INDIA'S FIRST KID'S TECH-TAINMENT COMPANY

BHOOSHAN'S JUNIOR

Problem
Kids Entertainment is not Child's Play

01

NON KID'S CONTENT

87% of the kids in 2-14 age group are watching non-kids content.

02

SIMILAR CHARACTERS

Indian shows are mostly Mythological or Filmy characters which have almost similar characteristics

03

LACKS LOCALIZATION

Lacks localization in terms of Indian "Context", usually catering North India

04

PRICE

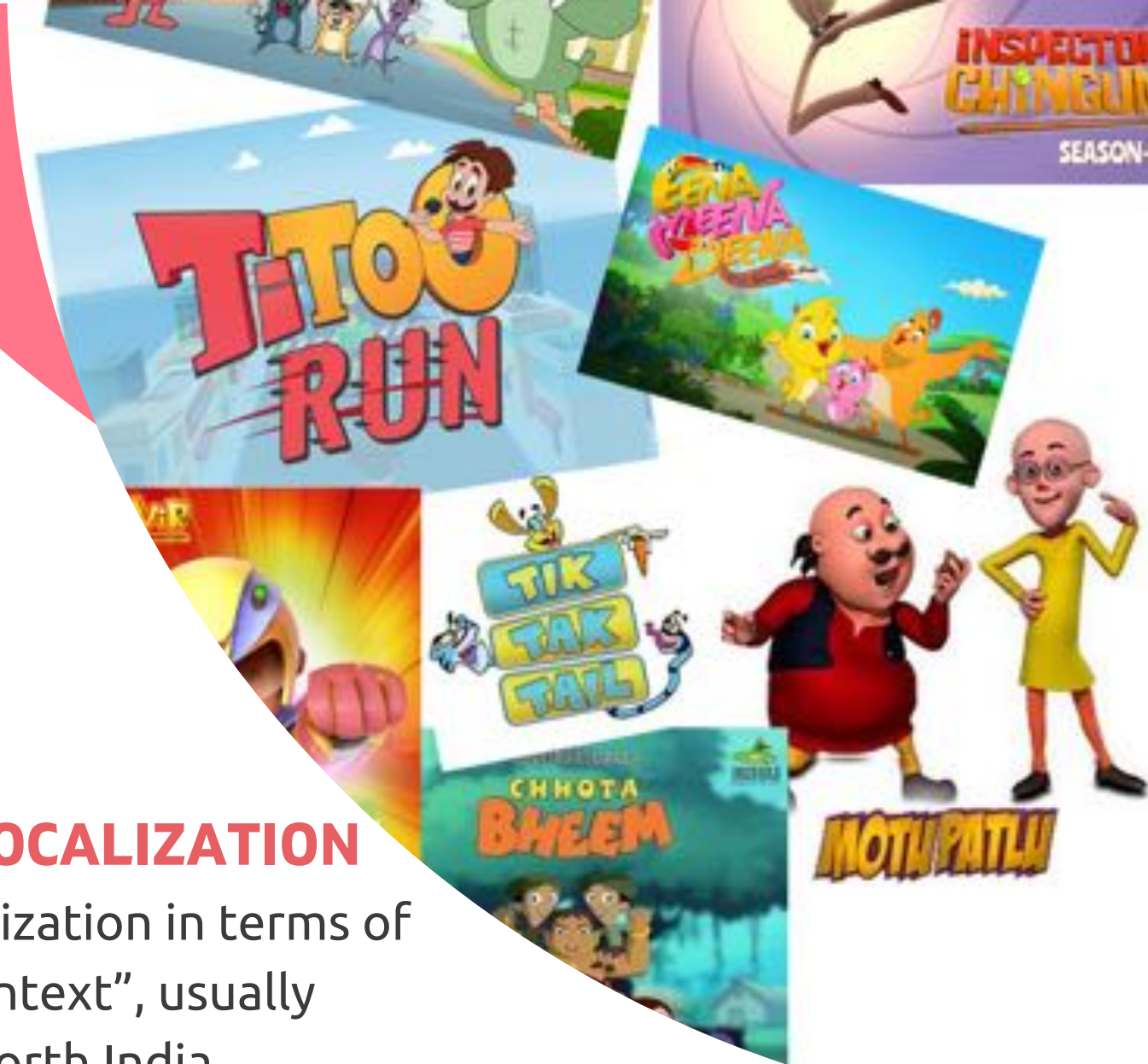Price point is an important concern for Kids audience and parents

05

PARENT'S CONCERN

Parents are concerned that their child may be exposed to inappropriate content

06

UNTAPPED MARKET

Huge business potential of Kid's entertainment industry in India is not utilized by investors .

