

# Color Chips creates 4 new characters

OUR REGIONAL BUREAU  
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**T**he city-based Colour Chips India Limited, an animation and comics company, has developed four characters exclusively for ESPN. This is as part of an agreement reached earlier with ESPN for development or creation of char-

acters in animated action. While ESPN will have rights over the characters for its core activities, ESPN and Colour Chips will enjoy joint ownership of rights over these characters and any other characters that may be developed in future for use in non-core activities such as advertising. The four characters developed

by Colour Chips for ESPN are Andha Bhai, a cricket-loving duck from Hyderabad, Gilli Swamy, another cricket fan from Kochi, Yogi, the 'other' third umpire from Patna, and Runjeet Singh is a cricket fan who breaks into bhanga. They made their debut during the opening tie of TVS Cup between India and Bangladesh.