



BANLUESARN

“Publishing house for comic books and magazines”

- Marking the beginning of Banlue Group, Banluesarn was the first publishing house, founded in 1955. The brainchild of Vithit Utsahajit, ขายหัวเราะ comic magazine was launched as Banluesarn’s main product line.
- ขายหัวเราะ is the longest-running assorted humor comic magazine in Thailand. With over 1 million copies in sales per month, this success has been transferred to the creation of many other comic magazines published weekly, bi-weekly, and monthly, all of which contributed to Banluesarn’s popularity in the nation.

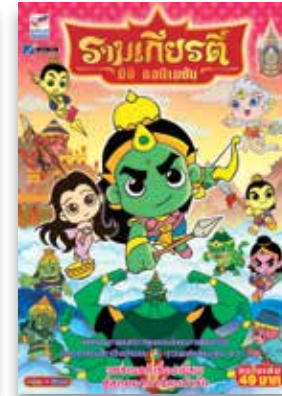
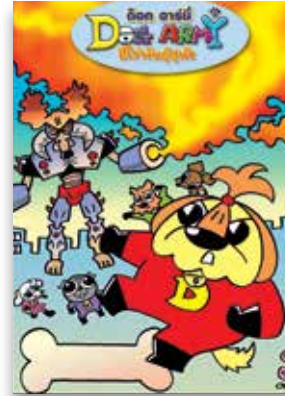
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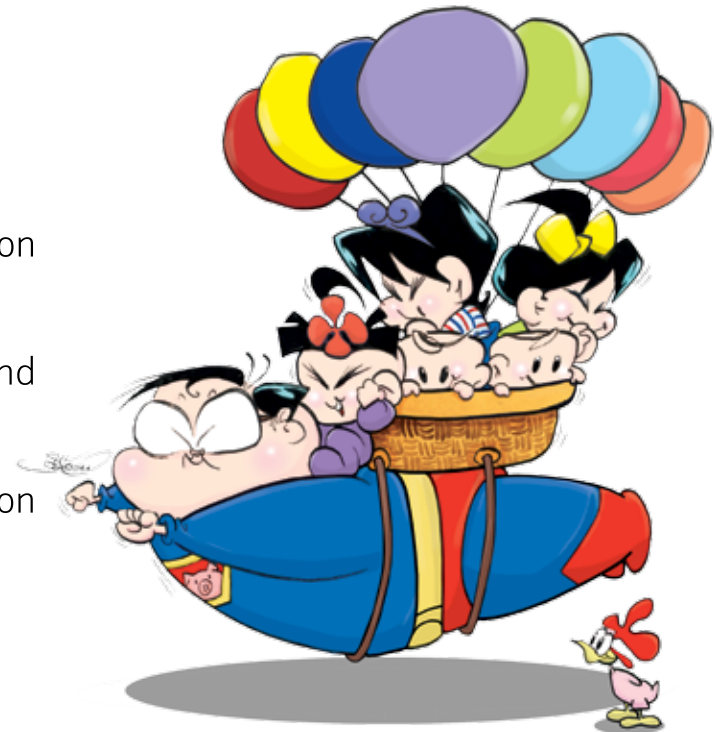
- Our readers have grown up alongside the cartoons and characters of Banluesarn, resulting in a large fanbase that makes Banluesarn the leader in Thai comics with **the highest comic book readership** in Thailand.
- His part in this astonishing success has seen Vithit Utsahajit crowned by the media as the **‘King of Thai cartoons’**.
- The works of Banluesarn have also been recognized internationally, having the honor to be selected for exhibit in a Japanese Manga museum, reflecting our unique and distinctive style that sets us apart from other publishers.
- Embracing the digital era, our best-selling comics have been transformed into E-magazines as well as animated TV shows.
- Some characters have been selected as a cultural ambassador to Thailand by the Ministry of Culture, following international success particularly in China.
- Currently, our main focus is on digitization and globalization of our contents for all media platforms.

■ PRODUCTS



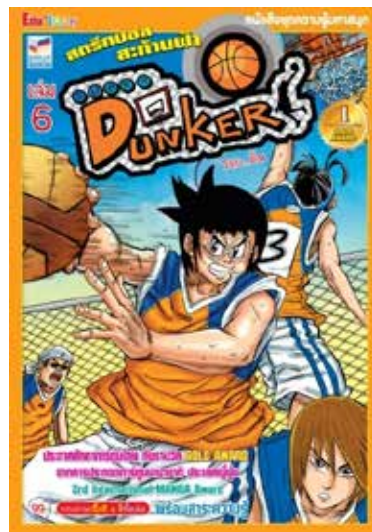
■ AWARDS & RECOGNITION

- Most popular magazine in Thailand (National Youth Bureau)
- Most popular comic magazine in Thailand (AC Nielsen)
- No.1 hub of popular characters (Research Analyst on Cartoon Consuming Behavior)
- Top 5 books preferred to be given as gifts and recommend to peers (Thai Health Promotion Foundation)
- Favourite books of Thai writers and readers (Writer's Association of Thailand)
- Common Household Humour (Media)



