

LICENSING CORNER

February - March 2018
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FOCUS: ART & DESIGN

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I am happy to present the latest edition of the 'Licensing Corner' Magazine.

It is a wonderful time for our industry. We are seeing exponential growth, which is bound to grow manifold in the times to come. This issue reflects this optimism and brings forth a fresh burst of the latest in news and trends from the industry.

Licensing has permeated our lives in all spheres today. We are increasingly becoming aware of the necessity and importance of appropriate licensing, be it music, art or design, the right information is key. This issue focusses on these key areas of the licensing and retailing industry.

Among others we are seeing a spurred growth in the Art licensing sector of India, with a variety of products focused on brands, and identifiable artists being collected by name and style.

We also have an exclusive interview with Indian art Curator, Jasmine Shah Varma, where she reveals the market dynamics, art opportunities and more!

In the past few months, we have noticed that celebrity collaborations have taken the centre stage in the domestic arena. Be it Siddharth Malhotra representing Pepe Jeans, India or Virat Kohli becoming the new face of Uber, celebrities never fail to represent the image and the promise of their brands.

Sports licensing has arrived as one of the fastest growing sectors of the licensing business worldwide. According to a report released by ESP Properties, Indian sports sponsorship has witnessed a growth trajectory with the overall sports sponsorship growing by 14 percent in 2017 to Rs 7,300 crore from Rs 6,400 crore in 2016, led by media investments.

Also, we got a sneak-peek into the world of London Toy Fair 2018 and Hong Kong Licensing Trade Fair 2018, brimming with tech-infused, and interactive toys.

Many prominent personalities have started licensing their apparel collection. Turner India collaborated with Indian ace designer Manish Arora for the international launch of a special Tuzki-inspired fashion collection. Isn't it awesome?

Be it Renault Kwid's Super-hero edition cars or the spectacularly inspired Barbie dolls modeled on international female icons, we have tried to bring to you the most exciting and happening news from the world of the global merchandising and licensing market.

We hope you enjoy reading and do write to us! We look forward to hearing from you!

Happy Reading!

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Renault Launches 'KWID SUPER - HERO EDITION' with Marvel Avengers

All superhero fans can now buy a **Renault Kwid** with a sprinkling of design elements of either **Captain America** or **Iron Man**. Wonder how? Renault has finally launched the Kwid Superhero edition in India at a starting price of ₹ 4.34 Lakh (ex-showroom, Delhi). This model is the second special edition from Renault in 2018. The Renault Kwid Superhero edition is available only with the Iron Man and Captain America Models.

Both the models were showcased at the Auto Expo 2018 in New Delhi.

The special edition has been launched in partnership with Marvel owner Disney.

THE IRON MAN EDITION:

- ▶ This edition gets a bright red paint scheme with gold decals on the sides, near the roof spoiler and an 'Invincible' badge on the rear door.
- ▶ The car also has gold touches in the headlamp and fog lamp housing, with new titanium black interior harmony.
- ▶ The Kwid comes with fiery red ORVMs with armour gold streak, sport steering with anodized red accent and red stitch lines.
- ▶ New bright red front and rear skid guards.
- ▶ The car also has new armour gold front and rear terrain protector, along with new muscular style wheels.



THE CAPTAIN AMERICA EDITION:

- ▶ This version is finished in white and gets blue and rear decals on the bonnet, sides and on the outside mirrors.
- ▶ It has new right red ORVMs with white streak, sporty steering wheel with supreme blue accent and red stitch line.
- ▶ It also sports 'Super Soldier' badges on the rear door, along with bright red front and rear terrain protector.
- ▶ It also includes new Titanium black interior harmony, with muscular wheels.



The equipment levels are on par with the top-spec RXT (O) trim, which includes a 7.0-inch touch-screen infotainment system with navigation as standard.

Mechanically, the special-edition Kwid is unchanged from the standard model and is available only with the 68hp, 1.0-litre engine. A rotary-button operated five-speed AMT and a five-speed manual will be on offer with the new models.

Best-in-class features include its boot capacity of 300 litres, ergo-smart cabin, multiple storage spaces, upper segment body dimensions, interior space, service parts maintenance cost, ride and handling options.

Renault had also launched a '**HULK**' themed Kwid in Brazil last year.



Power Women: **BARBIE** Unveils Dolls Based on Global Role Models

Mattel has unveiled a new line of **BARBIE**s inspired by female role models from around the globe. The move came ahead of the **International Women's Day** celebrations on March 8.



The Shero program honored 14 “**Modern - Day Heroes**” who have broken stereotypes in their fields which includes Patty Jenkins, Chloe Kim.

The new collection doll line paid homage to historical figures who have made a significant contribution to the society including aviator Amelia Earhart, artist and activist Frida Kahlo and mathematician Katherine Johnson.

HERE'S A COMPLETE LIST OF THE WONDER WOMEN:

- ▶ American filmmaker Patty Jenkins, the first woman in history to direct a film with a budget of more than USD 100 million for Wonder Woman.
- ▶ American snowboarder Chloe Kim, the youngest woman to win a gold medal in snowboarding at the 2018 Winter Olympics.
- ▶ Australian conservationist Bindi Irwin.
- ▶ U.K. boxing champion Nicola Adam, Britain's most successful female boxer of all time.
- ▶ Turkish windsurfer Cagla Kubat, founded her own windsurfing school for young surfers.
- ▶ French chef H el ene Darroze, a fourth generation French chef with three restaurants and two Michelin stars.
- ▶ Chinese volleyball champion Hui Ruoqi, the 15th captain of the Chinese women's national volleyball team who also won gold at the 2016 Summer Olympics.
- ▶ German designer and entrepreneur Leyla Piedayesh, founder of fashion label Lala Berlin.
- ▶ Mexican golfer Lorena Ochoa, an athlete, mother, entrepreneur and promoter of golf in Mexico.
- ▶ Chinese actress and philanthropist Xiaotong Guan, an ambassador for “World Life Day”.
- ▶ Chinese prima ballerina Yuan Tan, a principal dancer at the San Francisco Ballet and guest principal dancer at the Hong Kong Ballet.
- ▶ Spanish entrepreneur and fashion designer Vicky Martin Berrocal, the creative director of Victoria company.



The dolls will start to roll-out to stores nationwide soon and are currently for pre-sale on the company's official website.

Barbie™



LICENSING AFFAIRS



IMAGICA, Green Gold Animation Join Hands to Bring 'CHHOTA BHEEM' ALIVE

Taking a cue from global counterparts, Imagica, India's favourite entertainment destination is all set to extend a unique consumer experience for guests at the theme park, in association with **Green Gold Animation**.

This one-of-a-kind association with India's pioneer in producing original animated content, will witness the introduction of India's first character ride – '**CHHOTA BHEEM THE RIDE**'. The kids-friendly attraction is scheduled to be unveiled at Imagica's Theme Park this May.

The association will introduce an assorted range of merchandise such as Chhota Bheem and his friends' apparels, toys, and 'Back to School' products at all the stores and kiosks across the park.

Taking character's interaction and popularity to the next level, Chhota Bheem will entertain guests from all across the country through 'Chhota Bheem The Ride' at Imagica, Grand Imagica Parade alongside the stars of the theme park, and meet and greet with fans.

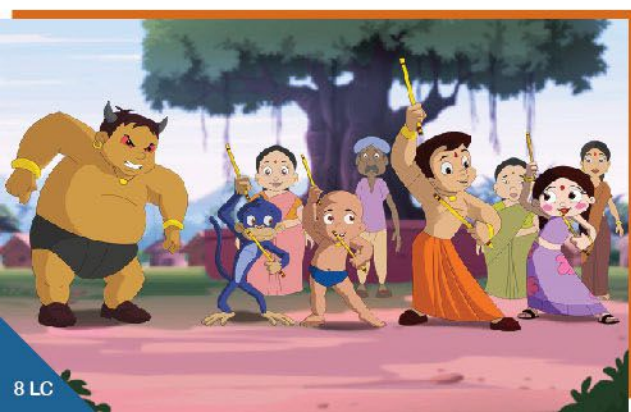
Commenting on the association, Pooja Shetty Deora, Director, Imagica said, "Our vision at Imagica is to bring the best of experiences at par with international standards to the country, and our collaboration with Green Gold Animation is sure to set a benchmark in the space of Indian Theme Parks.



This collaboration marks India's first of its kind, where a theme park is associating with an animated content creator to bring India's favourite character alive."

Providing a permanent presence for India's favourite character beyond television and digital space, the association is expected to increase footfall at Imagica in Q1 by Rs 1 lakh amounting to an increase of 17 percent as compared to the previous year.

Located between Mumbai and Pune, Imagica is one of India's leading holiday destinations, offering a gamut of interesting and unique entertainment experiences under one roof through its international standard theme parks.



RELIANCE JIOMUSIC, SAAVN TO MERGE; Inks \$1 Billion Deal to Create Digital Music

Reliance Industries Limited signed definitive agreements to combine music-streaming business Saavn, with its own digital music service, JioMusic.

The deal will combine the streaming media expertise of Saavn with the connectivity and digital ecosystem of Jio, to tap a “billion users in India and globally,” the companies said in the official statements.

The combined entity is valued at over USD 1 billion, with JioMusic’s implied valuation pegged at USD 670 million. In addition, Jio will invest an additional USD 100 million towards making the combined platform one of the largest music streaming services in the world.



Commenting on the association, Akash Ambani, Director, Reliance Jio, said, “We are delighted to announce this partnership with Saavn, and believe that their highly experienced management team will be instrumental in expanding Jio-Saavn to an extensive user base, thereby strengthening our leadership position in the Indian streaming market.”

