



SCREEN

India's Common Man gets animated

New animated content inspired by the classic comic character is set to launch on TV and online platforms in 2019.

By Elizabeth Foster December 20, 2018

Much-loved Indian comic character Common Man, created by cartoonist and illustrator Padma Vibhushan Shri RK Laxman, is getting a new animated lease on life.

Common Man Works, a joint-venture between Mumbai-based CGI animation studio Assemblage Entertainment and RK IPR Management, will launch animated TV and online content built around the 67-year-old IP in 2019. It's also digitizing Laxman's original comic strips and plans to launch additional content on social media and AR/VR platforms. New characters, including Common Woman, will join the iconic journeyman in the coming months to provide different perspectives and a better foundation for storytelling. There are also plans to expand the property into consumer products in categories like toys, collectibles and live/location-based brand experiences.

India is on a mission to build up its animation industry, and this year saw Toonz Media Group turn its popular online and [mobile game app Smighties](#) into a 39 x seven-minute digital series for kids.