

BIG Animation's 'Little Krishna' all set to mesmerize the Indian audience

'Little Krishna', the maiden high-end 3D animated TV Series from BIG Animation, a Reliance Big Entertainment Group Company, is all set to grace the small screen .

The 13-episode series is a co-creation between BIG Animation and **The Indian Heritage Foundation (promoted by ISKCON Bangalore)**. The show boasts of world class & never-seen-before quality of animation on Indian TV screens. **Little Krishna debuts on Monday, May 11th exclusively on NICK**, India's leading kid's entertainment channel. Since the content can be enjoyed by one and all in the family, the series will be aired at four time slots – **12:30 pm** and **6:30 pm**, for the kids; **3:00 pm** for the housewives and **9:30 pm** for the working members of the family.

Each episode delivers 23 minutes of enthralling entertainment, showcasing an amalgamation of both, the lighter humorous antics of Krishna as well as his prowess as a warrior. Using the traditional tales of Krishna's childhood adventures as a foundation for morally inspiring children's entertainment, the tonality of the stories is light-hearted, energetic and gripping.

Under the able leadership of Prafull Gade (Associate Producer), who diligently married economics with creativity and Ravi Mahapatro (Line Producer) who was responsible for managing the day-to-day operations, the series was scripted by Emmy Award ® winner Jeffrey Scott, directed by Vincent Edwards and R. Balasubramaniam, and the music was given by J.V Varaprasad.

Ashish S.K., CEO, BIG Animation, says, "Little Krishna is a fitting tribute to our legendary 'prank-star' that not only has a huge fan following within India, but is also extremely popular internationally. We are proud to associate with Nick and we could not have got a better platform for this series in India. The series represents a seamless blend of Global standards of technology with creative excellence. It has the true potential of becoming a turning point for Indian animation industry, in earning the patronage of International buyers."

Adds Nina Elavia Jaipuria, Sr. VP & GM – Nick India, "We have been looking for the right local animation show over the last 2 years and our search has now ended with 'Little Krishna'. Through naughtiness and magical powers, the series has the potential to engage kids not only through world class animation, but also a compelling narrative. The investment we have made in 'Little Krishna' is much more than what we have ever paid for any type of content be it Indian or International. This kind of content (Little Krishna) has all the potential to go global. It has that universal appeal which will make the finances work. We are definitely recommending it to our international networks as we truly believe that it will make a mark in the international market. Kudos to BIG Animation, for finally taking the local Indian animation, to international standards. "

Nick is also leaving no stone unturned to market 'Little Krishna'. "As a part of our Summer Dhamaka campaign, Nick will conduct robust van activation across UP, PHCHP, Maharashtra and Gujarat covering over 50 cities reaching out to lakhs of kids. We will be massively promoting Little Krishna through it", says Nina.

Chanchalapathi Dasa, Vice Chairman, The India Heritage Foundation, says, "Krishna is one of the most enchanting and captivating characters out of the Indian heritage. Our involvement in the research corroborated the authenticity and selection of some of the most interesting stories. The objective was not to develop 'yet another content' around Krishna, but to serve the audience with a masterpiece which was historically correct and authentic. At the same time we also wanted the kids to enjoy the series. Interesting stories of Krishna in his younger days allow the kids to form an immediate association with our legendary character"

One of the leading and fastest growing animation studios in India, BIG Animation has established and tested pipelines for Design & Pre-production, 2D, 3D and Post-Production. With one of the finest IT backend setup, running on AMD Opteron 64 Bit Quad Core Processors and Foundry Big Iron RX laying the bedrock for its network, the studio boasts of infrastructure, technology and creativity that matches Global standards of deliveries. With the right blend of expertise in traditional as well as modern technical skills and exceptional artistic and managerial abilities, the studio is creating the next-generation animation, from 'ideation-to-script', and 'script-to screen', all under one roof.

The studio team has no doubt that 'Little Krishna' will emerge as a beacon which shall throw its light to embellish the Indian content in the Global market and shall leave an indelible impression in the minds of the Global audience. In the endeavors to establish Indian Animation's footprint in the Global markets, the journey for BIG Animation, and stylized Indian animation, has just begun.

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