

ATF 2017 Special

# SPARK

An AnimationXpress.com Publication

Part of IndianTelevision Dot Com Group

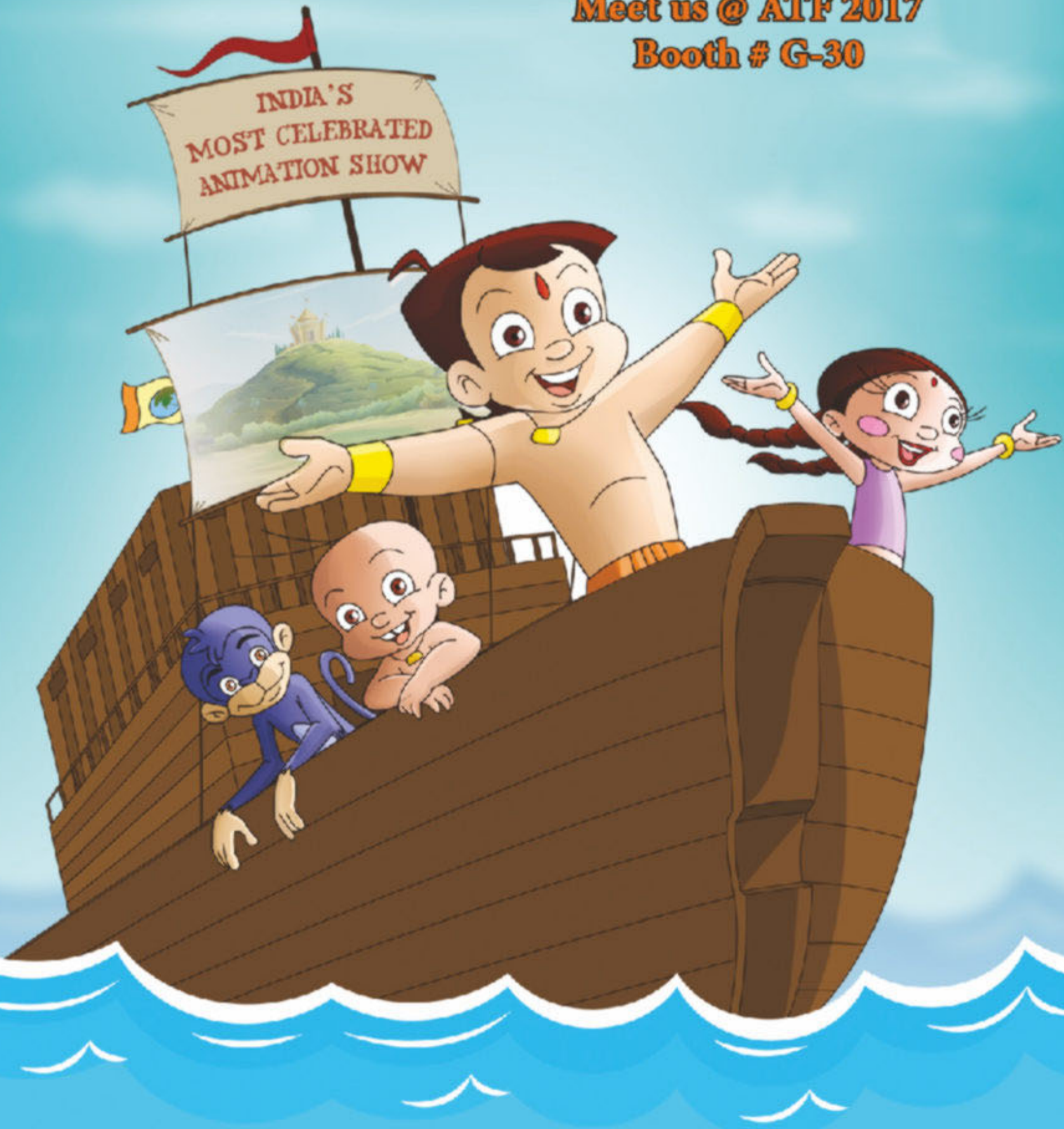
Volume 2 | Issue 4

November - December 2017



## CHHOTA BHEEM™

Meet us @ ATF 2017  
Booth # G-30



© & TM Green Gold

# THE LAUNCHPAD FOR YOUR SUCCESS

• Animation • Visual Effects • Gaming • Comics



Editorial

Brand Promotion  
Recruitments

BTL Activation  
Media Partnerships

Syndication  
& Distribution

**Animation**  
**Xpress.com**

Part of Indian Television Dot Com Group

Meet us at booth M26

[connect@animationxpress.com](mailto:connect@animationxpress.com)

[www.animationxpress.com](http://www.animationxpress.com)

## EDITOR'S NOTE

---

The copy of *SPARK* you are holding is different from what we at AnimationXpress have brought out over the past few markets – ATF, Mipcom, and MipTV.

Indian animation is at the sprinters' block – just waiting to race away into the fast-paced global industry.

Over the past few issues, our effort has been to highlight the achievements of studios that have made an impact globally, as well as reveal the hidden gems which are not satisfied with being simply homegrown.

Gradually we have expanded our coverage to include distributors, broadcasters, live action, digital producers and the efforts of local governments to attract investments in the AVGC sector.

Today, there is excitement among the breed of artists, studio owners, format creators, and TV production studios who have set their eyes on leaving their mark even outside India. Most of these have imbibed some learnings and are almost ready to play the global content game. A lot of more effort is being put in to create IPs that can travel, apart from the usual outsourcing work or just selling really long running finished dramas, series, and soaps to networks and OTT platforms.

ATF 2017 has the largest ever presence from India's studios, distributors and broadcasters, and this issue has listed some of them for your reference. Green Gold, one of India's leading animation studios, has sponsored the animation pitch in a bid to encourage creativity in Asia. TV producer and distributor One Life Studio, kids content producer One Take Media and infotainment channel Epic are exhibiting for the first time. A delegation of 13 under the Media & Entertainment Association of India is seeking to forge relationships with Asian and global players. India's hunger to leave its content stamp worldwide is growing. You will chance across the players listed in this guide in future. Make a note of them in your dairies. Hopefully, our effort will prove useful to all the attendees at ATF.

This apart, we have also profiled a couple of Asian studios as we seek to expand our coverage over other nations in the region.



**Anil Wanvari**  
Founder, CEO & Editor-in-chief



## CONTENTS

### INTERVIEWS

P.Jayakumar, Toonz Media Group.....	5
Christine Brendle, FUN Union.....	6
Chandan Oza, Myra Motion Pictures.....	7
Rajiv Chilaka, Green Gold Animation.....	8
Nikhil Nair, HQ Studios.....	9
Raye Lee, Animasia Studio.....	10
Anish Mehta, Cosmos Maya.....	11

### SPECIAL FEATURE

AVGC freelance talent portal GAFX's global push.....	12
---	----

### STUDIO PROFILES

Green Gold Animation.....	17
ChuChu TV.....	18
Toonz Media Group.....	20
One Take Media.....	22
Rotomaker.....	28
Pinpoint Studios.....	30
Rocksalt Interactive.....	32

### STUDIO FOCUS

Shemaroo Entertainment.....	24
-----------------------------	----

**Editor-in-chief**  
Anil Wanvari

**Director - Commercial & Revenues**  
Anoop Wanvari

**Director- Operation & Resource  
Management**  
Larysa Savinska

**Editorial**  
Krishanu Ghosal  
Anshita Bhatt  
Sachin Bhat

**Design**  
Rakesh Dalvi  
Akhil Pingle

**Ad Sales**  
Neha Singhal Mehta  
Shruti Gadla  
Giselle Pires

**Client Servicing**  
Anish Rao

Animation Xpress India Pvt. Ltd. C-350, Oshiwara Industrial Center,  
New Link Road, Opp Oshiwara Bus Depot, Goregaon (W),  
Mumbai- 400104, India

connect@animationxpress.com, ©AnimationXpress.com 2017

# Toonz Media Group

## CEO, P. Jayakumar



### What are your plans for ATF?

We plan every market meticulously and in much detail and Asia Pacific is one of our key territories. This ATF, we will be pitching a few of our brand new shows in development for co-production opportunities. Our sales and distribution team will be meeting with potential buyers to sell our IPs.