The integrated business will be developed into a media platform with global reach, cross-border original content, an independent artist marketplace, consolidated data and one of the largest mobile advertising mediums, the oil-to-telecom behemoth said in a statement.

The Jio-Saavn deal comes weeks after rival company Gaana announced a USD 115 million investment in a funding round led by China’s Tencent Holdings.

As per the official statement, the company will continue to operate the over-the-top media platform available on all app stores. The three co-founders of Saavn, Rishi Malhotra, Paramdeep Singh and Vinodh Bhat, will continue in their leadership roles in the combined entity.

The shareholder base of Saavn includes Tiger Global Management, Liberty Media, and Bertelsmann, among others. Founded in 20017, Saavn offers 36 million tracks in 15 languages. The company has more than 900 label partnerships, including Universal, Sony, T-Series, Tips, YRF, Saregama, Eros and Warner Music.



JioMusic claims content from all the major Indian and international labels, with over 16 million HD songs across 20 languages.

LICENSING AFFAIRS



PARTY KINGDOM: A One - Stop Solution For Theme - Party Products in India

Want to celebrate your birthday with your favourite cartoon characters? But, don't know where to get theme products under one roof. Don't worry! Party Kingdom has a solution.

'PARTY KINGDOM', one of the leading official licensee of themed party products and the only manufacturing unit with 100% original licensed cartoon characters, is now ready to fulfill the dream of every child's birthday celebration in India.

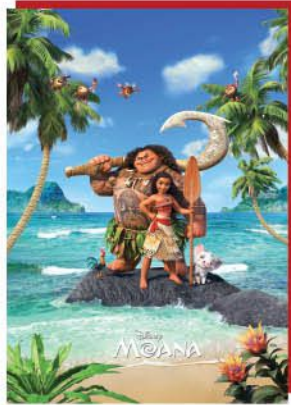
WHAT LICENSEES WE HAVE?

Disney's Mickey & Minnie | Frozen | Disney Princess | Winnie the Pooh | Jungle Book | Sofia the first | Moana | Spider - Man | Avengers and Cars ... and many more



Our new licensees taken up for this season are:

Sofia the first, Jungle Book and Moana



The Products Are Exclusively Available at All Major Retail Outlets Including Toy R Us, Spencer, Star Mark, Hypercity, Reliance Mart, Crossword, D' Mart, Spar, Hamley's Metro Cash N Carry, Star Bazaar and Landmark

Specializes in organizing theme and birthday parties, Party Kingdom assures of quality products, complied with child safety norms.

Having licensing partnership with Disney Consumer Products, the company is all set to expand its wings globally.

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FOREIGN FRAY : These 'VIDESHI' Brands Debut Into The Indian Market.

STARBUCKS OPENS THREE NEW STORES IN KOLKATA

Tata Starbucks Private Limited, which is a 50:50 joint partnership between **STARBUCKS COFFEE COMPANY AND TATA GLOBAL BEVERAGES LIMITED**, opened its doors in the city of joy - Kolkata.

The American coffee brand makes its debut with three outlets - Part Mansions, Acropolis Mall and South City Mall.

While its beverage offers in India are mostly aligned with what it serves globally, the global cafe chain is cooking up a storm on its food menu, serving up a slice of the region it has entered.

Starbucks has introduced two fusion desserts - Chomchom Tiramisu and Chocolate Rossomalai Mousse.



JACK & JONES LAUNCHES ASIA'S LARGEST EXCLUSIVE BRAND STORE IN PUNE

Leading European menswear fashion brand Jack & Jones has launched their largest store in Asia. The sprawling store is spread across an impressive 6,000 square feet area in Pune's Phoenix Market City mall.

The store is located in Pune's Viman Nagar, which offers latest international trends with a state-of-the-art decor for a truly luxurious shopping experience.

The posh new store is conceptualized to give the patrons an evolved shopping experience, which houses international styles from the latest Spring / Summer 2018 collection displayed in separate sections depicting the brand's distinct lines.

JACK & JONES®

www.jackjones.com

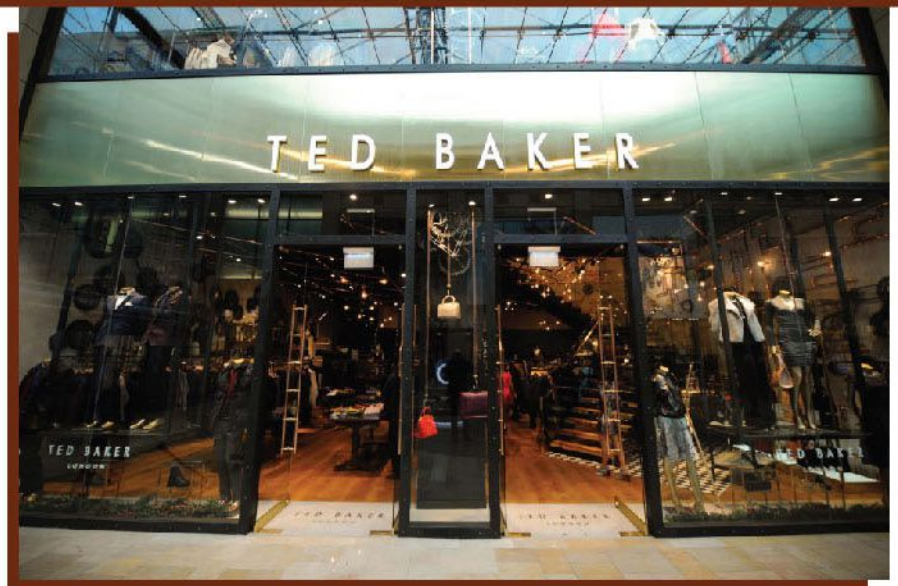


BRITISH BRAND TED BAKER OPENS ITS FIRST STORE IN DELHI

British clothing and accessories brand **TED BAKER** has set foot in India with its maiden store at **the Chanakya Mall in New Delhi**. The high street label is best known for its understated aesthetic and focus on handcrafting and ergonomics.

The brand has been brought to India in partnership with Aditya Birla Fashion and Retail Limited.

Inspired by the Crown Jewels, the new store has a diamond formation timber floor through the store.



BRAZILIAN SHOE BRAND MELISSA DEBUTS IN INDIA

BRAZILIAN BRAND MELISSA, known for its fashionable shoes, launched its first ever flagship store at the DLF Promenade Mall in Delhi with Bollywood fashionista and Befikre actress Vaani Kapoor.

With a strong presence in over 96 countries including key fashion cities such as New York, London, and Hong Kong; the new sprawling 1,454 square foot retail store is the Brazilian eco-friendly label's first exclusive business outlet in India.



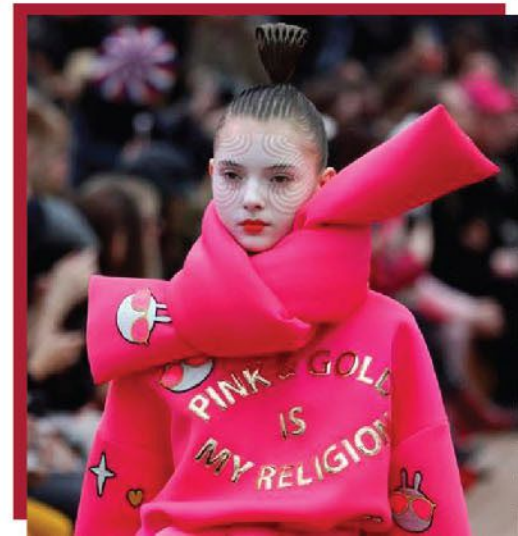
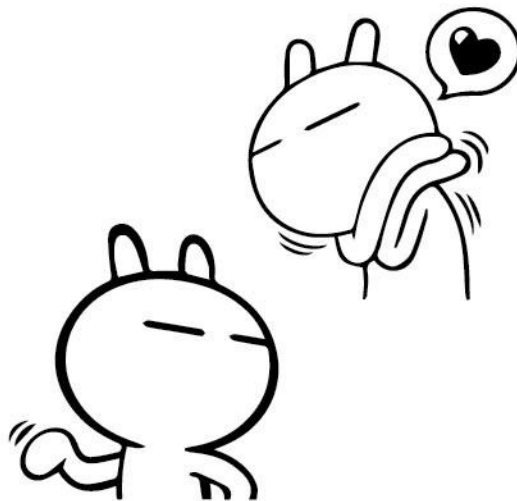
LICENSING AFFAIRS

TUZKI INSPIRES MANISH ARORA's Fall Collection At Paris Fashion Week

Turner's popular emoticon, **TUZKI**, is all set to take the international world of glitz and glamour by storm. Turner India has announced a collaboration with Indian ace designer **MANISH ARORA** for the international launch of a special Tuzki-inspired fashion collection.

Amidst the sunset hues and mystical midnight tones plucked from the robes of Merlin, you will spot China's most famous emoticon, 'Tuzki' at the fall 2018 collection at Paris Fashion Week. The quirky rabbit adds a playful element to the eclectic mix.

Launched as 'Orange is the new Zen', this year marks a milestone for the designer, celebrating 10 glorious years of showcasing stunning designs at one of the world's most prestigious fashion week.



