



DQ ENTERTAINMENT (INTERNATIONAL) LIMITED

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January 08, 2019

The Manager (Listing) Department of Corporate Services BSE Limited P J Towers, Dalal Street, Mumbai — 400 001. Company Code: 533176 (BSE)	The Manager (Listing), National Stock Exchange of India Limited, “Exchange Plaza” Bandra - Kurla Complex Mumbai- 400 051. Company Code: DQE (NSE)
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Dear Sir/Madam,

Sub: DQE's Jungle Book Toys launched in Hong Kong Licensing Market

It is hereby announced that DQE has launched a range of toys of its globally popular kids animated show “The Jungle Book” at the Hong Kong Licensing show which is being held between 7th-9th January 2019. The detail of the announcement is attached herewith.

Kindly take the same on record and upload on the stock exchanges website.

Thanking you

Yours truly

For DQ Entertainment (International) Limited

Annie
Annie Jodhani
Company Secretary

Encl. as above

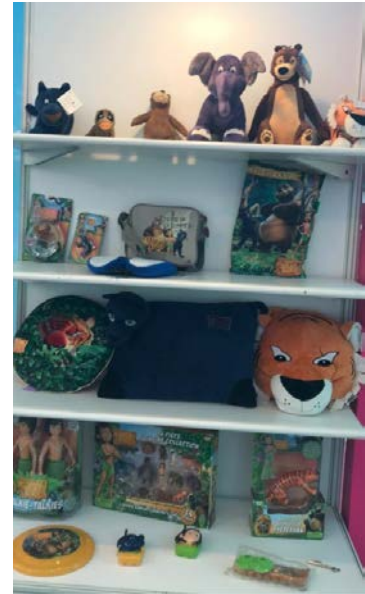


DQE's Jungle Book Toys launched in Hong Kong Licensing Market

Today, **DQE** one of the world's leading international producers and distributors of children's animated content announced that it has launched a range of toys of its globally popular kids animated show **The Jungle Book** at the Hong Kong Licensing show which is being held between 7th-9th January 2019. **European & Global Licensing (EGL)**, Netherlands which had been named the global master toy licensee for DQE's **Jungle Book** franchises has designed and produced a wide variety of plush and figurine toys inspired by the famous brand of DQE.



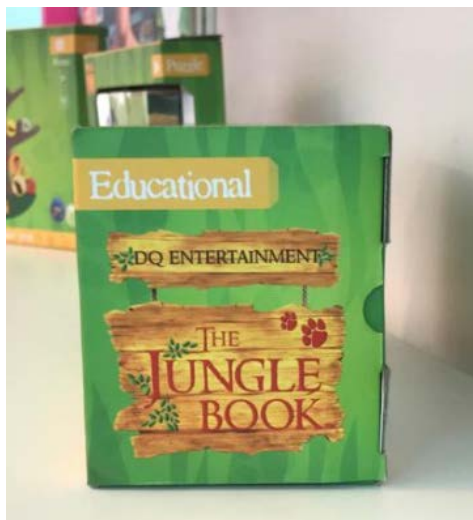
(L-R) Andy Tsui - Asia Licensing Group, Swastik Patra – AVP DQE , Bram Halters-CEO EGL and Manoj Mishra- COO DQE



EGL which has also been appointed as the licensing agents for Jungle Book for entire Europe excluding the territories managed by the co-production partners will be handling the distribution channels for the toys .

DQE with its master toy partner EGL is gearing up for the global retail markets by unveiling a toy selection of Jungle Book that includes Character 3D Figurine , Character Plush , Dolls, Electronic Learning toys , Pre-School Toys , play sets among others .

Team DQ and Jungle Book Global Master Toy and Block Toy Partners at Hong Kong Licensing show DQE Booth



The introduction of these new toys at the Hong Kong licensing show brings DQE's epic classic, The Jungle Book known for its continued appeal and success for about a decade to kids everywhere. The series stills remains popular with fans from the early days while also attracting a growing community of new and young fans globally . Produced by one of Europe's leading toy manufacturers, Jungle Book toys will be loved and respected by both children and

parents alike.

The Jungle Book toys is expected to be available in stores across the world soon .With the extremely good rating of the Jungle Book series in USA and the forthcoming launch of the thirds season of the show in Europe , Asia ,North America and Latin America this year the launch of the new toys will boost the merchandising & licensing activities of DQE greatly.



Both DQE and EGL are dedicated to continue growing these iconic brand globally with some of the best in line toys and merchandises.

The HKTDC Hong Kong International Licensing Show - 2nd largest show of its kind in the world and the largest in Asia, provides an opportunity to brands owners, licensing agents, manufacturers, traders and retailers for extending their brands, expanding their markets, as well as enhancing their services and merchandises through licensing.

DQE has been witnessing tremendous response during the market from various manufacturers, distributors and retailer for the licensing & merchandises of its iconic brands.

“EGL has done a great job in designing and producing very high quality and beautiful toys from Jungle Book. I am sure that kids across the world will love to have the toys of Mowgli, Baloo, Sher Khan and all the other wonderful animal characters from the series. ” said **Manoj Mishra, COO DQE Group** .

Bram Halters, CEO EGL had this to say.” *We are very exited to set up this partnership with DQ Entertainment. DQE’s Jungle Book is an iconic brand that has proven its successes for many years already.*

DQ Entertainment is showing some very impressive efforts and results in creating new and high quality content. We are looking forward to line up with DQ’s strategy and bring their brands to the markets and work on licensing and merchandising project with our partners.”

Tapaas Chakravarti , CEO and MD DQE Group said *“This is an exciting new journey for The Jungle Book brand and we are extremely confident that the toys will be well received everywhere .”*

ABOUT DQ ENTERTAINMENT: DQ Entertainment (DQE)(www.dqentertainment.com) is an award-winning animation, gaming, live action entertainment - production and distribution – company with one of the largest capacities for animation production for television, feature films, home video, online game art, visual effects, mobile and next generation console games.