Crafting Magic

One tale at a time

Tip Tales

Investor Presentation for Maddock Films

June 2026 | Confidential

Beyond our own IP — the B2B studio business is live, and already earning.
Beyond the screen — physical & merchandise experiences are in build.

1 Billion+	1.7M+	6
Total Views	Subscribers	Languages

Tip Tales: A Multi-IP Kids Powerhouse

Storytellers, educators and creators building a wholistic world for early childhood — where entertainment meets education, and the stories we tell today raise the generations of tomorrow.

Studio Facts

- Founded: 2021 | Singapore (IP) + Mumbai (Production)
- IP ownership: Tip Tales Pte Ltd (Singapore)
- Production: Tip Tales India Pvt Ltd (wholly owned subsidiary)
- Sales partner: Matrix (signed)

The Journey

An IPO-bound, generational kids IP house — original animation for the world's preschoolers and tweens, built to outlast any single show.

The Partner

Pre-break-even by design. Maddock Films brings what capital alone cannot — the operator credibility to accelerate the journey.

The Team

Finance meets storytelling — the rarest combination in Indian animation.

Leadership

Pushan Chakravarty — CEO & Director

- Award-winning animation filmmaker — two decades in the industry
- NID graduate, Animation & Film Design — writer, illustrator, director
- Created Piku N Tuki; wrote S3 and the minisodes — the run that took the show to 1B+ views

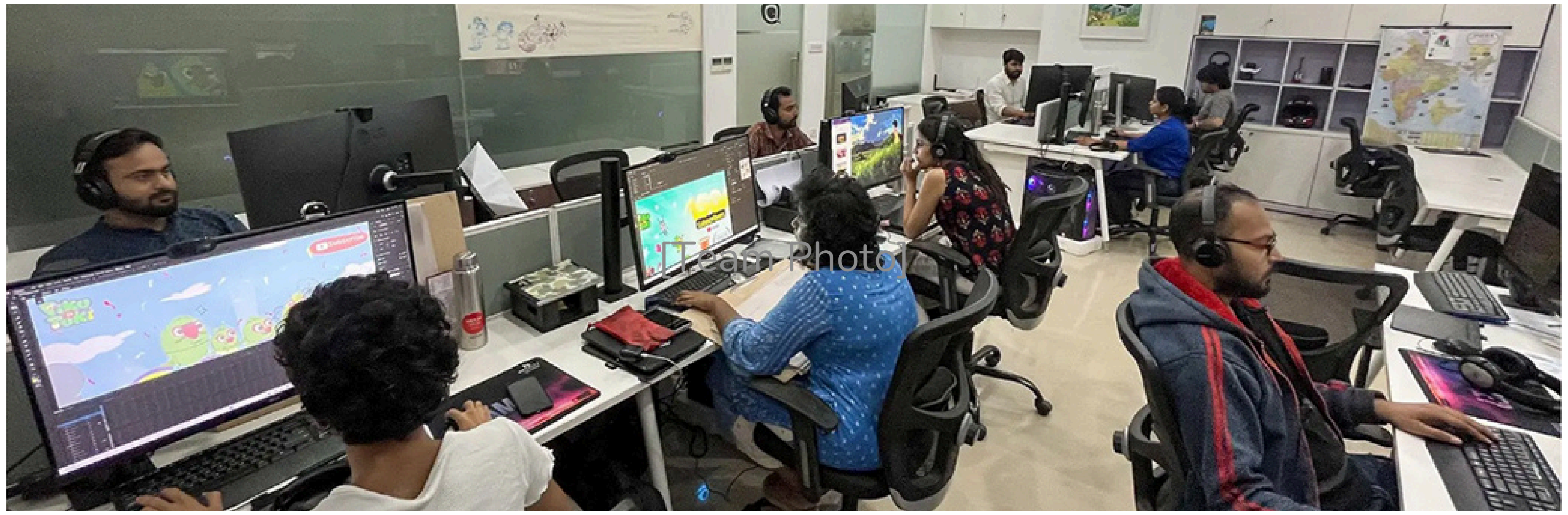
Creative & Technical

- NID alumni (National Institute of Design)
- Ex-Disney talent
- Vancouver studio alumni
- 132+ episodes delivered on broadcast-quality standard
- Built Tip Tales from zero to 1B+ views

Founding Team

- ISI (Indian Statistical Institute) & NID (National Institute of Design) alumni
- Founding members have worked in organisations like Morgan Stanley, JPMorgan, Credit Suisse
- Worked with brands like Skoda, Pepsi, Vodafone

"The only animation studio in India run by people who have sat on both sides of a term sheet."



The Journey So Far

Feb 2022
Piku N Tuki (Hindi) launched on YouTube

Sep 2022
Season 2 production started

May 2023
100K Subscribers S2 release on YouTube

Jun 2025
S3 release in 4K on YouTube (withheld English from YouTube for OTT/licensing exclusivity)

Sep 2025
Gufa Monster & Kachua Rakshak — viral

Jan 2026
1 Billion+ views reached

Mar 2026
1.7 Million+ subscribers

May 2026
MIPCOM outreach: Sky Kids replied; Netflix/Amazon/ZDF opened

Jun 2026
Mercury Kids distribution talks opened

Built entirely on content quality — no paid distribution, no broadcaster, no platform deal. 1B+ views earned mainly in regional languages; the high-RPM English market held back for OTT/licensing. 4 years, organic.

