



LICENSE INDIA
Empowering Brand Extensions

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THE ECONOMIC TIMES

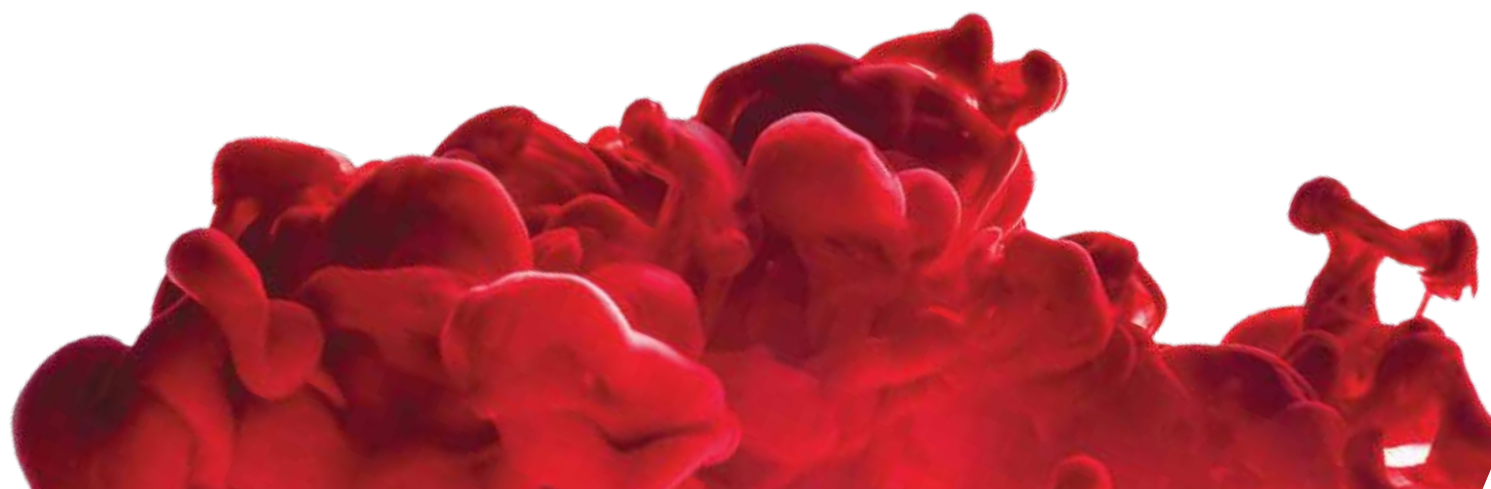
Presents

INDIA
LICENSING
EXPO 2017

EXHIBITION | CONFERENCE | AWARDS

20-21 AUGUST, 2017 | HOTEL SAHARA STAR, MUMBAI

SHOW REPORT



DIVERSIFICATION

strive for new revenue streams through brand licensing

SHOW AT A GLIMPSE



INDIA LICENSING EXPO 2017

EXHIBITION | CONFERENCE | AWARDS

WORLD OF BRAND LICENSING



INDIA LICENSING CONFERENCE 2017



L TO R: Dan Frugtniet (VP-Licensing & BD, Nickelodeon Viacom Consumer Products), Yannick Colaco (MD, NBA India), Celebrity Chef Sanjeev Kapoor (SK Brands), Harman Baweja (MD, Baweja Movies - Chaar Sahibzaade)

INDIA LICENSING AWARDS 2017



Vishal Sinha of SK Brands with



Rohith Bhat of 99 Games with Jason Sutton of Polaroid and Sandeep Dahiya



Vineet Sharma of Parragon Publishing India with Dan Frugtniet of Viacom, Vinod Mahanta of Economic Times and Chris Evans of Oxford Ltd.



