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Empowering Brand Extensions

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SHOW REPORT

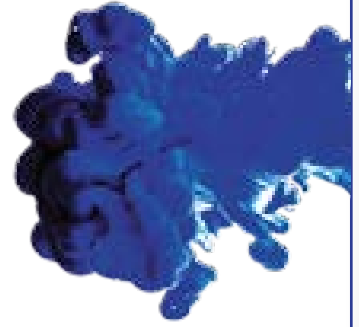


UNLOCKING POWER OF BRAND LICENSING



A GLIMPSE OF THE SHOW

SHAPING BRAND LICENSING INDUSTRY IN INDIA



The Brand licensing industry is touted to be in its 'nascent stage' in India with a miniscule share in global revenues. However, the second edition of India Licensing Expo (ILE) witnessed the licensing industry coming off ages. ILE 2018, India's first and most influential business-to-business brand licensing show took place on August 23rd and 24th at Bombay Exhibition Centre, Mumbai in presence of many eminent leaders and celebrities. It successfully brought together the licensing industry for two days of relationship building, deal making and trend spotting.

Organized by License India, the expo witnessed participation from over 400+ global and domestic brands for the retail industry along with stalwarts coming together to strategize the next course of action for the licensing & merchandising industry. Supported by the International Licensing Industry Merchandisers' Association (LIMA), powered by the Economic Times and Bradford as the knowledge partner, the show boasted of a two day Exposition, Awards Night and Knowledge Forum. The sponsoring partners of the show were Viacom18, Femina FLAUNT, Shemaroo Entertainment, Little Singham by Reliance Animation, Spaces by Welspun, Fashion TV, AdlabsImagica, MTV UP, Madame & The Souled Store.

Empowering brand extensions Viacom18, JCB, Bandai Namco, WWE, Toki Doki, Green Gold Animation, Dream Theatre, Purple Turtle, DQ Entertainment, Bradford License India, Kuber, Axis Entertainment were seen showcasing their IPs for the second time in a row. Adding to the galore of the show floor Femina Flaunt, Miss Diva, Miss India, Film Fare, Rovio, Cartoon Network, ChuChu TV, Little Singham by Reliance Animation, Adlabs Entertainment, Fashion TV, Shemaroo, Celebrities Entertainment, You Need Character, SPACES By Welspun, Spykar, Madame, Amar Chitra Katha, Toon Mart, Animantz, Vimanika and Brand Monk marked their debut at ILE 2018.

In words of **Gaurav Marya, Chairman, License India**, "Brand licensing in India is getting to a point where we will start seeing some maturity in the way it operates. Brand licensing has three key pillars, the first one being the IPs and the brand owners who are excited to foray in India, courtesy LIMA. Second pillar that I am very excited about is the Indian brands building up their brand licensing program. Indian brands including Femina by BCCL are recognizing the potential of unlocking their brand value through licensing and that is where the real potential lies. India should see opportunities of bringing a lot of global IPs to the market but we should not ignore the great IPs that we've built over the years. The third pillar is the growing maturity of our licensee partners – the retailers, manufacturers and eRetailers which is a positive sign," he added.

Lauding the Indian market, **Maura J. Regan, President, LIMA** said, "Licensing in India is coming off ages and the difference between this year and last year is demonstrating that. India is amongst top 25 markets for licensing and is pegged at \$ 1476 million. India really matches the global markets in terms of the ongoing trends with fashion as their marquee category. Walk around the expo and you will see the strength of Indian licensing industry."

In the words of **Sonalika Malik, Business Head, License India**, "Success stories are not written alone. To put ILE 2018 together on the scale witnessed, had support from the entire fraternity. I would be ever thankful to LIMA, specially Maura and Gisela for their undivided guidance and direction. It is a moment of pride to see ILE being the chosen platform for the industry launches for FEMINA Flaunt, MTV UP, Little Singham by Reliance Animation, Yedaz by Shemaroo. Our goal was to deliver a high quality licensing exposition showcasing diversity of brands from Character to Bollywood and attracting the right mix of licensees and retailers across product categories. Having done just that, the feedback from the exhibitors has been very encouraging and we are already working on the next edition to make it even bigger & better.