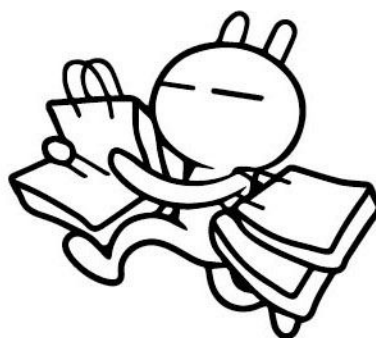
Commenting on the collaboration, the ace designer said, "It feels great to partner with an iconic brand like Tuzki. This unique collection was inspired by this special rabbit. He personifies a composed, relaxed yet a cool lifestyle, one that is similar to mine."

Embodying these unique traits and features of the emoji icon, the collection is a unique dove-point between Tuzki's quirky characteristics and Manish's shrewd expertise. The collection features apparels that put the spotlight on Tuzki's funny traits and peculiarities through the fashion designer's archetypal creativity with a blast of colours.



The collection includes t-shirts, dresses, jackets, pants, sweat shirts and accessories such as backpacks, pouches and clutch bags.

These quirky rabbit-themed designs will be widely promoted and available for sale across Manish Arora fashion stores in China, before bringing it to the Indian market.



ART LICENSING 101 – Understanding The Basics of An Artist's Income

Licensing is a billion-dollar industry and **'ART LICENSING'** only makes up 10 percent of all licensing. Art licensing is growing every day with a variety of products focused on brands, and identifiable artists being collected by name and style. However, when artists first learn about the concept of art licensing, they are full of questions. They want to understand what it is, how it works, and if it is for them.

CONFUSED? LET'S BREAK IT DOWN FOR YOU:

Art Licensing is defined as leasing the right to use a legally protected name, graphic, logo, saying or likeness in conjunction with a product, promotion, or services.

BASICS OF ART LICENSING:

WHO

Artists who want to share in the **"SUCCESS OR FAILURE"** of a product versus being paid for their time for the creation of art often choose to license their art.

The business model is very similar as how a salesperson works on the commission. These artists are paid a royalty based on the sale price of a product and the quantity sold.



WHY

Manufacturers and retailers use art and **"properties"** on products as an added mechanism to help sell to consumers. So, if you are a GOT or Harry Potter fan, and the artwork from the brand or property is on a product, the chances of purchase is higher.



THERE ARE FOUR PRIMARY WAYS AS TO HOW MANUFACTURERS AND RETAILERS GET ART FOR THEIR PRODUCTS:

- ▶ Using their own in - house art departments
- ▶ Outright purchase of art from artists / designers
- ▶ Using stock art from studios and factories who create their products
- ▶ Licensing of art - either via traditional royalty based agreement, or a flat fee agreement.

You can negotiate exclusive use of an **ARTIST'S** design for their products, and henceforth, would ensure their competitors won't be able to bring the same thing to market.

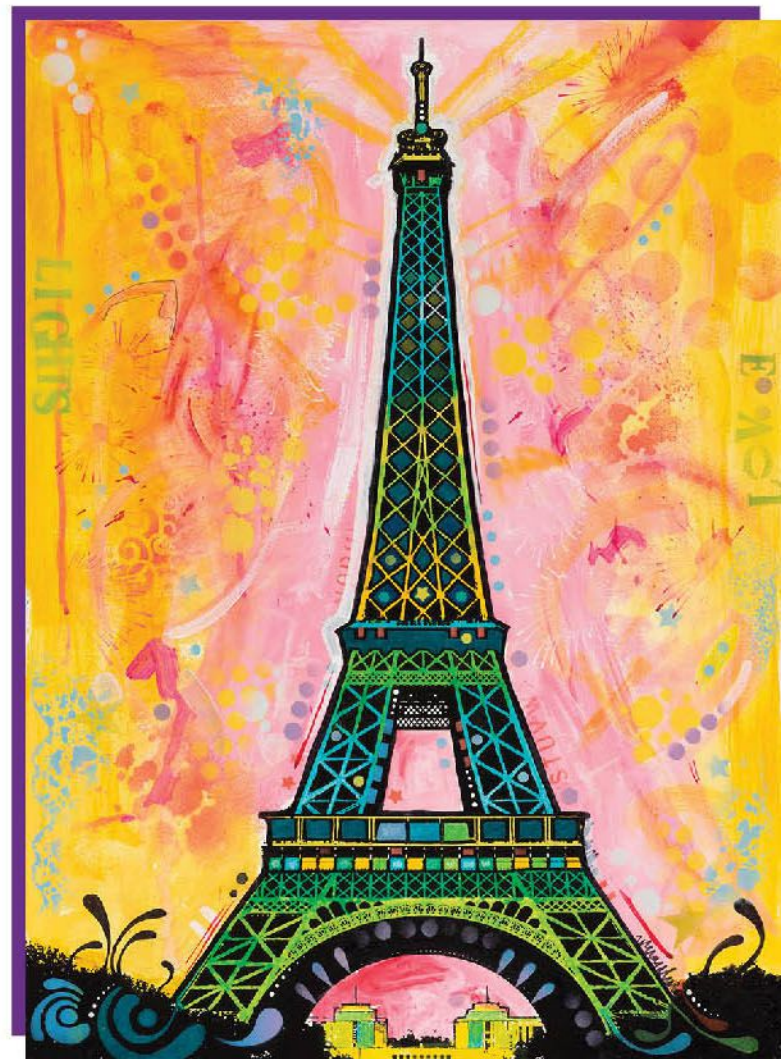
Licensing gives your brand a recognition, as manufacturers are always looking to alleviate their risks when making products. Using art from an artist who is well known insures some level of guaranteed sales of a product.

Licensing your artwork is a cost savings process as they are always directly related to the income from sales of the product.



HOW MUCH CAN AN ARTIST MAKE?

The range of annual income for artists who pursue art licensing varies greatly. If you are planning to take the art licensing route, be prepared to have a long-term mindset. While it's hard to guess what you will make, you can be pretty sure it won't be fast money. It can take 12 - 18 months after signing an agreement before you will see any revenues, and 2 - 5 years for a licensing relationship to mature enough to start earning the kind of consistent income you desire.





THINGS TO KEEP IN MIND WHILE LICENSING YOUR ART:

Research Carefully:

It is advisable to know the rates of your art licensing based on the materials and area. With this basic knowledge, you'll be ready to negotiate on your own.

Create a Target List:

Make a list of some of your dream companies, and start doing some research before finalizing your list. If possible, reach out to artists who have partnered with the company to see if it might be a good fit for you.

Study The Consumer Market:

Artists must create art that consumers want to see on products and that appeals to the mass market.

Create Your Website:

Your website is the reflection of your persona and artworks, and that is exactly the first thing that a potential licensee will review. It's imperative to make a good first impression! It should be clean while also conveying the unique aesthetic of your brand.

Showcase at a Tradeshow:

It's one of the best ways to get your designs in front of a large number buyers and art directors with whom you might want to partner.

Social Media:

If you really want to make a business opportunity happen, connect to the people who can make it happen via social media. To build your community, follow other artists, comment on their posts and regularly engage with your audience.

WHAT COMPANIES WANT

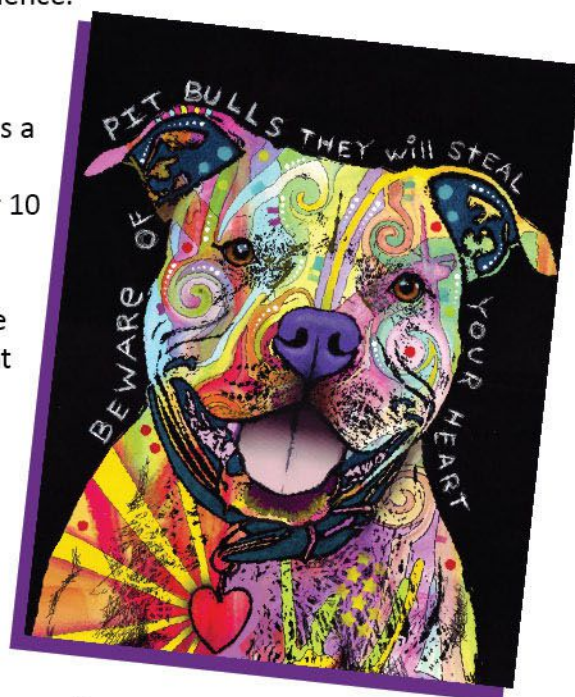
- ▶ Companies are looking for themes that they can use across a range of products, with complementary images.
- ▶ It is advisable to create your collection in sets – like 4, 5 or 10 where they would be able to make more merchandises or products.
- ▶ If you are a designer or can work in design, you could make patterns and designs that would work great to complement your original art images, or to license to fabric companies.

AVOIDING THESE COMMON MISTAKES:

There are many potholes one can fall into on the quest for commercial artistic success. So, if a company comes to you and wants to:

- ▶ gain the copyright for any pieces of your art;
- ▶ gain full and complete reproduction rights to any of your artwork;
- ▶ gain the right to sub-license your art to other companies without your having to approve and sign each specific sub-licensing agreement;
- ▶ gain full ownership of your original works of art as part of the licensing agreement

then think twice before signing on the dotted line as being good in business is the most fascinating kind of art.





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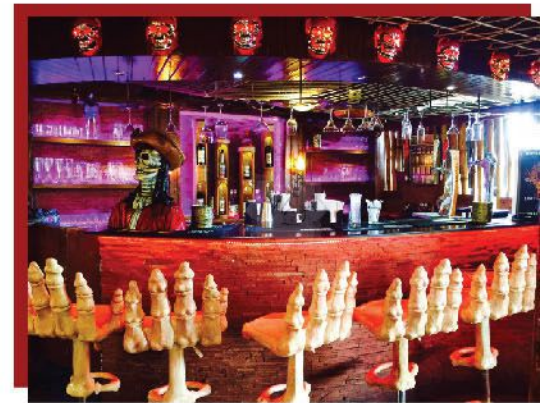
These **THEMED - RESTAURANTS** in India will Definitely Make You Nostalgic

Themed-restaurants are the new trend, which offers its customers a new dining experience. Imagine dining with Joey, Rachel at Central Perk or having a magical meal?


