There are numerous characters waiting to take children on a wild and exciting ride. Hop and skip to the pond and meet Tarry and Harry, the friendly frogs. a short distance away, say hello to the funny bunny Cheeku and naughty and nice Meeku mouse. jump on Chikabella's flying disc, whose inventions are so slick. The mighty Shersingh lion will make his presence felt. but don't be scared as his roar is worse than his bite, and he never bites! if you feel the earth move, don't be alarmed. it's only Jumbo elephant, out on his afternoon walk. Swinging from the trees is Jumpy monkey, always on his toes. And over there, above the flowers and dancing happily is Teetu butterfly playing hide and seek. Blacky bear hides behind large trees. Damru donkey is not so bright. He stays in one place and happily chews on the green grass. Be careful of Baddy fox as he is wicked and eats others when he gets a chance. Vivi wolf puffs up when mad, but don't worry as she is not half as bad.

"Champakvan has everything that fascinates the child in you."

THE POSITIONING



OUR VISION



Inculcating values of kindness, courage, bravery, fearlessness and compassion, to emerge as hero!

Strong story line with an upcoming animation series tentatively by 2020 in india

Highly entertaining & inspiring with creative & intriguing educational content

Huge attraction among the consumer through the nostalgia connected with this iconic brand

Interesting line of characters which keeps the consumer glued to the story!

After 50 years, Champak is now making its debut as an Animation series and a global licensing brand

*Proposed Animation Type : 2D | English & Regional Languages
Online Video Platform/Streaming Services/(S)VOD India/Asia Pacific*

CHAMPAK

**Powerful & Emerging
Licensing Program**



WHAT MAKES CHAMPAK UNIQUE

CAPTIVATING
GRAPHICS, IMAGERY,
CHARACTERS &
PERSONALITY

SPANS ACROSS
AGE AND GENDER

CHARACTER WHICH
CONNECTS EASILY WITH
THE AUDIENCE, HAVING
A GREAT RECALL VALUE

INTERESTING
STORYLINE WITH A
PURPOSE OF
LEARNING WITH A
PINCH OF HUMOUR



CONSUMER PRODUCT POSITIONING

MORE THAN JUST A MAGAZINE
FOR INQUISITIVE
KIDFLUENCERS

Broad appeal

A pioneer brand with extensive reach & penetration in the market. Targets wide demographics with it's unique, entertaining & meaningful content. Not only it serves with a well balanced editorial but also visually appealing illustrations that sparks connect with the audience, tingling their brain cells through creativity & imagination.

Social themes

Touching lives of younger generation with the vision to provide a wholesome experience by nurturing their reading, cognitive & reasoning skills, along with a spoon of humor and entertainment.

TARGET DEMOGRAPHICS

BRAND addresses the needs of today's generation who believe in 'differentiation'

AGES: 6 - 30

6-11

Creativity &
Imagination

11-18

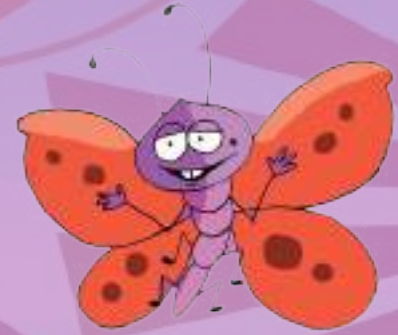
Intriguing &
Sticky content

18-30

Nostalgic
Appeal



BOYS AND GIRLS









CATEGORIES TO EXPLORE

APPAREL: Young Adults, Kids wear (Infants, Boys, Girls)

BACK TO SCHOOL: Lunch Box, School Bags, Books, Stationery

TOYS & GAMES

KIDS' ACCESSORIES: Watches, Eyewear, Soft Jewelry

FOOTWEAR: Casual (Boys & Girls)

PERSONAL CARE: Kids Grooming and personal care, Fragrances

KIDS' HOME ACCESSORIES: Bath & Bed Linen, Wall posters, Kid's furniture

GIFTS & NOVELTIES

GAMING & NEW MEDIA: Apps and D2H Games

HYBRID EXTENSION: Family Entertainment Centre, Play Schools



LET'S

CONNECT

CHAMPAK