SHAPING BRAND LICENSING INDUSTRY IN INDIA



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Dan Frugtniet, VP – Licensing & Business Development, Nickelodeon Viacom Consumer Products said, “The show has grown significantly as compared to its first edition. It is a testimony that this show is something the market in here needs. I have been visiting India since 90s and have seen the market evolving. India has always been a fascination territory to me both personally and professionally. Over the last few years, we can see a sudden energy in market with ecommerce, increased penetration of physical stores like Hamleys, thus making this territory dynamic for businesses.” It’s been fantastic two days at the 2nd India Licensing Expo (ILE) in Mumbai, from little acorns great oak trees grow and I know this show is going from strength to strength and mirrors the dynamism of India as a territory all Licensors should be active in! Many thanks to ILE team who have worked tirelessly on this show and as always the essential and fantastic support from LIMA and of course the Viacom18 team whose support is always appreciated and recognized. It was awesome to see MTV UP! officially launch in India this week and win an award for innovation and brand extension last night!



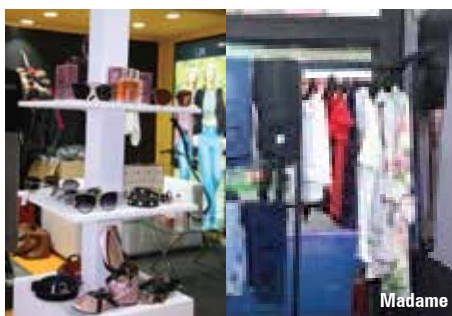
AN ARRAY OF LICENSING & MERCHANDISING OPPORTUNITIES



India Licensing Expo kick started with a unique Character Parade including more than 20 global and Indian cartoon characters followed by Press Conference, Brand Launches and Awards. The expo was graced by presence of many distinguished personalities like bollywood actress Urvashi Rautela, bollywood director and co-founder of Katha Pictures – Suparn S Verma along with actor, host and dancer Karan Tacker.

Connecting & acquainting the retail industry with the licensing program of some of the most influential brands, the show witnessed business buyers from Pan India, across all sectors - apparel, footwear, jewelry, bags, small leather goods, eyewear, accessories, travel gear & luggage, electronics, back to school range, mobile phones & accessories, 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 various genres of brands for licensing opportunities targeted to the manufacturers & retailers across products. **Character & Entertainment:** 5 & IT, Angry Birds, Baby Hazel, Beo N Peno, CHACHA CHAUDHARY, Chhota Bheem, Chu Chu TV, Colour Fairies, Dora the explorer, Hello Kitty, Jungle Book, Little Singham, Mighty Raju, Motu Patlu, Pacman, Paw Patrol, Peppa Pig, Peter Pan, PJ Masks, Pokemon, Popeye, Purple Turtle, Shimmer & Shine, Shiva the legends of immortal, Smiley, Sponge Bob, Super Bheem, Suppandi & Shambhu, Tekken, Toki Doki, Ugly Dolls, Nina and Other Little Things. **Corporate, Fashion & Lifestyle:** Absorba, Juicy Couture, Jones New York, Nautica, Carlton London, Femina Flaunt, Imagica, JCB, Kodak, Lamborghini, Madame, Marie Claire, Miss Diva, Miss India, Pepsi, Spaces, ToonMart, University of Oxford, Yale, Yedaz. **Sports -** ManCity FC, Real Madrid, Roland Garros, Shivnaresh, Wicked, Extreme Sports, Drift All Stars, Tapout, Spyder, Airwalk. **Celebrity. Entertainment & Music -** WWE, Elvis Presley, Esha Gupta, Marilyn Monroe, Michael Jackson, Muhammad Ali, John Lennon, MTV, Pink Floyd, Roadies, AC/DC, Aerosmith, Billboard, Breaking Bad, Britney Spears, Che Guevara, Colors, Deep Purple, Def Leppard and many more....



Madame



Cartoon Network



SPACES by Welspun



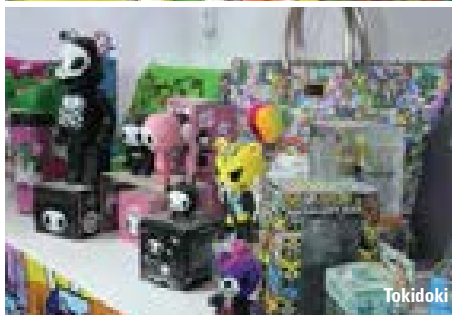
Chhota Bheem



Viacom18



JCB



Tokidoki



Toon Mart



Mattel

INDIA LICENSING EXPO THE CHOSEN LAUNCH PAD



Femina FLAUNT, the retail brand by Femina (owned by Bennett, Coleman & Co. Ltd.), **launched its range of fragrances at the India Licensing Expo (ILE) 2018**. The fragrance line follows Femina FLAUNT's successful foray into the consumer products space with Shoppers Stop across core fashion categories – Apparel, Footwear, Bags and Accessories.