L TO R: Sandeep Dahiya (Director & Business Head - Brand Extensions, BCLL) with John Erlandson (EVP, ABG)

MASTERCLASS



Master Class attendees from Sports Seed Pro along with the Brand Licensing experts at India Licensing Masterclass 2017

Pete Canalicchio (Managing Partner, Licensing Brands, Inc.) and Chris Evans (MD, Oxford Ltd.) at India Licensing



GAURAV MARYA
Chairman, License India



SERIOUS BUSINESS DISCUSSION



SOME FUN AT BRAND LICENSING SHOW





SHAPING LICENSING IN INDIA

The brand licensing industry in its 'nascent stage' in India, is already on a growth trajectory in the foreseeable future, given the rising brand consciousness and higher penetration of modern retail and e-commerce. From the times when one store in Mumbai as Shoppers Stop was touted to be the mecca of retail, to now when 70 global brands forayed in India in 2016. Indian licensing & merchandising industry has travelled a long distance.

India Licensing Expo (ILE) 2017, India's first and most influential business-to-business brand licensing show began on August 20th at Sahara Star, Mumbai in presence of many eminent leaders and celebrities. Brainchild of License India, Indian Licensing Expo witnessed participation from over 150+ global and domestic brands for retail industry along with stalwarts joining under one roof to strategize the next course of action for the L&M industry. Supported by the International Licensing Industry Merchandisers' Association (LIMA), the show boasted of a 2 day Exposition, Awards Night and Knowledge Forums in the way of Licensing Conference and extensive Masterclass.

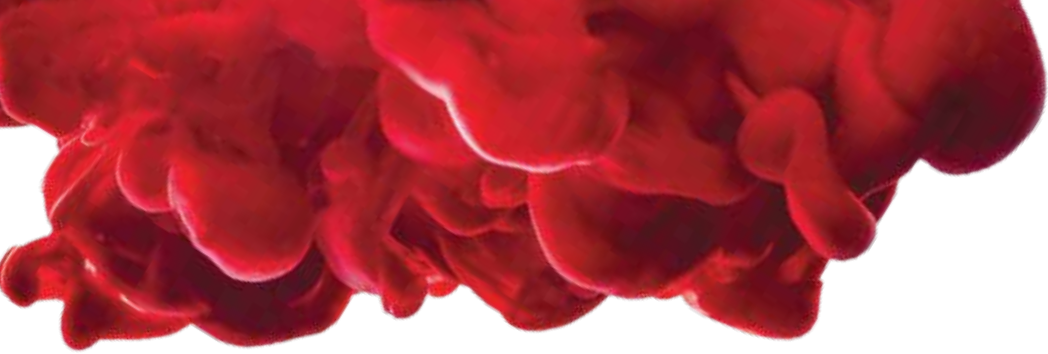
"The owners of intellectual properties (IPs) including major character, entertainment, celebrity and corporate brands are keen to enter the Indian market. Everybody wants to tap the 1.3 billion customer-base that the country has, especially when awareness of brands among consumers in 900 cities is very high" asserted **License India Chairman, Gaurav Marya** during the event.

With an aim to increase awareness and support the growth of licensing in the country, the expo was graced by presence of many eminent personalities like Taapsee Pannu (Bollywood Actor), Sanjeev Kapoor (most renowned Chef of the country), Girish Kumar Taurani (MD, Tips Industries Ltd), Harman Baweja (Actor, MD, Baweja Movies) and many more.

"We have been successful in bringing India Licensing Expo as a dedicated hub where the industry unifies to shop brands for business from the brightest leaders, brand owners & decision makers from apparel, cinema, music, sports and character licensing under one roof. This platform also brought together numerous brand opportunities, elaborate knowledge forums, exclusive licensing recognitions, fun character parade and much more. In scenario when India is a brand-hungry market, we see a natural inclination towards licensing as an effective retail strategy. Brand licensing has been well accepted as a retail strategy in India, and through ILE 2017, we brought the global understanding to Indian landscape. We plan to create such brand licensing platforms more often for industries to thrive on," said **Gaurav Marya, Chairman, License India**. He also expressed that, "About 460 foreign brands confirmed their entry in the consumer space either through licensing or franchise model."