We will be on the lookout for good partners to strategically collaborate with. We are also focusing on acquiring properties that would sit well on our

digital slate or for our sales and distribution docket. Thus, we have a holistic approach towards ATF 2017.

### Does the Asian content market look promising for animation? How is Toonz contributing to it?

I believe that the kids/animation market is very promising for Asia. Asia has the largest kids population in the world, with India and China probably in the first and second positions respectively. While the kids population is shrinking around the world, this growing trend here is indeed a strong indicator for Asia. Toonz has always contributed to the animation industry whether Asia in general or India in specific. With our creative, production, distribution and digital teams in full throttle, we are strongly expanding all over Asia. We are making brand new content specifically to suit the sensibilities of the Asian market, which would also travel the world. Our Asia-Pacific sales team has in its business plan to penetrate strongly into various Asian countries. We are also partnering with strong collaborators in Asian territories to strengthen our stronghold. Thus, Toonz as a front-runner is doing everything possible to take advantage of this opportunity.

### How does India fare in terms of the Asian market?

To take a point from the previous answer, India has the largest kids population in the world. Brands, broadcasters and studios around the world are realising the huge potential that lies within India. I would say that the Indian animation industry has been expanding in geometric proportions in the last few years. Though India as a country wouldn't top the list currently in terms of quality of animation among the Asian countries, I would say that it is only a matter of time. Toonz is trying to instill that sense of quality in whichever Indian partners we collaborate with. I am positive that soon India would be among the top animation producers. After all, we are the oldest and the truest lovers of art and storytelling. ♦♦

# FUN Union

## CEO, Christine Brendle



***BabyRiki* and *KikoRiki* are quite popular in China and Russia. Are you eyeing other Asian countries with these brands at this year's ATF?**

Yes, definitely! We're in advanced discussions in several markets from South Korea to India. Our goal is to make our programmes available to children all across Asia and the world. Our success in China has been outstanding. FUN Union was established as a company in February this year, and our *PinCode* series was broadcast on CCTV Kids in March, hitting

55 million views in just a month (including digital platforms). *BabyRiki* was launched on digital platforms in July and reached over 100 million views in just a month, and is now being aired on CCTV Kids since early November. Licensing deals are also being finalised as we speak.

**What are your expansion plans for Europe?**

Just last month, at MIP Junior, we announced a distribution agreement with Imira (a part of India's Toonz Animation) who will lead our development in Spanish, Portuguese and Italian languages. We have already seen momentum there and wish to continue our expansion further north in Europe. Several discussions are on-going in French, German and Dutch speaking countries. And we wish to conquer the Nordic countries too, of course!

**What more is in store for *BabyRiki* fans?**

Next year we'll have new seasons of our pre-school series *BabyRiki* and primary school series *PinCode*. And we're working very hard on our co-production *Krash and Hehe* with CCTV Animation and Riki Group as well as developing season three of *BabyRiki* with some new enhancements. We're very enthusiastic about what 2018 has in store for us as we continue to develop our series, as well as strengthen our promotional efforts with buyers and ultimately the consumers. ♦♦

# Myra Motion Pictures

## Founder, Managing Director

### Chandan Oza



**What are your plans for ATF? What are you looking to explore at the market?**

We are a young content studio that has developed numerous animation concepts. Our ideas are fresh and we place a lot of impetus on story and character development. We plan to associate with partners who are keen to co-produce or acquire original IPs that we have developed. We have conceived different IPs across genres and are also ready with a few pilot episodes. We are ready with both short

and long format concepts. We are open to discuss any kind of arrangement ranging from developing our ideas jointly with partners, investing in our content, production and acquisition deals.

**How do you plan on growing in the global animation market?**

We specifically focus on creating content that could be aired anywhere in the world despite barriers of demography, culture and geography. We consciously work towards developing stories and characters that would connect with a kid instantly irrespective of one's cultural background or nationality. With these all-encompassing ideas, we aim to associate with buyers and partners across the world to enhance our reach. Alternatively we also undertake international animation service projects to widen our base which has helped us to imbibe cultural references from across the world.

*(Chandan has conceived, directed and scripted popular Indian animation shows like BakwaasBandhKar with Bade and Chhote, BheegiBilli and The Betelnuts. He was also the voice of Chhote for eight years and has written and produced more than 5,000 minutes of animation content.) ♦♦*

## Green Gold Animation Founder & CEO, **Rajiv Chilaka**



### **How popular are your IPs in Asia?**

In a space of 15 glorious years, Green Gold IPs have transformed into a household name and become a brand that has captured the hearts of young viewers across the region. Relatable characters, simple storytelling, and the ability to connect with the audience have been the mantras for us so far. *Chhota Bheem* enjoys a super brand status in Asia.

### **What is your idea behind the Animation Pitch at ATF?**

Being surrounded by passionate and ambitious people, who share a similar love for animation, is a great way to feel inspired and expand intellectual horizons. It's also important to give back to the entrepreneurial ecosystem in the animation industry, foster creativity and innovation. After all, animation is the craft of the soul.

### **Are you bringing any homegrown IPs to ATF?**

Yes, we are bringing our latest IP *Kalari Kids* to ATF 2017. The graphic style of the show is reminiscent of the beauty, sophistication and stylisation of the traditional Kerala paintings.♦♦



# HQ Studios

## Director-Business Manager

### Nikhil Nair



**You own a lot of IPs. What are the plans for these IPs at ATF?**

We have always endeavored to create story-driven content beyond the barriers of language. We take pride in our capabilities of creating original creative content where the concept and story is regarded as the most important factor. We don't want to create content which becomes just another show but to create something timeless and impactful in the industry. We don't want to be limited as to what we

can achieve being a small studio. ATF is a place where we get to connect with a lot of like-minded industry people from across the globe. We do have a few IPs which we are planning to pitch to the investors/producers there. We are currently working on the pre-production of our IPs. We do have a strong team to deliver the required quality, all we need is funding to get the complete job done.

**As a small studio, what growth prospects are you looking at?**

As small animation studios we engage ourselves majorly in doing 2D and 3D animation for TV series working as a partner studio. What we aim to do in the next two years is to expand our team size and deliver work not only for 2D or 3D television series but also concentrate on doing animated movies for theatrical release. We are expanding our services in e-Learning and explainer videos for corporate companies and OTT platforms.

We have already taken steps to train and develop our new workforce by not just giving them software training but also helping them understand the industry work culture. We are handpicking freshers/artists looking for a job with an attitude to learn. We understand it's difficult to get results immediately but over four to six months we will surely reap the benefits.

Also, we are in talks with a few investors to help us grow and expand our studio and get funding to work on our own quality IPs and to partner with other big and established studios to work out a co-production deal.

We are confident that attending events like ATF will surely help us take the next step in growing and developing our studio overall. ♦♦

# Animasia Studio

## Executive Director, **Raye Lee**



**What opportunities do you hope to explore at this year's ATF?**

We will mainly focus on two areas, co-production and program distribution. For co-production we will be structuring multi-regional co-productions by connecting our existing multi-regional partners and resources, and for program distribution, we are bringing our TV series and new shows to the ATF market. These include: *Harry & Bunnie* which has good ratings for Disney APAC and which is soon to

have a worldwide release on Netflix; *Magiki*, our newly completed pre-school show, co-produced with Zodiak UK and DeAgostini Italy; *SupaStrikas*'s fresh fifth season; *Chuck Chicken* and more.

**Animasia co-produced *Chuck Chicken the Movie* with China's Zero-One Animation. Do you have plans of a similar co-production?**

Yes, a few high profile projects are in progress, we will announce more about them when the projects are ready to be launched.

