



TINKLE

Amar Chitra Katha launches Tinkle Buddy Box, the perfect activity box for the summer holidays

The Buddy box contains games, puzzles, DIY arts & crafts and a whole range of Tinkle stories

MUMBAI: Leading children's brand Tinkle has launched its newest product, a one-of-a-kind activity box, aimed at giving children ages six and up an exciting way to spend their summer holidays. Dubbed the Tinkle Buddy Box, it contains a combination of games, puzzles, do-it-yourself arts and crafts, exclusive merchandise and a whole gamut of Tinkle stories.

The Tinkle Buddy Box contains a never-seen-before Tinkle board game, a 108- piece jigsaw puzzle, a Tinkle card game, exclusive Tinkle merchandise, DIY art projects and two mega Tinkle books.

The Tinkle board game in the Buddy box features all-time favourite Tinkle characters where one can take a trip across the Tinkle-verse. The box also features a 108-piece jigsaw puzzle, starring the legendary Shambu, and a Tinkle card game, featuring Tinkle's most popular characters, Suppandi, Shambu and Tantri, which is all about quick reflexes. Exclusive Tinkle merchandise includes four Tinkle button badges, featuring old stalwarts like Suppandi and Shambu and newer Tinkle players like Wingstar and the Defective Detectives. There is also an easy-to-assemble Suppandi Autorickshaw that kids have to colour in, and a foldable Tinkle paper plane that should be a lot of fun to fly. If that isn't enough D-I-Y, the box comes with a 16 page booklet, packed to the covers with another 12 DIY projects. Of course, no Tinkle box would be complete without iconic Tinkle stories, and to this end, the Buddy Box comes with two mega Tinkle books; the annual Tinkle Holiday Special, and a brand new Tinkle Super Special, which is a Buddy Box exclusive.

According to Tinkle brand head, Shriya Ghate, "Tinkle has always been about learning with fun, and the Tinkle Buddy Box is a logical progression of this philosophy. The Tinkle Buddy Box will be a fun and exciting alternative to the endless television, mobile and computer screens the modern Indian child is surrounded with, and will be the perfect companion for kids during the summer holidays."

The Tinkle Buddy Box is priced at INR1500, but will be available at a special discounted introductory price of INR1199 on www.amarchitrakatha.com. It will also be available on major e-commerce websites and leading stores across the country.

ABOUT TINKLE

Tinkle was launched in 1980 and post 36 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



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Tinkle Digest, Tinkle Double Digest, Tinkle Collections and Holiday Specials, and sells close to 4 lakh units a month.

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