In the words of **Sonalika Malik, Business Head, License India**, "Putting the show together for the first time in the Indian Brand Licensing Industry was indeed challenging, however an overwhelming experience. I would like to thank LIMA for extending the support. I would also like to express gratitude to all our partners and industry veterans who believed in us and helped us make this exposition what it is. We garnered participation from 7+ countries making ILE 2017 truly international. We intended to extend wide range of licensing opportunities to our visitors, which were well achieved. We look forward to take this expo to the next level with **ILE 2018**."





WORLD OF LICENSING OPPORTUNITES

India Licensing Expo kick started with a unique Character Parade including more than 15 global cartoon characters followed by combination of **2 day Master Class, 1 day Conference, Exhibition and Awards**. ILE profiled a unique opportunity to know it all in just two days, covering every aspect of licensing model and its usage in your business at strategic and retail level. The platform offered an exhaustive licensing ecosystem by inviting business visitors from pan India over the show and visits from retailers/ manufacturers from all sectors – apparel, footwear, jewelry, bags, small leather goods, eyewear, accessories, travel gear & luggage, electronics, back to school range, mobile phones & accessories, bluetooth devises, IT products & accessories, personal care, skin care, cosmetics, fragrances, hair grooming, publishing, new media & apps, games & toys, home linen & furnishings and much more.

The Exposition also displayed all kind of licensing opportunities for manufacturers & retailers across products such as in characters : **Chhota Bheem, Peppa Pig, PJ Masks, Dora, Popeye, Motu Patlu, Toki Doki, Ben 10, Purple Turtle, Power Puff Girls, Mighty Raju, Sponge Bob, DQ entertainment, Sesame Street, Mondo TV, Green Gold Animation, Essel, RK Laxman and much more**. In corporate brands, the galore offered brands like **Juicy Couture, Marwa, Aeropostale, Spyder, Misook, Airwalk, Lamborghini, Compaq, Maui & Sons, JCB, KKCL, WWE, Polaroid, Fashion TV, Swiss Military, University of Oxford, Marie Claire, Carlton London, Orion Initiative, Absorba, Shell, Pepsi, Kuber, Mountain Dew, Route 66, Polaroid, Femina Flaunt, Kuber, Authentic Brands Group, Mechanix, SK Brands, Bradford License India** and much more. Music & Art saw brands like **Universal Music, MTV, Billboard, Michael Jackson, Marilyn Monroe, Elvis Presley & Romero Britto**. Entertainment Properties such as **Chaar Sahibzade, Peter Rabbit, Jungle Book, Bandai Namco, Jumanji movie, Emoji Movie, Viacom 18**. Sports properties such as **NBA, Delhi Daredevils, Extreme Sports, VOIT, Mancity FC, FC Barcelona, Roland & Garros, Shiv Naresh, Cycle Polo Federation of India, Muhammad Ali, Shaq** captured the eye balls of the visitors.



