

Fever Entertainment brings Noddy live to Delhi

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Fever Entertainment, a part of the Hindustan Times group is bringing the live production show '**Noddy in Toyland**' for the 1st time India. The much-loved Enid Blyton character will take on the stage this July and is scheduled from 18th to 22nd July; the event is going to take place in Siri Fort Auditorium, Delhi.

Noddy and his friends have been entertaining children for generations now. The performance will see stage actors bring alive the 63- year old series, beyond books, TV and DVD's. The 1.5 hours international show is in English with real life characters of Noddy and his friends who will be performing live. The show features the story of Noddy in Toyland with spectacular music and sets with loads of interactivity for the audience. The cast comes in from UK and will be performing 12 shows in 5 days in Delhi. The live production is produced by Premier Productions, UK and is touring India for the first time.

Commenting on the initiative Harshad Jain – Business Head, Radio and Entertainment says, "We at Fever Entertainment have always presented the finest entertainment options to our audiences, be it the consumer or our partners. We have always believed in doing things differently and Noddy in Toyland is a complete innovation in its genre. The popularity Noddy as a character owns, he is loved by old and young alike. He has been a part of growing up for most of us. Also I would like to add, that India at present has limited options when it comes to family entertainment and by bringing the concept like this to Delhi we are aiming to provide a platform where families can be a part a world class experience".

Noddy and his friends are all fun and excitement and Noddy's best friends are Big Ears, Tessie Bear, Bumpy Dog and the Tubby Bears.

Tickets for the show can be bought online through www.bookmyshow.com and the prices start at Rs. 750 and onwards.

About Fever Entertainment

Fever Entertainment is an integrated media business that ideates and executes large event properties, as live consumer mediums. Its primary objective is to influence young and new-age audiences that are currently not within the reach of conventional media. Having created some of India's most innovative event properties, the team of Fever Entertainment has made a definite change to audience preferences - both in depth and reach - through numerous innovations and engagements.

In its new avatar, Fever Entertainment endeavours to establish path-breaking Popular Live Entertainment and Mass Engagement Projects, converging media platforms and unifying segmented audiences, under the umbrella of 'Branded Entertainment'.