With movie merchandising and licensing ruling the world, it's time to take a break from conventional restaurants and have an 'out of this world' experience at one of these themed joints. Built around a particular theme from your favourite series or movies, these restaurants take you to a different world altogether with their ambiance, food and music.

THE BLACK PEARL, BENGALURU

Located in Koramangala, 'The Black Pearl' is an amazing restaurant that resembles a ship's deck. If you are too obsessed with skeletons and spooky things, get ready to witness those bar stools and chairs that have backs shaped like very realistic human rib cages.




From the wooden flooring to the statues of the funny pirate Jack Sparrow, The Black Pearl gives an experience of feasting in a pirate ship (or being held captive in one).

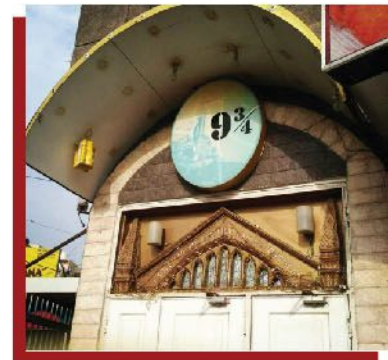
 105, 2nd & 3rd Floors, Vikas Tech Park, Jyoti Nivas College Road, Koramangala, 5th Block, 5th Block, Koramangala, Bangalore. (India)

CAFE PLATFORM NINE AND THREE QUARTERS, NEW DELHI

A big shoutout to all the Potterheads out there! Wizarding world has come itself to give you some great experiences, while dining.

You can go to **Delhi's First Harry-Potter Themed Cafe!** It's a little-hidden masterpiece in Vivek Vihar. The restaurant has walls that contain stills and artworks from the movies to give it a more magical look.

 DDA Market, Satyam Enclave Near Sukhdev College, Vivek Vihar, New Delhi. (India)




FRIENDS CAFÉ, MULTIPLE OUTLETS

If you are a 90's kid, then you must remember Joey, Rachel, Chandler from your favourite show **FRIENDS**. No matter how much we love Twilight or GOT, we're still laughing at FRIENDS, which is a sort of a bridge between two generations.

There are five FRIENDS - themed cafes in India right now, all of them peddle the nostalgia from the legendary couch which finds a place in Central Perk to Joey's ugly white Pop dog who builds up the decor at **FRIENDS CAFE** in the city of joy - Kolkata.



 Currently, you can feel the nostalgia at Chandigarh, Kolkata, Pune and Gurugram.

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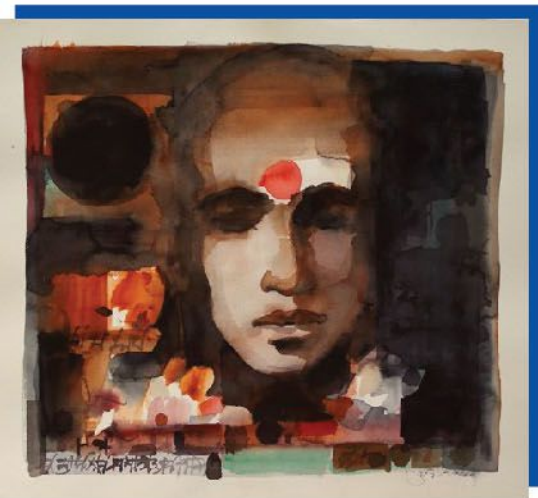
Tete - A - Tete with **JASMINE SHAH VARMA**, Indian Art Curator

“Respect art and artists to take forward art licensing in India,” says **JASMINE SHAH VARMA**, Indian art curator, and founder of Indian Colours, who contextualises India has a growing and diverse art scenario.

In an exclusive interview with the Licensing Corner, Jasmine talks about curating and the current art scenario in India.



From a former journalist to the founder of the Indian colours, describe your journey so far.



I specialized in writing about contemporary Indian art for mainstream newspapers which was the start of my long association with artists. Thereafter my engagement with fine arts continued as curator of art exhibitions for private art galleries. In the course of curating for a few years I experienced that a minuscule portion of the city's population visited art galleries. While the country's art making profession is growing, the majority of people are not familiar with the language of contemporary art. I started looking at ways of bridging that gap and making art approachable and to start a relationship between people and contemporary art language. That's how I decided to adapt works of art to products of lifestyle use and make them available everywhere beyond the scope of art galleries. This started as an experiment to see if people responded to art products of everyday use and they did.

For most of the people, an art curator is an agent. Explain to us how exactly an art curator contextualize artwork?

In the context of contemporary art, the role of a curator is a specialized one. She brings a studied perspective on a subject of concern and selects artworks related to such a concern. A curator researches, visits artist studios, studies various art practices past and present, interprets artworks, writes about it for the public, designs the display of the artworks among other responsibilities.

Licensing, to most of us, is not a discussed topic. What, according to you, is art licensing? Who should license their work?

Like all licensing art licensing is an arrangement where the artists give permission to another party to print images of their paintings and manufacture products against agreed payment. The copyright of an artist's creation always remains with the artist so to use the images of their art one has to license them to print.



Buying art is still a practice among the elite class, how have you sought to dismiss this notion and make art more accessible?

Indian Colours is an initiative to dismiss the notion that art is only for certain sections of society. With our range of art products anyone can own a piece of art and use in their day to day life. An original work of art is one-off and will always remain expensive because each creation takes a lot of time and experience to make. So Indian Colours in collaboration with esteemed artists is making each masterpiece available at the smallest fraction of the original cost of an artwork.

What are the things you look for while selecting a potential licensor?

Firstly, the artists I work with are established in their art practice. Adapting art to products has challenges as it is not made for printing on 3D objects but as a work of art for walls. This is unlike designs you see on products in the market. Keeping this in mind adaptable artworks are chosen. Lastly, the aesthetics of the kind of art is my choice contributing to the visual identity of the brand.



What is the business model between you and the artist?

Royalty based.



As being one of the pioneers in the field of art licensing, what according to you is the most important thing to be kept in mind while licensing an artwork?

Respect art and artists to take forward such an initiative.

Briefly explain the current art scenario in India. What works or what does not?

India has a growing art scene. It is diverse and very exciting. Much more needs doing so that more Indians engage with fine art in places besides the metros.

JASMINE is a Mumbai-based art curator and writer. She has been writing extensively on art since 1998 for mainstream publications, art magazines and artist catalogues. Since 2005 she has curated several exhibitions that have both drawn a new audience to the visual arts as well as attracted the attention on seasoned collectors.

From **PAINTCOLLAR TO SOULED STORE:** These Startups Have Taken Merchandising, Art Licensing to a Different Level

From customization to merchandising, E-commerce in India has changed the way, something that was unthinkable years ago.

Fashion is the highest margin category in e-commerce, with most online marketplaces reporting that first-time customers often prefer to make fashion or mobile phone purchases. In fact, this category has given rise to a bunch of startups in the last few years.

Love Khaleesi from the Games of Thrones? Or still stuck in Harry Potter or FRIENDS? Want to showcase it on your quirky t-shirts or recently bought iPhone? Don't worry! These startups have a solution, and have stood out, made a mark, and continue their winning streak.

HERE WE GO:



Would you believe if I tell you that three youngsters from Mumbai turn their love for Star Wars into an online marketplace for pop culture merchandise - **THE SOULED STORE.**

One of the famous online destination, where you can get customized items

Unlike other physical stores, the Souled Store give official merchandise at great prices, with a personal touch.

The Souled Store claims to be India's largest online brand for big budget movies (Marvel, Batman, Superman, The Justice League, Harry Potter, Lord of the Rings, Star Wars, Raees, etc.), cartoons (Cartoon Network, Scooby Doo, Flintstones etc.), TV Shows (Friends, The Big Bang Theory, South Park etc.), and sports (WWE, IPL teams like Kolkata Knight Riders and Kings XI Punjab, kabaddi franchises) and much more.

Founded by Vedang Patel, Rohin Samtaney and Aditya Sharma (all 28-years old) in June 2013, the online space has 5,00,000 customers with more than 1,000 orders per day.

The Store's target audience is in the age group of 16-30 years, a bulk of which belongs to the middle-class segment.



From a team of three and a small cupboard of T-shirts, the company now has a team of 75, including 18 designers (majority are NID and NIFT graduates). The Souled Store offers more than 20 designs for each category.

The online store even collaborated with 20 - 30 YouTube channels, including All India Bakchod, for promotion of products via tweets and videos.

With an investment of Rs 1 Crore, the co-founders plan to open offline stores in Mumbai, Delhi and Bangalore in 2018 as branding exercise.

www.thesouledstore.com



PAINTCOLLAR

paintcollar.com

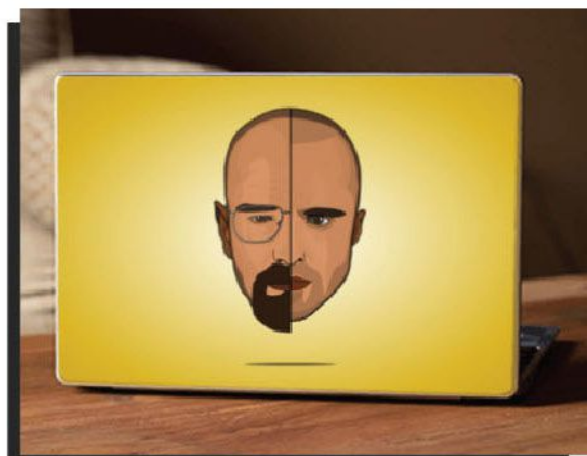
From a fest at IIT Bombay to 'Baahubali' merchandise, PAINTCOLLAR was founded in September 2014 by four 23-year old boys namely - Shantanu Mahajan, Deepak Yadav, Akash Arun and Amogh Vaishampayan. It is a marketplace for merchandise, made and sold by partner artists.