Bhooshan's Junior

We Bring Stories To Life

Introducing a new eco-system of India's very own TECH-TAINMENT COMPANY.

We ideate, produce and distribute, fun and safe kid's entertainment with a new style of animated cartoon shows and Indian iconic characters that will redefine Indian kids entertainment industry in this new digital age.

Our vision is to become a one stop-solution for kids entertainment by 2025

Market Opportunity

Global Market $932.87 Billion

by 2026
$1.073 Trillion

Indian Market $8.35 Billion

by 2026
$16.71 Billion

SAM $ 230 Million

TAM $ 8.35 Billion

SOM $ 23.79 Million

Achievable Market

MEAWOO
the curious kitten...

JHOOM TA RA RA RA

What Do We Offer?

ECOSYSTEM FOR OUR VARIOUS INTELLECTUAL PROPERTIES

APPARELS
Each character will have its own range of apparels for children

MERCHANDISING
merchandising products like toys, back to school products, utility items and many others

GAMES
Wide range of games for various devices

BHOOTHAN'S JUNIOR Presents

MEOWOO
the curious kitten

AR/VR ACTIVITY
AR/VR based activity for children which will enable them to interract with the character

METAVERSE
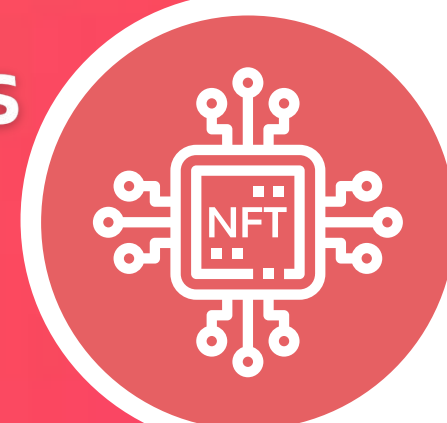All characters can have fully virtual online kid's and parent's experience centers in Metaverse

INTELLECTUAL PROPERTIES
Create video series with various interesting episodes for TV and OTT Platform

NFT-ART
Collectable NFT Art for various characters will be available to collect via crypto currency
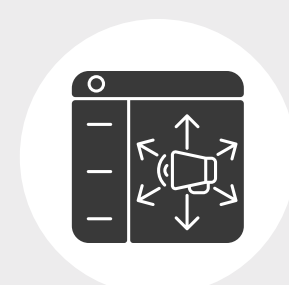
Our Focus is on TECH-TAINMENT

Content Development

Develop content which will target all mediums- broadcast, digital and mixed reality
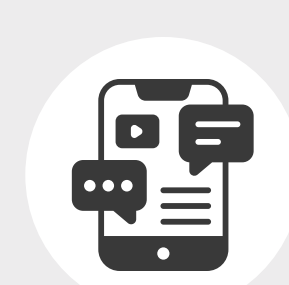
VR/AR Based Activity

Develop interactive activities using AR/VR technology which will help children engage more with their favorite character.

New Video Distribution Channel

Broadcast shows through our own IPTV where kids can watch the series and short videos

Next Generation Content

Develop content for Metaverse, where children can live in the universe of their favorite characters

New Virtual World

Develop virtual experience centers in Metaverse which will be a totally immersive experience

Features

TECH ENABLED CREATIVE CONTENT

Our content will be delivered in all possible technology mediums for maximum visibility

INTERACTIVE NEW GENERATION MEDIA

All content will have interactive platforms like Games, and AR/VR activities

NEW AND FUTURISTIC IDEA

create a powerful ecosystem around our content that will encompass various future digital mediums

INTEGRATING BLOCKCHAIN TECH

all new content is created by integrating NFT, crypto-currency and other futuristic ideas