AWARDS & RECOGNITION

INTERNATIONAL MANGA AWARD



Gold Award :
Super Dunker
International MANGA Award 2010



Silver Award:
The Story Begins With ...
International MANGA Award 2011

■ AWARDS & RECOGNITION

SEVEN BOOK AWARDS

Seven Book Awards 2011

Award of Distinction : Comic Books

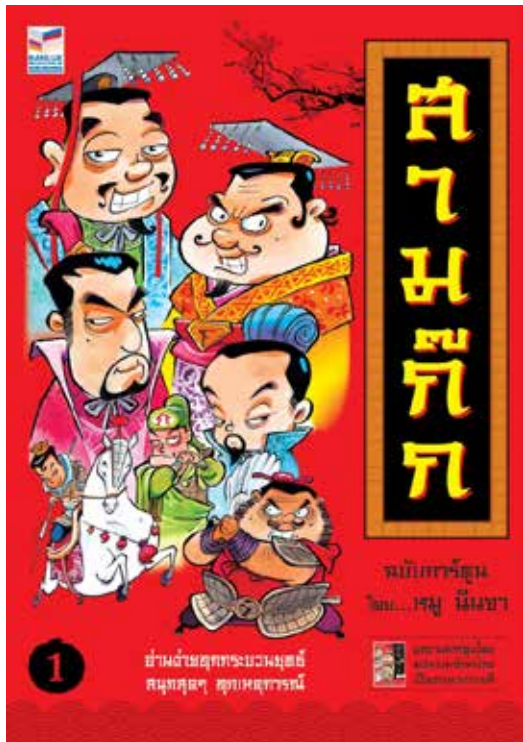
The Story Begins With...

By The Duang



■ FOREIGN RIGHTS LICENSING

Many of our comic books were licensed to Korea, China, Taiwan, and Japan.



The **‘Romance of the Three Kingdoms’** comic series was licensed to Korea by Samsung the publisher.

■ CHARACTERS

VITID the Super Editor & the Gang

บอกอวิติต และแก๊งนักเขียนตัวแสบ แห่งขायหัวเราะ

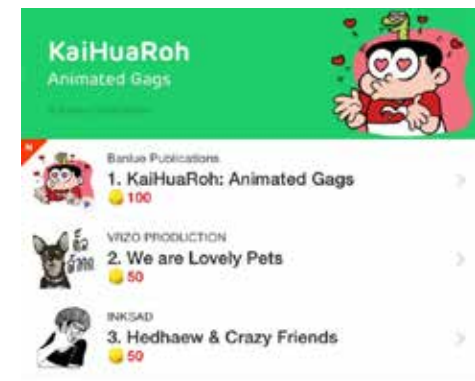
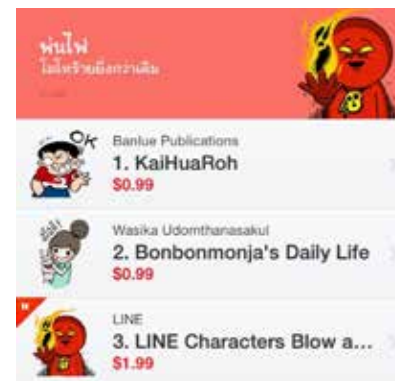
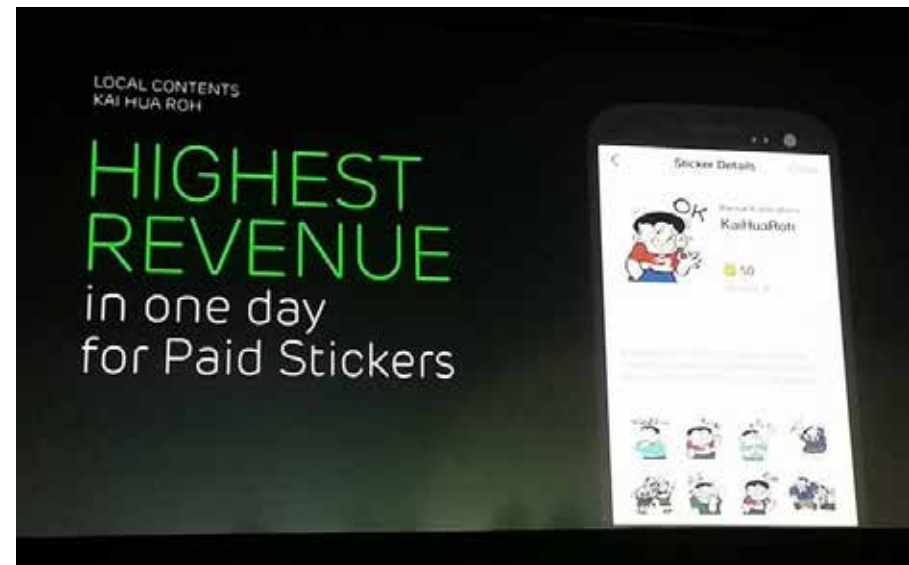


