

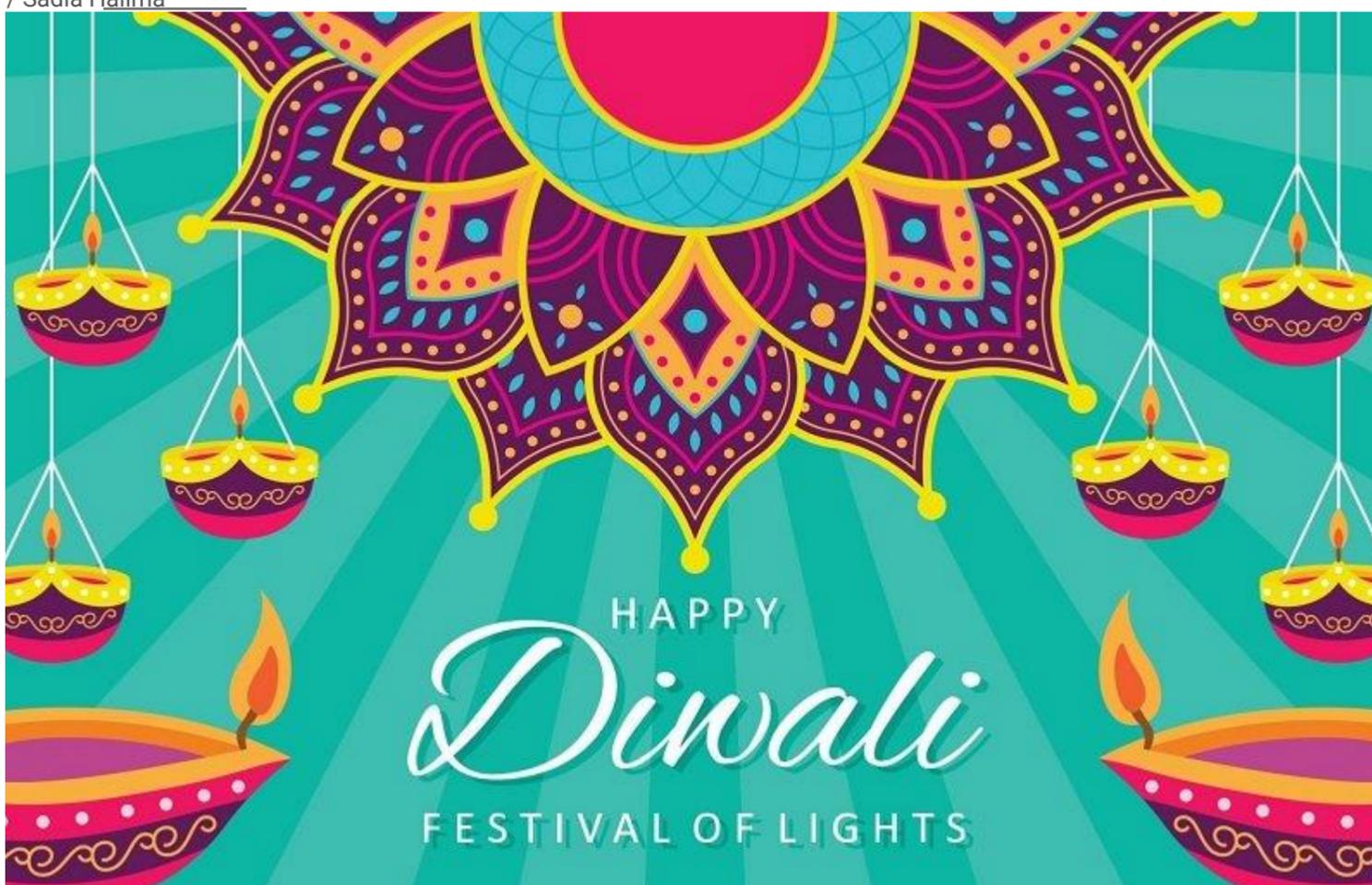


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ANIMATION

Indian animation studios welcome Diwali with happiness and positivity

November 3, 2021 / Sadia Halima



‘Toast to the ones here today and toast to the ones that we lost on the way’. The pandemic has been a challenging time in our life, and we hope this Diwali brings in more love, joy, health, happiness, and prosperity. The last 18 months have been very hectic due to lockdowns and restrictions, people were working from home and e-celebrating the events and festivals. Now, thanks to less restrictions, people are back to work, commuting, and adapting to the new normal.