Revenue Model
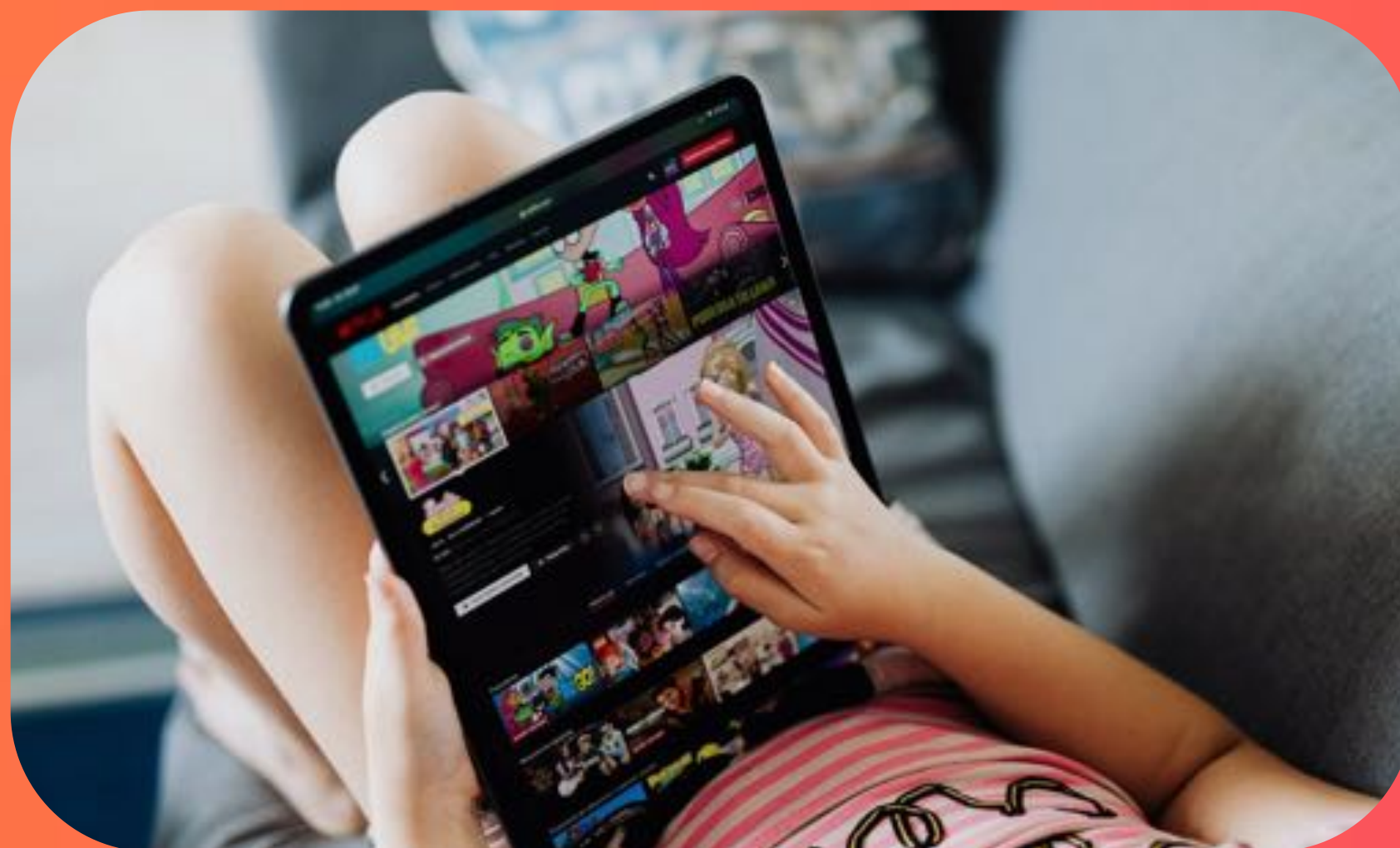
₹ 30,57,600
Revenue from Broadcasters per show

₹ 1,00,000
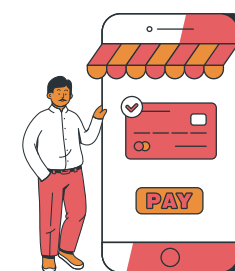Revenue from OTT Platforms per show

