

# SHAKTIMAAN



# SHAKTIMAAN

*The Greatest Cyber Yogic Hero*

2D HD Flash  
Animation Series  
26 EP X 23 Min

*Note: The Designs are subject to change over further stages of development*

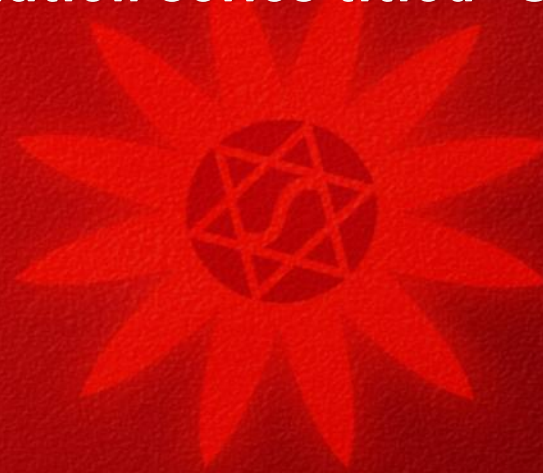




# SHAKTIMAAN

## **Objective:**

**BIG Animation is seeking Co-Production & Distribution Partners for its animation series titled “SHAKTIMAAN”.**





# SHAKTIMAAN

SHAKTIMAAN IN LIVE ACTION with 550+ Episodes



A metamorphosis from Live Action to Animation



SHAKTIMAAN

## Shaktimaan Evolution

SHAKTIMAAN has entertained and enthralled the Indian audience for more than a decade as the most successful live action series in the kid's genre. BIG Animation is now turning this iconic character brand into an animated series for the global audience. Below are some key information regarding "Shaktimaan" series as it exists today in the live action format:

<b>Existing Format</b>	: Live Action TV Series
<b>Identity</b>	: Super powered human
<b>First Broadcaster</b>	: Doordarshan (National Television Network)
<b>First telecast</b>	: September, 1997
<b>Current Broadcaster</b>	: Pogo
<b>Total Episodes</b>	: 550+
<b>Extensions</b>	: Comic Books (across Indian languages & English)
<b>International appeal</b>	: High





# SHAKTIMAAN

## Project Specifications



<b>Title</b>	: SHAKTIMAAN
<b>Medium</b>	: TV Series
<b>Format</b>	: Flash Animation
<b>Resolution</b>	: 1920 X 1080 @ 24fps
<b>Duration</b>	: 26 Episodes X 23 min
<b>Primary Language</b>	: English
<b>Genre</b>	: Action/Adventure
<b>Target Audience</b>	: 6 years and above



# SHAKTIMAAN

## *THE SYNOPSIS*

Shaktimaan is the greatest “Indian Yogic Hero” who has been an icon for an entire generation of kids in India. The greatest aspiration that Shaktimaan passes on to the kids is the fact that “There is a hero in each one of us”. Shaktimaan in his heroic avatar will be a powerhouse of super powers, dedicated towards foiling Kilvish’s evil plans and saving the human kind specially kids in order to make earth a safer place to live in.

In his alter ego, Shaktimaan is a software genius who specializes in coding the most effective security scanners with his senior - a mad professor at the helm. While creating various security coding for their clients, they both are also masters of diagnosing any approaching danger through their super advanced software supports that they have created together.

Shaktimaan’s love interest is a young lady who is a video journalist and while trying to cover the crisis that occurs every now and then she gets entangled in the situations and Shaktimaan comes in as the savior.

Shaktimaan is one among us, a young man with a good heart, standing tall as a savior of humanity, reminding us of who we are while unearthing and uprooting all evil, with a single purpose of saving this world, saving his world.



# SHAKTIMAAN

## THE SYNOPSIS...

Shaktimaan's greatest enemy is the dark lord Kilvish. His motive is to create a reign of darkness all over the world. The seven Yogic Gurus in Himalayas understood his evil motives and combining their strength they created the "Shaktimaan" the strongest yogic hero to combat every evil motive of Kilvish.

Between Kilvish's evil plans of complete dominance over our planet stands one single entity, Shaktimaan. With his endless powers, Shaktimaan in every episode will foil Kilvish's dark plans bringing hope and security among the people and smiles to the kids.

Shaktimaan in his alter ego along with his mad professor will sense the evil plans of Kilvish through their super computer – the security tracking device. Shaktimaan will also have his superpower of highly evolved audio sensibility by which even before the computer can detect the threat, he will get the sounds of the impending danger and once he concentrates, his mind will generate the visuals of the location where Kilvish is supposed to unleash his evil plans.

This will propel Shaktimaan to transform into his heroic avatar and rush for saving the day.

The comic elements of the series will be provided by three regular characters, the mad professor who every time comes up with weird hypothetical solutions so complex and half way down he himself forgets where he had started from. By the time is finished with his relentless scribbling of equations and formulas to tame the situation Shaktimaan solves the situation and comes back in his alter ego as the software genius only to find that the professor is finally ready with his solutions. Also the weird gizmos he creates as weapons for his hobby will be a constant source of comedy.



