





Cute

Super powerful

Friendly

Compassionate

Savior

Happy

Curious

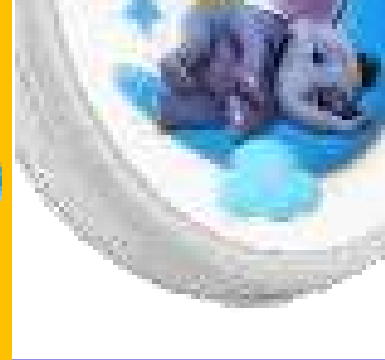
Courageous

Fun

Inspiring



1MILLION+
SUBSCRIBERS



1000+
RHYMES



RHYMES AND SONGS IN
10 DIFFERENT
LANGUAGES

52x11 MINS
TV SERIES IN
4 LANGUAGES



LARGEST LIBRARY OF RHYMES

STANDING AMIDST THE TOP CHANNEL ON  YouTube



**1BILLION
VIEWERS**

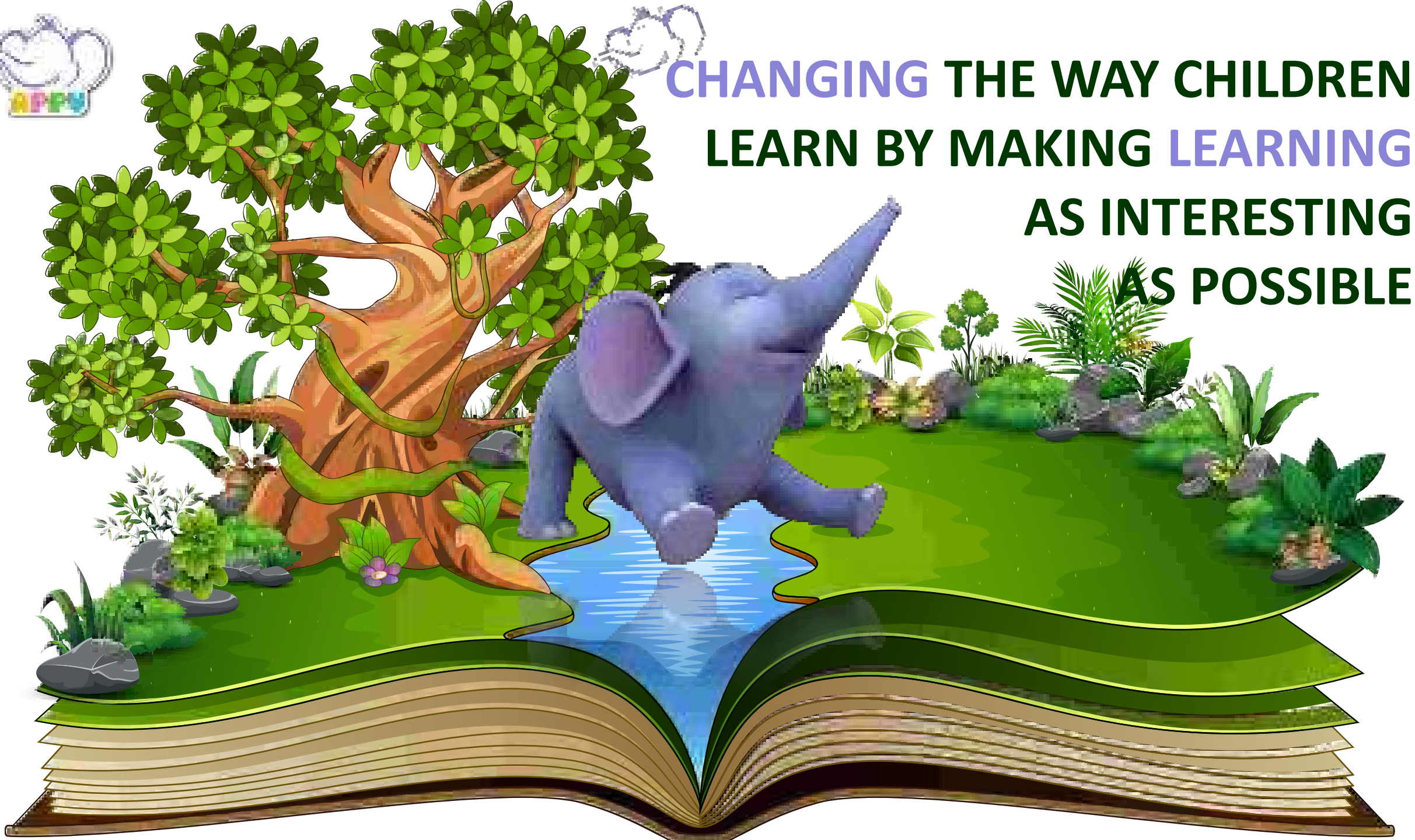


1.4M
SUBSCRIBERS

50K
FACEBOOK
LIKES



**CHANGING THE WAY CHILDREN
LEARN BY MAKING LEARNING
AS INTERESTING
AS POSSIBLE**





AR TECHNOLOGY



SMART SCANNABLE PRODUCTS



SCANNABLE
APPU AR APP



SCAN
APPU PRODUCT

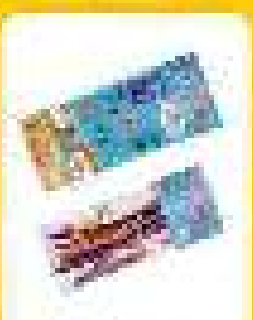


LEARN
AND ENJOY

MERCHANDISE



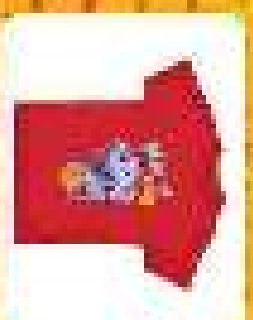
GRAPHICS



TOYS



APPAREL



THE SERIES SYNOPSIS



Appu Series is a children's animated learning platform produced by Media Fusion (India) Pvt. Ltd. It was launched as a channel on YouTube for the first time in 2010. It showcases the world's largest collection of nursery rhymes and 'Appu the Yogic Elephant' Series that feature it's iconic character Appu.

