

Color Chips in pact with Reliance

HYDERABAD: Color Chips India Ltd has signed an agreement with Reliance Communications to supply content and software based applications for dissemination and use by the latter's subscribers of both wireless and wireline services across the country.

As per the terms of the agreement, the content includes popular characters such as Kapish, Pintu, Missy, Chippy, Tiltu and Bunty among host of others. This will be supplemented by cartoons, puzzles, games, crosswords, wall papers, and greeting cards and animated cards covering a variety of subjects like nature, art, business and society in the form of jokes, stories and cartoons.

The content is to be supplied by Color Chips in a combination of forms — animated, textual, pictorial, audio, video and multimedia