Speaking about the range, **Sandeep Dahiya, Director & Business Head – Brand Extension, BCCL** said, "Fragrance is an 'essential' category for the Femina FLAUNT woman and is an expression of her personality and mood. We're confident of the Femina FLAUNT fragrance range resonating well with the consumers, given its unique packaging, competitive price point and long-lasting fragrances."

New X Beverages Pvt. Ltd. Along with Viacom18 officially launched MTV UP – Energy Drink in India.

Dan Frugtniet, VP – Licensing & Business Development, Nickelodeon Viacom Consumer Products said, "About two and a half years ago we decided to enter the energy drinks space with MTV and created a sub-brand MTV UP. We identified the gap in the market for a gender neutral product that was all about fun, friendship, lifestyle and party. MTV UP perfectly fits the gap for millennial target demographics. MTV UP has been launched in 23 territories. We have launched the energy drink in China this year and are now launching in India. Strategically we have identified India and China as two big markets for us in the world."

Nitesh Khatter, CEO, NX Beverages said, "Energy drinks very well serve the need of the hour when one needs to push their limits. This product serves the space that has been empty for quite a long time in the world. It is now that the market has curated for it and is ready for it. With MTV's collaboration, we have been able to offer a brilliant product to the market which has raised the bar of energy drinks with a lot of good taste and flavors."

Leveraging strong brand equity & reach, **Reliance Animation launched 'Little Singham' in consumer space through its licensing & merchandising program**. Making the announcement, **Tejonidhi Bhandare, COO, Reliance Animation** asserted, "Going beyond the mythological characters, we thought of coming up with a character that could relate with kids and finally zeroed upon Singham which is an inspiration from live action Bollywood movie by Rohit Shetty. As of now we are doing 156 episodes and five features for this content and are building this in a bigger way. We are looking to unfold the brand into consumer product space and roll out an extensive merchandise range for the same."

With Character & Fashion brands leading the licensing space, Bollywood was no less in monetizing the brand equity. One of the leading Indian content power houses of India, **Shemaroo Entertainment made a debut at the show with its Bollywood Licensing and Merchandising brand Yedaz.**

In words of **Smita Maroo, Sr. VP – Licensing & Merchandising, Shemaroo Entertainment Ltd**, "The licensing and merchandising industry in India is poised to grow at a fast pace. There is a sudden increase in the market for young adults who are interested in possessing official branded merchandise. Shemaroo Entertainment's brand Yedaz – Bollywood Madness is the official Bollywood licensing and merchandising platform and has a wide range of interesting products under the banner. We are glad to be associated with the India Licensing Expo 2018, through which we can reach out to licensees and partners and expand the official Bollywood merchandise segment."





INDIA LICENSING CONFERENCE 2018

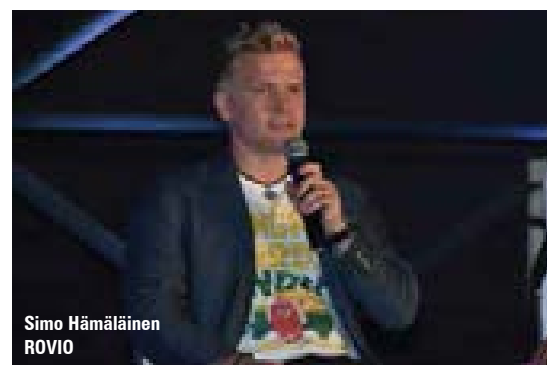


BRAND LICENSING KNOW-HOW UNDER ONE ROOF



The show offered India's only exclusive brand licensing knowledge forum - India Licensing Conference 2018 on 24th August that on the know-how of brand licensing and merchandising industry with an idea to tap the magnanimous potential of building and de-mystifying brands for 21st century consumer.