Appu the Yogic Elephant is the story of an elephant calf who lives with his herd in the Upvan forest. His happy and carefree life is ripped apart when tragedy strikes and he is left alone to fend for himself. Through various hurdles and in a desperate bid for survival he realizes his special yogic powers and gradually learns to use them for saving and protecting his environment.

Appu epitomizes the heroic powers that lie latent within every child. The series along with being highly entertaining enforce the values of righteousness, courage, and compassion through all challenges and difficulties one faces.



OUR VISION



1

Inculcating values of kindness, courage, Bravery, fearlessness and compassion, to emerge as Hero!

2

Highly entertaining & inspiring with creative & intriguing educational content

3

Huge attraction among the consumer with growing market appeal of Appu, the yogic elephant

4

Strong story line with an upcoming movie in summer 2020, theatrical release across India

5

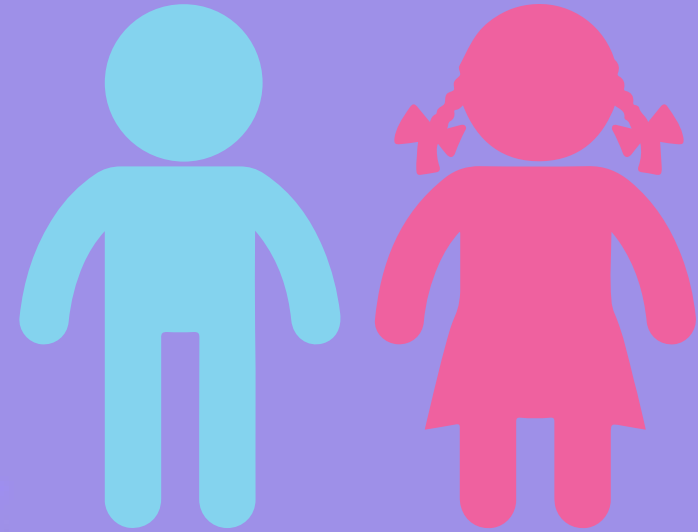
Interesting line of characters which keeps the consumer glued to the story!

To inculcate positive values and develop strength of character in children
Associate with Big Brands in various product categories
Work on bringing a surge in viewership and ratings of our Channel

