



ACCOMPLISHMENT
EXCELLENCE
ACHIEVEMENT

★ **HIGHLY ASPIRATIONAL & INSPIRATIONAL**

Universally recognized as the global authority on record-breaking achievement, Guinness World Records keeps a unique database of animals, people and amazing feats. The GWR team is constantly working with companies and individuals to break world records. Proving its 99.8% recognition in English speaking countries, Guinness World Records has become a household name, as well as a symbol of brand resonance.

★ **A RECORD-BREAKING LICENSING OPPORTUNITY**

With over 3 million copies of book sold each year, Guinness World Records is globally credible. After its series aired in India in the 90s, participation from other regions allowed many Indians to establish themselves as world record holders. With a database of more than 40,000 records, 2,000 unique photographs and more than 1,000 TV clips, Guinness World Records' highly visual and educational content can be tailored to suit a variety of age ranges, subject or interest areas.

★ **LICENSING EXTENSIONS AVAILABLE**

Publishing, Stationery, New Media (Mobile/DVD content, Video Games), Toys/ Games and much more.



★ **PARTNER WITH SUCCESS, PARTNER WITH GWR!**



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