

JioStar Kids strengthens its homegrown content slate with the launch of its 15th local IP – Bittu Bahanebaaz on Sonic

~ A slice-of-life, fun-filled series following the antics of Bittu, a master of excuses, premiering on 12th May, daily at 12:30 pm on Sonic~

Mumbai, 12th May, 2025 - JioStar Kids is all set to launch its 15th homegrown IP - ***Bittu Bahanebaaz***. Bittu is the story of a smart and quick-thinking 10-year-old boy who always finds funny and creative ways to get out of everyday sticky situations in a fast and imaginative manner. The show is packed with humor and everyday moments that everyone can relate to. At its heart, Bittu Bahanebaaz is based on a simple truth—we all have a little bit of Bittu in us! With his sharp mind and boundless imagination, Bittu lives in a world where rules are flexible and creativity leads the way! That's what makes it a fun and relatable watch for kids and families alike. Adding to this charm is a vibrant title track penned by the legendary Gulzar Sahab, perfectly capturing Bittu's world.

Adding perspective on the growing kids' entertainment space, **Alok Jain, Head of Cluster, Entertainment (Colors, Digital Hindi, Niche, Movies and Studio), JioStar, shared**, "At JioStar Kids, we remain deeply committed to understanding the pulse of today's ever evolving consumer. Our aim is to create relevant, screen-agnostic content that resonates across platforms—stories that are relatable, inclusive, and designed for kids and families to watch together and create memorable moments while doing so. As Sonic continues to strengthen its position in the category, our legacy of developing beloved homegrown IPs empowers us to lead meaningfully and innovatively. We are excited to welcome Bittu Bahanebaaz which will further enrich our storytelling and expand the universe of characters that kids love."

With this launch, JioStar Kids further solidifies its position as the No.1 local IP powerhouse in India's kids' entertainment landscape. The creator of the largest number of local IPs that are chart toppers within the kids genre in India, the network has built a formidable content library featuring some of the country's most iconic and loved homegrown characters, including Motu Patlu, Chikoo aur Bunty, Pinaki & Happy, Shiva, and Rudra, amongst others. By identifying white spaces in storytelling and consistently delivering relatable, culturally-rooted narratives, JioStar Kids has struck a lasting emotional chord with young audiences. Its flagship channel, Nick, recently marked a remarkable milestone by retaining its position as the No.1 Kids' channel for the 11th consecutive year, a testament to the brand's deep connection with audiences across the nation.

Sonic is leaving no stone unturned to make ***Bittu Bahanebaaz*** the summer blockbuster for kids. A multi-platform campaign will span across the JioStar Network on TV, JioHotstar, digital, social media, gaming and connected TVs, ensuring Bittu's antics reach every screen. To bring the experience even closer to kids, an AI-driven chatbot and customized games inspired by Bittu will allow fans to interact with the character on the sonicgang website, will add a layer of immersive fun. Further amplifying the launch, there will be activities in malls across the country to connect with kids and families, promotions in cinemas during major summer releases, and creator-led content that brings Bittu's world to life for kids.

Bittu Bahenebaaz takes center stage on Sonic **from today, May 12th, daily at 12.30 pm**. The show will also be available on JioHotstar. Get ready to get immersed in his world!

Promo Link: https://www.youtube.com/watch?v=wHiLcprNJ_o