**Will you be interested in developing relationships across Asia?**

Yes, this is what we are focusing on. Not only across Asia, we are working very hard in trying to connect to North America, south Asia, south-east Asia and China.

2017 has been an exciting year for Animasia so far. We've had many big breakthroughs for key focus markets worldwide- projects like *Chuck Chicken* with 1.4 billion views on the digital front and *Harry & Bunnie* are performing extremely well in linear broadcast and very soon both the shows will have worldwide releases on Netflix. ♦♦

# Cosmos-Maya

## CEO, **Anish Mehta**



### **How is *Tik Tak Tail* doing in Asia and globally?**

*Tik Tak Tail* is currently performing really well in India. The show is in its third month of launch and has been growing consistently in its ratings. In fact Turner International India has mounted the show tremendously well using a well-defined strategy and promotional plan for the show. Turner International has exceptionally done a sterling job in promoting the show which has made it very popular in India. The content for the show is great and all

these efforts have yielded fruitful results.

*Tik Tak Tail* has not been launched in the international market as of now. We launched it during MIPCOM and got a couple of good enquiries for it. We are in the negotiation stage for now and will be making an announcement very soon.

### **How do you ensure that the IPs you create cater to the international audience as well?**

When it comes to shows like *Tik Tak Tail* (which we internally as a studio policy call crossover shows), they are generally created keeping in mind global audiences. So with a strong Indian connect, keeping in mind the creative standpoint, we try and amalgamate the best content, that's appealing globally. Also it should be blended with the right India soul, making it feasible to traverse worldwide and deliver it well within the domestic market as well.

Animal protagonists universally are not only cute but also great as a narrative device, which makes them likeable. Stories that involve them have a whimsical appeal that makes them different and unique and explains well about real life human situations. We try and create content with emotions that are universal, yet more relevant for India and use them as drivers to grab audience attention. Thus we produce content in India that caters to the international audience as well. ♦♦

# AVGC freelance talent portal **GAFX** pushes globally



In today's fast-paced, competitive studio environment burdened with tight deadlines, one of the key challenges for producers is to build reliability by managing the production pipeline efficiently and delivering on the dot. Inability to instantly hire talent and scale-up infrastructure for large projects is proving fatal for many small and medium studios which are cost-conscious. Investing in full-time resources and high performance machines on a large scale is not viable for smaller studios prone to low productivity during long gaps between projects when expensive teams and infrastructure stay idle. Enter GAFXonline.com: an emerging 24/7 online marketplace positioned as the global confluence of producers and freelance artists in gaming, animation and VFX.

GAFX is passionate about addressing these challenges with affordable solutions: instant online access to quality talent on a project-basis as well as access to a high-performance production virtual pipeline on a pay-per-use-basis. GAFX's proprietary platform leverages technology to allow participants connect and collaborate in a mutually-gainful manner, while enabling them to cut costs, expedite production and improve sustainability.

**How it works:** Producers registered with GAFX can post their gaming, animation and VFX projects online and hire from the curated registered talent pool of freelance artists. The talent pool comprises of a wide choice of local and international artists with multiple specialisations and different skill/experience levels across gaming, animation and VFX. Similarly, freelance artists registered with GAFX can search and bid for a range of small, medium and large projects posted by registered producers. The projects are updated frequently, giving freelance artists a dependable and sustainable source of income. A secure online payment mechanism ensures easy and safe payment.

**Value-for-money engagement model:** GAFX helps studios/producers fast-track projects with considerable cost advantages, allowing for instant

## SPECIAL FEATURE

online hiring and precise artist-searches based on skill, experience, track record, location and a host of parameters to perfectly match talent with project requirements. With direct access to a vast pool of specialised, flexible and more affordable talent, registered producers can bypass the traditional staffing model which is expensive while also ensuring faster time-to-market.

Ever since inception, GAFX has been going great guns. GAFX commenced



basic operations in September this year and launched its global online marketplace to a tumultuous response on 10 November 2017. In just two months, it attracted 1200+ freelancer registrations and the numbers continue to soar with fresh registrations every day. With registrations from experienced Indian and international artists across gaming, animation, VFX and graphic design, the quality and breadth of GAFX freelancers underscores the value for producers. Buoyed by the rousing initial response and driven by an aggressive marketing campaign, GAFX seeks to ratchet up the numbers and touch 10,000 registrations by the end of 2018.

The portal is also triggering a wave of interest from reputed gaming, animation and VFX studios as a variety of projects are flowing in at an encouraging pace. Particularly, international producers are eager to take advantage of the fact that a majority of artists registered with GAFX are from India where hiring costs are significantly lower than elsewhere in the world and the artist skill levels are on a par with the best in the world.

The fantastic response to GAFX's presence at the recent MIPCOM 2017 at Cannes, France indicates the growing popularity of this freelance powerhouse. Many international producers at MIPCOM expressed interest in posting their projects on the GAFX portal to leverage the fast growing repository of talented artists. GAFX has set the ball rolling and in the months to come, studio owners / producers across the media and



entertainment industry will reap the benefits of a highly resourceful project-enabler.

The freelance economy is booming across the world, driven by several talent-pairing platforms in sectors such as IT, consulting and more. Nevertheless, in the gaming, animation and VFX space, the lack of a dedicated, dependable and affordable talent-pairing resource for both the stakeholders remains a key challenge. While there are a few players focusing only on a single discipline and others catering to a bewildering array of unrelated industries, there is no single player devotedly catering to gaming, animation and VFX: all interlinked creative arts that collectively drive the media and entertainment industry globally. GAFX is bridging this gap with its proprietary services.

**The magic wand:** Soon to be introduced is GAFX's scalable, secure, on-demand, and pay-by-use storage solution, designed to help studios increase productivity. It is sheer magic! Producers can go online with just a basic computer and access the customised storage space and organise and share data with intuitive management. GAFX enables cost-effective and apt cloud-based workstation class computing. With options customised to workflow, studios can access, edit and share new data directly from their GAFX storage.

What's more, its cloud rendering with the perfect choice of hardware+software bundles helps studios maximise ROI. Building on these, GAFX envisions the virtual studio production pipeline wherein, producers can collaborate remotely with their teams scattered across the world and execute projects faster with measurable time and cost advantages. As this entire infrastructure is hosted on the cloud, there is no need to invest in high-performance machines, pipeline software, digital storage and software licences. Producers and artists can leverage the thoughtfully designed GAFX platform to focus on their arts and propel growth. These services will be rolled out in a phased manner and will be available for both studios and artists.

## SPECIAL FEATURE

GAFX has many more initiatives in its pipeline, especially on the technology front, as that's the biggest factor influencing penetration of the freelance work model across the world. GAFX is continuously working on improving the online platform to simplify engagement and improve results for both freelancers and producers.

GAFX endeavours to build a global presence and emerge as the single-largest, online collaborative workspace in the world dedicated to promoting the interests of producers and freelance artists in gaming, animation and VFX. The enterprise is charting a bold growth strategy and innovating the game to deliver enhanced value. On the anvil is a franchise-driven strategy to augment business through a pan-India digital cafe chain offering virtual production infrastructure on a pay-per-use basis to freelance artists who are constrained to invest on high-end systems and tools but are competent and willing to work on GAFX freelance projects. The initiative will help build momentum for project off-take, enable easy and cost-effective project execution for freelancers constrained with resources and boost the bottom line of GAFX with direct and indirect revenues.



**Neelima and Udai Krishna**

GAFX is an initiative of Udai Krishna and Neelima, an entrepreneurial duo with actionable exposure in VFX and IT. As a digital media and entertainment industry veteran with deep insights into the VFX value chain, Krishna has helmed vital projects for leading production houses specialising in films, TVCs,

documentaries and theatrical trailers. With extensive certifications in 3D animation, VFX, cinematography, multimedia and 3D MAX, he combines academic rigour and professional depth to drive GAFX's mission.