55%
Revenue from Youtube from Total Revenue

₹ 250
Revenue from L&M Avg Customer Order value

Go to Market Strategy

Kids Animation Projects

TV Broadcasts
(Regional/National/Global)
→ Selling Yearly Copyrights

Affiliate Market Revenue
→ Licensing & Merchandising
→ Toy Market
→ AR/VR/XR
→ Gaming

OTT/Digital
→ AVOD/TVOD/SVOD
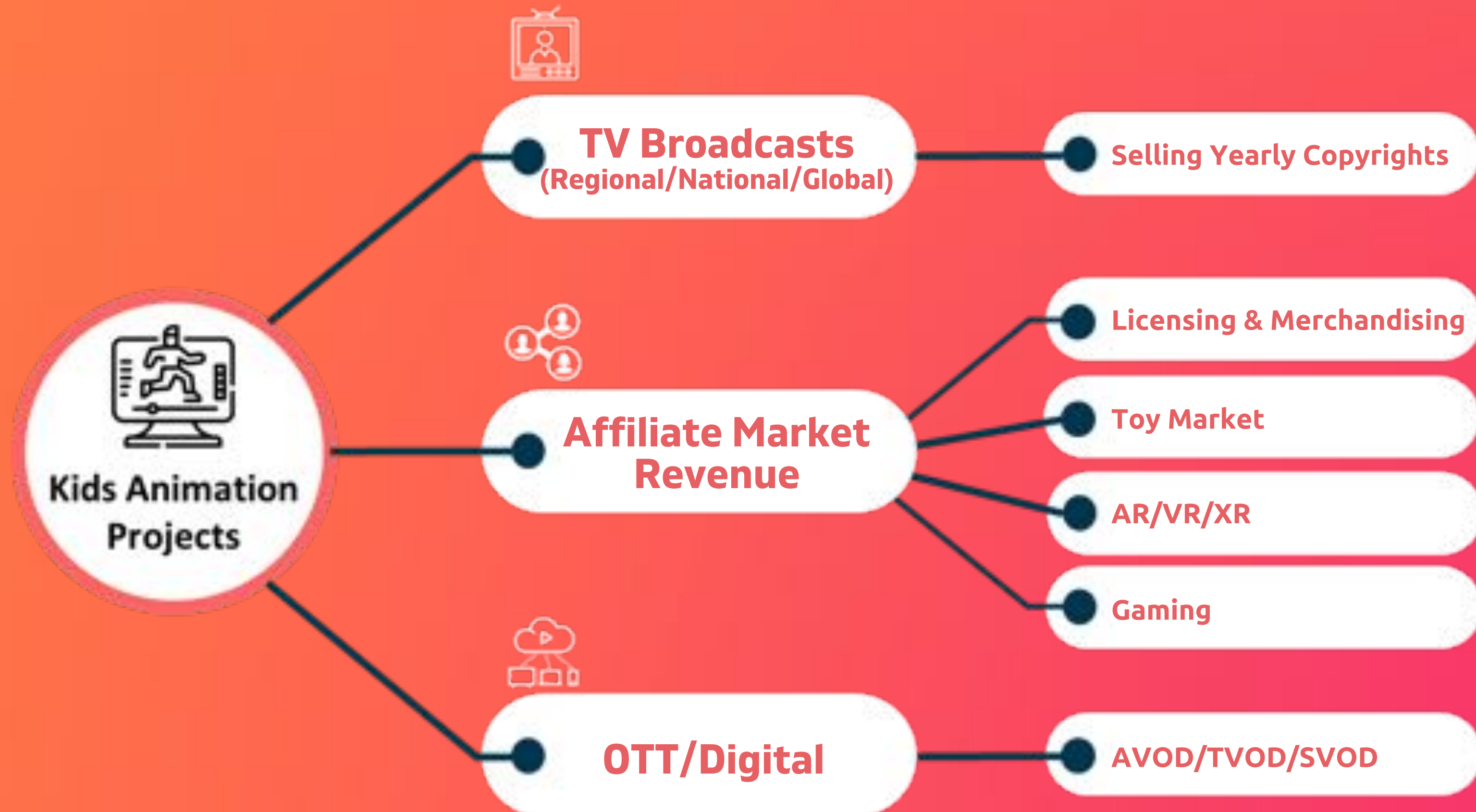
5 Years Financial Analysis