With futuristic keynotes and specially curated panels and mini super sessions content, scheduled in a fast-paced format, the forum featured engaging speakers from some of the world's most iconic brands including the names such as Dan Frugtniet, VP Licensing & Business Development, Nickelodeon Viacom Consumer Products; Maura Regan, President, LIMA; Sanjeet Mehta, Executive Director & Head - Consumer Products, Disney India; Sandeep Dahiya, Director & Business Head – Brand Extensions, BCCL; Gisela Abrams - SVP Global Partnerships, LIMA; Simo Hämäläinen, SVP - Brand Licensing, Rovio; Jamil Abu-Wardeh, Vice President - Brand Licensing, Partnerships & Innovation, Eastman Kodak Company, Yannick Colaco, Managing Director, NBA India; Sundar Raman, CEO – Sports, Reliance Industries, Samir Jain, Executive Director & COO, Green Gold Animation; Ulf Vespermann, Managing Director, Celebrities Entertainment GmbH; Sumit Dhingra, CEO & SVP - Arrow, Izod and Aéropostale (India), Arvind Fashion Brands Ltd.; Jiggy George, Head of LIMA India, Founder - Dream Theatre Group, MD & Co-founder – Mojostar; Vishal Sinha, Business Head, SK Brands; Dhimant Bakshi, Jt. CEO, Adlabs Imagica; Manoj Mishra, COO, DQ Entertainment; Smita Maroo, SVP – Licensing & Merchandising, Shemaroo Entertainment; Manish Agarwal, CEO, Nazara Technologies Ltd; Sweta Agnihotri, CEO - Content Syndication, Reliance Big Entertainment Pvt Ltd.; Rohit Sobti, Co-Founder & CEO, Brand Monk Licensing LLP; Raman Kalra, Partner, PwC India - Entertainment, Media & Sports; Kashiff Khan, MD, Fashion TV India; Suparn Verma, Co-founder, Katha Pictures among others.



L: Ulf Vespermann, Celebrities Entertainment GmbH
R: Sumit Dhingra, Arvind Fashion Brands Ltd.

Jamil Abu-Wardeh, Vice President - Brand Licensing, Partnerships & Innovation at Eastman Kodak Company said, "I cannot begin to stress how important the Indian market is for international brands. The country is growing economically and technologically at a phenomenal rate according to projections by the World Bank and IMF. Licensing can play a key part in partnering with companies and making profits in India. This is what makes the India Licensing Expo such a great idea that is run by a very passionate team. We, at Kodak, have India as a focus for our Brand Licensing efforts and the India License Expo gives us the advantage."

Commenting on the need to develop synergies between content and merchandising in India, **Suparn S Verma, Bollywood Film Maker, Co-Founder, Katha Pictures** said, "The need of hour is to understand how content is married with a bigger business model of merchandising or licensing. We have movies with many sequels. But do the producers plan a 10 year window and decide to have X sequels of the Franchise or an animation series. We tend to do things as an afterthought. Imagine if we plan it much ahead. The entire Marvel universe is planned at least 15 years ahead and hence entire strategies are planned in same fashion."

"We live in an age of disruption and tend to catch up than to plan ahead. What if today the licensees or the people making merchandise become content makers themselves? Today you have people spending at least 20-30 minutes a day on mobiles phones in India. We need to start thinking the next stage of how to merge these two industries – content and merchandising."

BRAND LICENSING KNOW-HOW UNDER ONE ROOF



In words of **Sundar Raman, CEO – Sports, Reliance Industries**, “The largest sporting clubs and brands are still coming to terms with the fact that they are a brand and need to have guidelines, identity, anti-piracy measures. The minute that gets into realization, the licensing piece will fly off. Recognition of sports teams/clubs/leagues as a brand is a precursor to almost galloping this industry. While the world has realized this, we are taking baby steps.”

Yannick Colaco, MD, NBA India said, “Licensing is a manifestation of the product that you have. It is an opportunity to give your consumers the ability to get closer to the brand and display his affiliation. Our core business is of creating content. Licensing is important for us to continue engaging our consumer, but it is strategic in the way we distribute our brand, not tactical. It is important for us whenever we license our brand; it is a part of the overall brand.”

Sweta Agnihotri, CEO - Content Syndication, Reliance Big Entertainment Pvt Ltd said, “The biggest challenge in Indian retail is the retail space. Bigger brands should invest in shop-in-shop formats, create experiential zones. Indian consumers behave differently and hence working with cinema chains has not been that fruitful here. Though eRetail is a significant part of our business, but it is really the physical stores that rake majority of moolah for us.”

“Often brands mistake with the fact that they know what all consumers want, often they need to be perceptible about what market wants,” said **Siddharth Chury, Senior Director - Global Merchandising & Licensing, NBA India**.