Neelima on the other hand is a seasoned technology veteran, having served across the hierarchy at global IT companies. Her wealth of cross-domain IT experience across industries and her engineering background are helping GAFX innovate, create and navigate the technology infrastructure vital to enabling a superior user experience and adding value to GAFX's business drive.

The promoters are focused on promoting sustainable growth and wealth for stakeholders with the drive and dream to script the next success story in the media and entertainment industry. ♦♦

# BRIO STUDIO

PRESENTS



## "TIBU N TIBLOOZ"

CG-ANIMATED SERIES

ACTION, ADVENTURE, FUN, DRAMA.COMEDY,  
EPISODE-52,DUR- 52 X 11MIN, AGE GROUP- 6 TO 12 YEARS.

ANIMATION XPRESS

OFFICIAL REPRESENTATIVE AT ATF 2017, VISIT US AT BOOTH M-26

[ANXCONTENT@ANIMATIONXPRESS.COM](mailto:ANXCONTENT@ANIMATIONXPRESS.COM)

**BRIO**

ALL RIGHTS RESERVED. COPYRIGHT© 2017 AND TRADEMARK™, BRIO STUDIO PRIVATE LIMITED  
[WWW.BRIO-STDIO.COM](http://WWW.BRIO-STDIO.COM)





## Green Gold Animation Pvt Ltd



**Address:** The Platina, 11th floor, A-block,  
Kondapur Main Road, Andhra Pradesh Housing  
Board, Gachibowli, Jayabheri Enclave, Gachibowli,  
Hyderabad, Telangana 500032, India

**Contact Person:** Bharath Laxmipati

**Designation:** Vice President - Content Sales

**Contact Number:** +91- 9949995822

**Email ID:** bharath@greengoldtv.com

**Website:** <http://www.greengold.tv>

**Popular shows:** *Chhota Bheem, Super Bheem, Mighty Raju*

### Company Profile:

Green Gold Animation is a pioneer in creating original Indian animation content and has been entertaining the young generation for over a decade. The shows produced by Green Gold have been hugely popular across all leading kids TV channels like Cartoon Network, Pogo, Discovery Kids, Hungama and Disney, drawing an active viewership of over 60 million kids. The popularity of the characters created by Green Gold has transcended over the years and it has helped the company establish itself as a leading player in licensing and merchandising, movie production and distribution, digital business, retail stores and events.



*"Green Gold's journey began with the passion for an Indian identity in a domestic animation market, ruled by international programs. Today, Green Gold has become the sparkling mascot of Indian animation industry and has tread an illustrious journey into the millions of hearts of Indian children. With a strong leadership position domestically, Green Gold is now poised to enter the international markets with gusto. Last year we started operations in the US at Los*

*Angeles, the mecca of animation. The new facility will churn out content for the global market."*

- Green Gold Animation founder & CEO Rajiv Chilaka

## ChuChu TV



**Address:** TVH Beliciaa Towers, Block 1, 1st Floor, 94 MRC Nagar Main Road, RA Puram, Chennai - 600028, Tamil Nadu, India

**Contact Person:** Vinoth Chandar

**Designation:** Founder, CEO & Creative Director

**Contact Number:** +91 44 43207778/24959559

**Email ID:** info@chuchutv.com

**Website:** www.chuchutv.com

**Popular shows:** *ChuChu TV Nursery Rhymes & Educational songs, ChuChu TV Surprise, Cutians Comedy Show*

**Company Profile:** ChuChu TV is one of the world's most popular kids content creator on YouTube with over 18 million subscribers and 14 billion views across its channels. ChuChu TV Nursery Rhymes channel recently received the Diamond Play button from YouTube for surpassing 10 million subscribers, a feat only a very few around the world have achieved till date. One of ChuChu TV's nursery rhyme video *Johny Johny Yes Papa* recently crossed one billion views on YouTube, making it the third most viewed YouTube non-music video of all time. This feat has been achieved by only around 50 odd videos in the history of YouTube. ChuChu TV has also got three Gold Play Button awards and six Silver Play Button awards for all its channels since 2013. ChuChu TV is currently operating out of Chennai, India and currently has around 200 creative experts working on kids' content.



*"Given the huge success that our brand has achieved in the past few years, we have many growth plans for ChuChu TV. We have recently launched our Tamil YouTube channel, thereby touching upon Indian regional content market and will be followed by Hindi, Telugu, Malayalam, Kannada, Bengali and more languages. Then, we have launched a YouTube exclusive educational series Learning English is Fun for preschool*

*children. It is a 40-episode series which covers all preschool topics like alphabets, colors, shapes, numbers et cetera. We are also currently working on a series named ChuChu & Friends and also developing a lot of apps for our target audience. We also have partnered with Dream Theatre to help us with our merchandise plans, and the products should be out before end of 2018. Our vision is to become a huge kids brand like Disney and we are slowly inching towards that."*

*- ChuChu TV founder, CEO & Creative Director Vinoth Chandar*

Toddlers around the world love our channels



# CHU CHU TV

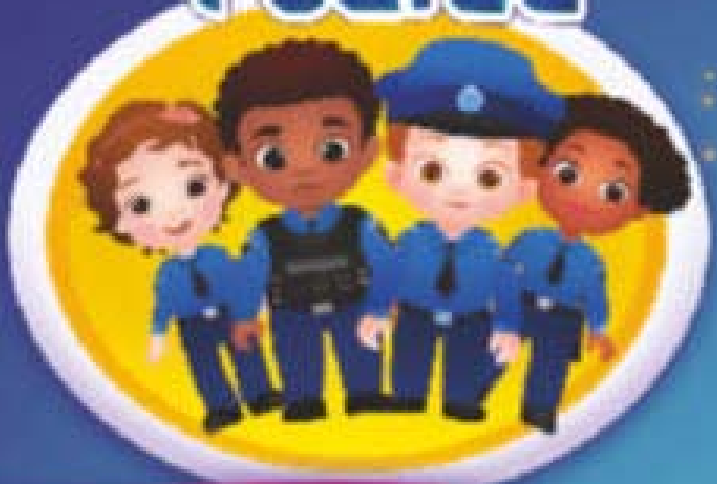
14 Billion Views

World's most popular kids channel on YouTube

18 Million Subscribers

Available on

## POLICE



ChuChu TV Police

YouTube

amazon prime video (INDIA)

YouTube KIDS

## FUN ZONE



ChuChu TV Funzone

## SURPRISE



Surprise Eggs Toys



## CUTIANS



Bedtime Stories & Cartoon Shows



## Nursery Rhymes & Kids Songs

YouTube.com/ChuChuTV

ChuChuTV.com

## Toonz Media Group



**Address:** 731-735 Nila, Technopark Campus, Trivandrum, Kerala, India

**Contact Person:** P. Jayakumar

**Designation:** Chief Executive Officer

**Contact Number:** +91 471 3042500

**Email ID:** jaya@toonzmidiagroup.com

**Website:** <http://toonz.co/>

**Popular shows:** *Sherazade the Untold Stories, Darwin and Newts, Badanamu Cadets, Smighties, Sindbad and the 7 Galaxies, Lucky Fred*

### Company Profile:

Toonz Media Group is the global leader specialised in creating entertainment content for various media and consumer platforms for kids and families across the world. Having been in business for almost two decades, Toonz expertise ranges from content creation, production, distribution to digital media exploitation, licensing and merchandising, gaming and apps, innovation and technology and animation academics. With industry veterans from across the world in the leadership team, Toonz Media Group believes in going that extra mile to entertain the world.



