# Disney Pixar flies high on brand tie-ups

The studio reaps the fruits of a brand rush for animation movies in India as it finds support from Hamley's, Myntra, First Cry and others for its latest release

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Mumbai, 15 June

For Hollywood animation movies in India, 2016 is already turning out to be a blockbuster year in terms of brand associations. Finding Dory, the latest Disney Pixar release, has struck gold with a record 16 brands partnering with the movie for promotions, marketing and merchandising relationships.

The associations account for about ₹20 crore worth of media value for the studio. Fox Star's Kung Fu Panda had roped in seven and Sony Pictures Entertainment's The Angry Birds Movie, four brand partners. With the growing popularity of the genre among Indian audiences, brands are increasingly turning to animated movies and the studios, in turn, are cranking up the volume on promotions, licensing and merchandising opportunities in the country.

"Animated films have a direct affinity with kids and families worldwide and India is no different. For Finding Dory, this is the first time that 16 brands have associated with an animated film in the country, which goes to show the potential in the licensing and merchandising (L&M) space," says Abhishek Maheshwari, VP and head, Consumer Products, Disney India.

While brand associations and in-film placements are commonplace in Bollywood, many brands say that they are left without enough opportunities to associate with movies targeted at children. The Indian film industry is geared more towards providing family fare rather than specifically targeting children as an audience.

With as many as six animated films slated to release in 2016, four of them part of popular franchises, brands seem to be eager to exploit this opportunity. This year, Kung Fu Panda 3 and The Angry Birds Movie have already hit the screen, and Finding Dory and Ice Age 5 are coming up soon.

For many, the enthusiasm shown for Finding Dory has come as a surprise. To put things in perspective, some of the big Hollywood releases in recent months such as Star Wars: The Force Awakens, Captain America: Winter Soldier, Captain America: Civil War, Batman v Superman: Dawn of Justice and Avengers: Age of Ultron, all attracted brand associations with media value estimated at ₹25-30 crore. Disney's latest release stands in the same league, thereby knocking down the popular perception that animation films draw a weaker response as compared to live-action movies in India.

For studios such as Disney what has also worked in their favour is the lack of a robust Indian animation movies list. For brands looking for Indian animation platforms/properties, the only options are television shows on channels like Nickelodeon, Cartoon Network, Pogo and Disney. Broadcasters have managed to cash in on this trend to an extent. Viacom18's kids' cluster, which comprises of Nickelodeon, Sonic and Nick Junior, claims that the revenue growth has been helped by non-commercial time realisation, mainly through brand integrations in shows like *Motu Patlu* and more recently, *Shiva*. On the big screen however, the options are close to none.

Hollywood studios are making the most of this. Brands looking to target children are therefore rushing in to exploit opportunities with Hollywood animation films, especially those that are part of a franchise. Associating with a franchise helps brands tap into the cult fan following that these movies have, besides developing a long association with the studios. In 2014, when Disney released Big Hero Six, there were hardly any brand associations. Same was the case with the 2015 release Inside Out, even though both the movies did well within the target group. This year, however, has been a different story altogether.

Experts believe that franchise-led brand associations allow companies to exploit the characters' popularity for a long period of time. For Finding Dory, brands such as Hamley's, Myntra and others are hoping to cash in on the huge following that many of the characters have among children, through sustained licensing and merchandising opportunities. Similarly, with Kung Fu Panda, brand partners like Britannia featured various characters from the trilogy on their popular products; Po the Panda, Tigress, Monkey and Master Shifu were used to develop uniquely packaged products.

A similar strategy was adopted by Mondelez for The Angry Birds Movie. McDonalds has also been associated with animated films for a long time. The QSR brand usually uses its Happy Meal product to offer toys from a particular franchise in the meal. But it went beyond the 'Happy Meal' association for The Angry Birds Movie; McDonalds innovated with summer drinks and the home delivery experience. For Kung Fu Panda, it introduced a limited edition Chinese themed menu in India.

Disney has widened the scope of brand categories with Finding Dory. So while there are the usual suspects like toys (My Baby Excel, Frank and Rowan), frames and mugs (Essfil) and retail (Hamley's, Gingercrush and First Cry), it has also explored publishing (Parragon India) and tech accessories (Macmerise makes power banks, laptop skins and phone covers).

Maheshwari adds, "Working with the right partner is the key to successful products in the L&M space. We look at partners who bring their wealth of knowledge in the specific product domain and help us translate our characters and stories into compelling products."