“Given it was our first time as exhibitors, the show provided us a great platform to communicate with the right visitors about our brand and products. Essentially, not only did it help us reach out to new, potential businesses for alliances but also gave us the chance to see what the other exhibitors have to offer and to interact with them. Conferences organised in tandem with the show were quite interesting and informative; imparting important insights, facts and figures of the existing licensing market in India. Particular mention also for the concept of India Licensing Awards that honoured the efforts of licensees and licensors alike in all fields. And the added bonus - another key networking opportunity for the participating brands to interact and forge newer relations. So kudos to the India Licensing team for putting together a good show!” said **Dhimant Bakshi, Jt.CEO, Adlabs Imagica**.

Nitesh Khatter, CEO, NX Beverages said, “The Indian Licensing Expo was a great success for MTV Up! The reach of the expo was higher than we expected, talking about the brands that took part in the expo along with the media coverage and other components which you expect from a licensing show was definitely worth the sweat. The whole team was a great support to us ,we have no problems in claiming that we have not yet encountered such an amazing team, each and every member of the team was found to be extremely hard-working and supportive throughout the show with a bright smile on their faces which has to be given credit for being one of the main reasons for enabling the MTV Up! launch at the expo and also the Expo itself to be an astronomical success. It was found to be a great platform for licensors and licensees to collaborate for great business opportunities and put in their best resources and efforts for a combined successful outcome. We wish The Team All the best and would love to be a part of the show again in the upcoming editions!”





INDIA LICENSING AWARDS 2018



GLITTERING NIGHT OF RECOGNITION & CELEBRATION



ILE 2018 'exclusively' hosted India's foremost licensing recognition platform, India Licensing Awards 2018. 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 HRX by HritikRoshan, Femina Flaunt, Eastman Kodak Company, Green Gold Animation, Shemaroo Entertainment, NBA India, Rovio India, Universal Music and Toki Doki under the categories Celebrity, Corporate (Fashion), Corporate, Entertainment, Bollywood, Sports, Character, Music and Art respectively.

The winners for the 'Licensee Of The Year' were Dhananjai Lifestyle, Mustang Socks, BollyWoo.ooo, The Souled Store, My Baby Excel, Topps India Sports & Entertainment, 99 Games, Take Two Interactive, Imagica - Adlabs Entertainment, Monginis, SPACES By Welspun, Jaso Handicrafts Pvt Ltd(Dimpy Stuff), Macmerise, Super Plastronics Pvt. Ltd, B2C Network LLP and MTV UP! by New X Beverages under various categories. Under the special categories, the award for Indian Licensing Agent of the Year was bagged by Bradford License India, while IP Firm Of The Year, Debutant Retailer in Licensing 2018, Innovative Brand Licensed Product & Services and Best Marketing Initiative were conferred to Anand and Anand, Toon Mart, Asian Paints Ltd. and Black White Orange respectively.

Nitin Kalra, Director, AI Licensing India Pvt. Ltd. was honoured as the Brand Licensing Leader 2018 under agent's category, Nazara Technologies Ltd. was recognized as Brand Licensing Leader 2018 under Licensee category and brand licensing agency Dream Theatre India Pvt. Ltd. bestowed with Honorary Excellence Award.

The winners for Best IP were Beo n Peno (Most Innovative Licensing Property), Baby Hazel (Cutting Edge Licensing Property), WWE (Sports Licensing Property), Little Singham (Entertainment Licensing Property), ArkaMediaworks (Leadership in Film Licensing).



ABOUT THE ORGANIZERS

LICENSE INDIA

Empowering Brand Extensions

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

LIMA – the International Licensing Industry Merchandisers' Association – is the leading trade organization for the global licensing industry. LIMA's mission is to foster the growth and expansion of licensing around the world, raise the level of professionalism for licensing practitioners, and create greater awareness of the benefits of licensing to the business community at large. Founded in 1985, LIMA maintains offices in the United States (headquarters), Australia, Brazil (ABRAL) China, Germany, Japan, Mexico and the United Kingdom, with representatives in Canada, France, India, Italy, Korea, Russia and the Middle East. Members in over 40 countries enjoy access to an array of benefits, including extensive educational programming and worldwide networking events. LIMA is the exclusive sponsor of events organized by UBM's Global Licensing Group: Licensing Expo, Brand Licensing Europe, Licensing Expo Japan, Licensing Expo China, and NYC Summit. Visit licensing.org for more information and to utilize licensing's definitive online resource or check out indialicensing-post.com for news and views from india and overseas on the licensing business as well as interviews with thought leaders.



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TO SEE YOU AT**



INDIA LICENSING
EXPO 2019



