

# SHOP KEEPER

#hanji benji...



If there is one man who can turn an otherwise ordinary relationship between a customer and a shopkeeper into an internet sensation, it is none other than Caurav Cera — the brains behind the Shopkeeper, Chutki video series that got viral to become a talk of the town in no time.

Taking social media by storm one video at a time, Cera juggles between the roles of a crude shopkeeper and his frequent customer, Chutki.

Although all his videos follow a consistent theme and revolve around the two characters, Chutki— a girl with shopkeeper, what attracted people is the randomness of it, the strange feel of talking to a complete stranger.

Based on the internet craze, the growing no. of followers globally, Shopkeeper by CC has already found licensing partners in key categories and is available for exciting licensing opportunities across categories.



## Desired Licensee Profile:

- Ability to enhance the pre-existing goodwill and strong reputation of the brand
- Design and develop quality products that exceed fan expectations in the territory
- Maintains high standards of corporate responsibility
- Able to comply with the brand standards and licensor product approvals.
- Markets their products to achieve maximum potential sales.
- Provides quarterly reports of sales and royalties and annual business plans.

**GET THE POWER OF "HANJI BENJI" TO YOUR BUSINESS**

## Categories Available

Apparel | Accessories | Gifts | Novelties | Collectibles | Mobile Accessories | Toys & Games | Back to School



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