

## Cartoon Network celebrates Republic Day with the Indian television premiere of 'Krishna: Makhan Chor'

*Produced by Hyderabad-based, Green Gold Animation Studio, the 1 hour 17 minutes long, 2-D animation movie, 'Krishna: Makhan Chor' showcases the mischievous nature of Lord Krishna as a child.*

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After the successful premiere of Krishna: the Birth, on the occasion of Janamashtami, Cartoon Network will celebrate Republic Day with the Indian television premiere of 'Krishna: Makhan Chor' on Friday, January 26, 2007 at 12 noon and 7:30 p.m. Produced by Hyderabad-based, Green Gold Animation Studio, the 1 hour 17 minutes long, 2-D animation movie, 'Krishna: Makhan Chor' showcases the mischievous nature of Lord Krishna as a child. This is Cartoon Network's third acquisition from Green Gold Animation Studio, the earlier being Vikram Betaal in 2005 and Krishna: the Birth in 2006, and will be the second of the four-part Krishna series to be showcased on the Network. 'Krishna: Makhan Chor' takes the count of local animations acquired and showcased by Cartoon Network to thirteen.

Monica Tata, Vice President, Advertising Sales and Networks, India & South Asia, Turner International India Pvt. Ltd., said, 'There has been no looking back on local acquisitions since 2001, when Cartoon Network was the first kids' channel to premiere Indian animation. Indian animations on the Network have been a hit with kids. In fact, the premiere of Krishna: the Birth, rated exceptionally well with a 1.2 TVR in the kids' segment and its telecast positioned Cartoon Network not only as a leader in the kids' segment, but also as the #2 National Channel in the 15+ audience (across general interest channels, all India, for the telecast time of 2p.m. on August 16, 2006). As the first choice of all Indian kids, Cartoon Network has ensured that it offers young viewers the best available animated products from India and across the globe. I am sure Indian families will enjoy watching young Krishna playing pranks.'

Rajiv Chilakalapudi, Managing Director, PMI Green Gold Animation Pvt. Ltd., said, 'Green Gold is dedicated to creating high quality original animation content for Television and Film. Our passion and commitment to Indian Animation has yielded fruitful results with the overwhelming success of 'Krishna: the Birth', our first part of the Krishna series. Indeed we are equally confident that its sequel 'Krishna: Makhan Chor' will also be a huge success and resonate with kids and families alike. Over 100 professionals at Green Gold worked on this project and the passion and energy created was exemplary - it was unbelievable teamwork. We are extremely happy that our creations are seen on the number one channel for kids, Cartoon Network.'

Airing as a Republic Day Special on January 26 at 12 noon and 7:30p.m., 'Krishna: Makhan Chor' regales viewers with the playful nature of Lord Krishna. The story is set against the backdrop of his growing years under the love and care of his foster parents, Nandlal and Yashoda, to become the popular, mischievous but lovable 'KANHA' of Gokul. His carefree nature, pulling pranks on the innocent Gopis, his stealing of butter and his frolic with elder brother Balaram and friends form part of the series. This part also includes Krishna's tryst with various demons, which have been sent by his uncle, Kansa.

Green Gold Animation is a sophisticated digital animation and graphics production company, which,

since its inception has focused towards the development of original intellectual animation properties with the assistance of powerful digital animation software tools while pushing the boundaries of constant innovation.

Launched in India in 1995, Turner Broadcasting System, Inc.'s (TBS) Cartoon Network is the leading kids' entertainment channel, reaching more than 26 million viewers. Cartoon Network India was the first international kids' channel to acquire locally produced programming like Pandavas - The Five Warriors, Sinbad - Beyond The Veil of Mists, Ramayana - The Legend Of Prince Ram, The Adventures of Tenali Raman, The Adventures of Chhota Birbal, Vikram Betaal, Akbar Birbal, Son Of Alladin, The Legend Of Buddha and Krishna: the Birth. Cartoon Network has also launched successful, innovative, and integrated on-ground events, such as Hojaye Shuru - The Beyblade Championship, Join The Powerpuff Generation, Toon Cricket, Toon Yatra, Next Big Toon, School Is Cool, Save Dexter's Brain, etc.

Turner Broadcasting System Inc., a Time Warner company, is a major producer of news and entertainment products around the world and the leading provider of programming for the basic cable industry.

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