Preschool Entertainment: A Booming Market

$6.4B	$11.3B	500M+
Global Kids Animation Market (2024)	Projected by 2032 (CAGR ~7.3%)	YouTube Users in India (Largest Market)

Market figures: Kids Animation Show & Drama market, econmarketresearch (2024). Scope: animated kids shows & drama.

The Global Pattern: YouTube IP → Platform Deal → Franchise

IP	Origin	What Happened	Outcome
CoComelon	YouTube (US)	Moonbug acquired → Netflix → Blackstone exit	$3B acquisition (reported), 2021
Ms. Rachel	YouTube (US)	Netflix original partnership	2024–25, active
Mighty Little Bheem	Indian IP	Netflix original, 190 countries	2019, renewed 3x
Bluey	Australian IP	ABC Kids → global franchise	~$2B franchise valuation*

*Bluey franchise valued at up to ~$2B (The Times, 2024).

India-Specific Tailwind

Indian OTT platforms actively acquiring kids content (JioCinema, SonyLIV, Hungama Kids, ZEE5). Indian preschool IP has proven global travelability. We believe no Indian studio has yet built a comparable multi-IP kids portfolio at scale — that is the gap Tip Tales fills.

From Ideation to Revenue: The Evolution

We conceptualised. We researched. We produced. We built the audience. Now we are building the business model.

What We Have Done

- We set out to create content that impacts pre-teen children positively at scale. Post research, prioritising long-term impact over short-term success, we produced Piku N Tuki (PNT)
- PNT built as a digital-first preschool IP on YouTube
- Lifetime earnings ~$32,626 (~₹27.5L) — almost entirely regional-language views at ~$0.033/1,000 (COPPA-capped, lowest tier).
- High-RPM English market held back by design: premium English (S3 + minisodes) reserved for OTT/licensing.
- English channel live with S1 & S02 (rolling)
- Along this journey we have built a credible team of creative and business people who believe in the dreaming.
- Result: 1B+ views, 1.7M subs — proof of resonance

What We Are Doing Now

- Based on meticulous research and a validated revenue pipeline, we've identified four revenue pillars that support our long-term vision.
- Pillar 1: Proprietary IPs: OTT licensing — PNT S3 4K, OTT-ready, English dubbed. International pipeline live. 3 new IPs conceptualised.
- Pillar 2: B2B — Commissioned IPs + boutique projects. ₹6+ Cr total revenue — approved, signature pending. Strong pipeline.
- Pillar 3: Offline & Physical Presence — PNT Play Box, a ₹599/quarter product line we prove with a lean pilot then scale partner-led, plus early-education brand pilots.
- Pillar 4: Platform Network — 6 channels, 1B+ views, partner content 70-30 revenue share.
- AI-enabled production workflows, including multilingual dubbing, to scale efficiently while maintaining quality.

We have built a validated IP asset. The revenue architecture is being built on four pillars, not one.

Four Business Pillars

Proprietary IP. B2B Studio. Offline Presence. Platform Network. All compounding.

01

Proprietary IP & OTT Licensing

Original in-house IPs; license PNT + new IPs to Indian & global platforms. S3 is 4K, OTT-ready. Pitch asset exists today.

Starts: Day 30

Year 5: ₹6–10 Cr / year

02

B2B Studio Services

Commissioned IPs for producers — ₹5.58 Cr approved, signature pending — plus boutique projects, ₹75L already received.

Starts: Ongoing

Year 5: ₹5–8 Cr / year

03

Offline & Physical Presence

PNT Play Box (₹599/quarter): prove direct, scale partner-led, plus early-education brand pilots. IP-deep, recurring.

Starts: Day 60

Target (~30K households): ₹7.2 Cr GMV · ₹2.7 Cr+ contribution — partner-led

04

Platform Network

Curate content from smaller studios; monetise via our channels (6 channels, 1B+ views). 70-30 share, zero capex.

Starts: Ongoing

Year 5: ₹1.5–3 Cr / year (rev-share + FAST)

Pillar 1: Piku N Tuki

Our flagship IP — and our proof of concept

Piku N Tuki follows adorable parrot siblings Piku and Tuki on grand childhood adventures, filled with warmth, emotion, and humour. Emotion-led storytelling built for 3–6 year olds — India-rooted, universally relatable.

