



## THWINK BIG ACQUIRES EXCLUSIVE RIGHTS OF POPULAR DIGITAL CHARACTERS TO STRENGTHEN ITS CONTENT OFFERINGS

- Acquires [Mania Ki Duniya](#) (over 300k+ YouTube subscribers) characters - [Baba BC](#) & [Mehta Kuch Nahi Kehta](#)
- Announcement in line with Thwink BIG 's objective of creating clutter-breaking, impactful content and encouraging talent
- Thwink BIG will also partner with brands to give them an edge with character integration

**National, 29<sup>th</sup> May, 2018: Thwink BIG**, the in-house content studio and talent incubator of BIG FM has acquired rights of two famous digital characters **Baba BC** and **Mehta Kuch Nahi Kehta** from **Mania Ki Duniya** (a popular YouTube channel) by Manish Karnatak. **With this acquisition, the brand continues its legacy of adding fresh and relatable content to its bouquet of offerings which appeal to listeners and are effective for brands to partner with.**

Commenting on this, **Sunil Kumaran, Country Head – Thwink BIG** said, “Digital characters help build sticky content and this would further reinforce our branded content offering for clients. We have had great successes with award-winning properties like ‘Aktor calling Aktor’ & ‘Chutki aur Shopkeeper’. We will continue to enhance our portfolio by creating and acquiring more characters which help provide deeply engaging and refreshing content.”

With over 300k+ YouTube subscribers, *Mania Ki Duniya* creates engaging laugh-a-minute comedy scripted and voiced by Manish Karnatak himself. While **Baba BC** has an unusual take on English words which is sure to leave the audience in splits; **Mehta Kuch Nahi Kehta** is a story about a simple guy with a girlfriend who talks non-stop and Mehta has no option but to be quiet in front of her.

With each character’s individual personality and traits, brands across sectors like telecom, real estate, BFSI, FMCG, e-commerce, auto, etc... can now integrate their communication into interesting content narratives.

### **About Thwink BIG**

- Launched earlier this year, Thwink caters to the growing consumer and advertiser needs and changing media trends
- Thwink focuses on talent incubation, development and creating original content
- It adheres to the three core aspects of the network’s strategy comprising excellent music, outstanding storytelling and captivating social experiments
- The studio has already delivered high-decibel campaigns like: [Duck se Dude](#), [Love Isnt Blind](#), [Beat The Budget](#) - a short format video series for AirAsia, [Benadryl BIG Golden Voice](#), [No Khaali Pet](#) and many more