



FUNSKOOL OPENS TOY SECTION AT CHENNAI SILKS, HOSUR

Chennai, 23rd July, 2016: Funskool India Ltd, India's leading toy company has unveiled a distinct toy section inside Chennai Silks (3rd Floor) at Hosur. The Funskool toy section spread over an area of 1000 sq.ft was launched on Saturday, the 23rd of July 2016 and houses the most popular international toys from Hasbro, LEGO, LeapFrog, Tomy, SIKU, Crayola, Hornby and licensed products from Disney, Warner Brothers, Nickelodeon etc.

The kid-friendly toy section is designed with prominent displays and vibrant décor which provides an unforgettable Funskool experience for all the visitors. It also features a wide range of toys including Funskool's own brands like Giggles, Handycrafts, and Play & Learn etc; with a large collection of toys, action figurines, science kits, puzzles & board games for children and adults. This assortment will give the family shoppers an opportunity to gift their children the best toy in the country.

Speaking on the occasion, Mr. John Baby, CEO of Funskool India Limited said, "We are happy to expand our footprints in Tier-II cities with the launch of our shop in shop Funskool toy section at Hosur. This will be another landmark in offering a large assortment of toys for various age groups. Our endeavor has always been to create a whole new experience for our valued patrons and to provide the best of toys, games, puzzles, board games etc. to everyone."

Mr.R. Jeswant, Senior Vice President – Sales & Marketing, Funskool India Limited said, "It gives us immense pleasure to bring the world's best toy brands to Hosur. We are sure this will give good exposure to parents and children to the world of branded toys and will pave way for fulfilling the developmental needs of children."

Standing by the mission to deliver the best to their customers, Funskool has identified a few more key markets to launch such initiatives to provide similar toy shopping experiences.

About Funskool:

Funskool is India's leading toy manufacturing company promoted by MRF group. Funskool started its commercial operations in the year 1988 and has state of the art manufacturing facilities at Goa sprawling an area of 70,000 sq.ft and 50,000 sq. ft factory at Ranipet. Funskool has been pioneering the concept of quality and safe toys in India and raised the standard of the toy quality in the Indian Market. The company's mission is to influence the parents to spend on toys that enable every Indian child to grow with quality toys that contributes to their mental development. Funskool has one of the largest ranges of toys in India.

For further media queries please contact:
Perfect Relations | Gayatri | 95000 42923 | gshanker@perfectrelations.com
Perfect Relations | Archanaa | 8220717446 | aprakasam@perfectrelations.com