DREAM THEATRE AT
INDIA LICENSING EXPO 2017



MAUI & SONS AT
INDIA LICENSING EXPO 2017



SK BRANDS AT
INDIA LICENSING EXPO 2017



GREEN GOLD ANIMATION AT
INDIA LICENSING EXPO 2017



INNAUGURATION OF
INDIA LICENSING EXPO 2017



TOKI DOKI AT
INDIA LICENSING EXPO 2017



NBA AT
INDIA LICENSING EXPO 2017

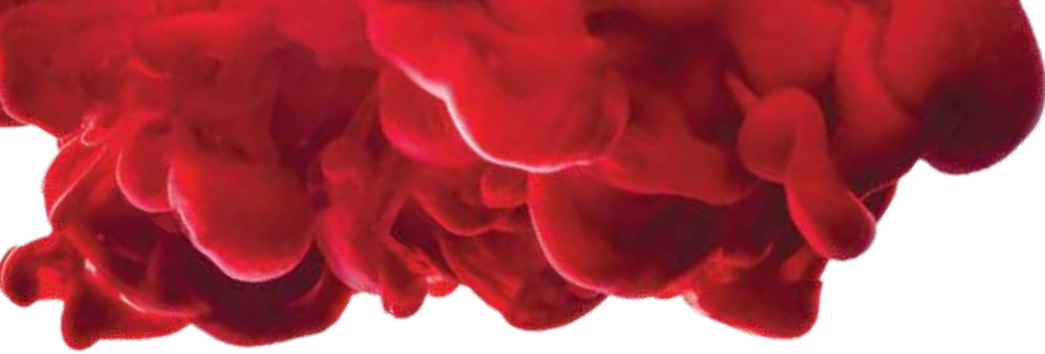


SESAME STREET AT
INDIA LICENSING EXPO 2017

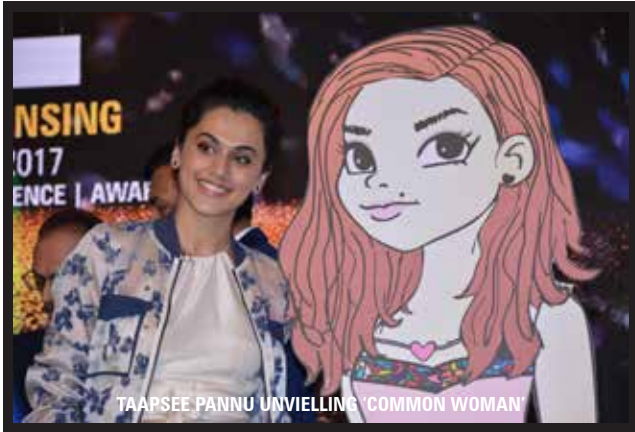


SWISS MILITARY AT
INDIA LICENSING EXPO 2017





With announcements from various International brands entering the Indian Market at the Expo, Bollywood actress **Taapsee Pannu** launched the 'Common Woman' created by Rimanika Laxman and inspired by the 'Common Man' of Lt. R.K Laxman.



TAAPSEE PANNU UNVEILING 'COMMON WOMAN'



TAAPSEE PANNU AT PRESS CONFERENCE AT INDIA LICENSING EXPO 2017



DAN FRUGTNIET AT INDIA LICENSING EXPO 2017

Dan Frugtiet, VP – Licensing & Business Development, Nickelodeon Viacom Consumer Products quoted, "India is a dynamic territory where population is the key i.e. 1.3 billion is a huge opportunity for any brand to do business. Even if we take 10 per cent of this figure as active base with high to medium disposable income, that's still a huge potential market. It's absolutely dynamic, exciting, fast developing and GDP growth percentage is something that we in UK are jealous. India is clearly a big opportunity for any company and the key is how do you crack it as there is a lot of cultural and social variation. We are trying the same and that's why we are here supporting ILE 2017."