*"Toonz Media Group believes in the sublime vision of 'Entertaining the World'. We passionately strive to create the most wonderful entertainment experiences for kids and families across the world. From being the pioneers of animation in India to the multinational media group that we are today, our unwavering focus has been to enrich our offering to the world. We aspire to give a holistic experience through animation*

*production, digital content, gaming and apps, licensing and merchandising and also through animation training which is our humble yet passionate attempt to polish the best raw talent around us. We now plan to create global brands which have 360 degree exploration possibilities and a long shelf life. We are already on the path to become the one stop destination for all things experience related for kids and family."*

**- Toonz Media Group CEO P. Jayakumar**



See us at the Participants Club

For Enquiries Contact  
[viju@toonanimationindia.com](mailto:viju@toonanimationindia.com)



## One Take Media



**Address:** 101, Jai Krishna Building, Opp. Yash Raj Studio, Off Link Road, Andheri (West), Mumbai - 400053, Maharashtra, India

**Contact Person:** Dimpy Khera, Shamoly Khera

**Designation:** Directors

**Contact Number:** +91 22 67122223

**Email ID:** otm@onetakemedia.in

**Website:** www.onetakemedia.in

**Company Profile:** One Take Media was formed to be a successful conduit between high quality content producers from across the globe and the right audiences. It specialises in content production, global content acquisition and distribution, providing value-added services (VAS) to global DTH platforms/cable platforms in genres like nursery rhymes, kids animated series and movies, Bollywood item songs, celebrity cooking shows, short films etc.

The company offers content licensing services, acquires TV rights, VAS/SVOD channels etc. across genres and formats. The content comes from One Take Media's associated animation and movie studios besides its own production facilities.

One Take Media provides resources to help producers produce media content, help distributors distribute media content and acquire media content. It also provides consultation services like setting up a DTH business and supply all associated products like set-top boxes, CAS, dish antenna and accessories.



*Shamoly Khera: "Due to a large number of digital avenues, the content is king today. The world is increasingly content driven today as audiences have as much say about the time of consumption as they have about the medium of consumption. Thus, truly specialised content catering to a wide segmentation of audiences will always be favoured by audiences. Hence, One Take Media aggregates content with higher audience connect and contemporary themes."*



*Dimpy Khera: "Every brainstorm at One Take Media inadvertently turns around ensuring content that has a high level of contextual connect with our audiences. Animated series or movies for kids or even mature content like cooking, we look for a spark that will form a bond with the audience and keep them hooked. That's why you will find that our content speaks the contemporary language and adorns the same classy look and feel as today's audiences have come to expect."*



A TV channel for kids  
aged 2 to 6 years

## CARTOONY TV

Popular TV series  
in comedy, entertainment  
and adventure for kids  
aged 4 to 11 years

## CARTOONY MOVIES

A TV channel for animated  
kids movies for all age groups



101, Jai Krishna Building, Opp. Yash Raj Studio, Off Link Road,  
Andheri (W), Mumbai - 400053, India.

Ph.: +91 22 67122223 | Email: otm@onetakemedia.in | www.onetakemedia.in

## Shemaroo Entertainment Ltd.



**Address:** Plot No. 18, Shemaroo House, Off Andheri Kurla Road, Marol Co - Op Ind Estate, Phase 18, Andheri East, Mumbai- 400059, Maharashtra, India

**Contact Person:** Kaushal Nanavati

**Designation:** Vice President

**Contact Number:** +919820346525

**Email ID:** kaushal.nanavati@shemaroo.com

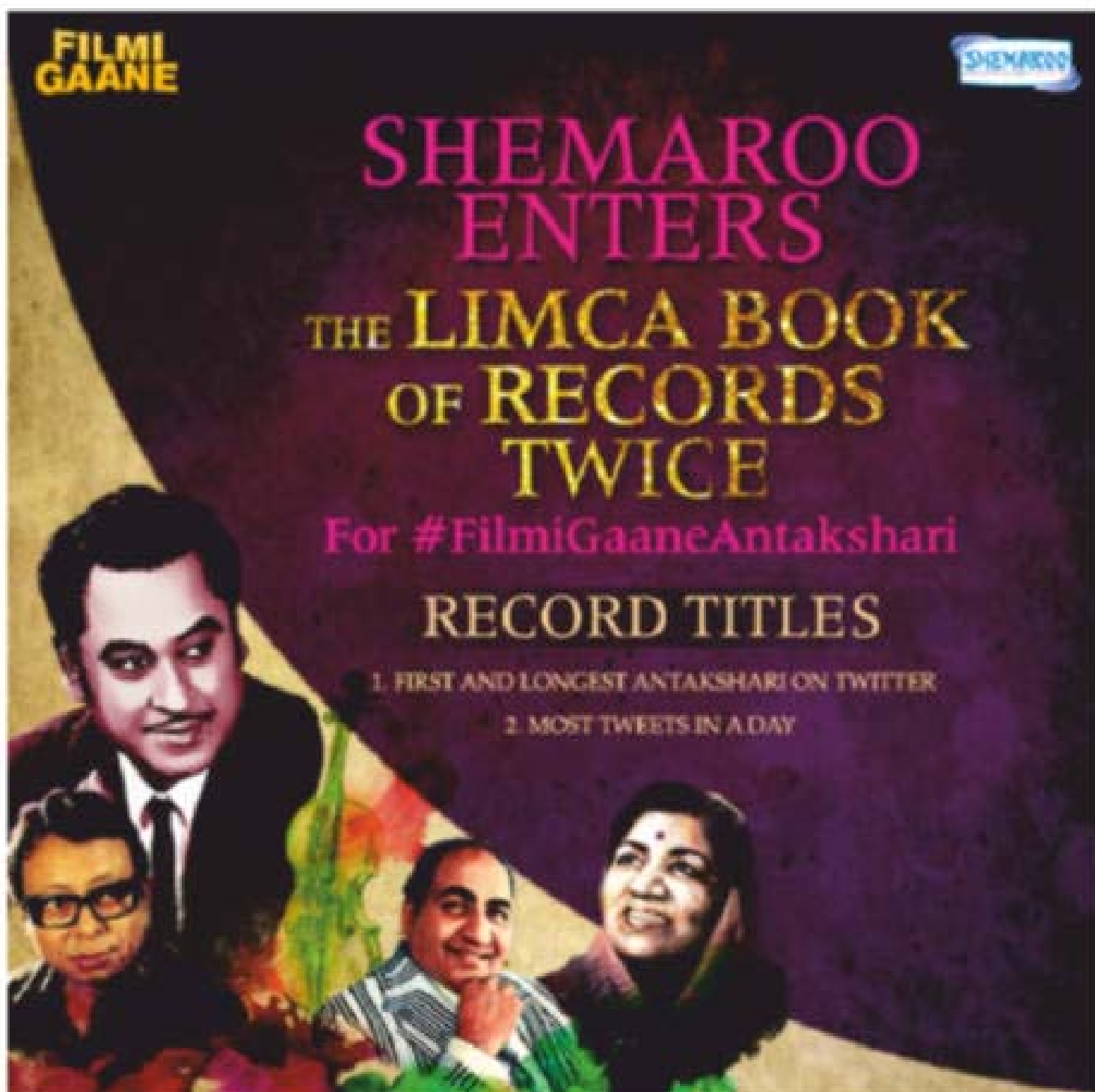
**Website:** www.shemarooent.com



*"Shemaroo is led and driven by young minds and young hearts, providing premium entertainment experiences in new and unique ways. Our entry into the Limca Book of Records with our twitter campaign #FilmiGaaneAntakshari is evidence that the company is remaining true to its digital first vision."*

*Indian content resonates with Indian and international audiences the world over. We bring a holistic Bollywood offering to explore channel distribution as well as content syndication opportunities in the broadcast and digital space."*

