

'Chhoti Anandi' targets young audiences to boost Sunday Morning Programming



Mumbai, 2016 Jan V: Drawing inspiration

from Anandi's appeal when she was a child, COLORS has associated with SphereOrigin to launch a home-grown animated series as a first-of-its-kind extension of a popular Hindi television character called '**Chhoti Anandi**'. Taking the first step towards building its Sunday morning programming, COLORS and Rishtey will simulcast '**Chhoti Anandi**' **starting January 17, 2016 every Sunday at 10am.**

Commenting on the launch, **Raj Nayak, CEO – COLORS** said, *"Over the past 7 years, Anandi's character has appealed to viewers across the globe. Taking note of her sustained popularity, we have decided to launch a homegrown animated series ChhotiAnandi. This is for the first time on Indian television that a popular fiction show character is being adapted into an animated series. Through 'ChhotiAnandi', we plan to engage and strengthen our bond with the tiny tot audience and present a show that is visually appealing and entertaining at the same time."*

Speaking about the concept of 'Chhoti Anandi', **producer Sunjoy Waddhwa, CMD, Sphereorigins** said, *"It is a challenging prospect to translate a fictional character into an animated series like 'ChhotiAnandi' who is wise beyond her age and will question society's regressive norms. The show will not be an animated representation of the story of Balika Vadhu, but ChhotiAnandi's adventures. ChhotiAnandi's tales will encourage young viewers to learn life lessons in the simplest manner and put them to practical use. This series will be a delight to watch for the kids' audience and will cater to their entertainment need as this is the very first kind of animation show which will be shown on any GEC channel."*

The animation for the series Chhoti Anandi has been done by **Anish Patel**, founder and CEO of **Hop Motion** animation studio.

As 'Chhoti Anandi' prepares to launch simultaneously on COLORS and Rishtey, the channel has planned an extensive marketing and digital promotional strategy to create maximum recall among audiences across age-groups.