JOHN ERLANDSON AT INDIA LICENSING EXPO 2017

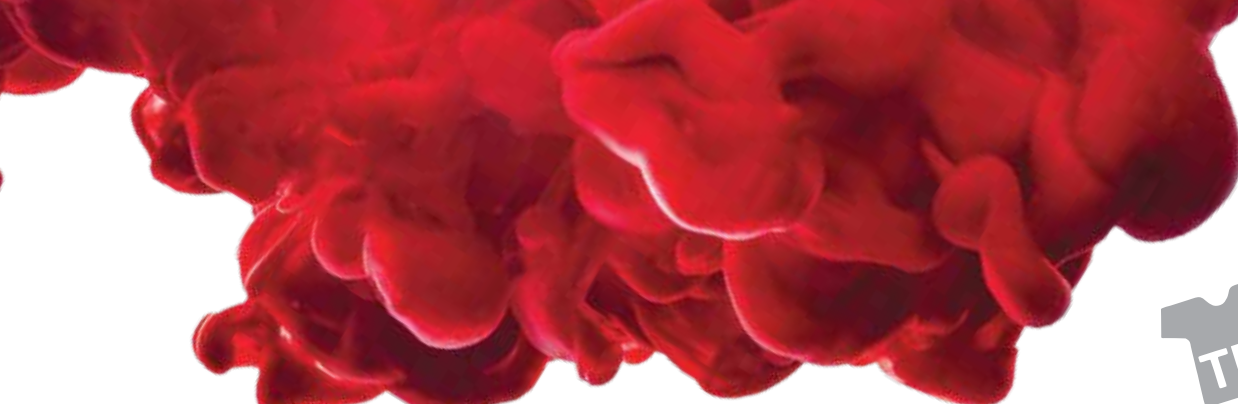
John Erlandson, EVP Business Development and Co-Chief Business Officer, ABG expressed, "We started 7 years ago from nothing. Today, we have 600 global partners beyond 28 premium brands generating \$ 5.5 billion across the world and 30 million comes from India. I think of Indian market as full of opportunities. If you are willing to work and understand how fragmented this market is; you get in there and you will find person after person – the right partners, entrepreneurs who allow you to grow your business. We are super excited about it, the show has been eye opening."

In words of Chitra S. Johri, Director, Bradford license India, "Though at a nascent stage, the Indian licensing industry holds massive growth potential. ILE2017 on the same lines offered a platform for the Indian licensing fraternity to come together for the first time, brainstorm and address the challenges in a cumulative manner. I am delighted to see the real change coming already in the country, where all of industry colleagues confirmed to come together to stir licensing into Indian retail. This was a bigger movement in our domain of licensing, benefitting each product category in actual sense. Bradford is a proud partner of this show, and we represented all our brands for licensing."



Shivram Saran, AVP & Head, Consumer Products JCB India acknowledging the efforts said, "Thanks for all the arrangement. As usual, a very valiant attempt by **License India** family in a space that is at still a nascent stage. Appreciate everyone of you for the role you played in show-casing JCB in the licensing world. Let's look forward on how we could associate in future expo."





Jason Sutton, Vice President – Licensing, Polaroid expresses, "Polaroid is a great example of what licensing can do for brands. Celebrating its 80th anniversary this year, the brand has close to 97 licensees across the world in various categories. We have almost 100 per cent brand awareness. We are generating close to a billion dollars in licensed product sales on annual basis." Jason traveled from US to attend ILE and was one of the veteran speakers in the forum.

Conceptualized by exclusive licensing media company, **License India** and supported by global licensing body, **Licensing Industry Merchandisers' Association (LIMA)**, **Indo-French Chamber of Commerce and Industry (IFCCI)** and **Sports Goods Foundation of India**. The show sponsors were **Viacom 18, KKCL, Orion Initiative, Dream Theatre and Bradford License India**. **Ernst & Young** was process tabulation partners for **India Licensing Awards**, concurrent event of ILE 2017.

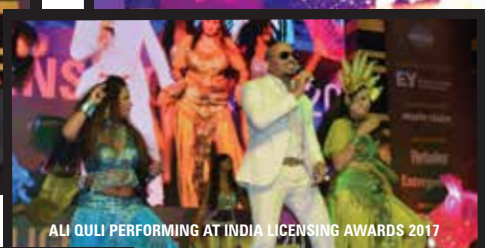
"According to the latest Global Licensing Industry Survey, 2017, India currently ranks 20 with \$1,396 million retail sale of licensed merchandise in 2016. The country's rank in the global scenario is expected to improve as it has huge opportunity and there is global optimism for India" said **Maura Regan, Executive Vice President of LIMA**. According to LIMA's Global Licensing Industry Survey, 2017, the market size is \$262.9 billion with a 4.4 per cent growth over the previous year. As a supporting partner for the show and a strong global body, LIMA chaired the conference and forsees the association moving.