As we know the animation industry has been keeping the entertainment world running by providing back-to-back fresh animated content, Indian animation studios also did the same. They worked tirelessly under hectic work pressures, met deadlines, and created original IPs and content to entertain the kids and families at home. Animation Xpress got in touch with some animation studios to get know what are their plans for this Diwali and how they are celebrating it.

Assemblage Entertainment

Mumbai-based animation studio Assemblage Entertainment aka MAD Assemblage, a fastest growing 3D animation studio that has produced a host of content for some of the world’s leading streamers such as Netflix, Amazon, AppleTV, HBO Max, and Disney, celebrated this Diwali with lots of hope and happiness by doing a simple pooja at their workplace and decorating their studio with beautiful rangolis and lights.

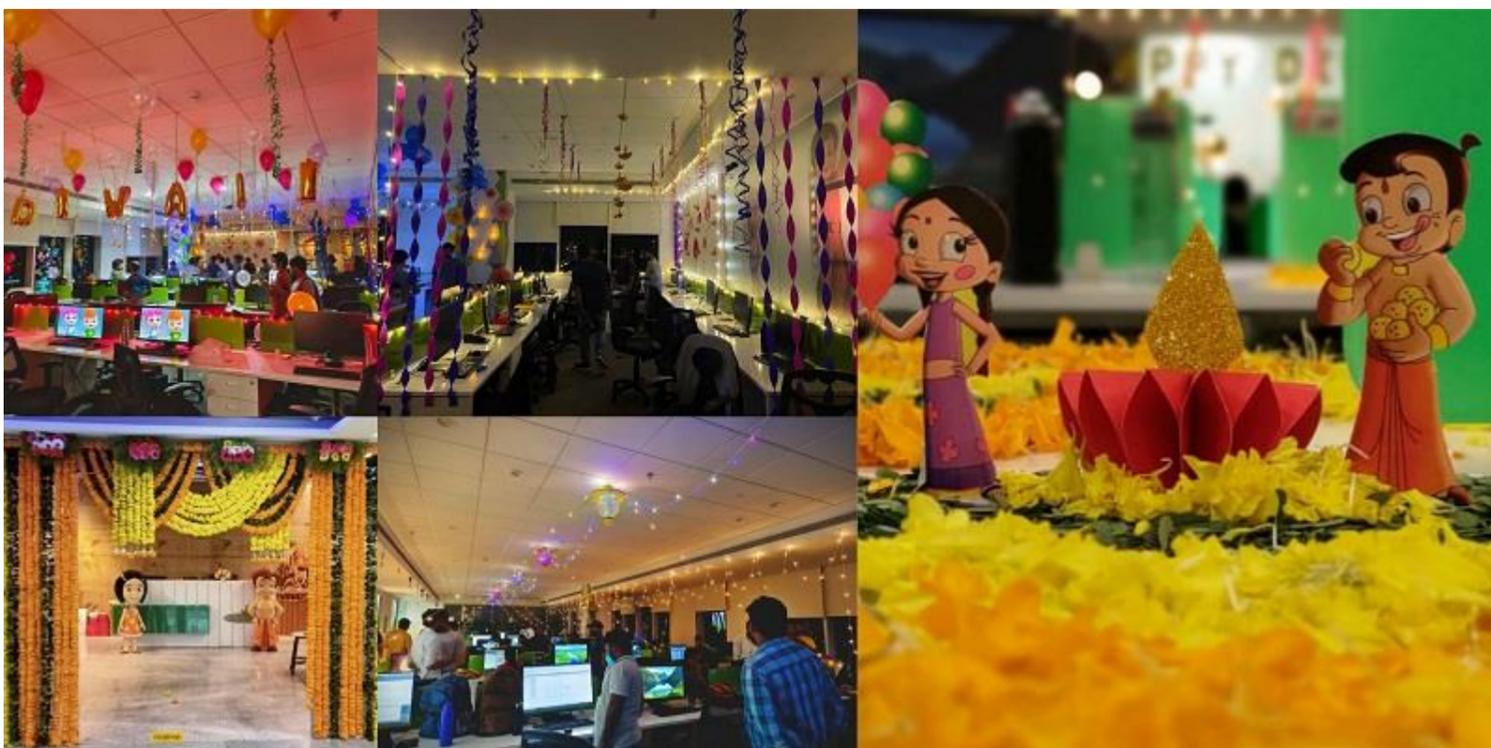


Diwali Celebrations at Assemblage Entertainment

Conveying the Diwali wishes, Assemblage strategy and new business development Arjun Madhavan said, "Team Assemblage believes in new beginnings, by welcoming the new year with celebrations. Diwali at Assemblage is always a special time, a time for celebration! This year too, we are grateful for one of the most amazing years as an industry and as a team, and are excited for the future that lies ahead! May the lamp of creativity always shine on! We wish everyone and their families a very healthy, happy, and prosperous Diwali!"

