

## Peppa Pig's first-ever performance of 'Peppa Pig Musical' rolled-out in Mumbai on Children's Day



**LIVE Viacom18 and BookMyShow bring the globe-trotting musical Peppa Pig Musical! to India with the promise to offer a lifetime experience to kids**

**Mumbai, November 14, 2019:** They have been winning millions of hearts across the globe with their 'Oink Oink' and cuteness quotient. And now the loveable, cheeky little piggy, Peppa Pig, one of the most charming animated characters, is all set to take over India with their first ever musical on the occasion of Children's Day. Produced by **Live Viacom18** and **BookMyShow**, **Peppa Pig Musical** today showcased the world of Peppa's fun and magic at the **Bal Gandharva, Rang Mandir, Mumbai**. The show which was presented by **ICICI Bank Credit and Debit Cards** and powered by **Cello Colour Up** saw a slew of celebrities and influencers joining in the celebrations including **Mira Rajput Kapoor, Maniesh Paul, Isha Koppikar, Barkha Bisht Sengupta, Iqbal Khan, Roshni Chopra, Pritam Singh, Urvashi Sharma, Shweta Salve and Rajeev Paul** to name a few.

The excitement amongst the kids at **Peppa Pig Musical** was at its peak as they watched their favourite Peppa, George, Mummy Pig and Daddy Pig come to life on stage and break into a song and dance while touching upon important life lessons. The elaborate stage reflected Pig's house, park, dining area & balcony giving the fans a surreal experience. While the little piggy and her family took over the town with her charm, host **Ruhaanika Dhawan** amplified the energy levels as she interacted with the kids and indulged them in fun-filled activities along with their parents.

**Mahesh Shetty, Head, Network Sales, Viacom18** said, "*Peppa Pig's success lies in its simplicity, which instantly finds a connect with a child's instinctive self. Understanding its popularity in India, we wanted to give the kids something more than what they have always watched on television. While the musical is the stage adaption of the animated series, it is packed with music, dance and a strong*



narrative to make it suit and appeal to Indian sensibilities. It will also give us a platform to recognise Peppa Pig and Nick Jr's brand value and give the audience an interactive experience. We are delighted to have BookMyShow and ICICI Bank Credit and Debit Cards on board as our partners for bringing this unique property to our home ground."

**Kumar Razdan, Head – Theatricals, BookMyShow** said, "The live entertainment industry in India is witnessing remarkable growth, with newer avenues of out-of-home entertainment opening up and being loved by audiences. BookMyShow is thrilled to collaborate with LIVE Viacom18 for this new genre of kids' musicals in the form of Peppa Pig Live, adding another distinctive theatrical offering to our extensive repertoire of live entertainment experiences. The show in Mumbai has been a great success selling out at lightning speed even as early trends in Delhi and Chennai reflect unprecedented demand for the musical. We are certain that kids will love the musical in these cities just as they have in Mumbai."

Popular **movie star and celebrity host Maniesh Paul** attended the musical and said, "Peppa Pig is my children's favourite toon and they look forward to watching her on TV. But watching it live on stage was a completely fulfilling experience and I enjoyed it as much as my little ones did. I am thankful to the team for making this Children's Day memorable for my kids and introducing them to the musical world of Peppa Pig."

Present at the special show **actress Isha Koppikar** commented "Watching Peppa Pig was a great experience as it was simple yet very engaging. It is not only filled with tons of entertainment but also gives a moral lesson to the kids. My kid was very thrilled to watch the musical and it is highly recommended for all parents to get their kids to witness it 'LIVE'."

**Amarjit S. Walia, Product Head - Cards, ICICI Bank** said, "We are delighted to have partnered with Viacom18 to bring alive Peppa Pig, the famous animated series, to India. Looking at the popularity of the characters of this series, we believe that the audience would have truly enjoyed the musical concerts. This being India's first-ever live introduction to the loveable cartoon characters, the concerts surely are an unforgettable experience for Peppa Pig fans."

**Tanveer Khan, Director Marketing, BIC Cello India** said, "BIC Cello is delighted to be associated with Live Viacom18 for bringing the famous animated series 'Peppa Pig' to India. BIC Cello's new colouring range ColourUP aims to tap into the imagination of children, fuel their creativity and artistic expression through colouring. We are looking forward to launching an interesting Peppa Pig themed ColourUP pack that will excite kids and indulge them in a fun experience. We hope that this collaboration serves as a great platform to engage with our audiences better."