INDIA LICENSING CONFERENCE 2017



INDIA LICENSING AWARDS 2017



ALI OULI PERFORMING AT INDIA LICENSING AWARDS 2017



VETRANS OF LICENSING INDUSTRY AT INDIA LICENSING MASTERCLASS 2017



INDIA LICENSING MASTERCLASS 2017





MASTERCLASS & CONFERENCE



PETE CANALICHIO AT INDIA LICENSING MASTERCLASS 2017



RITU MARYA AT INDIA LICENSING CONFERENCE 2017



SAMIR JAIN (Green Gold Animation) & ISHMEET SINGH (Mattel Toys India) AT INDIA LICENSING CONFERENCE 2017



CHRIS IVANS AT INDIA LICENSING MASTERCLASS 2017



DAN FRUGTNIET (Viacom Nickelodeon) & MAURA REGAN (LIMA) AT INDIA LICENSING CONFERENCE 2017



SANDEEP DAHIYA (BCCL) & JOHN ERLANDSON (Authentic Brands) AT INDIA LICENSING CONFERENCE 2017



LICENSING KNOW-HOW UNDER ONE ROOF

The show proffered two forums, **India Licensing Master Class 2017** and **India Licensing Conference 2017**. The 2 days certification India Licensing Master Class 2017 began a day prior to the show on 19th August and ended on 20th August. The master class conducted by **Chris Evans, Managing Director, Oxford Ltd.** and **Pete Canalichio, Managing Partner-Licensing Brands Inc.** was a comprehensive circle of the licensing model. It was attended by select 30 delegates and were rewarded certificates on completion.

Further, on the second day of the show, on 21st August, was replete with a power packed agenda of remarkable leaders on panels like **Dan Frugtniet (VP Licensing & Business Development, Nickelodeon Viacom Consumer Products)**, **Maura Regan (Executive Vice President, LIMA)**, **Jiggy George (Founder & CEO, Dream Theatre and Head of LIMA India)**, **Samir Jain (Executive Director and COO, Green Gold Animation Pvt. Ltd.)**, **Shivram Saran (AVP & Head Consumer Products, JCB)**, **Anurag Sachdeva (Director, India & South East Asia, Rovio)**, **Chris Evans (MD, Oxford Ltd.)**, **Yannick Colaco (MD, NBA India)**, **Jason Sutton (VP-Licensing, Polaroid)**, **Ishmeet Singh (Country Manager, Mattel Toys India Pvt.Ltd)**, **Archana Keskar (Senior Director Retail & Business Development, WWE)**, **Ritu Marya (Editor-in-chief, Entrepreneur India)**, **Manish Mandhana (CEO, The Mandhana Retail Ventures)** and many more.



JIGGY GEORGE (FOUNDER & CEO, DREAM THEATRE AND HEAD OF LIMA INDIA) AT INDIA LICENSING CONFERENCE 2017



ARCHANA KESKAR, SENIOR DIRECTOR, CONSUMER PRODUCTS LICENSING & RETAIL, INDIA, WWE AT INDIA LICENSING CONFERENCE 2017

Archana Keskar, Senior Director, Consumer Products Licensing & Retail, India, WWE says "India is an important market for WWE with a massive fan base that we believe deserves localized product solutions. Earlier this year, we launched WWE's first local e-commerce experience in the country – WWEShop.in. To ensure we continue expanding on the branded merchandise presence, it is important that we work with appropriate licensees, manufacturers, distributors & retailers and the global licensing body, LIMA (Licensing Industry Merchandiser's Association) has always been the best platform to bring the industry together. This year, we were pleased to participate in India's first Licensing show backed by LIMA, organized by License India. The License India team provided all needed support starting with booth design, logistics to even coordinating meetings. It was a very well put-together event including the masterclass, seminars and panel discussions that are key to continue education of global licensing standards & facilitate relevant conversations in the market. We wish the team well and look forward to working together in the future."

