

## DOMS partners with KidZania, launches first ever DOMS Painting Studio

*The DOMS Painting Studio, which closely follows the launch of DOMS Art League, will give children an exciting opportunity to explore their artistic abilities in a dynamic and engaging experience of role-play of an artist.*

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**April 22, 2024, Mumbai: DOMS Industries Limited (DOMS)**, one of India's largest Stationery and Art products company, is thrilled to announce its collaboration with KidZania, a well-known indoor theme park offering immersive experiences for children.

In association with KidZania, DOMS launched its first Painting Studio on April 20, 2024, at Mumbai's R City Mall. The Painting Studio will now be a vital part of KidZania's roster. The launch of the Painting Studio, which follows closely on the heels of DOMS Art League, will give young visitors an exciting opportunity to explore their artistic abilities in a dynamic and engaging environment.

KidZania, known for its diverse array of brands and interactive activities, offers children a chance to role-play various professions that fosters learning through hands-on experiences. The Painting Studio offers a new layer to this immersive learning technique by allowing youngsters to put themselves in the shoes of artists and experiment with DOMS' bright colour palette.

Delighted about this collaboration, **Mr. Santosh Raveshia, MD, DOMS Industries** said, *"We're excited to bring the creativity and joy of painting to KidZania. Our Painting Studio will foster children's curiosity and creativity in addition to offering them a fun pastime. KidZania gives us the ideal platform to inspire the artists of tomorrow because every ambition needs preparation. DOMS and KidZania are dedicated to bringing creativity into every activity and transforming children's learning experiences, so we can guarantee that kids will have fun while learning."*

The DOMS Painting Studio at KidZania will feature a monthly calendar of events based on theme ideas, encouraging children to experiment with different art techniques and express their creativity. **Mr Saumitra Prasad, CMO, DOMS Industries** stated *"DOMS Painting Studio is committed to providing children with an enriching artistic journey, where they can explore various techniques and ignite their passion for art, nurturing aspirations of becoming artists. We firmly believe in the transformative power of art in children's development, fostering creativity, imagination, self-expression, concentration, and fine motor skills."*

"We are delighted with the overwhelming response to the launch of the DOMS Painting Studio," said **Mr. Rahul Dhamdhere, CMO at KidZania India**. *"This collaboration with DOMS reflects our commitment to providing children with memorable and educational experiences. We believe in the power of art to inspire self-expression and growth, and through this partnership, we aim to empower children to unlock their full creative potential."*

Senior management attended the event from DOMS along with their trade representatives and dealers, who expressed their support and enthusiasm for the initiative. Children who participated in the launch event thoroughly enjoyed the hands-on experience and left inspired to continue their artistic journey. Head to KidZania Mumbai to experience the DOMS Painting Studio and embark on a creative adventure like never before! For more information, visit [www.KidZania.in](http://www.KidZania.in).

With its presence at KidZania, DOMS will strategically retail its renowned product line inside the store allowing customers to continue their creative experiences at home with high quality stationery.

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#### **About DOMS Industries Limited:**

DOMS Industries Limited is one of India's largest stationery and art products company. The company designs, develops, manufactures and sells a wide range of well-designed, quality stationery and art products, categorised into seven categories that include, scholastic stationery, scholastic art material, paper stationery, kits and combos, office supplies, hobby and craft and fine art products.

The Company's products are primarily sold under the flagship brand 'DOMS', as well as through other brands/ sub-brands, like C3, Amariz and FixyFix. The Company's multi-channel distribution network is spread domestically across 28 states and UTs of India as well as in 45 countries globally covering the US, Africa, Asia Pacific, Europe and Middle East.

The Company's keen focus on research and development (R&D), product engineering, backward integrated manufacturing operations, large and diverse product portfolio has enabled DOMS to become the fastest growing stationery and art material products company in India in terms of revenue over the past few years. With a focus on excellence and a commitment to consumer satisfaction, the Company has now become a trusted name in the global market. The Company's long legacy is based on its commitment to quality, dependability and redefining the industry's future.

#### **About KidZania:**

KidZania is an interactive family entertainment & learning centre that empowers, inspires & educates through real-life role-playing activities. KidZania is a unique combination of entertainment and an immersive media platform for brands to connect with children and families, with a strong focus on giving back to society and bettering the community and environment. Built like a city, it is complete with paved roads, battery-operated vehicles, buildings, a functioning economy & its currency. By blending reality with entertainment, it provides an authentic and powerful developmental platform where children can discover, explore, and learn about the real world.

The realism of role-play helps children learn about different careers, work, the economy, and how to manage money. Each activity experience is designed by Educationalists, Play Experts and child Physiologists to aid and boost different behavioural skills and values in a child. KidZania represents industries in the real world like private services, public services, entertainment, airline, automobile, retail, restaurants, and factories where children can play the role of Pilot, Surgeons, Detectives, Chef,

Engineer, TV Producer, Radio Jockey and much more from over 100 role-playing activities. ‘Purpose Partners’ augment the role-playing experiences by enriching and creating an authentic, immersive, and interactive brand experience, unmatched by any other location-based entertainment property. For Brands, KidZania serves as a sustainable engagement platform where brands get product exposure, brand exposure, and immersive experience through branded role-plays. KidZania is globally present across 26 cities in 23 countries, including multiple locations in the Americas, Europe, Japan, Korea, the Middle East, and Asia. KidZania has been operational in India at Mumbai since Sep 2013 and in Delhi NCR since May 2016.

Visit [www.KidZania.in](http://www.KidZania.in) to learn more about the brand.

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