

Turner International partners with ACK Media for Amar Chitra Katha Movies and Series

ACK Media and Turner International have entered into an exciting content partnership to produce two animated films and 26 half hour episodes of the Amar Chitra Katha stories.

Mumbai, Maharashtra, August 11, 2009 /[India PRwire](#)/ -- Amar ChitraKatha comics, entertainer of generations and one of the greatest sources of Indian fables, epics and mythology, will soon come alive on Cartoon Network and POGO, India's number one and two kids' channels. ACK Media and Turner International have entered into an exciting content partnership to produce two animated films and 26 half hour episodes of the Amar Chitra Katha stories.

ACK Media will produce the TV series and films in the inimitable ACK art-style reinvented for the world of 2D animation and will be seen on television for the first time ever on Cartoon Network and POGO. The films are being developed under the tutelage of Cartoon Network animation experts.

Announcing the acquisition, **Monica Tata, Vice President and Deputy General Manager –Entertainment Networks, South Asia, Turner International India Private Limited (TIPL)**, said, "As a great believer in the Indian storytelling heritage, Turner has successively contributed to keeping India's treasure trove of stories alive with animation through its leading kids' channels, Cartoon Network and POGO. We are ecstatic to provide a platform to recreate the magic of the legendary Amar Chitra Katha stories in an animated format. We ask kids, our parents and even our grandparents have grown up on this rich Indian culture and it will be fabulous to see the great Indian epic come alive on our television screens."

Speaking on the partnership, **Samir Patil, CEO, ACK Media**, said, 'Cartoon Network and POGO have been a great catalyst for Indian animation. We have worked with them for almost a year to create a global animation pipeline that is economically attractive for producing content for the Indian market, so we see this deal not just as a broadcast relationship but also as the basis of a long-term partnership between ACK TV and Film production division and Turner International. Our goal at ACK Media is to be the largest content producer of Indian stories and characters over the next 2-3 years. We have

hundreds of stories and characters to develop and we believe that with Cartoon Network and POGO we can achieve not just scale but world-class quality.'

The Amar Chitra Katha series will premiere on Cartoon Network and POGO in early 2010 in India. The episodes are based on some of the best-loved Amar Chitra Katha titles. The animated stories are redesigned for family viewing – enjoyable for both children and grown-ups. The first film - Tripura: The Three Cities of Maya, will be released in summer 2010 and the second film- Sons of Rama will be released around Diwali.

Notes to Editor

About ACK Media

ACK Media is India's leading entertainment and education company for young audiences. Some of India's most-loved brands including Amar Chitra Katha, Tinkle, Karadi Tales and well-known proprietary characters like Suppandi are part of ACK Media. The company develops products for multiple platforms including print, home video, broadcast television, films, mobile and online services. ACK Media is headquartered in Mumbai, has a design studio in Bengaluru and a subsidiary in Chennai.

About Turner Broadcasting System

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.

Cartoon Network and POGO are the leading kids' Network of India and have been sustaining their lead for over a

decade. Across 2007 and 2008, Cartoon Network and POGO continued to rule as the number one and number two channels respectively with a strong combined share of 45% in 2008. The share of Cartoon Network and POGO in the top 100 transmissions went up from 99% in 2007 to 100% in 2008. As per TAM 2008 statistics, Cartoon Network was the #1 national channel across all television genres in 2008 each time its Indian Animation line up aired.

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