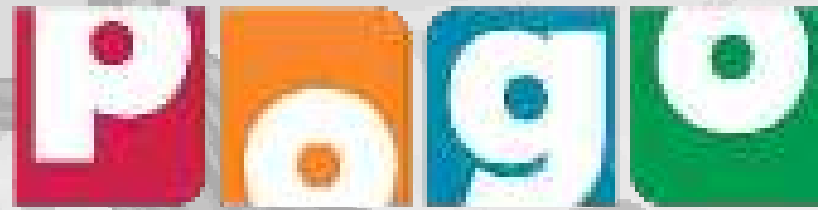
SHOW TARGET POSITIONING



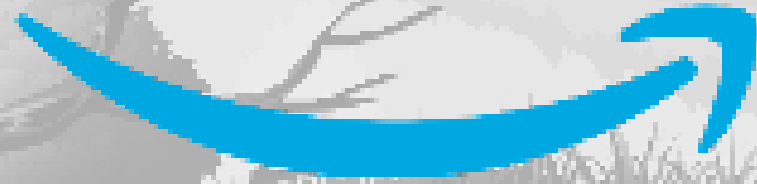
PRIMARY TARGET
KIDS 0-8



BROADCAST HIGHLIGHTS



prime video



TATA

sky



CONTENT PLANS

52x11_{MINS}
EPISODES

**THEATRICAL
RELEASE**



4
LANGUAGES

APPU



APPU

**Powerful & Emerging
Licensing Program**

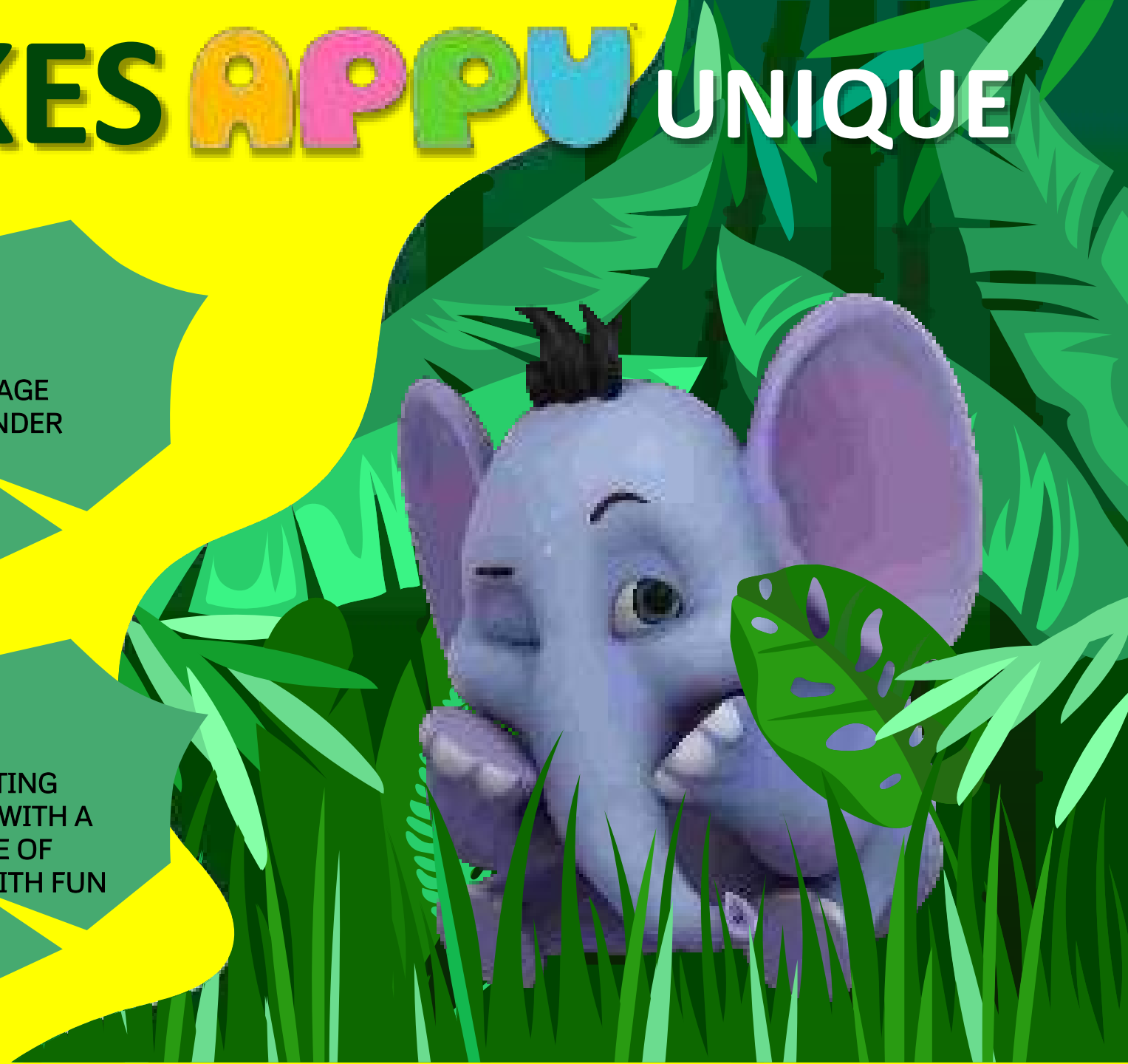
WHAT MAKES APPU UNIQUE

CAPTIVATING
GRAPHICS, IMAGERY &
PERSONALITY

SPANS AGE
AND GENDER

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

INTERESTING
STORYLINE WITH A
PURPOSE OF
LEARNING WITH FUN



CONSUMER PRODUCT POSITIONING



Broad appeal

Capitulating for young audience with action packed sequence, having all the elements of entertainment

Social themes

Being a part of the daily life of kids with dearth of educational fun filled content. Targets wide demo through values of fun, learn and care



APPU MERCHANDISE

APPU
MERCHANDISE





CATEGORIES TO EXPLORE

APPAREL: Kids wear (Infants, Boys, Girls)

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

TOYS & GAMES

KIDS' ACCESSORIES: Watches, Eyewear, Soft Jewelry

FOOTWEAR: Casual (Boys & Girls)

PERSONAL CARE: Kids Grooming and personal care, Fragrances

KIDS' HOME ACCESSORIES: Bath Linen, Wall posters, Soft linen, Kid's furniture

GIFTS & NOVELTIES

GAMING & NEW MEDIA: Apps and D2H Games

HYBRID EXTENSION: Family Entertainment Centre



Lets
Collaborate!!!



Thank You!!!