As it is impossible for an independent artist to sell your artworks in the market, Amogh, who hails from a family of artists, felt their startup should focus on artists. The team realised that they could help independent artists and creators.

With 3,000 artists onboard, the firm ships 50-60 products every day.

Besides, the company also has offline business, which takes B2B bulk orders for merchandise manufacturing to various corporate clients including Times Music and institutions such as IIT and IIM-Ahmedabad.

The firm stepped into the merchandising world with the movie Shivaay starring Ajay Devgan. After it got a huge response, they soon bagged a merchandising contract for Baahubali from Black White Orange Brands (BWO).



www.zwende.com

Founded by Innu Nevatia and her husband Sujay Suresh, ZWENDE is a one-stop destination for the customers who were frustrated by the lack of options in design. Zwende is an online mass customization platform that allows users to customize branded products with traditional designs, all falling within the boundaries of a very stringent design ethos.

Frustrated with the 'aur dikhao' attitude, the entrepreneurs themselves have created a software that evolves and learns according to the customers preferences while also showcasing the best possible combinations for that particular product.

Once the customer orders the product, the designs and colours are hand painted by master craftsmen from each of the art forms, and delivered within three weeks.



Founded by Shikhar Vaidya, Smriti Dubey, and Pratyush Singh in 2015, the platform began by curating graphic art and design on clothing and lifestyle products for men and women.

Redesyn works as a tech solutions provider to designers, brands, and influencers. It aims to nurture the community and make it a bigger part of the merchandise experience.

Redesyn comprises of over 150 active designers, who get a total of over 1,100 orders a month.

www.redesyn.com



Which of Them is Best For **Brand Recognition** ?

When we turn on the TV or surf the internet, it is impossible to consume media without seeing a celebrity promoting or pushing a product. Celebrities provide brand recognition, create buzz and help drive sales.

Celebrity endorsements arguably date as far back as Marie Antoinette endorsing cake. However, what is new is the way celebrity partnerships are taking the centre - stage.

Most people know about celebrity endorsements, but the concept of celebrity licensing is something that many brands forget to consider. While each of them have proven to be successful in different campaigns, it's important to take a look to find out which one is ultimately the best fit for our brand.

CELEBRITY LICENSING :

Most common in the fashion industry, celebrity licensing is when an existing business licenses the name, image, and rights of a celebrity to impose the belief that the person has their own line. Generally, the brand has all existing designs, manufacturers, and distribution in place and the celebrity has approval rights over the design.



The first Indian to get started was yesteryear's actress Zeenat Aman, with a perfume named Zeenat.

The foremost Indian celebrity to successfully have his own fashion brand is **Salman Khan's Being Human**. With stars jumping onto the bandwagon (be it **Anuksha Sharma's Nush** or **Sonam Kapoor's Rheson**), celebs are rushing to launch their brands, thus, superseded celebrity endorsement culture.



With celebrity licensing, a legally protected entity is leased, including Logo, Name, Signature, Trade-mark and Character among others.



Celebrity licensing, which has become extremely lucrative, involves marketing but in a different way. Unlike celebrity endorsements, whereby a living celebrity endorses a specific product or service, celebrity licensing involves both living and deceased celebrities.

CELEBRITY ENDORSEMENTS :

Celebrity endorsements are widely used throughout the world and for everything imaginable.

Celebrity endorsements consist of celebrity star power being used to create an interest in and awareness of a particular product or service. It's almost like the celebrity is used as a super model for the brand.

Recently, Actor **Siddharth Malhotra** has been roped by the Pepe Jeans London to become the first Indian brand ambassador. Sidharth's popularity, expressed affinity for the brand, powerful persona and youth connect brings a compelling energy to Pepe Jeans.

However, brands can also be overshadowed by celebrities. In a nutshell, if the marketing strategies are not handled properly, star power becomes the focal point instead of the endorsed product or service. In addition, sometimes a celebrity is overexposed.

Celebrity endorsements do not guarantee long-term favorable effects, due to the risk to advertisers that the celebrity endorser may get caught up in a scandal, creating negative perceptions to consumers.

CELEBRITY PARTNERSHIPS :

Celebrity partnerships casts a wider net than both celebrity endorsements and celebrity licensing, and encompasses a little of both. Celebrity partnerships are usually born out of a celebrity's personality and interest in the product. Unlike celebrity endorsements or licensing, the brand is privately held, growing or pivoting, and is ascendant. Sometimes the celebrity takes on a leadership role within the company by providing feedback, access, or suggestions for the business. For partnerships, the ask of the celebrity has a more organic feel than an endorsement.

Celebrity marketing is one of the most effective methods used for reaching a greater number of consumers and selling more products or services. However, for celebrity endorsements, celebrity licensing, and services of a brand ambassador to be successful, the right person has to be matched with the right product.



PEOPLE AND PARTNERSHIPS

TIGER SHROFF Starts Entrepreneurial Journey with Mojostar

TIGER SHROFF launched his own active clothing and accessories brand 'PROWL' in partnership with the Indian firm Mojostar. Mojostar is the brainchild of Anirban Das Blah, founder of entertainment agency KWAN and Jiggy George, founder, Dream Theatre, a leading licensing company.

The fitness brand is targeted at the youth (18-25 years) and will feature clothing, accessories priced in the range of ₹ 1000 to Rs 3000 (Approx. USD 15 to USD 45).

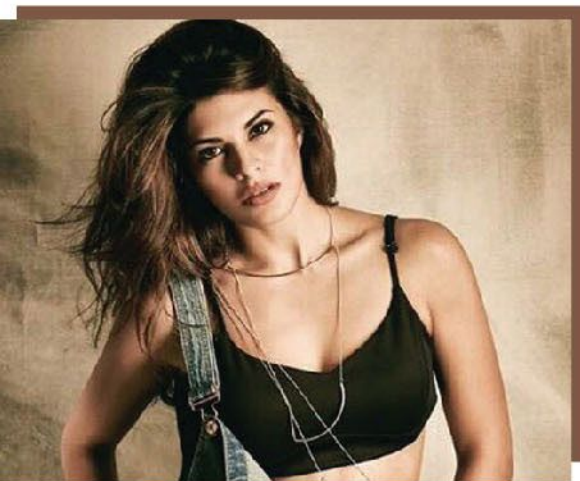
Prowl is expected to hit the markets in June this year and will be available across the country.

The products are designed, produced and sourced in-house, with 60% of manufacturing taking place in China and 40% in India.

As the tagline "Ready to Move" suggests, the brand aims to provide functional yet stylish clothing and accessories to fit the target consumer's active lifestyles.



JACQUELINE FERNANDEZ to Be The New Face of Jaipur Based Bella Casa



One of the largest manufacturers of home textile products and designer ethnic wear in India, JAIPUR BASED BELLA CASA, has roped in BOLLYWOOD ACTRESS JACQUELINE FERNANDEZ on board as its brand ambassador for a two-year period.

The association with Jacqueline will allow the brand to enhance its market salience on a pan-India level. Bella Casa have been aggressively working towards increasing its visibility and distribution capabilities across the country.

AAMIR KHAN Replaces RANVEER SINGH, Becomes New Face of VIVO INDIA

Chinese smartphone maker Vivo announced the appointment of Bollywood superstar Aamir Khan as its brand ambassador for India.

Replacing Ranveer Singh, Aamir has been signed for the future brand and product communication initiatives of Vivo India.



DEEPIKA PADUKONE to Endorse TETLEY GREEN TEA

Tata Global Beverages announced the appointment of **BOLLYWOOD ACTRESS DEEPIKA PADUKONE** as its brand ambassador for **TETLEY GREEN TEA**. The brand was earlier endorsed by **KAREENA KAPOOR KHAN**.

The company has rolled out a new campaign, made by advertising agency Mullen Lintas, featuring Padukone, giving in to temptations in day-to-day situations. The commercial highlights the product's USP as an enabler of a healthy lifestyle.

With a presence in over 40 countries, Tata Global Beverages has interests in tea, coffee and water brands.



Meet The First Indian Face of PEPE JEANS LONDON - SIDHARTH MALHOTRA

Bollywood Actor **SIDHARTH MALHOTRA** has been roped in as the Brand Ambassador of **PEPE JEANS LONDON**. With this association, the Aiyary actor becomes the first Indian face to join the global company.



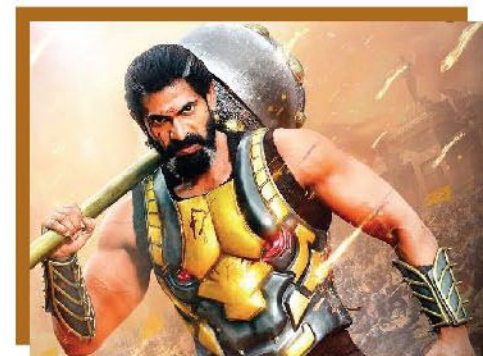
Malhotra joins a star-studded global line-up including Ashton Kutcher, Cristiano Ronaldo, Kate Moss, Sienna Miller and Cara Delevigne among others.