Series Details

Genre	Preschool, Educational
Target Audience	Ages 3–6
Format	2D Animation
Season 1	72 × 3.5 min (complete)
Season 2	50 × 4.5 min (complete)
Season 3	10 × 6.5 min, 4K OTT-ready (+ 50 minisodes rolling)
Languages	Hindi, Bengali, English, Marathi, Tamil, Telugu
Total Content	132+ episodes, ~10 hours

1 Billion+
Lifetime Views

1.7M+
Subscribers

6
Languages

132+
Episodes Released

Pillar 1: Why Piku N Tuki Stands Out

India-Rooted, Globally Relatable	Combines Indian warmth, family life, and regional-language authenticity with universal preschool themes of emotion, play, and connection.
Emotional Intelligence at the Core	Built around emotion-led storytelling. Children see real feelings handled with warmth, humour, and resolution through lived experience — not instruction.
A Distinctive Nature-Led World	The forest is not backdrop. Animals, weather, plants, and the living environment actively shape story and character change — giving the brand a world that feels unique and ownable.
Designed for Co-Viewing	Created for children and parents to enjoy together. Offers children comfort and delight while giving parents trust, emotional recognition, and bonding value.
Built to Scale as a Global Preschool IP	Clear emotional core, distinctive world, multilingual India-first foundation. Well placed to grow across OTT, consumer products, licensing, and brand partnerships.

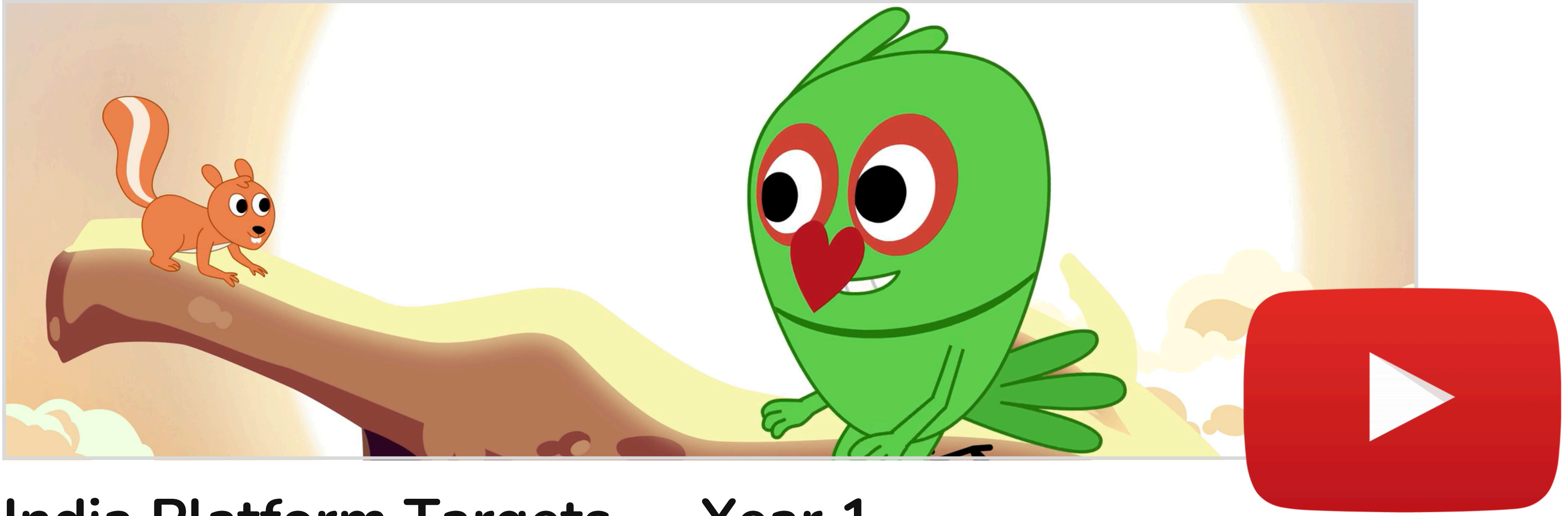
Pillar 1: OTT & Broadcast Licensing for PNT

The IP is packaged and the pitch asset exists today.

Pitch Assets — Ready Now

PNT Gilhari Express — 6.5-min, 4K, broadcast-quality Hindi episode. English dub (Squirrel Express) prepared via AI-assist.

CLICK ON PLAY BUTTON TO WATCH SQUIRREL EXPRESS



India Platform Targets — Year 1

Platform	Realistic Range	Probability
JioCinema / JioBaby	₹50L – ₹1.5 Cr	40%
SonyLIV / Sony YAY	₹75L – ₹1.5 Cr	35%
Hungama Kids	₹40L – ₹75L	50%
ZEE5 Kids	₹50L – ₹1 Cr	30%

International Pipeline — Live (May 2026)

Company	Status
Sky Kids UK (Ian France)	REPLIED — "Will review"
Netflix Kids (Mariana Mejia Gomez)	Clicked + personal follow-up sent
Amazon Prime Kids (Josh Mandel)	13 opens on pitch — follow-up sent
ZDF Studios (Lohmann + Bruckmann)	Both contacts clicked
Nickelodeon UK	Clicked — follow-up in progress
Paramount	Clicked — follow-up in progress
Mercury Kids / Applicaster	Distribution conversation opened

Mercury Kids: Italian, Russian, French, Arabic markets. Distribution conversation opened — early stage.

230 pitch emails sent | 50.4% open rate | 29 unique clicks (12.6%)

Pillar 1: One Hit, Three to Launch

One proven IP live (PNT), three in active development — an owned, institutionally acquirable catalogue.