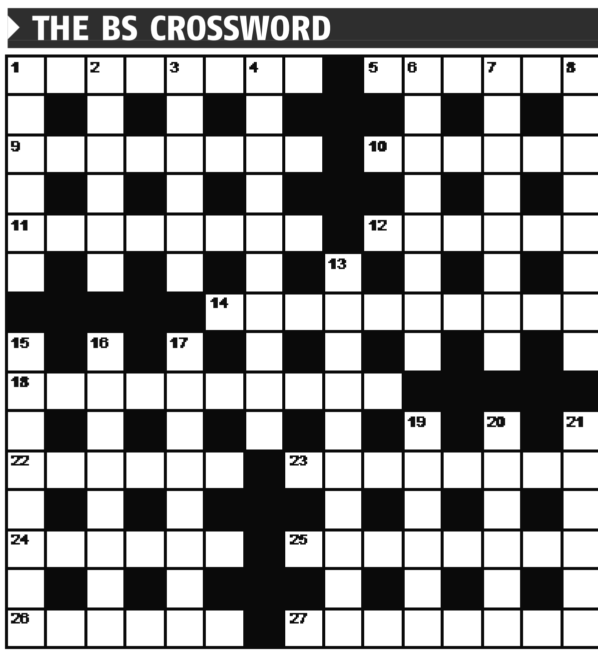

## Animated action

**MOVIE: FINDING DORY**
**16 brands:** Myntra, Bioworld, First Cry, Hamley's, Trucare, Colgate, Yakult, Gingercrush and others

**MOVIE: KUNG FU PANDA 3**
**7 brands:** McDonalds, Britannia, Horlicks, ICICI Expressions Debit Cards and others

**MOVIE: THE ANGRY BIRDS**
**4 brands:** McDonalds, Kurkure, Mondelez (Cadbury Gems) and Club Mahindra

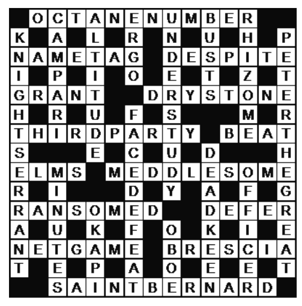
## THE BS CROSSWORD # 2432



### ACROSS
1 Tough one we somehow prevail over (8)
5 Order a band to give support (6)
9 In a spin with the weight? You could fall over like that (8)
10 Hot pie for an African (6)
11 Try before the court? (8)
12 During the previous month Lou and Tim were in trouble (6)
14 Territory where women own all the rights? (2-4,4)
18 Postpones one's rise (5,2,3)
22 Heavily criticised when the camera moved (6)
23 Think it will come in through the business entrance (8)
24 Fly to a detox centre in a struggle (6)
25 A way to earn extra money in court (8)
26 They're recognised by their stripes (6)
27 Look at parts of a book dealing with liquid losses (8)

### DOWN
1 Recorded play not above parody (2,4)
2 How a code massage was sent and intercepted (6)
3 Before catching some motor-coach, bring an Antarctic mount into view (6)
4 Yield and make a gift of some territory (4,6)
6 Form of drawing? (3,5)
7 I'd dart in, perhaps, to this West Indian island (8)
8 Jumper's attachments not quite ready for trousers (3-5)
13 Classify in a manner making feline self-assertion increase (10)
15 Has ordered factory-made walking stick (3,5)
16 It's just not in a paying guest to produce such art (8)
17 Who says Yes, the Neddy is to come in? (8)
19 Implicitly bigger case (4,2)
20 Giving handle to North American porcelain? (6)
21 Likes it better without the first page one speaks of (6)

SOLUTION TO #2431



## BS SUDOKU # 1993

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 9 | 3 | | | 2 | | | | |
| | | | 1 | | 3 | 4 | | |
| 4 | | 6 | | 8 | 5 | | | |
| 8 | 6 | | | | | 7 | | |
| 2 | | | | | | | | 3 |
| | | 4 | | | | | 6 | 1 |
| | | | 3 | 7 | | 6 | | 8 |
| | | 2 | 4 | | 8 | | | |
| | | | | 5 | | | 3 | 4 |

Medium:
★★★
**Solution tomorrow**

### HOW TO PLAY
Fill in the grid so that every row, every column and every 3x3 box contains the digits 1 to 9

SOLUTION TO #1992

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 5 | 8 | 6 | 2 | 7 | 1 | 4 | 3 | 9 |
| 9 | 7 | 1 | 5 | 3 | 4 | 2 | 8 | 6 |
| 4 | 3 | 2 | 8 | 6 | 9 | 7 | 5 | 1 |
| 8 | 1 | 4 | 9 | 2 | 3 | 5 | 6 | 7 |
| 3 | 2 | 7 | 4 | 5 | 6 | 1 | 9 | 8 |
| 6 | 5 | 9 | 1 | 8 | 7 | 3 | 4 | 2 |
| 7 | 6 | 8 | 3 | 1 | 5 | 9 | 2 | 4 |
| 1 | 9 | 3 | 6 | 4 | 2 | 8 | 7 | 5 |
| 2 | 4 | 5 | 7 | 9 | 8 | 6 | 1 | 3 |