RANA DAGGUBATI Turns Thanos, Joins 'Avengers: Infinity War'

ACTOR RANA DAGGUBATI, popularly known for his role in Baahubali as Bhallaladeva, has lent his voice to the character of Thanos for the Telugu version of **HOLLYWOOD** film **"AVENGERS: INFINITY WAR"**.



Disney India, in a move to expand its localisation efforts, has signed on Rana to lend his voice for the villainous character.



THE MOVIE IS ALL SET TO RELEASE WORLDWIDE ON APRIL 27.

PEOPLE AND PARTNERSHIPS

VIRAT KOHLI Named First Brand Ambassador For UBER INDIA.

After Gionee mobile, **VIRAT KOHLI** has been appointed as the new face for **UBER INDIA**. Kohli, the captain of the Indian Cricket team, will now be the face of the brand across the Asia Pacific region.

Virat will be actively involved in a series of marketing and customer experience initiatives to be rolled out by Uber India. This is the first time the ride hailing app has announced an ambassador for the Asia-Pacific region.



DOUBLE BONANZA: Snickers, Dream 11 Appoint MS DHONI as Brand Ambassador

Mars International India announced the appointment of Cricketer **MAHENDRA SINGH DHONI** as the new brand ambassador for its chocolate brand 'SNICKERS'.



Additionally, **DHONI** will also be the new face of **DREAM11**'s multi-channel marketing campaigns and brand engagement activities. The company aims to surge ahead and strengthen its leadership position in the online sports gaming industry.



Hottest Beauty Collaboration in Indian Space! PAYAL SINGHAL Partners with WELLA

ACE - DESIGNER PAYAL SINGHAL partnered with globally renowned hair brand, Wella, to announce an exciting new collaboration. It is not just the hottest beauty collaboration in the Indian space but it's also about designer appeal. Inspired by the Spider's silk, the product named '**WELLA FUSION**' is made from one of the strongest known natural fibres.



The products are designed with a silk steel technology that promises to make hair up to 95 percent resistant to breakage. With a strong knowledge of silk-based creations, Singhal unveiled a capsule collection of fusion wear especially for the launch.



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PEOPLE AND PARTNERSHIPS

MADONNA Doing A Beauty Collaboration with KIM KARDASHIAN?

THE HOTTEST BEAUTY COLLABORATION OF 2018 is on its way. Alabama - based American sweetheart Kimberly Noel Kardashian West and the most iconic entertainer of all time, Madonna Louise Ciccone are cooking up something big via their respective beauty brands - **MDNA Skin** and **KKW Beauty**.



Both leading ladies announced the news by uploading a mysterious video to their respective **Instagram accounts**.

Madonna specializes in magnetic clay masks, whereas, Kardashian's beauty offerings include contour sticks and dazzling highlighter glosses.

When two legends come together in the name of glowing skin, great things are bound to happen.



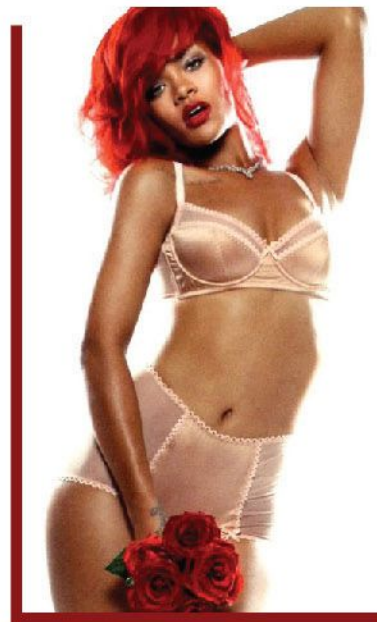
RIHANNA plans to Launch her own Lingerie Line

Barbadian singing sensation **RIHANNA's** fashion and beauty empire continues to grow. According to media reports, the 30-year-old singer is launching her own brand of lingerie.

TechStyle Fashion Group is reportedly to be working on a deal with singer Rihanna for the lingerie line. The star is said to have been working on the project for more than a year with samples already produced.

However, there is no official confirmation yet.

The singer also collaborated with Dior on sunglasses and Manolo Blahnik on shoes in 2016.



SELENA GOMEZ All Set to Launch Ready - To - Wear Collection with Coach

Singer sensation **SELENA GOMEZ** has partnered with luxury fashion company Tapestry once again to launch her first ready-to-wear collection in collaboration with '**COACH**' brand.

The new clothing line will include outerwear, clothes, handbags, small leather goods and other accessories.



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- Brands Curate Strategies for India Market

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FACEBOOK INKS LICENSING DEAL WITH WARNER MUSIC GROUP



Social networking giant **FACEBOOK** has signed a licensing agreement with major record label Warner Music. Under the agreement, users of Facebook, Instagram, Messenger and Oculus will be able to upload and share videos containing licensed music in the Warner Music and Warner / Chappell catalogs.

With the deal, Warner joins major music labels Universal Music Group and Sony / ATV Music Publishing in working with Facebook to bring licensed music to the social media platform.

Besides, Facebook has also signed three new music licensing agreements that will let users post songs from artists including Stevie Nicks, Tom Petty and Neil Young.

French authors' rights society Sacem has become the latest music industry organization to signed a licensing deal.

In addition to covering the use of Sacem repertoire for video and other social experiences, the multi-year agreement also covers works from Wixen Music Publishing and Canadian society Socan.

The social media giant is battling YouTube to attract consumers to its platform.

BLACKBERRY SUES FACEBOOK, WHATSAPP AND INSTAGRAM OVER PATENT INFRINGEMENT

The Canadian firm **BLACKBERRY** has filed a 117-page lawsuit against "relative latecomers" Facebook and its subsidiaries, Instagram and WhatsApp over copyright infringement in mobile messaging.



BlackBerry alleged that the social network has infringed some of its patents including security features, mobile notifications, and combining gaming with messaging that made its products such a critical and commercial success in the first place.

As per the complaint, it could include injunctive relief and monetary damages. However, no specific figure was stated.

DC LAUNCHES NEW PUBLISHING IMPRINT 'BLACK LABEL'

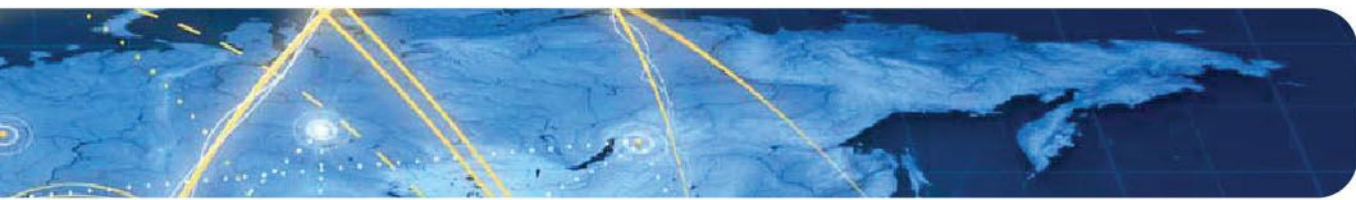


DC Comics is all set to expand further with its "**BLACK LABEL**" imprint. The creator-led line will feature work by Frank Miller, Brian Azzarello and the first major DC work by Kelly Sue DeConnick. The initial lineup of books will include new stories starring DC's Trinity of Batman, Superman and Wonder Woman.

Each book will have its own distinct format and release schedule and Black Label books will sport a separate logo.

Along with Superman: Year One and The Other History of the DC Universe, DC Black Label will include Wonder Woman Historia: The Amazons from Kelly Sue DeConnick and Phil Jimenez, a three-book series.

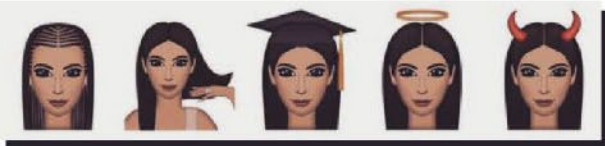
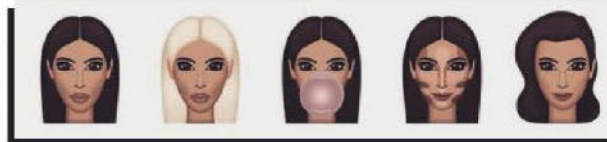




KIM KARDASHIAN'S NEW FEMINIST KIMOJIS SPARK HUGE DEBATE ONLINE

The internet is divided over **KIM KARDASHIAN'S** emojis that were launched on International Women's Day on March 8.

The new sticker pack is an addition to the Kimoji series featuring slogans including 'My Body My Choice' and 'Fulltime Feminist'. The bumper pack costs a whopping USD 2.99. The emojis feature lots of booty, boobs, panties and even a stripper pole.



Back in 2016, Kim faced a similar backlash after dropping a censored image of her naked body online. At the time, she defended her decision to post the snap in a blog post but was reluctant to actually label herself as a feminist.

While some users say the emojis are far from being feminist friendly while some have praised the latest round of kimojis for promoting gender equality and embracing girl power.

EXPERIENCE THE WORLD OF DINOSAURS WITH 'JURASSIC WORLD ALIVE'

Universal has partnered up with mobile game developer Ludia to launch a new mobile game ahead of the release of the upcoming film 'Jurassic World: Fallen Kingdom'.

Using location-based technology and augmented reality, the new game "JURASSIC WORLD ALIVE" will bring the dinosaur adventure to life in a new platform. Users can collect dinosaur species as they explore neighborhoods and cities around the world and experience in-game incubators.

