

Colors to open up Sunday morning with animation series 'Chhoti Anandi'

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Buoyed by the success of its longest-running weekday fiction show 'Balika Vadhu', Colors is planning to launch an animation show, 'Chhoti Anandi', in the Sunday morning slot. 'Chhoti Anandi' centres around the character of Anandi, the protagonist of 'Balika Vadhu'.

The animation show will draw inspiration from Anandi's appeal when she was a child. Viacom18's Colors and free-to-air (FTA) brand Rishtey will simulcast the series starting 17 January, every Sunday at 10 am. The homegrown series is being launched by Colors in association with Sphereorigins, which also produces 'Balika Vadhu', and Hop Motion.

The animated series will capture adventures of Anandi's playful childhood. Chhoti Anandi is an eight-year-old brave and righteous child. She is wise beyond her years and is known to find innovative and unique ways to solve problems of her village folks.

The series will highlight her entertaining yet mischievous side as she explores innumerable escapades in the company of her friends. Colors CEO Raj Nayak said, "Over the past seven 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 'Chhoti Anandi'. Through 'Chhoti Anandi', 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, Sphereorigins CMD Sunjoy Waddhwa said, "It is a challenging prospect to translate a fictional character into an animated series like 'Chhoti Anandi' 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 Chhoti Anandi's adventures. Chhoti Anandi'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." So far, only Mukesh Khanna's first Indian superhero 'Shaktiman' has seen its animated version on television in India. Colors has planned an extensive marketing and digital promotional campaign to create maximum recall among audiences across age groups for the show.

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