## WEATHER TODAY'S FORECAST

Max/min temperatures in°C

| NATIONAL | | |
|---|---|---|
| Ahmedabad | Partly cloudy | 42/29 |
| Aizawl | Thunderstorm | 23/20 |
| Bengaluru | T-storm | 28/19 |
| Bhopal | Sunny | 38/27 |
| Bhubaneswar | Partly cloudy | 37/27 |
| Chandigarh | Partly cloudy | 34/26 |
| Chennai | Partly cloudy | 38/28 |
| Delhi | Sunny | 39/28 |
| Guwahati | Thunderstorm | 29/24 |
| Hyderabad | Partly cloudy | 36/24 |
| Imphal | Thunderstorm | 26/21 |
| Indore | Partly cloudy | 37/24 |
| Kochi | Thunderstorm | 29/23 |
| Kolkata | T-storm | 33/26 |
| Lucknow | Partly cloudy | 36/27 |
| Mangaluru | Thunderstorm | 27/23 |
| Mumbai | Thunderstorm | 32/29 |
| Pune | Partly cloudy | 33/23 |
| Srinagar | T-storm | 30/16 |
| Surat | Thunderstorm | 34/27 |
| Thiru'puram | Thunderstorm | 29/25 |

## MUTHOOT FINCORP LIMITED

muthoot FINCORP
Jab zindagi badalni ho

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AUDITED FINANCIAL RESULTS FOR THE HALF YEAR ENDED MARCH 31, 2016 Rs (In Lakhs)

| Particulars | 6 months ended 31-03-2016 | 6 months ended 31-03-2015 | 12 months ended 31-03-2016 | 12 months ended 31-03-2015 |
|---|---|---|---|---|
| | Unaudited | Unaudited | Audited | Audited |
| 1. Interest earned a+b | 109,987.12 | 103,465.62 | 202,667.79 | 191,705.50 |
| a. Interest/disc. On advances/ bills | 109,813.93 | 102,933.82 | 202,322.92 | 190,882.08 |
| b. income on investments | 173.20 | 531.80 | 344.88 | 823.42 |
| 2. Other income | 3,586.36 | 10,729.04 | 5,855.09 | 12,181.02 |
| 3. Total income(1+2) | 113,573.48 | 114,194.66 | 208,522.88 | 203,886.52 |
| 4. Interest expended | 56,583.03 | 59,575.21 | 110,073.68 | 112,980.76 |
| 5. Operating Expenses (i)+(ii) | 45,088.47 | 45,502.47 | 80,671.27 | 75,575.45 |
| (i) Employee Cost | 20,424.17 | 19,389.83 | 36,761.31 | 34,509.58 |
| (ii) Other operating expenses | 24,664.31 | 26,112.64 | 43,909.96 | 41,065.87 |
| 6. Total Expenditure((4+5) excluding provisions | 101,671.50 | 105,077.68 | 190,744.94 | 188,556.21 |
| 7. Operating Profit before prov and contigencies(3-6) | 11,901.98 | 9,116.98 | 17,777.94 | 15,330.31 |
| 8. Provisions(other than tax) and contigencies | 4,062.93 | -1,851.34 | 4,062.93 | 1,964.81 |
| 9. Exceptional items | - | - | - | - |
| 10. Profit from Ordinary Activities before tax (7-8-9) | 7,839.05 | 10,968.32 | 13,715.01 | 13,365.50 |
| 11. Tax expense | 3,064.39 | 4,210.64 | 4,970.84 | 4,988.41 |
| 12. Net Profit from ordinary activites after tax (10-11) | 4,774.67 | 6,757.68 | 8,744.17 | 8,377.09 |
| 13. Extraordinary items (net of tax expense) | - | - | - | - |
| 14. Net Profit (+)/ Loss(-) for the period (12-13) | 4,774.67 | 6,757.68 | 8,744.17 | 8,377.09 |
| 15.Paid up equity share capital (f v: Rs 10 per share) | 18,656.27 | 18,656.27 | 18,656.27 | 18,656.27 |
| 16. Reserves excluding revaluation reserves (as per balance sheet of previous accounting year) | 123,450.24 | 114,706.06 | 123,450.24 | 114,706.06 |
| 17. Analytical Ratios | | | | |
| (i) Capital Adequacy Ratio | 21.00% | 22.06% | 21.00% | 22.06% |
| (ii) Earnings Per Share | 2.56 | 3.62 | 4.69 | 4.49 |
| 18. NPA Ratios | | | | |
| a) % of Gross NPA | 1.85% | 2.09% | 1.85% | 2.09% |
| b) % of Net NPA | 0.96% | 1.54% | 0.96% | 1.54% |
| c) Return on Assets | 0.79% | 0.80% | 0.79% | 0.80% |