Jurassic World Alive is the third mobile game transaction between Universal and Ludia.

Jurassic World: Fallen Kingdom will hit theatres in the United States on June 22.



BACKSTREET BOYS TO FORAY INTO RESTAURANT BUSINESS

After creating iconic music, Vocal group **BACKSTREET BOYS** are all set to foray into the restaurant business - Backstreet Barbecue.

Founded in 1993, the group consists of AJ McLean, Howie D., Nick Carter, Kevin Richardson and Brian Littrell.



The news comes on the heels of Carter telling a food blog they are looking for a partner in Mexico to start making their own tequila.

Since its formation, the American band had delivered hit numbers like 'I want it that way', 'Incomplete', 'Quit playing games' and 'Show me the meaning of being in love'.

GLOBAL AFFAIRS



Come 2020, Marvel Superheroes To Create Magic In These THREE Disneyland Resorts

Highly anticipated new Marvel experiences are coming to Disneyland Resort, Disneyland Paris and Hong Kong Disneyland. According to the Disney official blog, the parks have invited guests to become part of an all-new universe filled with their favorite super heroes and villains.

Developed in collaboration with Marvel Studios and Marvel Themed Entertainment, these three new areas will lead in the next generation of super heroes.

As part of the transformative multi-year expansion announced for Disneyland Paris, the new Marvel - themed area at Walt Disney Studios Park will include a re-imagined attraction where riders will team up with Iron Man and their favorite Avengers on a hyper-kinetic adventure in 2020.

Favorite heroes will take the stage for a brand new, live-action super-production featuring cutting-edge special effects and spectacular projections.

The Guardians of the Galaxy will be joined by Spider-Man and the Avengers in what will become a completely immersive Super Hero universe, furthering the evolution of Disney California Adventure park.

Multi-year expansion plans are also underway at Hong Kong Disneyland, including a new themed area, where guests can team up with Ant-Man and The Wasp. This new attraction will join the Iron Man Experience, which opened in 2017 and is already the most popular attraction at the resort.

Are You Ready To Witness The Magic?

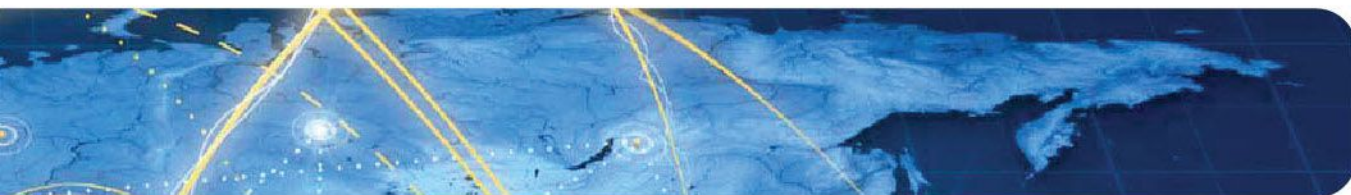
After Ruling Movie EMPIRE, BLACK PANTHER Dominates Merchandising World

After its third straight box office success in a row, **BLACK PANTHER** is on top of the movie empire, earning a whopping USD 501.7 million domestic and an additional USD 403.4 million from international markets, for a worldwide total of USD 1.08 billion.

However, the Walt Disney's box office juggernaut "Black Panther" isn't on the road to just ticket-sale riches. According to The Licensing Letter, the super - hero movie could also generate approx. USD 250 million. in licensed merchandise sales in 2018.

The USD 250 million estimate doesn't include products that Disney sells itself, or unofficial products that others are selling on sites like Etsy.





Black Panther deals with the story of a fictional African country called Wakanda and has won kudos from critics and moviegoers alike. The film has earned 97 percent rating on the closely watched review site Rotten Tomatoes

The success of Black Panther even has popular toy maker Hasbro increasing its estimates for Black Panther merchandise revenue.

In a recent note to clients, Jefferies analyst Stephanie Wissink raised her estimates for Hasbro's 2018 Black Panther merchandise sales from USD 60 million to as much as USD100 million because retailers are aggressively chasing inventory.

MERCHANDISING METHODS:

Other Black Panther licensees include Lego, which is selling two "BLACK PANTHER" themed sets, and Funko, a maker of "pop culture merchandise" such as bobbleheads. Fifth Sun has the license for "Black Panther" T-shirts, which are eight of the company's top 10 sellers.

The **TOYOTA (TMC) LUXURY** brand last year unveiled a custom concept coupe named the "**THE BLACK PANTHER INSPIRED LC**" which Lexus promoted during the Super Bowl. The vehicle is currently arriving in dealerships.



A graphic novel, Black Panther: Soul of a Machine, was released in December 2017 from writers Fabian Nicieza, Geoffrey Thorne and Chuck Brown, with cover illustrations by Scott "Rahzzah" Wilson and Szymon Kudranski, in which Black Panther defeats a villain with the help of the **LEXUS LC 500**.

According to RelishMix, the Lexus commercial had 4.3 million views on social media after it aired in the Super Bowl. Marvel also partnered with British shoe manufacturer Clarks to create a variant of their Originals' Trigenic Evo shoe, inspired by the film.

When we are talking about movie merchandising, how can we forget about the social media. Twitter also launched a custom emoji for the film, that appears when the hashtag #BlackPanther is used.

In addition, Brisk created an interactive Black Panther installation at the 2018 NBA All-Star Game weekend, which showcased nine Brisk labels created by emerging artists to promote the Creators Class program.

Beauty brand Lancôme also highlighted a line of makeup that Lupita Nyong'o and Letitia Wright used at the premiere of the film.

"Merchandise sales can noticeably contribute to profitability, but it depends. It plays some role in thinking about sequels, but in this case, the success is large enough that a sequel will be made regardless of how much merchandise is sold. It's not a swing factor," Hal Vogel, chief executive of Vogel Capital Management, who tracks the entertainment sector was quoted as saying.

Till now, Black Panther had the most expansive advertising budget and biggest line of merchandise.

MARKET WATCH

FICCI FRAMES 2018: M&E Industry to Reach ₹ 2 Trillion By 2020.



The three-day global convention covering the **MEDIA AND ENTERTAINMENT INDUSTRY, FICCI FRAMES**, organized by the Federation of Indian Chambers of Commerce and Industry took place on **March 5, 2018** at Grand Hyatt in Mumbai.

The convention cover films, broadcast (TV and radio), print media, digital entertainment, advertisement, live entertainment, animation, visual effects, gaming, digital media and new media. The conference began with a keynote by Viacom18 group CEO Sudhanshu Vats on **“MEDIA AND ENTERTAINMENT: THE FORCE MULTIPLIER AT THE HEART OF SOCIETY.”**

As per a EY report released in FICCI, India’s creative industry sector, comprising television, film, OTT and several other related industries, had an overall market size of **USD 22.5 Billion in 2017**, and is set to **grow to USD 25.4 Billion in 2018**. Overall, the sector is projected to grow 12% annually to reach **USD 31.1 Billion by 2020**. The digital segment led growth, demonstrating that advertising budgets are in line with the changing content consumption patterns.



HERE ARE SOME OF THE KEY HIGHLIGHTS:

The M&E sector continues to grow at a rate faster than the GDP growth rate, reflecting the growing disposable income led by stable economic growth and changing demographics.

As per the report, the TV industry grew from **INR 594 Billion to INR 660 Billion in 2017**, a growth of **11.2% (9.8% net of taxes)**.



Advertising grew to **INR 267 Billion** while distribution grew to **INR 393 Billion**. Advertising comprised **40%** of revenues, while distribution was **60%** of total revenues.

As far as print is concerned, it is accounted for the second largest share of the Indian M&E sector, growing at **3%** to reach **INR 303 Billion** in 2017. Print media is estimated to grow at an overall CAGR of approximately **7% till 2020** with vernacular at **8% - 9%** and English slightly slower.



The animation and VFX industry has grown significantly over the years, not only supporting the growing Indian M&E sector, but also serving the world. In **2017**, the industry grows by **3%** to reach **INR 67 Billion**.

The animation sector in India has been growing at a steady pace over the past few years and reached **INR 17 Billion** in **2017**, registering a growth of **13% over 2016**. It is expected to grow at a CAGR of **11% till 2020**.

The Indian film segment grew **27% in 2017** on the back of box office growth – both domestic and international – coupled with increased revenues from sale of satellite and digital rights. All sub-segments, with the exception of home video grew and the film segment reached **INR 156 Billion** in **2017**.

Digital media has grown significantly over the past few years, and continues to lead the growth charts on advertising. Subscription, which was just **3.3%** of total digital revenues in **2016**, is expected to grow to **9% by 2020**.

MARKET WATCH

Indian Sports Sponsorship Industry Crosses \$1 Billion Mark in 2017



Indian sports sponsorship has witnessed a growth trajectory with the overall sports sponsorship growing by 14 percent in 2017 to ₹ 7,300 CRORE FROM ₹ 6,400 CRORE in 2016, led by media investments

According to a report released by ESP Properties, media spends on sports grew by 15.8 per cent from ₹ 3,511 CRORE to ₹ 4,065 CRORE.

Football showed a significant 64 percent increase in on ground sponsorship to ₹ 179 CRORE FROM ₹ 110 CRORE.



According to the fifth edition of the report, Indian advertising expenditure in 2017 was ₹ 61,263 CRORES, and this report estimates 12% contribution to the overall ad spends are from sports sponsorship alone.

Sponsorship of non-cricketing sports grew in 2017, for instance, football grew by a considerable 64 percent.

