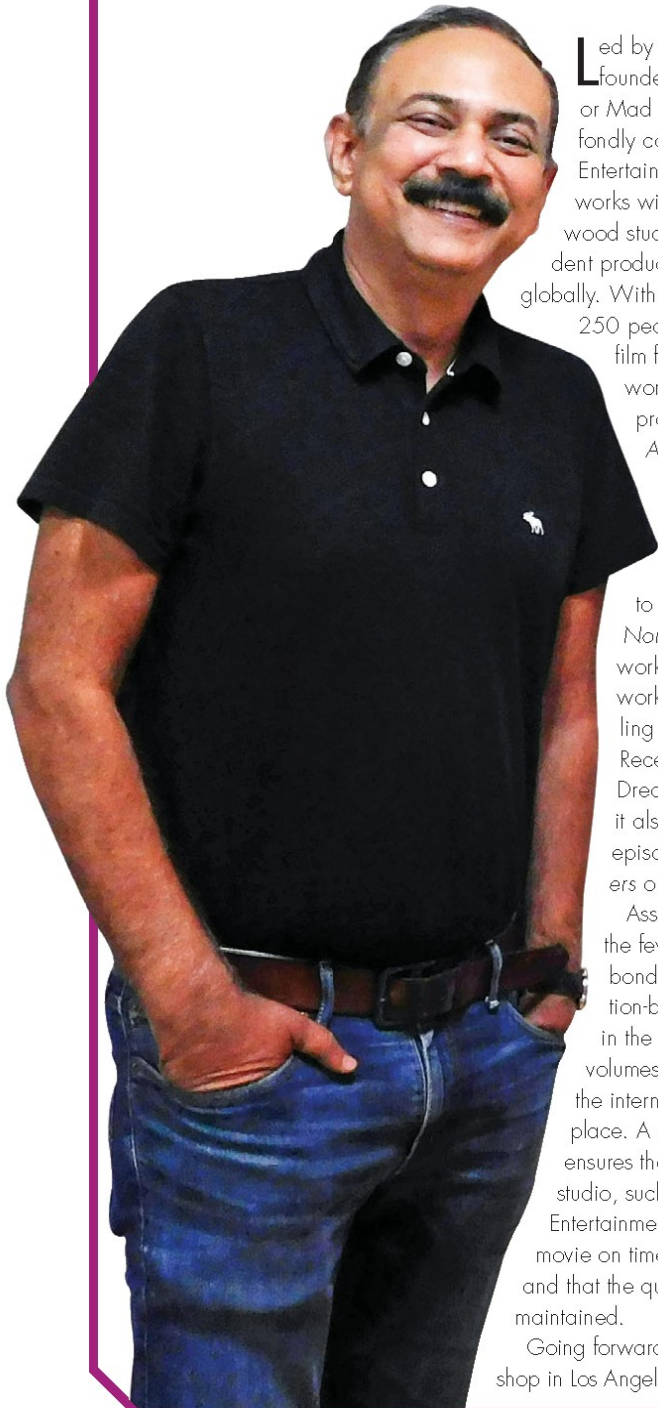




AK Madhavan

FOUNDER & CEO, ASSEMBLAGE ENTERTAINMENT



Led by its effervescent founder AK Madhavan, or Mad Max as he is fondly called, Assemblage Entertainment largely works with major Hollywood studios and independent production companies globally. With a team of around

250 people, this feature film focused studio is working on global projects such as *Artic Justice: Thunder Squad*, slated for release in January 2018, and a sequel to *Norm of the North*. Its scope of work includes the works— from modeling to compositing. Recently, through DreamWorks Studios, it also delivered a few episodes of *Troll Hunters* on Netflix.

Assemblage is one of the few players that are bonded by the completion-bond companies in the US, speaking volumes of its credibility in the international marketplace. A completion bond ensures that an independent studio, such as Assemblage Entertainment, delivers a movie on time, within budget, and that the quality will be maintained.

Going forward, a plan to set up shop in Los Angeles is in the works.



P Jayakumar

CEO, TOONZ MEDIA GROUP

Toonz Animation, the animation division of Toonz Media Group, has produced world-class animation content in collaboration with major global brands. Trivandrum-based Toonz has partnered an US-based digital entertainment company to produce an animated series based on a card game for Google. During the year, the division also produced two successful series for Youtube Kids. In India, the group producing a number of shows for Disney India, Nickelodean, and Sony. Good story telling, according to P Jayakumar, is the common thread with all its projects.

When the Unesco-collaborated short film competition was announced on the theme of environmental protection, Toonz entered its short film *Magical Piano* and won the award. Another proud moment was when its *Gaju Bhai*, won the 'Best Animated Character of the Year' trophy at BAF Awards 2017.

Toonz is developing a new show, *Uma & Devan*, targeted at the Indian diaspora. It has also partnered with Amazon Prime to produce new shows to be broadcast from next year. Moreover, it is co-producing a preschool series exploring simple science ideas with a New Zealand broadcaster.

HOT 100 ANIMATION