# SHAKTIMAAN

## *THE SYNOPSIS...*

The second comic relief of the series will be the Interpol officer who perceives himself as the savior of humanity and believes that he alone can take care of any contingency. But since Shaktimaan sorts out the situation every single time, our sleuth's ego gets badly bruised and hence he considers Shaktimaan as his biggest rival and it creates the platform for conflicts between them.

The third comic relief will be Shaktimaan's girlfriend with her finicky and dominating character. She is good at heart, but her talkative and proactive nature definitely brings in an element of lighter moments in the narrative.

In all, the series is expected to communicate deep emotional attachments between Shaktimaan and kids, portray colossal battles between good and evil and take the audience on a whirlwind journey of action, emotion and comic interludes all interspersed in an engrossing narrative.

Keeping in mind that the magnitude of obstacles that a hero faces and overcomes is directly proportional to the interest level of the audience, the effort will be to make "Shaktimaan" turn out as the greatest savior of humanity and thus capture the audience's attachment to the series.





# SHAKTIMAAN

**SHAKTIMAAN is an extremely strong and well entrenched brand**

## Value

The brand exists on strong value system (Courage + Learning)

## Consistency

The brand has always delivered on what is promised

## Cult

A cult brand which has huge cult/fan following (Eg:communities)



# Brand SHAKTIMAAN

## Salience

Very high salience across demographics and age-groups

## Image

Strong and extremely positive imagery on the main character

## History

Seeded history and evolution of the character

## Extensions

Successful extensions which have been well monetized



SHAKTIMAAN

# Shaktimaan a phenomenon

## Engaging Experience

- Kids adore 'Shaktimaan'.
- Core proposition: thematic ideas around uprooting evil while at the same time promoting values.
- Kids jumped from their houses in hope that Shaktimaan will save them.
- The lead actor had to devote airtime to educate kids.

## Brand Essence

- Saviour of justice and humanity.
- Great teacher who brings hope and cheer, while fighting against all evil.
- Extremely powerful brand.

'During India's most devastating earthquake in 2001, Indian Central Govt requested the lead protagonist to don his character and spread cheer'.

## Successful Extensions

- The brand strength has been well monetized & leveraged so far.
- Some of the core-extensions have been:
  - Comic Books
  - Drinking chocolate
  - Toothpaste
  - Merchandise



# SHAKTIMAAN

## Audience response has been phenomenal !

“One of the main highlights of the day was the Shaktimaan fancy dress competition, as children in large numbers vied with each other to catch a glimpse of their favourite hero, Mukesh Khanna. It was a dream come true for the students of Hansraj Public School, Sector 6, Panchkula when they shared the stage with Shaktimaan here today. ”

*The Tribune\**, Dec 5, 1999

“We had organized for a private security of 50 guards and about 50 policemen . As time progressed the crowd kept getting larger. Within the first hour we would have got over ten thousand children !... I saw that parents were just holding their children up to touch Shaktiman almost as if he was God ! ”

*Head of PR, Mastek India*

“Shaktimaan was featured on the front page of The Wall Street Journal, Asian edition, for his amazing fan following amongst kids .”

*Indiainfo.com*

“In the wake of the 2001 Gujarat Earthquake, the most devastating earthquake in India, in the recent history, Khanna (lead protagonist) toured the affected areas in character as Shaktimaan, boosting morale and distributing relief supplies, at the request of Central Govt .”

*Mediaexpress*

\*The Tribune is the largest read English newspaper in Punjab, Haryana & HP



## SHAKTIMAAN

# What is SHAKTIMAAN?

Shaktimaan is the “Greatest Cyber Yogic Hero”, an unique brand positioning that connects India with the rest of the world.

Anyone can be Shaktimaan! All one has to do is create a connect with the ‘inner self’ (meditation / yoga and be firm in virtues).

‘Self-belief’ gets communicated strongly in Shaktimaan as a concept.

Shaktimaan emerges as the best friend for kids and their greatest inspiration towards righteousness.

*Note: The Character description is subject to change over further stages of Story development*



**SHAKTIMAAN**

# Revenue Sources

Potential sources of revenue for this Project. These include but are not limited to:

- **Television Broadcasting Rights – (Including cable, terrestrial. - India and Worldwide)**
  - *GEC (with multiple languages)*
  - *Kids TV*
  - *Pay TV*
  - *Pay per view*
  - *Movie Channel*
  - *Public broadcast*
- **Home Video / DVD release - India and Worldwide**
- **Licensing & Merchandising.**
- **Others:**
  - *Music Rights*
  - *Theme Park Rights*
  - *Gaming Rights*
  - *Internet Streaming & Downloads*
  - *Comic Rights*
  - *New Media Rights (Ringtones, Mobisodes, webisodes, Internet Streaming, Comic Rights etc)*



# SHAKTIMAAN

## Current Status of “SHAKTIMAAN:

*Out of the rights retained by the first co-producer (BIG Animation) the status is as follows:*

1. Broadcast/DVD Rights for India is Sold.
2. Worldwide Broadcast Rights for Hindi language is sold.

*Creative Progress so far:*

1. The screenplay writer is finalized.
2. Shaktimaan Character Design is finalized.



**SHAKTIMAAN**

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