Green Gold Animation

Headquartered in Hyderabad, Green Gold Animation studio is labeled as one of India's animation pioneers. The two decade old studio is a powerhouse of animated content and has produced various shows like *Chhota Bheem*, *Mighty Raju* and globally popular animated series Netflix's *The Mighty Little Bheem*.



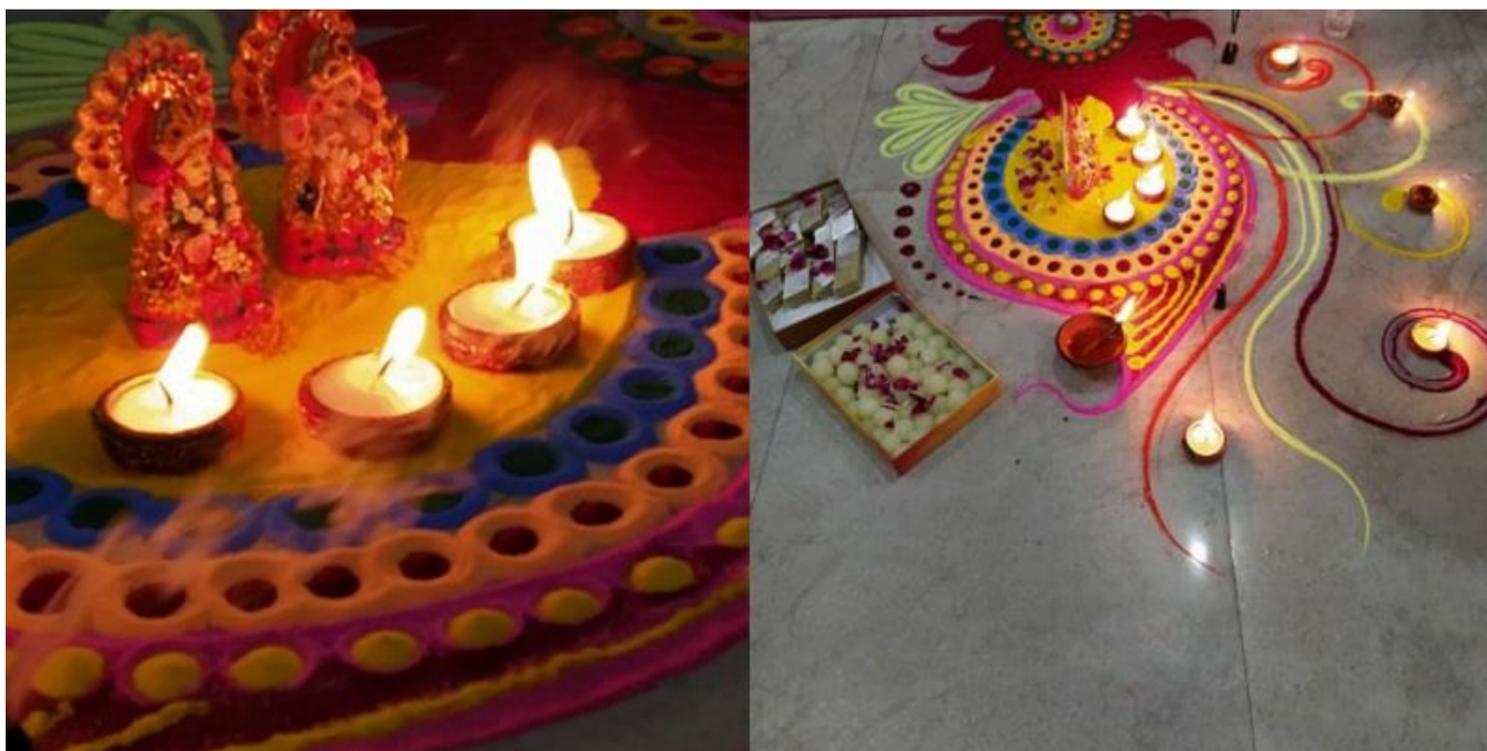
Diwali Celebrations at Green Gold Animation

Green Gold always believes in the idea 'creativity is a natural extension of enthusiasm' and they used to celebrate festive seasons by exploring the hidden talents of their employees by conducting various competitions during festive seasons. To make the workplace more fun and creative, the studio conducts games like Bommala Koluvu (exhibition of toys), department decor, Best Dress-up Male and Female, dance and singing, play music/instrument, and character design. They use this festive season as a platform to showcase their abilities and talents.