**Ruhaanika Dhawan** said, "I have grown up watching Peppa Pig and it's an absolute dream come true to host it. Peppa Pig and her friends are the most adorable toons and they teach us many important lessons in the most fun way. Signifying the importance of family, Peppa Pig brings children closer to their parents

and family. Peppa Pig Musical's magnificence had me in complete awe and I am sure everyone is going to love them as much as I did."



Supporting the show are associate sponsors including Funcity, The Mummy Company and Hamleys, and Kids Stop Press - the exclusive Parenting Partner. In the coming days, the Peppa Pig family and friends will spread their magic through **78 shows across eight cities**, starting this month. Post Mumbai the musical will be held in **Delhi on 23<sup>rd</sup> – 24<sup>th</sup> November** at **Siri Fort Auditorium, Delhi and thereafter in Chennai from 30<sup>th</sup> November – 01<sup>st</sup> December, at Sir Mutha Venkatasubba Rao Concert Hall, Chennai respectively**. Apart from this, Peppa Pig Musical will also travel to **Bengaluru, Hyderabad, Pune, Ahmedabad, and Jaipur** as a part of its India tour.

Come along and watch this unmissable musical event of Peppa Pig and her family. Book tickets now on [www.bookmyshow.com](http://www.bookmyshow.com)

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#### **About Peppa Pig**

**Peppa Pig** is a [British preschool animated television series](#) owned and distributed by [Entertainment One](#). Peppa Pig is an animated series for pre-school children about a cheeky and slightly bossy little pig called Peppa. Peppa lives with her little brother George, Mummy Pig and Daddy Pig. Her favourite things include playing games, dressing up, days out and jumping up and down in muddy puddles! Peppa does everything a normal four year old does. Her adventures always end happily with loud snorts of laughter!

#### **About LIVE Viacom18**

'LIVE Viacom18', the event wing of India's leading media conglomerate Viacom18 was started in 2013. LIVE Viacom18 brings a unique & impactful experience to brands through a revolutionary combination of multi-dimensional marketing platforms. It provides exposure which is Insightful, Inspiring and Instant in connecting with audiences across age groups.

LIVE Viacom18 has engaged with millions of consumers through impactful large format LIVE properties such as Vh1 SUPERSONIC, MTV Bollyland, Nickelodeon, Emerge, MTV Xtreme, and Comedy Central Chuckle Festival amongst others.

#### **About BookMyShow**

Launched in 2007, BookMyShow, owned and operated by Big Tree Entertainment Pvt Ltd, is India's leading entertainment destination and the one-stop-shop for every out-of-home entertainment need. The firm is present in over 650 towns and cities in India and works with partners across the industry to provide unmatched entertainment experiences to millions of customers. Over the years, the company has evolved from a purely online ticketing platform for movies across 6,000 screens to end-to-end management of live entertainment events including music concerts, live performances, theatricals, sports and more, all accomplished at par with global standards.

BookMyShow has also built India's largest organic reviews and ratings engine for movies and has driven technology innovations, such as the m-ticket and Movie Mode, impacting tens of millions of users and the industry at large. With continued support from investors including TPG Growth, Stripes Group, SAIF Partners, Accel and Network18, BookMyShow is invested in providing the best user experience, whether on ground or online. Demonstrating category leadership, BookMyShow has grown beyond India with operations in Dubai, Indonesia, Sri Lanka and Singapore amongst others. The Mumbai-headquartered company counts Ticket Green, Eventifier, Fantain, Masti Tickets, Townscript and Burrp amongst its key investments in the sector. BookMyShow is also committed to society at large, by way of its charity initiative BookASmile, which provides entertainment experiences to the underprivileged. For more information, please visit [www.bookmyshow.com](http://www.bookmyshow.com)

#### **About Entertainment One**

**Entertainment One Ltd.** (LSE: ETO) is a global independent studio that specialises in the development, acquisition, production, financing, distribution and sales of entertainment content. The Company's diversified



expertise spans across film, television and music production and sales; family programming, merchandising and licensing; digital content; and live entertainment. Through its global reach and expansive scale, powered by deep local market knowledge, the Company delivers the best content to the world.

Entertainment One's robust network includes international feature film distribution company **Sierra/Affinity**; **Amblin Partners** with DreamWorks Studios, Participant Media, and Reliance Entertainment; **Makeready** with Brad Weston; unscripted television production companies **Whizz Kid Entertainment**, **Renegade 83**, **Daisybeck** and **Blackfin**; live entertainment leaders **Round Room Live**; world-class music labels **Dualtone Music Group** and **Last Gang**; innovative music platform **Audio Network**; and award-winning emerging content and technology studio **Secret Location**.

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