India hosted its first ever FIFA U-17 World Cup that became the most attended in the history of the event. Attendance for this Football World Cup was a record 1,347,133, surpassing China's 1985 audience of 1,230,976.

TWO MAJOR EVENTS OF TITLE SPONSORSHIPS OF DOMESTIC LEAGUES:

- ▶ Hero MotoCorp renewed ISL Title Sponsorship till 2019 at 196 percent incremental value from previous year.
- ▶ Vivo secured PKL Title Sponsorship for 5 years at 100 percent incremental value from right holder's previous ask.

Additionally, ISL Sponsorship has increased by 22 percent from the previous year. The gap between Pro Kabaddi League (PKL) and IPL TV ratings is narrowing. PKL Delivered 1.5 TVR with 312 Million reach and IPL Delivered 2.7 TVR with 411 Million.

2017 also saw the birth of five new franchise based leagues - Ultimate Table Tennis (UTT), Super Boxing League (SBL), Super Fight League (SFL), Cue Slam, and P1 Power Boating.



BRANDS AND ENDORSEMENTS:

- ▶ Overall sports endorsements have de-grown by 17 percent, primarily due to Lionel Messi and Tiger Woods's deals got over with Tata Motors and Hero MotoCorp.
- ▶ Cricket endorsement has grown by 15.5 per cent.
- ▶ Indian cricket captain **VIRAT KOHLI** leading with 19 brands and over ₹ 150 CRORE worth of endorsement value.



- ▶ Badminton player **PV SINDHU** is leading the non-cricket endorsement space with 11 brands and over ₹ 30 CRORE worth of endorsement value.
- ▶ Cricketers got a total of 90 Brands whereas non-cricket athletes got 78 Brands endorsements.



EVENTS

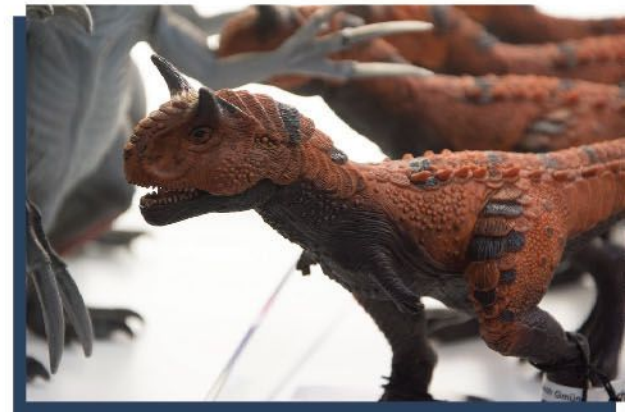
INSIDE LONDON'S 65TH ANNUAL TOY FAIR: A Sneak Peek Into The World of Cool Tech Toys

Technology and toys nowadays are inseparable, and it was no surprise to find the **LONDON TOY FAIR 2018** brimming with tech-infused, interactive toys for young ones to enjoy.



LONDON'S OLYMPIA hosts the annual fair, which is organized by the British Toy and Hobby Association and showcased more than 260 brands and products from UK and international manufacturers.

From small innovative companies to the big chain outlets, the exhibition witnessed great networking opportunity in an exciting environment.



One of the absolute coolest toys at this year's fair was the **HOT WHEELS BLADEZ DRX X-TERRAIN**, which can be used indoors or out, and is designed for racing so that it can be used alongside other **DRX** drones.

The event also witnessed Clementoni's new range of '**JURASSIC PARK PALEONTOLOGY**' kits, which see kids unearth and then assemble models of their favourite dinosaurs.

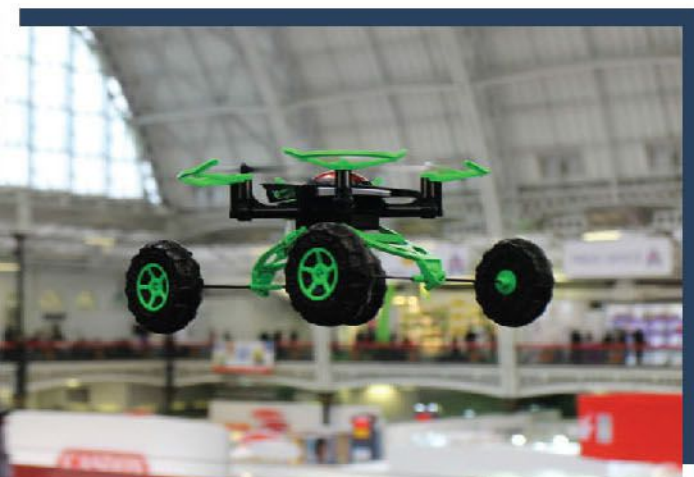
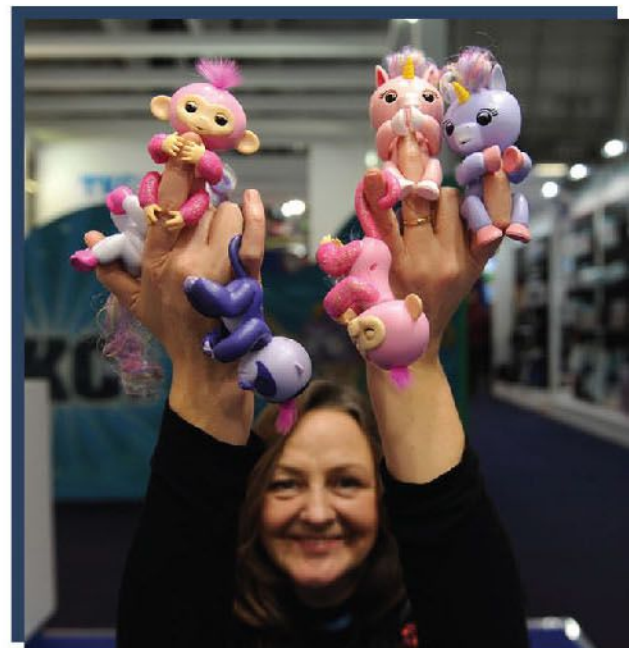




One for the slightly older kids, the event also witnessed ‘**First Dates: The Game**’, which aims to prepare you for the crippling awkwardness that accompanies meeting a potential romantic interest for the first time.

Want a smartphone, but you don’t want to give them something expensive, or very breakable? VTech has a solution! The company has revealed ‘**KIDIBUZZ**’, or ‘**KIDICOM MAX**’ in the U.K, an actual Android smartphone wrapped up in a tough package, and locked down so they don’t have access to anything they shouldn’t.

Teaching kids about fiscal responsibility is often a necessary but thankless, and boring task. That’s where the **Money Monster** comes in, which is a digital money box linked with a contact-less cash card, which is controlled and monitored by parents.



The First Fair Was Held In Brighton In 1954, When The Sooty Hand Puppet Stole The Show.



EVENTS

HONG KONG INTERNATIONAL LICENSING FAIR Records A Whopping 22,000 Visitors!



Organized by Hong Kong Trade Development Council (HKTDC), the 16th Hong Kong International Licensing Show, the world's second largest and Asia's largest event of its kind, attracted a record of more than 22,000 visitors from about 100 countries and regions.

The seventh ASIAN LICENSING CONFERENCE (8 - 9 January), featuring around 30 speakers from renowned brands global licensing experts, drew more than 1,500 Attendees.

The three-day fair happened between 8 - 10 January. Over 600 Business - Matching Meetings were arranged during the event.

To create more effective connections between exhibitors and buyers, the 'MEET WITH VIP BUYERS' sessions, where VIP buyers introduced their licensing business and intent of collaboration, debuted at this year's show. Participating VIP buyers include Xiaomi, JD.com and Kidswant from the Chinese mainland, Jollibee from the Philippines, and Sunway Group from Malaysia.



"The Flourishing Global Licensing Industry Provides endless opportunities for all industries. Asia is the world's third-largest licensing market as well as the region with the fastest growth, having increased 8.8 per cent over last year, an amount twice that of the global average growth rate," said HKTDC Deputy Executive Director Raymond Yip.

In addition to Chinese Mainland and Hong Kong Cultural Industry Cooperation Forum, the China's Ministry of Culture led the largest-ever exhibitor group to the Licensing Show, which aims to strengthen cooperation among mainland, Hong Kong and Macau's Licensing enterprises.

The Asian Licensing Conference 2018 shed insights on the latest trends in the licensing industry, ranging from location-based entertainment, corporate branding, to legal and operational tactics.

During the show, the Asian Licensing Association staged the Hong Kong Licensing Awards 2017, with several brands of Licensing Show exhibitors among the awardees, including Bodhi & Friends, SHIBE and Oki Kiki.





THIS YEAR, GLOBAL BRANDS GROUP, the world's largest licensing agency, brought its top brands to China including Coca-Cola, Hershey's, FLOWER Love the Way you look (Drew Barrymore's brand), Crocs, Peanuts, Peter Rabbit/Beatrix Potter, Paddington Bear and Twentieth Century Fox, to name a few.

LMCA, a top 10 global licensing agency brought to Hong Kong hot brands such as Plants vs Zombies, Need for Speed, Oddbods, Mr. Bean, Duckin Pop, Sugar & Babe and Misteez.



Another major licensor represented at HKTDC is Warner Bros, the mega studio behind Wonder Woman, Justice League, Superman vs. Batman, DC Comics, DC Super Hero Girls, Looney Tunes, Harry Potter, Scooby-Doo, Tom and Jerry and many other renowned properties.

The size and scope of the licensing market in Asia continues to grow. According to the International Licensing Industry Merchandisers' Association's annual Global Licensing Survey, the Asia-Pacific region accounts for 12.7 percent of the worldwide licensing market.





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