Our IP Portfolio

Piku N Tuki	Ages 3–6	LIVE — 1B+ Views
The Wondernauts	Ages 3–6	Concept + Visuals Done
A Ghostly Mess	Ages 7–12	Concept + Art Done
Vicky & Wiggles	Ages 7–12	Concept + Art Done

Pillar 1: One Hit, Three to Launch

One proven IP live (PNT), three in active development — an owned, institutionally acquirable catalogue.

IP	Format	Content Hours	Age Band	Revenue Role
Piku N Tuki (LIVE)	2D, 2–6.5 min	~10+ hours	Ages 3–6	Primary licensing + PlayBox
The Wondernauts	3D, 100 × 8 min	~13 hours	Ages 3–6	International co-production
A Ghostly Mess	2D, 50 × 11 min	~9 hours	Ages 7–12	OTT commission + feature film
Vicky & Wiggles	2D+3D, 50 × 22 min	~18 hours	Ages 7–12	BBC/Nick/Disney Channel APAC
TOTAL	4 IPs	50 hrs owned IP (~10 live + ~40 in development)	Ages 3–12	Institutionally acquirable catalogue

The Wondernauts

The Wondernauts

New IP — Preschool | Concept + Visuals Complete

A hilarious, heartwarming preschool series set in outer space. Each episode begins with a real child's question and launches into a wildly imagined planet. Led by a clumsy, lovable crew, the Wondernauts explore, fumble, and laugh their way to answers — showing kids that discovery is messy, silly, and magical.

Genre	Adventure, Educational, Musical
Target Audience	Pre-schoolers (Ages 3–6)
Format	3D Animation | Blender
Episodes	100 × 8 min (2 seasons × 50 eps)
Total Duration	~13 hours
Characters	6 main, 5 secondary, 15 incidentals
Animation Ref	Go! Go! Cory Carson Season 2
Complexity	Snappy animation with dynamic angles — mid-level

Why This IP for Maddock

- Space + science + preschool: Netflix, Apple TV+, PBS Kids all have active mandates in this space
- Dialogue-light potential — international format without heavy redubbing
- Educational-musical format is the most globally licensable preschool genre after comedy

A Ghostly Mess

New IP — Tween | Concept + Character Art Complete

A girl on a mission. A dog with attitude. When 12-year-old Gaya accidentally unleashes a horde of mischievous ghosts on her quiet hometown, she must team up with her fearless dog Jojo to set things right. From fish-stealing spirits to walking gulab jamuns, each ghostly encounter brings chaos, laughter — and clues about her grandmother's mysterious past.

Genre	Ghost-Comedy, Adventure, Slice of Life
Target Audience	Tweens, Ages 7+
Format	2D Animation | Toon Boom Harmony
Episodes	50 × 11 min (2 seasons × 25 eps)
Total Duration	~9 hours
Characters	4 main, 5 secondary, 10 incidentals
Animation Ref	Gravity Falls
Complexity	Snappy animation with dynamic angles — mid-level

Why This IP for Maddock

- Indian supernatural-comedy with deeply Indian cultural texture — small-town India, family secrets, folklore
- Gravity Falls-style narrative structure: comedy on surface, mythology underneath. Feature film potential.
- Maddock's natural creative territory — a time-bound first-look on feature-film / co-production adaptation, on mutually agreed terms.

Vicky & Wiggles

New IP — Tween | Concept + Character Art Complete

Vicky, a street-smart orphan boy, and his quirky pet python Wiggles stumble upon a baby-animal trafficking racket while secretly searching for Vicky's birth mother. Set in a lively auto workshop run by a tough but loving old lady — a series about friendship, found family, and the magical bond between humans and animals.

Genre	Adventure, Comedy, Slice of Life
Target Audience	Tweens, Ages 7+
Format	2D + 3D Mixed | Toon Boom Harmony + Maya
Episodes	50 × 22 min (2 seasons × 25 eps)
Total Duration	~18 hours
Characters	6 main, 5 secondary, 15 incidentals
Animation Ref	Kipo and the Age of Wonderbeasts
Complexity	Fluid animation with dynamic angles — high level

Why This IP for Maddock

- 22-minute format is broadcast TV acquisition length — BBC Kids, Nickelodeon, Disney Channel APAC
- Animal welfare + found family + street-kid protagonist travels across cultures without adaptation
- Highest per-episode licensing value of the four IPs if it lands an international broadcaster

Pillar 2: The Marquee Commission

We don’t just build our own IPs. We build IPs for others — and the market is already paying.

Major Commission — Approved, Signature Pending

₹5.58 Cr
Contract value — confirmed; agreement in signature

- Commissioned IP for a leading Bollywood production house — a marquee passion project.
- Unlocked through Matrix, our signed sales & distribution partner; more commissions in pipeline.
- Confirmed in writing via Matrix; agreement drafted, signature expected Q2 2026
- First payment received — revenue flowing, not projected.
- Margin retained; IP owned by client.