*-Shemaroo Vice President Kaushal Nanavati*

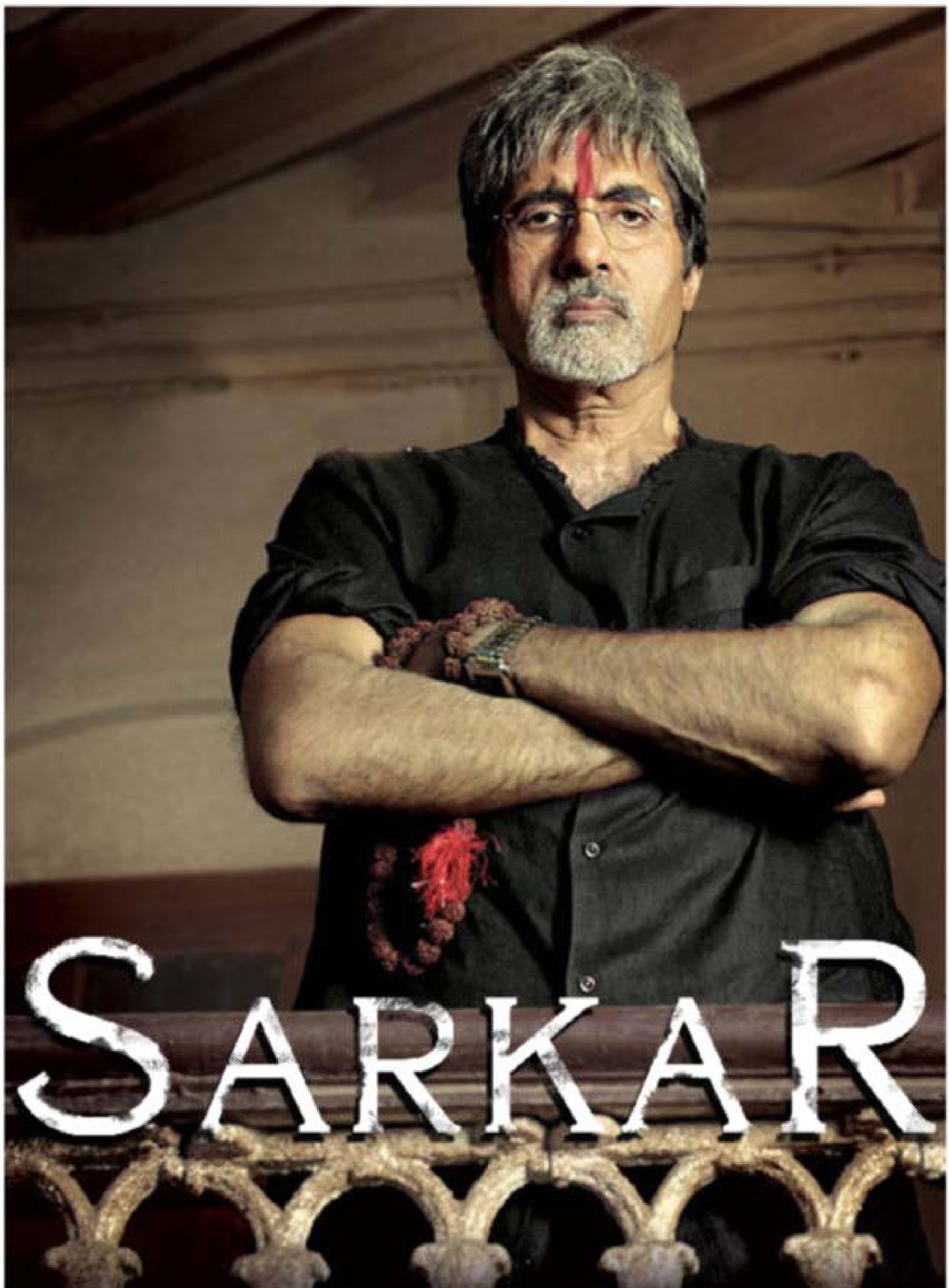




## STUDIO FOCUS

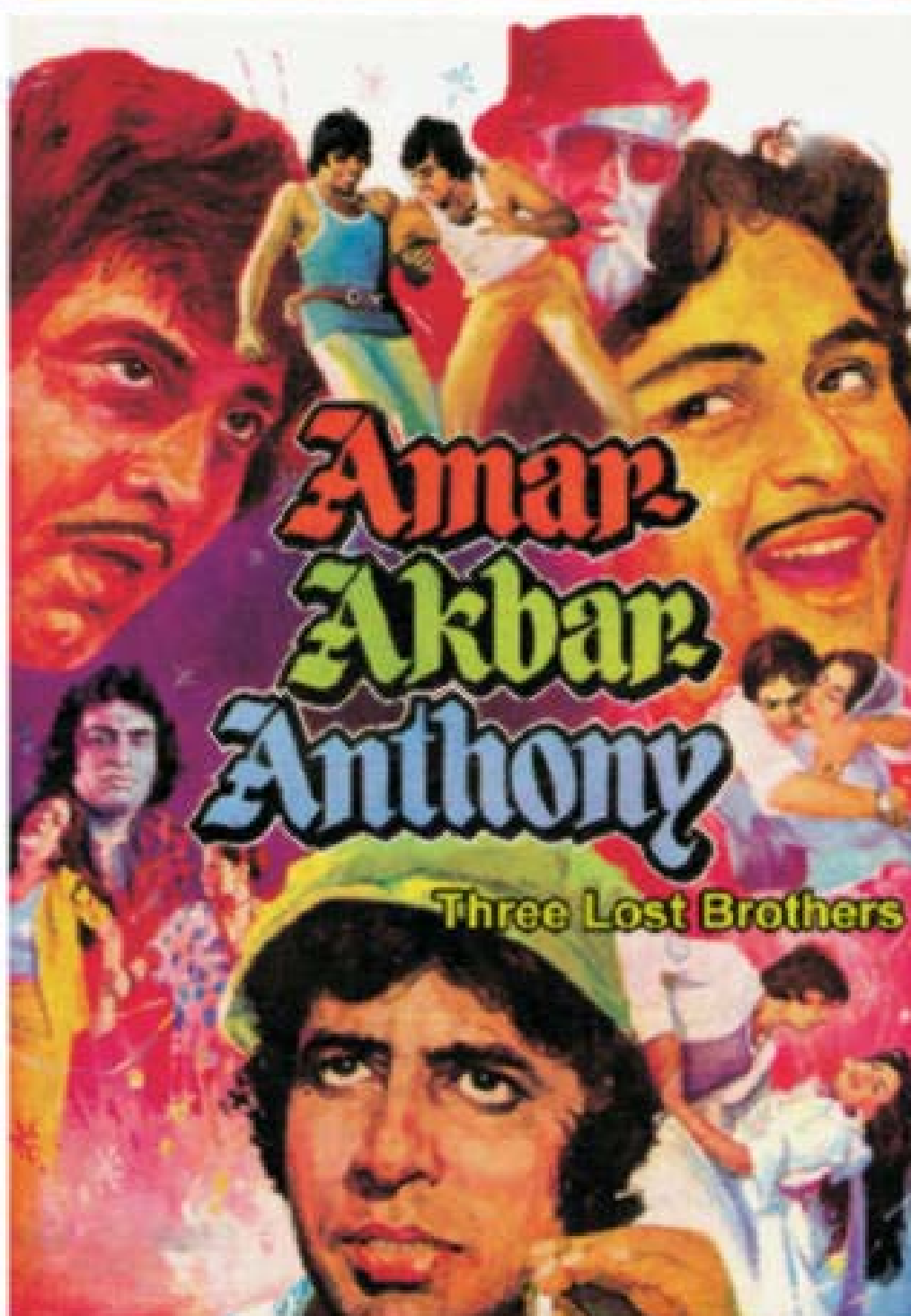
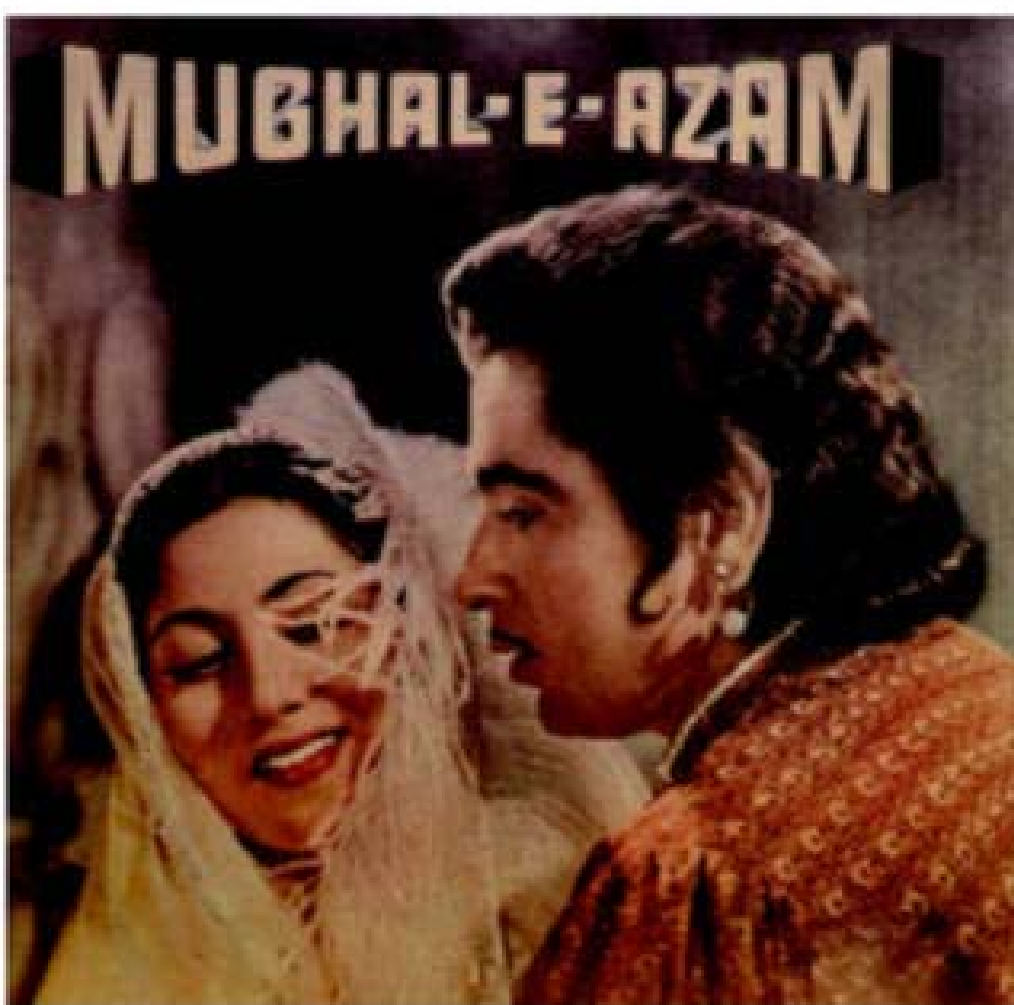
A pioneer in content ownership, aggregation and distribution, Shemaroo has been an integral part of the Bollywood industry for over 50 years. It is a leading content provider in the Indian entertainment space, spanning broadcast and digital platforms the world over.