Expressing his joy, Green Gold Animation founder and CEO Rajiv Chilaka said, "This Diwali holds special significance as it is the first that we celebrate in office in two years. The Green Gold family has come together to brighten up our workplace and we hope we ring in all the luck and hope for the coming years."

Tavrohi Animations

One of the creative studios in India developing original content and IPs, Tavrohi Animation is the mind behind the creative and satirical political cartoons. Tavrohi celebrates this Diwali with a positive and hopeful mindset as the festival of light rekindles our spirits. The studio welcomed Diwali with merry and laughter. The office was beautifully decorated with lights, flowers, and rangoli, followed by a devotional pooja. They also celebrated the success of their IPL 2021 and T20 World Cup projects that they recently made for Star Sports.



Diwali pooja at Tavrohi Animation

As Diwali is a time for new beginnings, the team at Tavrohi have put on their creative thinking caps and are in the process of conceptualising unique and interesting IPs for new shows and films.

Extending the Diwali wishes to the animation industry, Tavrohi Animations founder and CEO Rohit Kataria said, "Times have been difficult but we wish that we all recover with hope and strength. This Diwali may we all be blessed with good health, prosperity and celebrate joyously with friends and family. I also hope that the coming year brings enthusiasm to all creators so that the animation industry can create a great buzz in the content market."

Parijat Animation

Keeping the COVID-19 measures in mind, Parijat Animation celebrated a socially distant Diwali this year as they are continuing to work from home. Recently Parijat Studios won awards and credits for their series Captain Vidyut and Monkey and Bananas.

Extending their warm wishes, Parijat Animation managing director Atish Tripathi shared, "Wishing a very Happy Diwali to all the animation lovers and animation creators. We at Parijat Animation are continuing to work from home so it's still a socially distant Diwali for us. But we wish that everybody stays safe and healthy this Diwali and has a very prosperous year ahead."



Cosmos-Maya

Cosmos Maya is one of the top players of the animation industry which excels in creating home-grown original IPs like *Motu-Patlu*, *LambuG TinguG*, *Selfie with Bajrangi*, *Titoo*, *Eena Meena Deeka*, *Gadget Ganesh*, *Dabangg*, and many others.



Cosmos-Maya SVP revenue and corporate strategy Devdatta Potnis

Sharing the Diwali message, Cosmos-Maya SVP revenue and corporate strategy Devdatta Potnis said, "Cosmos-Maya wishes everyone a happy, prosperous and safe Diwali. Being a leading content creator we are committed to delivering entertaining content on a daily basis. Thanks for all the love and support you have shown for our IPs *Motu Patlu*, *Gadget Ganesh*, *Dabbbang*, *Eena Meena Deeka*, and many others. We wish you all a meaningful and family-centric Diwali this year."

Toonz Media Group

One of India's leading animation studios, Toonz Media Group, has been creating top-class animated content for kids and families for the last two decades and has recently celebrated its 22nd anniversary. Toonz holds various credits under their belt and produced some amazing international shows such as *Wolverine and The X-men*, *Speedracer Next Generation*, *Mostly Ghostly*, *Freefonix*, *Gummybear and Friends*, *Fruit Ninja*, and many more.



Toonz Media Group CEO P. Jayakumar

Toonz celebrated Diwali by sending goodies and gifts to all their partners, customers and their employees by wishing them prosperity and extending gratitude for their constant support throughout their journey.

Celebrating Toonz anniversary and Diwali, Toonz Media Group CEO P. Jayakumar said, "Diwali falls close to Toonz's anniversary celebrations. So it is always doubly sweet for us. This is the time when the Toonz family comes together, taking a short break from work to have fun together. This is also that time of the year when we share our love and appreciation for our customers and partners with gifts and goodies. This Diwali is all about our happiness in sticking together through the tough pandemic times and scaling new heights despite the challenges."

AnimationXpress wishes everyone a happy and safe Diwali!