Why This Deal Matters

1.75x
the entire ₹3.19 Cr Year-1 raise — covered by this single contract

- A marquee passion project with Bollywood visibility — the flagship B2B credential for the studio
- Validates pricing power: one contract alone covers 1.75x the entire ₹3.19 Cr Year-1 ask
- Maddock's network multiplies this pillar — warm introductions convert directly into commissions

The ₹5.58 Cr commission alone covers 1.75x the entire Year-1 raise — confirmed, first payment received. B2B is not an aspiration; it is already a revenue line.

Pillar 2: B2B Services — Boutique Projects

Small-format commissions — delivered, billed and paid. Proof the studio sells beyond its own IP.

Aparigraha

2D Short Film for Abhay Prabhavana Museum.
Client: Abhay Firodia, Amar Prerana Trust

IPL DP World

3D Motion Graphics TV Commercial.
Client: DP World

Miraj

3D Short Film
Client: Upal Sengupta

Exide

2D Motion Graphics Brand Film
Client: Exide

~₹75L fully received across boutique work before this raise — cash in the bank, not projected. Active pipeline: additional commissions in discussion; Maddock's Bollywood network accelerates this directly.

CLICK ON THE RESPECTIVE IMAGES TO WATCH THE FILMS

Pillar 3: Offline & Physical Presence

India's first IP-led kids subscription box — we prove it directly, then scale it partner-led, capital-light.

Two offline engines: (1) PNT Play Box — quarterly ₹599 subscription box for children 3–7, story-linked activities, IP-led.

Prototype exists. (2) Early-education pilots — preschools tested as a high-trust acquisition channel into the exact parent's home.

Unit Economics

Metric	Value
Customer price	₹599 / quarter (incl. shipping)
Net revenue ex-GST	~₹535 / box
Variable cost	~₹305 / box (to be verified from vendor quotes)
Contribution	~₹230 / box (~43% margin)
CAC	CAC: ~₹0 via owned audience + referral in the pilot; partner-carried at scale.
Reorder & retention	Box 1→2 reorder ≥60% (first-reorder hurdle); LTV:CAC ≥3 target

Growth Path: Prove → Partner-Led Scale

Stage	Households	Annual Revenue	Contribution
Pilot (2026)	1,000	₹6-12L	₹2-5L
Year 1 (2027)	5000	₹1.2 Cr	₹50-60L
Year 2 (2028)	10-20,000	₹2.4-4.8 Cr	₹1.0-1.9 Cr
Target	30,000	₹7.2 Cr	₹2.7 Cr+

30,000 households is ~1% of the metro-parent market and a fraction of our reachable audience — a small, defensible slice

Why IP moat matters: Flintobox peaked at ~₹40 Cr and contracted to ₹9.5 Cr (FY2024) — no IP, so parents churned when kids aged out. PNT parents stay because their child asks for Piku and Tuki by name. Tip Tales-branded-preschool pilots create the deepest possible IP touchpoint — children live inside the brand from age 3.

Contribution is unit margin, not profit — investment-stage to ~Year 2, then operating-positive as partner-led scale leverages fixed cost.

Pillar 3: The PNT Playbox

India's first IP-led kids subscription box — a prototype in hand, not a concept.

₹599/quarter, story-linked activities for ages 3–7 — a prototype in hand. Our 1.7M audience is warm reach we convert into subscribers: Box 1 proves appeal, Box 2 proves reorder. We prove it directly, then scale partner-led.

Pillar 3: Tip Tales Branded Preschools

Extending Pillar 3 beyond the PlayBox — a physical, daily brand presence in early education.

How It Works

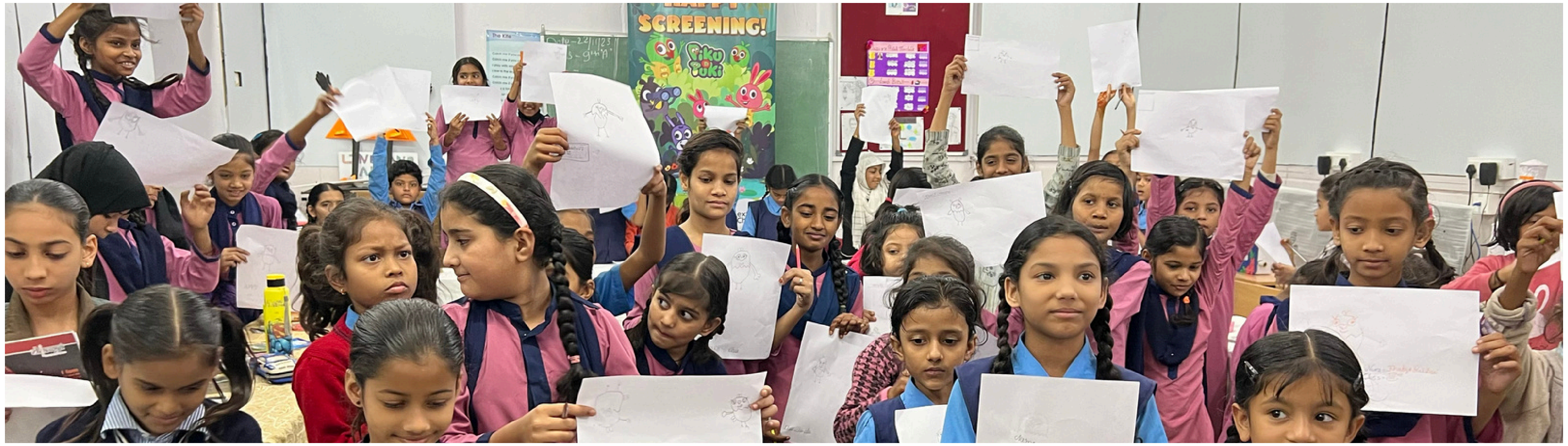
Bangalore
NGO partnership — first cluster