With over 3,500 titles and growing, Shemaroo's offering cuts across several Indian languages and genres spanning seven decades of entertainment. Its partners include industry leaders like Zee Network, Star India, Sony Entertainment, Viacom 18, Tata Sky, iTunes, Etisalat, Vodafone, Reliance Jio, Spuul among others.



## Miniplex

- An ad-free Bollywood channel with a premiere every fortnight
- 800 plus Bollywood titles, top of the lot being classics like *Mughal-E-Azam*, *Amar Akbar Anthony*, *Don*, and other recent hits like *Jab We Met*, *Ajab Prem Ki Ghazab Kahani*, *Ishqiya*, *Dedh Ishqiya*, *Golmaal Returns*, *Huntermrr*, *Dirty Picture*, *Sarkar*, *Manorama Six Feet Under*, *Mujhse Shaadi Karogi*



## In conversation with Shemaroo director Hiren Gada



**Shemaroo has a huge content library including movies, music, shows. Can you give us a content breakdown for the platforms and territories that it goes to?**

Shemaroo has been an integral part of the Bollywood industry for over 50 years and has a formidable and ever growing collection of over 3,500 titles. This makes it one of the leading Indian content providers for satellite channels and digital technologies. Our core strength is the deep understanding of the evolving Indian audience's

pulse and our long standing relationship with platforms across the world comprising Zee, Star, Sony, Viacom18, B4U etc. Our clients include Indian broadcasters with international presence, local broadcasters in international markets targeting local audiences and digital platforms with regional as well as global footprints.

**Which territories have you explored? Which ones do you look forward to explore?**

Bollywood has a universal appeal and is appreciated by audiences across the globe. While our content gets showcased in most parts of the world, we are actively reaching out to the Indian diaspora markets such as the Americas, Middle East, Singapore, Malaysia, Mauritius, the Pacific etc as well as non-traditional markets which have an appeal for Indian content such as CIS, Romania, Turkey, Bulgaria among others. We are now exploring business opportunities in Latin America and sub Saharan Africa, as these markets are opening up to Indian content.

**How many languages is the content dubbed and subtitled in?**

In addition to catering to people in India in various regional languages, our content reaches the international audiences in Arabic, Russian, Malay, Bahasa, amongst others. We offer our partners customisation rights hence making our content very versatile and suitable for many geographies.

**You have some big plans for the future. Could you share them?**

Shemaroo is actively partnering with digital platforms for services both linear and non-linear. We are expanding our presence in the regional space such as Punjabi, Gujarati and Bhojpuri and have also made inroads in devotional and spiritual content as well. At Shemaroo, we are constantly evolving with changing audience preferences. For example, in the domestic market we saw consumers preference shifting to the value added service offering on DTH platforms and have successfully powered and curated services on Tata Sky, Airtel Digital TV, Dish TV, Videocon d2h, including cable platforms which span films in comedy, drama and action. We are now in talks to roll out these services in the international markets. While several tie-ups with platforms are already in place, we are exploring other opportunities as well.

## Rotomaker Studios



**Address:** India - Plot No. A-9, Survey No.610/2 &612, Moula Ali Industrial Area, Hyderabad - 500040; USA: 3500 W. Olive Ave, Burbank, CA, 91505.

**Contact Person:** Mike Yatham (Madhav Reddy)

**Designation:** Entrepreneur, Founder & CEO

**Contact Number:** (+91) 76800 01000, 91600 00071;

USA: +1-213-3086500, +1-818-5756500

**Email Id:** mike@rotomaker.com; mike@vfxhollywood.com; madhav@rotomaker.com

**Website:** rotomaker.com



**Company Profile:** Rotomaker Studios is a California-based VFX company started in August 2008 by Mike Yatham, and is known for providing quality services for major Hollywood companies. It renders services to over 15 countries globally like USA, Canada, UK, France, Australia, UAE, Singapore. Some of its major clients are Warner Bros., Sony TriStar Pictures, Sony Columbia Pictures, Deluxe, Twentieth Century Fox, Walt Disney, Universal Studios and more. By adapting a

specialised pipeline, it offers world-class VFX post-production services including rotoscoping, rig removal, paint clean up, restoration and match move. Having more than 600 artists, the company was audited by MPAA and is approved by international studios like Disney, Marvel, FOX, Warner Bros, Sony Pictures, Imageworks and more. Rotomaker has worked on over 300 movies including projects like *Fast and Furious 8*, *Guardians of the Galaxy*, *Wonder Woman*, *Spider-Man*, *League of Legends*, *San Andreas*, *Predator*, *Ben-Hur*, *Independence Day*, *Power Rangers*, *Drift*, *Kung Fu Panda 3* etc.