Place : Trivandrum
Date : 16.06.2016

Sd/
Thomas John Muthoot
Managing Director

## TENDER CARE

Commercial Feature

### Indian Bank honoured IIT JEE - Tamil Nadu state topper

Indian Bank honoured R.Rahul, IIT JEE - Tamil Nadu state topper (All India Rank- 73). R. Manimaran, GM(RBD/ FI) and B. Veeraraghavan, DGM (RBD/FI) of Indian Bank personally greeted him and assured Bank's support for pursuing his studies. Indian Bank provides Educational Loan to students of Premier Institutions, such as IIM, IIT, NIT, BITs, XLRI, ISB and so on, at concessional rates and finest terms and conditions.

### Corporation Bank launches SB Premier League Campaign


Corporation Bank launched a new marketing campaign namely "SB Premier League campaign" at Mangaluru to promote the premium savings accounts among the high net worth individuals, PSUs and Government depts. The Campaign was inaugurated by Jai Kumar Garg, MD & CEO of the Bank in the presence of Sunil Mehta, ED and K Vinod, DGM & Zonal Head, Mangaluru.

### Inauguration of projects of Eastern, South Eastern and Metro Railways


Shri Suresh Prabhakar Prabhu, Hon'ble Minister of Railways, Govt. of India dedicated to the nation, laid foundation stones by remote a number of projects of Eastern, South Eastern, Metro Railway and RITES in a programme held at Howrah station. Shri Arup Roy, Hon'ble Minister, Department of Cooperation, Govt. of West Bengal, Shri Pradip Bhattacharya, Hon'ble MP (Rajya Sabha), Shri Prasun Banerjee, Hon'ble MP (Lok Sabha) and Shri Laxmi Ratan Shukla, Hon'ble Minister of State, Department of Sports & Youth Affairs, Govt. of West Bengal, were also present during the occasion. Similarly, different projects of South Eastern and Metro Railways & RITES were inaugurated.

### World Environment Day observed by WIPS of GRSE

World Environment Day was observed by the WIPS(Women In Public Sector) Cell of Garden Reach Shipbuilders & Engineers Ltd.(GRSE), in the esteemed presence of Director(Finance), GRSE, Shri S.S. Dogra and other senior officials of the Company.

### Union Cabinet approves Financial Restructuring of HSCL and take over by NBCC

It had been an historical event, when the Union Cabinet, chaired by Hon'ble Prime Minister of India, approved Financial Restructuring of HSCL and takeover by NBCC under Ministry of Urban Development as a subsidiary company on 25.5.2016, based on the recommendation of Group of Secretaries (GoS). After the recommendation of BRPSE in its 58th meeting on 13.5.2008, several options had been proposed during the last 8 years but ultimately the best and most logical option has been approved by the Union Cabinet. On implementation of the Financial Restructuring Package, equity of HSCL will be raised and the accumulated losses of the Company will be setoff against increased equity. The financial footing of HSCL will be stronger with all legacy financial burdens restructured and net worth immediately turning positive. Both NBCC and HSCL will benefit from each other's resources and expertise. Moreover, the synergy in business domain with NBCC will enable HSCL to develop new business verticals for diversification. The Company will also be in a position to secure and execute more and more high value contracts to attain long term sustainability. Similarly, NBCC will be benefitted by the expertise of HSCL in Steel Sector. In a few days' time, HSCL will successfully complete 52 years of glorious existence in Infrastructure development of the country.

### Award of excellence for HSCC (India) Ltd

HSCC (India) Ltd. has participated in "Digital India Knowledge Exchange, Goa" held on 10th and 11th June 2016. Sh. Gyanesh Pandey, CMD, HSCC has made a special presentation on Smart Health Care for Smart Cities. HSCC (I) ltd has also received an award for its outstanding work in Professional Healthcare Consultancy Service in India and abroad specially for its work in the redevelopment of Safdarjung Hospital Up-gradation of existing Government Medical Institutions all across the country. During the inauguration of the summit, Hon'ble Chief Minister of Goa, Laxmikant Parsekar visited HSCC's stall where Shri Gyanesh Pandey, CMD, HSCC has briefed them about projects undertaken & healthcare infrastructure being developed by HSCC.