Nuno Fonseca, (Managing Director, Maui and Sons) from California quotes, "India Licensing Expo was a great effort put together by a really good team. It had a really high quality of exhibitors mixing international players with local assets, and it was complemented by really good program that ranged from workshops to debates with a series of market knowledgeable intervenientes. It was a pleasure to participate."





AWARDS



GREEN GOLD ANIMATION



ALI QULI MIRZA



99 GAMES



CROCS



KKCL



ATHOM TRENDZ





GLITTERING NIGHT OF RECOGNITION & CELEBRATION

ILE 2017 'exclusively' also hosted India's foremost licensing recognition platform, **India Licensing Awards 2017** partnered with **Marie Claire**. Celebrating the best in Indian Licensing Industry, the whole fraternity came together to celebrate excellence and to raise a toast to outstanding achievements in the industry so far. The **'Licensor Of The Year'** winners were **Green Gold Animation, Arka Media Works, HRX by Hrithik Roshan, NBA India, Crocs, Angry Birds, Universal Music Group** under the categories **Entertainment, Bollywood, Celebrity, Sports, Corporate, Character, Music** respectively. The winners for the **'Licensee Of The Year'** were **Mandhana Retail Ventures Ltd, Super Plastronics Pvt Ltd, Bonjour, Mustang Socks, Toy Zone, Yellow Spark International, Goal Squad, Athom Trendz, Monginis, Paragon Publishing, 99 Games Online, Max Fashion, Wave Line Sports** under the categories **Apparel, Electronics, Fashion Accessories, Toys & Games, Back To School, Gifts & Novelties, Home Décor, FMCG, Publishing, New Media & Retail Innovation** respectively. The special categories of **'IP Firm Of The Year'** and **'Licensing Agent Of The Year'** were bagged by **Anand and Anand and Black White Orange** respectively. Also, Licensor Special : **Disney India, Cartoon Network Enterprise, Viacom 18 Media Pvt. Ltd., Yash Raj, Kewal Kiran Clothing Ltd., SK Brands**, Agent Special : **Dream Theatre, Animation India**, Theme Park : **Adlabs Imagica**, Licensee Special : **HM International, My Baby Excel Reliance Retail, Shoppers Stop** were the achievers of the honorary awards for their outstanding contribution to the licensing industry year on year.



SK Brands Awarded
at India Licensing Awards 2017



Dream Theatre Awarded
at India Licensing Awards 2017



Viacom 18 Media Pvt. Ltd.
Awarded at India Licensing Awards 2017



Adlabs Taking Awarded at
India Licensing Awards 2017





LICENSE INDIA

Empowering **Brand Extensions**

ABOUT THE ORGANIZERS - LICENSE INDIA

License India, an exclusive brand licensing vertical of Franchise India Group, is India's first licensing media services company formed with the objective to increase awareness and support the growth of licensing in the country. Being the knowledge centre, the vertical comprises of licensing editorial initiatives in the publications like The Retailer and The Entrepreneur, along with the portal www.licenseindia.com, and business-to business licensing shows encapsulating conferences, workshops, expositions, and awards, under Brand Licensing India, and India Licensing Expo. License India excels in the licensing space with its strategic and knowledge based verticals. For more information log on to www.licenseindia.com



ABOUT LIMA

Founded in 1985, LIMA (Licensing Industry Merchandisers' Association) is a conglomerate of over 1000 companies and individuals, engaged in the worldwide marketing of licensed properties, both as agents and as property owners, with an aim to foster the growth and expansion of licensing at the global scale. For more information log on to www.licensing.org.



THANK YOU!

SEE YOU SOON AT ILE 2018