*"We take pride of being classified among the most trusted visual effects service providers in the current market. We fused the state of the art infrastructure, latest technologies, and the best of creative talents into our production pipelines to render quality in expert modes. We have been consistent with our partnerships with world's most renowned creative studios through our commitment towards quality and timeline, providing our clients with access to globally integrated digital film visual effects pipeline. We actively seek out projects that expand the strengths of the company and challenge our staff to push themselves to the next level. I believe that running a successful visual effects company is dependent on acquiring and retaining the best talents. My ambition is to prepare skilled artists for VFX industry in Telangana and generate as much employment opportunity through my company as possible."*

Rotomaker Studios Entrepreneur, Founder & CEO Mike Yatham



# ROTOMAKER

YOUR VFX SOURCING PARTNER

ROTOSCOPY WIRE REMOVAL PAINT MATCHMOVE SERVICES

USA | CANADA | UK | AUSTRALIA | INDIA

VFX work in your world, ROTO in ours,  
Too many shots, Time is less,  
Budget is limited, Deadlines are tight...?

**Rotomaker is here**

to ease your work With in your time sphere!



**ROTO**

**PAINT**

**KEYING**

**CLEAN UP**

**WIRE REMOVAL**

**Match moving**

**Gaming**

**Virtual Reality**



+91 7680001000

+1 213 308 6500

+1 818 575 6500



[info@rotomaker.com](mailto:info@rotomaker.com)



[www.rotomaker.com](http://www.rotomaker.com)

## Pinpoint Studios



**Address:** 108-109, Runwal Heights Commercial, Opp. Nirmal Lifestyle Mall, L.B.S. Marg, Mulund (w), Mumbai-400080.  
**Contact Person:** Owner - Rakhee Singh,  
Creative Director - Anand Pawar  
**Contact Number:** Rakhee Singh: +91 9769880813  
Anand Pawar: +91 9594046969  
**Email ID:** info@pinpointstudios.in  
**Website:** www.pinpointstudios.in

### Company Profile:

As an introduction, Pinpoint Studios prepares roadmaps for you to ensure a bump free ride for your projects. The team has a passion for story and love for characters.

From script to story board, character development to background designing, layouts to illustrations, its unique production techniques help streamline your project with much simplicity and smoothness. The studio has the talent and infrastructure to execute projects of any scale. It specialises in pre-production of all projects. For them, every project is personal and extraordinary.

It aims to provide you with the best results within the promised time and yes! quality is never compromised.

The team would love to explore working opportunity to handle all sorts of pre-production jobs for you.



**pinpoint studios**

your final destination

## The fruits of our Tree:

Script Writing  
Film Design  
Character Design  
Concept Art  
Storyboard  
Animatics  
Comic illustrations



[www.pinpointstudios.in](http://www.pinpointstudios.in)  
email id : [info@pinpointstudios.in](mailto:info@pinpointstudios.in)

## Rocksalt Singapore (Pte)Ltd



**Address:** Plot No: C/O 100 Beach Road, #30-00  
Shaw Tower, Singapore 189702.

**Contact Person:** Utkarsh Veer

**Designation:** CEO/Director

**Contact Number:** +91 8008096780

**Email ID:** utkarsh@rocksaltinteractive.com

**Website:** www.rocksaltinteractive.com

### Company Profile:

Rocksalt, established in 2011 by a group of extremely talented and innovative team, develop concept art, 3D modeling, texturing and animation for numerous platforms. With a team of more than 120 artists operating from studios in Hyderabad and Manila and business office in Singapore, we develop artwork, character animation for visually and technically superior games for various platforms. We have a comprehensive team for 3D as well, right from the 3D modelling till the animation team. We have a number of high end popular games and animation production series' art development to our credit.

*"Rocksalt began with a vision to be a world class premier interactive gaming company consistently offering innovative products and services, leading to customer gratification and enriching stakeholder value. As we continue to grow and strengthen the roots of Rocksalt, we are focused on working with our partners to help build high-end quality game art throughout the entire game lifecycle.*

*Our 120 plus highly adaptive and multi skilled team has partnered with some of the most renowned gaming studios and has supported in creating artwork from the nascent stage to the successful launching for more than 50 titles and we are still going strong.*

*As Rocksalt reaches its seven year milestone, our constant endeavor is to deliver as close to 'in-game-assets' as possible from a secure infrastructure and comply with the necessary data and IT security measures to safeguard every client's intellectual property during and post production."*

*- Rocksalt CEO & Director Utkarsh Veer*





DEVELOPING ART FOR DEVELOPERS



Rocksalt Singapore (Pte) Ltd. C/O 100 Beach Road,  
#30-00 Shaw Tower, Singapore 189702.

**ROCKSALT**

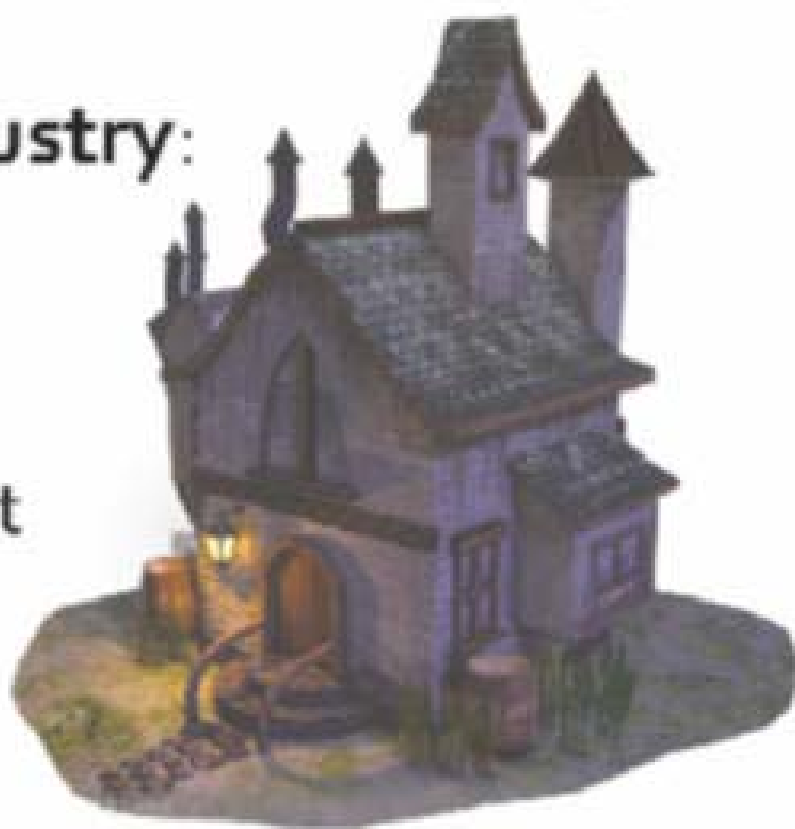


# Limpidfrog



## Services for Game industry:

- Art direction
- Narrative Designs
- Pre-Visualisation
- Game Asset Development
- Marketing collaterals
- IP Creation



## Services for Digital media:

- Pre-production
- Storyboard cinematic
- Production work
- Content creation for pitching
- Marketing collaterals
- IP Creation
- 2D/3D animated Series creation



---

ART BEYOND CANVAS

---

**Animation**  
**Xpress**.com

official representative at

ATF 2017

Visit us at booth M26

[anxcontent@animationxpress.com](mailto:anxcontent@animationxpress.com)

# **Movies • Footage • Clips Videos • Series**

from selective Indian producers

**Animation**  
*Xpress*.com

**Syndication & Distribution**

**For Enquiries: [anxcontent@animationxpress.com](mailto:anxcontent@animationxpress.com)**

**[www.animationxpress.com](http://www.animationxpress.com)**

**Booth #M-26**

# **Animation Xpress**.com

Part of Indian Television Dot Com Group

## **Booth #M-26**

C-350, Oshiwara Ind. Centre, Opp. Oshiwara Bus Depot,  
New Link Rd, Goregaon(W), Mumbai- 400104. India  
Tel. +91-22-66424000 | [www.animationxpress.com](http://www.animationxpress.com)  
Contact: [connect@animationxpress.com](mailto:connect@animationxpress.com)

---

 [@AnimationXpressIndia](https://www.facebook.com/AnimationXpressIndia)

 [@AnimationXpress](https://twitter.com/AnimationXpress)

 [@AnimationXpressIndia](https://www.linkedin.com/company/AnimationXpressIndia)