

Press Release

fbb launches Tinkle comic T-shirt collection with Shikari Shambu and Suppandi

Fun activities at stores to be a part of the launch celebration

Mumbai, May 15th, 2018: fb

b, the fashion destination at Future Group has launched a new comic T-shirt collection featuring Suppandi and Shikari Shambu, across all its stores in a partnership with Tinkle. Known for its iconic stories and characters, Tinkle has always been about celebration of childhood. Understanding this sentiment, fb

b has launched a special comic t-shirt collection for kids that features the most popular Tinkle characters Shikari Shambu and Suppandi.

The new t-shirt collection by fb

b is an interesting collection for boys between the age group 2-8yrs. Available in several vibrant colours like blue, red, yellow, orange and white, the collection has been created to enthrall the fashionista in kids. This collection is priced from Rs. 299 onwards.

As part of the launch celebrations, fb

b will be hosting several exciting activities at the stores. This includes a comic colouring competition for kids and interaction with the Tinkle characters – Suppandi and Shikari Shambu, along with fun games. These activities will be nostalgic for the adults who once read Amar Chitra Katha and also bring out a lot of zeal out of kids that will make them cherish their favourite stories and characters.

fb

b invites you to check out the new funky collection of Amar Chitra Katha characters. The new t-shirt collection will be available at all Big Bazaar and fb

b stores.

About fb

fb

b has been the face of affordable fashion destinations in India since 2008. With a mission to make India 'Thoda Aur Stylish', its philosophy reinstates the fact that it doesn't cost much to be stylish with fb

b. It believes in aspirational value fashion. From business meeting to casual resort wear, from versatile ethnics to comfortable home wear, fb

b creates exclusive merchandise for its audience under its own private labels. With a wide variety to choose from, fb

b has something in store for everyone. fb

b targets a youthful audience in India that wishes to stay synonymous with current trends. The brand has 288

TINKLE

fbb
India's Fashion Hub

stores including 54 standalone stores spreads across all the metro cities, mini metros and also penetrates well in tier-II cities.

About Amar Chitra Katha:

ACK Media is India's leading entertainment and education conglomerate for young audiences. Some of India's most-loved brands including Amar Chitra Katha, Tinkle, Karadi Tales, Brainwave and well-known proprietary characters like Suppandi are part of ACK Media. ACK Media develops products for multiple platforms including print, online services, games, television, films, mobile and home videos. ACK Media is headquartered in Mumbai, has a design studio in Bengaluru and a subsidiary in Chennai.

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