

Shemaroo Entertainment releases an exclusive children's film 'Rhyme Time in Toyland' on home video

Raell Padamsee and Perizaad Zorabian graced the occasion and unveiled the DVDs & VCDs of 'Rhyme Time in Toyland' at Toddlers Activity Centre

Mumbai, Maharashtra, January 27, 2009 /[India PRwire](#)/ -- **Shemaroo Entertainment** launched the '**Rhyme Time in Toyland**' DVD at the **Toddlers Activity Centre [TAC]**, Worli on 22 January 2009.

Raell Padamsee, veteran theatre personality and actress Perizaad Zorabian unveiled the DVD, along with Ananya Vij, the child actress of the film.

Children of the media present, and parents along with their kids, from the Toddlers Activity Centre were present at the launch and enjoyed the screening of the film, followed by a unique Musical Minis workshop conducted by TAC.

Shemaroo Entertainment has released this unique film on nursery rhymes - Rhyme Time in Toyland - under its flagship kids sub brand KIDZ ZONE. The film is a mix of live action and animation. Set in Toyland, the film is a 50 minute gripping adventure, targeted at 2 to 6 year old children. It has 26 rhymes and songs, with a blend of old favorites and new compositions.

All these wonderful **Rhymes** are also available as **Mobile Caller Ring Tones**, and **download instructions** are inserted in the VCDs & DVDs.

Hiren Gada, Director, Shemaroo Entertainment shares his thoughts, 'With such educative as well as entertaining audio-video films, the kids of today are bound to learn and grasp faster. Moreover, children learn as they are having fun, which is a very satisfying experience.'

Rachana Mamania, Director, Toddlers Activity Centre adds, 'At TAC we create an environment for learning, for children as young as 3 months old, through creatively planned workshops and physical programs such as UK's Tumble Tots. Musical Minis is a program dedicated to stimulating the child's mind through music, an important tool to improve their grasping power.'

Let your little angels travel to Toyland and have a fun learning experience . . . which lasts forever!

The DVDs come with a free audio CD of the Rhymes and are economically priced at Rs. 199/- MRP and the VCDs are priced at Rs. 99/- MRP

Film Synopsis:

The Film has an interesting story line linking all the Rhymes together in a smooth flow. The lead character is MOLLY (Ananya Vij) a cute well-mannered 6 yr old girl who loves to play 'teacher-teacher' with her 6 favourite soft toys. One night her mother stops her play and strictly puts her to bed. Still wanting to play, Molly goes to bed unhappy. To make her wish come true, that night her favourite toys come to life in an animated form to wake her up and take her to Toyland to play, sing and learn more fun rhymes and songs. The toys and Molly dance to the tunes of popular Rhymes and Songs like 'When You're Happy & You Know it, Thumbkin, The Alphabet Song, The Sharing Song, The Boogie Woogie dance and many more and also learn a lot of pro-social skills like caring, sharing and good manners like please, sorry and thank you to name a few. How they return to the real world is exciting to watch too!

Credits:

Director - Yogi Chopra, Animation Director who has won the 'Nasscom Award' in the category 'Super Creative Ideas Pitch'

Concept & Writer - Madhuri Gada, Handles edutainment at Shemaroo Entertainment

Music - Jayesh Gandhi, Music Director of the film 'Manorama SIX Feet Under' and chief music director with Himesh Reshamia

Pavni Pandey, Finalist in Zee - Sa Re Ga Ma Pa Little Champs

Notes to Editor

About Shemaroo Entertainment:

Shemaroo Entertainment Pvt. Ltd. is an integrated **Film Production, PostProduction, Distribution and Animation** player. Broadband, Internet, IPTV, Mobile and other emerging technologies are just a natural extension of our existing work portfolio.

Shemaroo, in its Home Video business has set upon creating an alternative wave in Home Viewing with the launch of VCDs & DVDs specially catering to the discerning customer tastes for Literature, Music, Sports, Spiritual, Self Motivation, Children's, Fitness, Hobbies, Travel and Sex Education to name a few. Shemaroo has acquired over a 100 titles across all genres 'as part of their Alternative Content.

For further information, please visit www.shemaroo.com

About Toddlers Activity Centre:

TAC is a one-stop activity and learning Centre for children as young as 3 months old. It aims to stimulate their mind and body in a friendly and hygienic environment. Creatively planned workshops including Musical Minis, yoga, ballet, etc. help develop a well-rounded personality and physical flexibility at an early age is introduced through the Tumble Tots program, a UK-based world renowned children's group.

Toddlers Activity Centre (TAC), is the brainchild of Rachana Chandaria-Mamania. The approximately 2000 sq. ft. centre provides a hygienic and safe ambience befitting a growing child - a dedicated beamless play area, workshop rooms for creative classes and an extended terrace for birthday parties and related events. The fundamentals are to provide children the opportunity to heighten their senses, perception powers and develop their skills through a fun learning environment.

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