PARTICULARS ($ IN MILLION)	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	0.17	1.21	3.54	7.08	12.25
EBITDA	(0.14)	(0.58)	2.49	5.64	10.40
PAT	(0.14)	(0.58)	1.67	3.82	6.97
Cash Flow	(0.89)	(11.60)	0.48	5.58	15.90

Competitive Analysis

FEATURES	Bhooshan's Junior	moonbug	COSMOS MAYA	GREEN GOLD	RELIANCE Animation
Unique Charaters	✅	✅	Myth or Film Based	Myth or Film Based	Myth or Film Based
Quality of Content	✅	✅	Nonsensical Story	Nonsensical Story	Nonsensical Story
Target Global Audience	✅	✅	Indian Market	✅	Indian Market
L & M	✅	✅	✅	✅	✅
Content Localization	✅	Fit for Europe	Fit for North India	Fit for North India	Fit for North India
AR/VR Projects	✅	❌	❌	❌	❌
Digital Enabled Content	✅	❌	❌	❌	❌

Requirement

FUND USAGE RATIO

20% **Marketing**

25% **Operations**

45% **Capex**

10% **Technology**

Team

Sarath Bhooshan
Founder & Chief Executive Officer

Education
Computer Science and Engineering (IETE)
Pursuing BA(Hons.) in Psychology

Experience
7 Yrs of working experience in IT,
Finance and Stock & Commodity Market

Since 2013, working for Kids
Entertainment Industry **(9 yrs)**

Joseph Panikulam
Chief Programming Officer

Education
Bsc-Visual Communication

Experience
20 yrs experience in various
entertainment and media companies

Including the last 7 yrs as the creative
head of kids animation TV channel

Arish Saseendran
Head-Technology Products

Education
BTech, Electronics and Communications

Experience
11 + years of experience in IT| Big Data |
Robotics | Autonomous Navigation

good in programming languages. Hands on
with NGINX, AWS, GCP, Serverless &
Distributed Computing, Robot Operating
System, AI, ML, OpenCV, Encryption, MEAN
Stack, Flutter

Team

Mamas Ramachandran
Creative Head

Education
Traditional animation course

Experience
20 + year career that spans animation, film scripting, creative writing and direction.

Directed 3 popular Malayalam feature films:
Paapi Appacha, cinema company, Mannar Mathayi speaking 2

Anjali Nair
Content Head

Education
Bachelor of Arts(English),
Advanced Diploma in Multimedia(Arena, Ahmedabad)

Experience
17+ yrs experience in Creative Art direction, Animation, Content Creation, Social Media Handling, Fashion Curation

Sreejith.P.S
Head-Production & Outsourcing

Education
BTech-IT

Experience
4 Yrs experience as System Engineer at Exodus Computers

6 yrs as Head of Production at Oseye Media Technologies

Francis J. Nellickal
Chief Financial Adviser

Education
CA

Experience
32+ years experience in accounts, finance and auditing in India and Middle East

currently practicing as independent chartered accountant

Our Achievements

Collaboration
- Vitiu.com - Chinese Based video delivery platform
- Toon Boom, Canada - Animation Software Collaboration
- Zeptolab - Russian Based content developer (WIP)

TOP 10 in IIT-Madras Elevate 5.0-2022 - 580 start-ups participated from pan India in a total of four rounds of competition

Incubated with SP-TBI, Mumbai in their incubation program for 2021

Selected in CITTIC (Centre for Innovation Technology Transfer and Industry Collaboration)- CUSAT/RUSA Startup Grant -2021 for a grant of INR 2 Lakh and incubated with CITTIC

Selected in Kerala Startup Mission Innovation Drive-Idea Grant -2020 for a grant of INR 2 Lakh.

IIT-Kanpur expert panel has reviewed our idea and the total panel appreciated our business model

OUR ACHIEVEMENTS

Receiving CUSAT CITTIC Grant & Award
from Kerala state Industries Minister

IIT-MADRAS Eleavate 5.0 2022

Issued Optional Convertible
Preference Shares (OCPS) & collected
Rs. 1 million from 10 investors

Interested?

We are equally interested

Contact Us

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