- Tip Tales-branded preschools operated with an NGO partner in Bangalore — Talks initiated with prospective partner
- Curriculum wrapped in Piku N Tuki characters and stories — entertainment meets early education

Why It Matters

Age 3
children live inside the brand

- A high-trust route to the exact parent — we pilot 1–2 metro schools, convert families into subscribers, and build the deepest IP touchpoint, then scale on proof.
- Feeds the flywheel: preschoolers → YouTube viewers → PlayBox subscribers → licensed-merchandise households
- The deepest possible IP touchpoint — loyalty built years before any competitor reaches the child



PNT parents already ask for Piku and Tuki by name. Branded-preschool pilots turn that pull into a high-trust acquisition channel — the school is a gatekeeper, not the buyer, so we measure parent sign-up before scaling.

Pillar 4: Multi-IP Studio + Platform Network

A single-IP company is a content risk. A multi-IP studio + distribution platform is a compounding business.

The Moonbug Parallel

Company	What They Were	What They Became	Exit
Moonbug	Portfolio of YouTube kids IPs (CoComelon, Blippi + 20 others)	Multi-IP kids studio — global platform deals	$3B acquisition, Blackstone / Candle Media, 2021
Tip Tales	4 IPs, 1 proven (PNT, 1B+ views)	Multi-IP kids studio: India + global	Strategic acquisition / Series B / platform deal

The PowerKids Model — Platform Network, Proven at Scale

- PowerKids Entertainment (Singapore, OCP Asia–backed): a multi-IP kids catalogue monetised across YouTube, FAST channels and broadcast in 160+ countries.
- The insight: own the distribution rails, not just the content — the network earns from its own IP and from third-party catalogues it aggregates.
- Tip Tales' Platform Network runs the same playbook early: 6 channels, 1B+ views, 70-30 rev-share with smaller studios, zero capex — conservatively ₹1.5–3 Cr/year by Year 5. We cite the model as proof at scale, not parity.

CoComelon → Moonbug → Blackstone is the proven trajectory. PowerKids (Singapore, OCP Asia–backed) proves the same model at scale across YouTube, FAST and broadcast in 160+ countries; Tip Tales is early on the same path.

Why We Win

Proven, Organic Demand	1B+ views and 1.7M subscribers, built with zero paid distribution — no broadcaster, no platform deal. The resonance is real, not bought.
A Rare Operator Team	Finance (Morgan Stanley, JPMorgan, Credit Suisse) meets creative (ex-Disney, NID) — the only Indian kids studio run by people who have sat on both sides of a term sheet.
A Compounding Multi-IP Moat	Four owned IPs, ~50 hours, across ages 3–12 — an institutionally acquirable catalogue, not single-show risk. Parents stay because children ask for the characters by name.
Structural Cost Advantage	We run deliberately lean and low-cost: OTT-ready content on reasonable budget, AI-assisted dubbing unlocking every language at a fraction of traditional localization cost.
Revenue Already on the Board	₹75L B2B received in cash, a ₹5.58 Cr commission confirmed (first payment in), a live OTT pipeline — four compounding pillars, excluding YouTube. Moonbug and PowerKids prove the path.

Validation Signals

230 pitch emails. 50.4% open rate. Sky Kids replied. Netflix & Amazon opened, follow-ups initiated as of June 04, 2026

230	50.4%	29
Pitches Sent (May 2026)	Open Rate	Unique Clicks (12.6% click rate)

~$4.9M (₹41 Cr)

Independently valued by AARK & Co LLP — Dec 2024

*Warm industry champion: **Silas Hickey — Founding Partner, Custom Nuts (ex-Cartoon Network / WarnerMedia APAC; Chhota Bheem, Lamput)** — has re-engaged on the updated package, loves the IP, and is actively championing PNT internationally (incl. around Annecy). Exploring an advisory arrangement; strategic call scheduled (Jun 2026).*

Validation Signals — Outreach Pipeline

International outreach — full contact pipeline (May 2026)

Contact	Company / Role	Status	Signal
Ian France	Sky Kids (UK)	REPLIED — "Will review"	Most advanced conversation
Mariana Mejia Gomez	Netflix Kids	Clicked + personal follow-up sent	Direct personal engagement
Josh Mandel	Amazon Prime Kids	13 opens on pitch — follow-up sent	Highest repeat-open signal
Arne Lohmann / Marei Bruckmann	ZDF Studios (Germany)	Both contacts clicked	Two-person engagement, one company
Lynsey O'Callaghan	Nickelodeon UK	Clicked	Follow-up in progress
Cecilia Padula	Paramount	Clicked	Follow-up in progress
Laura Tapias	Mercury Kids / Applicaster (VP)	Distribution conversation opened	Italian, Russian, French, Arabic markets

Built with zero platform fees and one targeted outreach campaign. We've had informal acquisition interest, which we chose not to pursue — we chose to keep building. With Maddock's operator credibility, close probability on OTT and international deals improves significantly.

