



Lattu Kids is India's leading edutainment platform for kids. Our mission is to provide safe and value-driven content that is fun, entertaining and yet full of learning. We started in 2016, and our efforts so far have made us touch millions of hearts.

Our vision is to keep the little ones away from any kind of harmful content that can dent their impressionable minds. Which is why every video on the platform is audited by child psychologists and educators. In this digital age, we aim to create the best online environment for kids & ensure that whenever they visit Lattu Kids, they leave the space with a smile and lots of learnings.

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## Our Touchpoints

### Parents



Parenting is concerning, confusing and can be daunting especially with the over load of 'internet preaching' these days. In order to be a part of this parenting journey and to contribute in easing it a little; we interact with parents, educators & child specialists on a daily basis. Our regular parenting workshops are opportunities for both parents and us to understand our kids a little more each time.

### Educators



We work closely with educators to include newer mediums of education into their existing curriculums. Our video curriculums are being tested widely and being benefited from. We also hold sessions in schools and outside that are carefully crafted to shape the development of young minds.

### Children

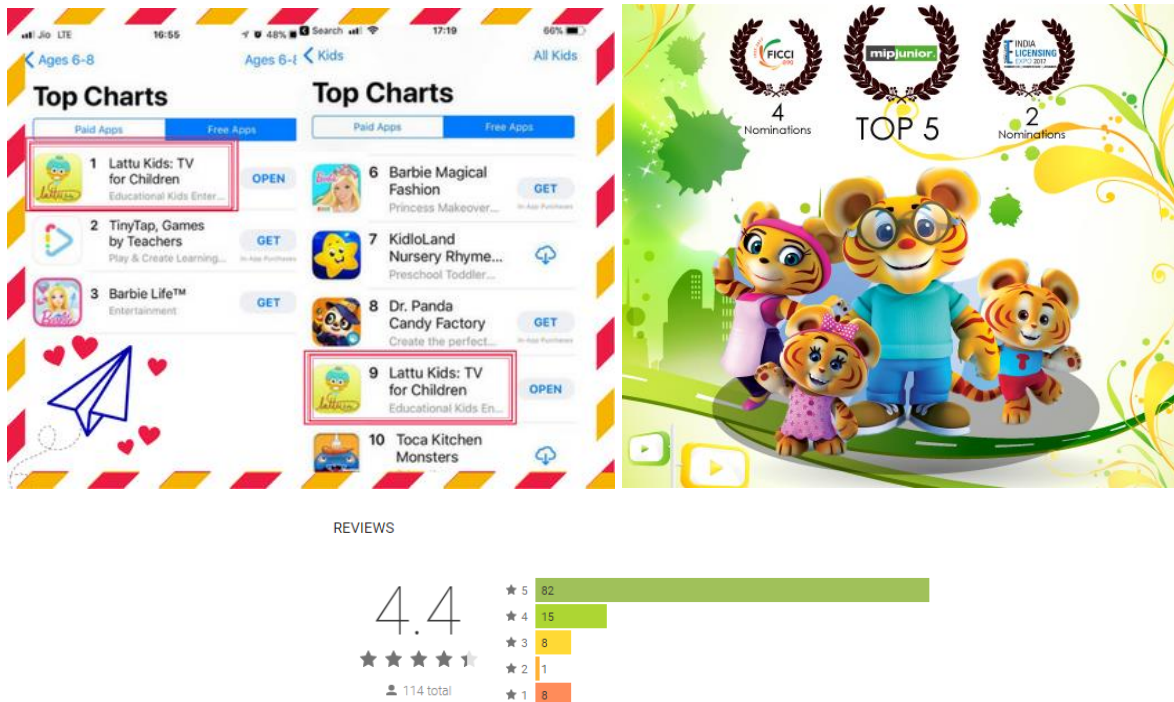


Everything we do, we do for kids. Apart from educational and entertaining video content that enriches a child's learning experience, Lattu Kids also interacts with kids via offline mediums like birthday parties, exhibitions, kid's carnivals, pre-school meetups and so on. Some of our live action shows help kids pick up hobbies like cooking (Dabbe Me Kya Hai) or lets them just be themselves (SMXL). Our Lattu themed birthday parties not only surprise kids, but also bring in a fresh and interactive flavour to a

kid's otherwise normal party. Our idea is to touch a kid's heart in every possible way and be an integral piece in his/her growing years.

