

Tinkle celebrates its 37th anniversary with a new line of retail merchandise

National, 11th November 2017: Founded in 1980, popular comic brand 'Tinkle' published by Amar Chitra Katha (ACK Media) and run by Future Group celebrates 37 nostalgic years of imparting knowledge with fun. Making the anniversary memorable for generations who have grown reading the comics and solving the puzzles, ACK Media launches a special line of Tinkle merchandise in association with **Planet Superheros** and **Eco Corner**.

Appealing to 90s kids, the new generation and the young at heart, Tinkle merchandise has an array of attractive products that will appeal to one and all. The merchandise features some of Tinkle's iconic comic characters **Suppandi, Shikari Shambu, Tantri the Mantri** etc. in fancy tote bags, colorful t-shirts, catchy mobile cases, cool sippers and more.

Speaking about the anniversary and expansion in Tinkle merchandise **Shriya Ghate, Business Head, Tinkle** says, "We are extremely thankful to all our readers for supporting us for more than 3 decades. Most importantly, we'd like to thank parents for inculcating a good habit of reading and making learning an enriching experience filled with fun. As a brand, Tinkle has been lucky to have a diverse audience of not only children but also the youth and those young at heart. Merchandise helps a brand get closer to its consumer and establish a stronger connect. The new Tinkle merchandise is sure to create a nostalgic moment for all our fans, with something in-store for everyone."



Tinkle merchandise is available at all Planet Superhero stores, certain Eco Corner outlets, Amazon.in, Scootsy.com as well as on amarchitrakatha.com. The entire range of Tinkle merchandise will also be displayed at the upcoming ComicCon in Mumbai from 11th to 12th November, in Bangalore from 2nd to 3rd December and in Delhi from 15th to 17th December respectively.

View the merchandise on - http://www.amarchitrakatha.com/in/tinkle-story-books/tinkle-merchandise?utm_source=website&utm_medium=sbanner

About Amar Chitra Katha (ACK Media):

ACK Media is India's leading entertainment and education conglomerate for young audiences. Some of India's most-loved brands including Amar Chitra Katha, Tinkle, Karadi Tales, Brainwave and well-known proprietary characters like Suppandi are part of ACK Media. ACK Media develops products for multiple platforms including print, online services, games, television, films, mobile and home videos. ACK Media is headquartered in Mumbai, has a design studio in Bengaluru and a subsidiary in Chennai.

ABOUT TINKLE

Tinkle was launched in 1980 and post 37 years, it is still recognised as an integral part of growing up in India. The magazine contains comics, stories, puzzles, quizzes, contests and other general knowledge features targeted at school children, although its readership includes many adults as well who have grown up on the brand themselves.

Published in English and syndicated in many Indian languages, the current circulation of Tinkle Magazine is over one lakh per month and is available via subscription, traditional and online retail channels and on digital platforms such as Magzter. Tinkle also has a Books division, which retails Tinkle Digest, Tinkle Double Digest, Tinkle Collections and Holiday Specials, and sells close to 4 lakh units a month.

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