The Deal in a Nutshell

Enter ₹3.19 Cr today · ₹19.41 Cr over 5 years (~$2.03M) · 14.64% cumulative stake · 7.2x base-case return

The 5-Year Tranche Pathway

Year	Investment	Price / Share
Year 1 (2026)	₹3.19 Cr / ~$333K	$186 (Pre Series B open rate)
Year 2 (2027)	₹3.50 Cr / ~$366K	$266 (+43% — first OTT deal + PlayBox live)
Year 3 (2028)	₹3.84 Cr / ~$402K	$333 (+25% — Year 2 revenue proven)
Year 4 (2029)	₹4.23 Cr / ~$443K	$400 (+20% — international deal signed)
Year 5 (2030)	₹4.65 Cr / ~$487K	$480 (+20% — Year 4 revenue ≥ ₹12 Cr)
Total	**₹19.41 Cr / ~$2.03M**	

You commit one tranche at a time — priced up every year, never a down round

What Maddock Gets at Exit

Illustrative — benchmarked to Bluey's ~$2B franchise

Scenario	Exit Value	Return
Conservative · 2% of Bluey	$40M / ₹380 Cr	**2.89x / ~₹55 Cr**
Base · 5% of Bluey	$100M / ₹950 Cr	**7.2x / ~₹138 Cr**
Upside · 10% of Bluey	$200M / ₹1,900 Cr	**14.4x / ~₹276 Cr**

~7.2x **base-case return in 5 years**
$100M exit → ~$14.64M (₹138 Cr) to Maddock

Exit scenarios are illustrative and assume scale well beyond the Year-1 plan; returns assume the 14.64% stake is not diluted by a Series B or other issuance. Based on 37,879 shares outstanding pre-raise (May 2026).

The Ask

₹3.19 Cr | Year 1 | ~$333K USD | Pre Series B Rate ($186/share) | Tranche 1 of the multi-year build

Funding History

Seed Round · 2021-22

Invested by founders & seed: ~$419K

Price/share: $19 · Post-money: ~$0.57M

Series A · 2022-23

Raised: ~$912K

Price/share: $155 · Post-money: ~$5.6M

Current Round — Pre-Series B

- Preference shares at a 30% discount to next round
- Floor $110 | Cap $186 per share
- Implied pre-money: $4M – $6.6M
- This raise: ₹3.19 Cr (~$333K) — Tranche 1

Every round priced up – never a down round.

Financial Plan: Year 1 — Revenue Outlook

Year 1 Revenue — Honest Investment-Year Framing

Stream	Conservative	Upside
Indian OTT licensing (PNT)	₹40–75L	₹1–1.5 Cr
YouTube (all channels)	₹15–20L	₹25L
PlayBox contribution	₹2-5L (pilot)	₹9L (upside)
Brand sponsorship / integration	₹10–25L	₹50L
B2B Commissions (already proven)	**₹75L (received)**	**₹5.58 Cr (confirmed; first payment received)**
Total Year 1	**₹1.5–2 Cr**	**₹6–8 Cr (with the commission)**

Year 1 is investment mode, not revenue mode — we are funding the ignition of four pillars, not promising a return in Month 12. But B2B is already a confirmed engine: ₹75L fully received before this raise; the ₹5.58 Cr commission confirmed in writing via Matrix, first payment received, signature expected Q2 2026. The ₹6 Cr floor assumes partial Year-1 recognition of the commission across its production schedule.

Year-1 Play Box is a validation pilot; contribution scales with proven reorder.

Financial Plan: Year 1

₹3.19 Cr | 12 months | Use of Funds

Use of Funds — ₹3.19 Cr (~$333K USD)

Bucket	Amount	%	What It Covers
Content Engine	₹2.31 Cr	72.7%	PNT S3 (10 OTT-ready eps) + 96 minisodes/year + multilingual pipeline; AI-assisted dev. of 3 new IPs — bibles, scripts, look-dev / teasers
PlayBox Pilot	₹8.4L	2.6%	Lean validation pilot — samples, BIS/GST certification, first POs, pre-order launch. Scale capital is partner-led, beyond this raise.
BD + Legal	₹13.7L	4.0%	OTT outreach, India + Singapore legal, international access
Marketing	₹18.0L	5.7%	Brand/social (₹70K/month) + offline PNT activation
Office + Admin	₹12.3L	3.9%	Rent, utilities, subscriptions, operations
Compliance + Audit	₹35.0L	11.0%	Singapore + India audit, tax, TDS, entity cleanup

Partnership Blueprint

Company-level equity in Tip Tales, with milestone-linked annual tranches and selected IP first-look opportunity.