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## Achievements



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## Available on



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## Testimonials

### Hear it from the parent's mouth!

*My baby does not like Dibba. But after she watched Dibbe me kya hai. She enjoys her lunch. - Bhaviika Sharma*

*It has great content; my kid loves it. Very distinct and clean and entertaining content that you won't find anywhere else. - Nitesh Shinde*

*Hey it is very nice app. My ward is biggest fan of this app. And she learns lots of meaning also. She mostly watches maya the bee. Great animation and characters. Good. - Bhawna Sharma*

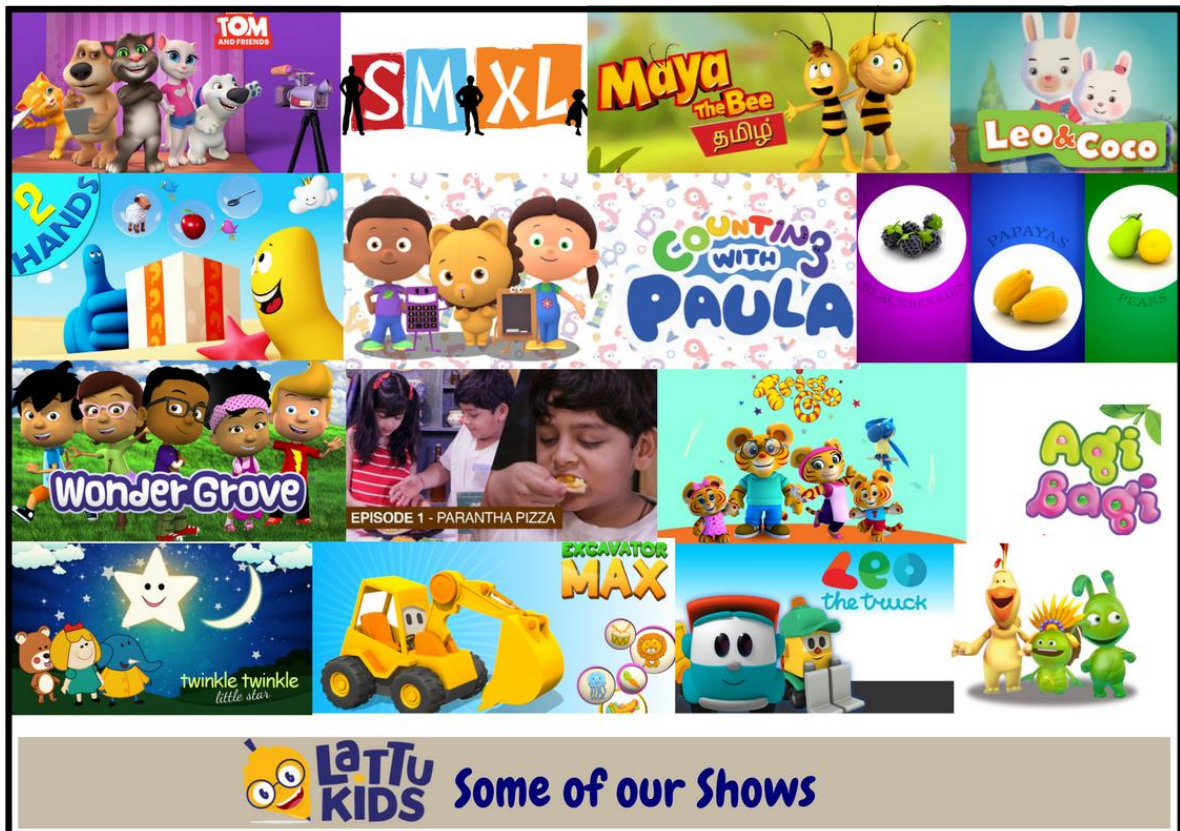
*Great fun for kids to learn.... great content and design - Kishore Karanala*

*My nephew is a big fan of Leo. Really love the episode Are you a doctor. Some other interesting learning shows for kids. - Yogesh Sharma*

## Founder

### Vivek Bhutyani

Vivek Bhutyani is the Founder of Lattu Kids. He comes with a strong backing of 16 years within the media and digital space. When Vivek started exploring kid's space in his effort to ensure safe & enriching content for his 5-year-old he realised the gaping hole that kids face these days. There are plenty of platforms that offer kids-only entertainment but the standards for the 'safety' of content on these platforms is not monitored by anyone. Similarly, the creative stimulation young minds need is not the focus of any of these providers. Lattu Kids was born to cement this exact gap. Everything that leaves the Lattu space is curated, well thought about and given the green light to by child-mind experts.



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