



Bahubali Based toy Category: Toys & Game

MARKET

The toys of roleplaying are a huge market, ranging from Iron man to superheroes to barbie. Kids like to idolize the characters they love. Want to imitate their moves and style. Find it more enjoyable when there is a whole set of accessories to go with.

Ref image.



MANUFACTURING

It's made of plastic and some foam, metal parts for assembly.

OBSERVATION / TREND / PROBLEM

Observation

- The movie Bahubali was a huge hit in Asia and still maintains a high viewership when it is on tele.
- There were many characters, weapons, strategy, shown in the movie.
- The movie is liked as it has adventure, sacrifice, mother - son bonding, villainous kings and revenge of the fallen, wars and show of power and strength.

OVERVIEW OF THE IDEA

The idea is to create a game that has bahubali ingredients, more towards the warring side and defending side. Kids would love to build and break some walls. The toys that we have designed has the feel of the game and can be played at a large scale also, in open space. It is just 8 to 10 pieces of toys, but then immensely engrossing.

VALUE

Engaging toy with high repeat value and fun with friends and family to challenge and compete together.

VARIANTS

It can have a lot of different sizes, shapes and levels. The characters could be very different, the size of the elements could also be changed from what we imagine.

Disclaimer: The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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