Equity Structure — Milestone-Linked Annual Tranches

Year	Price / Share	Investment	Shares Issued	Cumul. Maddock Stake	Cumul. Investment
Year 1 (2026)	$186 (Pre Series B open rate)	₹3.19 Cr / ~$333K	1,790	4.51%	$333K
Year 2 (2027)	$266 (+43% — first OTT deal + PlayBox live)	₹3.50 Cr / ~$366K	1,376	7.71%	$699K
Year 3 (2028)	$333 (+25% — Year 2 revenue proven)	₹3.84 Cr / ~$402K	1,207	10.35%	$1.10M
Year 4 (2029)	$400 (+20% — international deal signed)	₹4.23 Cr / ~$443K	1,108	12.64%	$1.55M
Year 5 (2030)	$480 (+20% — Year 4 revenue ≥ ₹12 Cr)	₹4.65 Cr / ~$487K	1,015	14.64%	$2.03M
Total	——	**₹19.41 Cr / ~$2.03M**	**6,496**	**14.64%**	**$2.03M**

An illustrative long-term blueprint: milestone-linked annual tranches lock in Maddock's entry valuation each year at a built-in discount to proven progress. Based on 37,879 shares outstanding pre-raise (May 2026); stakes assume only Maddock's tranches are issued — a Series B or other issuance dilutes proportionally.

Returns & Strategic Advantage

Not just a minority stake — a first-mover seat as we build toward an institutionally acquirable, public-ready catalogue.

Return Scenarios at 14.64% Cumulative Stake

Scenario	Exit Value in 5 Years	Maddock Gets	Multiple on Total Investment
Conservative (2% of Bluey's ~$2B franchise valuation)	$40M (~₹380 Cr)	**$5.86M / ~₹55 Cr**	2.89x
Base Case (5% of Bluey's ~$2B franchise valuation)	$100M (~₹950 Cr)	**$14.64M / ~₹138 Cr**	7.2x ✓
Upside (10% of Bluey's ~$2B franchise valuation)	$200M (~₹1,900 Cr)	**$29.28M / ~₹276 Cr**	14.4x

USD-INR conversion used for illustration: ₹94.42 / $1 as of 19 June 2026. Rounded numbers. Actual proceeds depend on exit valuation, FX rate, dilution and transaction terms.

What Maddock Gets for ₹19.41 Cr / ~$2.03M

- **14.64% cumulative stake** in Tip Tales Pte Ltd
- Company-level exposure to **Piku N Tuki** — 1B+ views, 1.7M+ subscribers, 6 languages
- Exposure to **3 owned IPs in development:** The Wondernauts, A Ghostly Mess, Vicky & Wiggles
- **Exposure to B2B + PlayBox/offline + platform/network + licensing upside; selected IP first-look***

Bluey reference: franchise valued at up to ~$2B (The Times, 2024), used as a category-scale benchmark. Exit scenarios are illustrative and assume scale well beyond the Year-1 plan. Returns assume the 14.64% stake is not diluted by a Series B or other issuance.

The 5-Year Build — What ₹19.41 Cr Creates

₹19.41 Cr does not fund 50 hours of production. It funds PNT monetisation, company scale, and development of three owned IPs into pitch / pilot-ready assets that unlock pre-sales, co-production or platform financing.

Year-wise investment, stake & what it builds

Year	Investment	Shares Issued	Cumul. Maddock Stake	What This Builds
2026	₹3.19 Cr / ~$333K	1,790	4.51%	**PNT / Company:** PNT S3 + minisodes | OTT outreach · PlayBox pilot · B2B revenue engine **New IP:** low-cost development begins — bibles, scripts, visual packs, AI-assisted look-dev tests
2027	₹3.50 Cr / ~$366K	1,376	7.71%	**PNT / Company:** PNT licensing · PlayBox validation · B2B scale **New IP:** Wondernauts & Ghostly Mess → pitch / pilot packages; Vicky & Wiggles → bible + teaser
2028	₹3.84 Cr / ~$402K	1,207	10.35%	**PNT / Company:** multi-pillar revenue proof — PNT, B2B, PlayBox, platform network **New IP:** ≥1 new IP into pre-sale / co-production talks; Vicky & Wiggles PoC for broadcasters
2029	₹4.23 Cr / ~$443K	1,108	12.64%	**PNT / Company:** international licensing · partner-led scale **New IP:** ≥1 in co-production / commissioned development; Maddock first-look rights become most relevant
2030	₹4.65 Cr / ~$487K	1,015	14.64%	**PNT / Company:** positioned for Series B / strategic acquisition **New IP:** 3 developed IP packages; ≥1 externally financed / commissioned / in partner-led production
Total	**₹19.41 Cr / ~$2.03M**	**6,496**	**14.64%**	

Return is via exit, not annual cash — each year's price steps up (+43% → +20%): paper mark-up, not a guaranteed return. Base-case exit: ~7.2x at $100M; conservative 2.89x at $40M; upside 14.4x at $200M. New IPs reach pitch / pilot stage to unlock pre-sales / co-production — not self-funded to full production

Let's Build the Magic Together!

A first-mover seat in a generational kids IP house.

Pushan Chakravarty
CEO & Director, Tip Tales

pushan@tiptales.tv | Singapore (IP) · Mumbai (Production)

Term Sheet ready

within 14 days of
agreement in principle