VITID the Super Editor is well-known among fans as a fat and cruel, but funny boss who has authority over all employees and likes to punish them if they miss their deadlines. Yet, he is a true 'family man' to his family.

LINE STICKERS

ขายหัวเราะ has the highest revenue record in one day for paid stickers.
(source: LINE Business Seminar)

The ขายหัวเราะ's 2nd set (KaiHuaRoh the Champion) and the 3rd set (animated sticker set) were also successful with the highest downloads of its launching round.



■ CHARACTERS

VITID the Super Editor : Products



■ CHARACTERS



PangPond is an energetic, playful and, more often than not, naughty little boy.

- PangPond is the 1st Thai character to be adapted from comic books to a 3D animation series and always gets warm reception from audience in all forms of media.
- PangPond has also been selected as an ambassador of many government organizations and private companies.





3 versions of
PangPond comic
magazines



PangPond eMagazine



Animation series with
highest TV ratings in Thailand



PangPond Animation being licensed to and broadcast by CCTV

Being licensed internationally (China & other 7 countries in Asia Pacific)



Having a grand opening in China



TV and TVC celebrity and brand presenter



Collaborating with Bangkok Mass Transit System (BTS Skytrain) to produce 'PangPond BTS Travel Card'



Being on the cover of Asia Image, leading foreign magazine



Being exhibited on the collection of 1-2-Call's pre-paid cards (Thailand's top mobile and Internet service provider)



TV animation series

■ Licensing Products

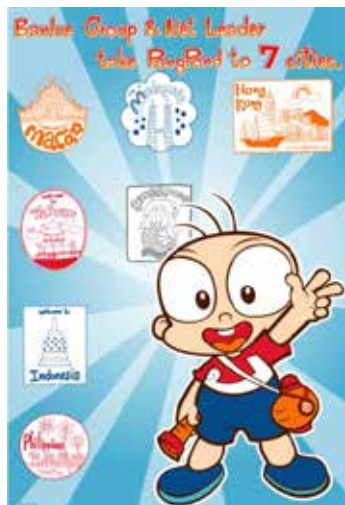
Over 100 merchandise items



THE NATIONAL AMBASSADOR



Awarded by many government organizations namely:



- The Ministry of Culture: Thai Cultural Ambassador
- The Ministry of Natural Resources and Environment: an ambassador to raise the awareness on a global-warming
- The Ministry of Education: Children's Goodwill Ambassador
- The Ministry of Foreign Affairs: Children's Goodwill Ambassador
- Thai Health Promotion Foundation: an ambassador for flu prevention
- Thai Children Promotion and Protection: the Best Role Model for Children Award

■ AWARDS & RECOGNITION



- First Thai Animation on Imax (2003)
- Best Animation from National Youth Bureau (2002-2004)
- Best and First runner Thailand Animation Awards (2004)
- Over 100 merchandise items
- 1st Thai Character on a National Postage Stamp for National Children's Day



■ Licensing Products

Over 100 merchandise items



■ CHARACTERS

Noo-Hin

Noo-Hin is a cheerful girl with an infectious sense of humour. Having grown up in Non Hin Hae, a rural area in Thailand, she gets a job as a housemaid for the family of Khun Milk, a highly attractive young lady.

Despite their extremely different backgrounds, they gradually become good friends and go through many experiences together. Due to Noo-Hin's innocent and funny personality, she always entertains people around her and thus becomes one of the most popular characters with our readers. Noo-Hin's story is also appreciated in terms of its cultural value as the two main characters can portray the contrasting lifestyles of Thai people in urban areas and in rural provinces. Noo-Hin's signature hairstyle is also instantly recognizable among Thais.

NOO-HIN



■ AWARDS & RECOGNITION NOO-HIN

- Noo-Hin was initially published as one of the columns in our weekly comic magazine. However, due to its high popularity, Noo-Hin was later published in three versions which are **'Noo-Hin Inter'**, **'Noo-Hin in the City'**, and **'Noo-Hin in Non Hin Hae'**.
- Noo-Hin has also successfully branched into other products such as:
 - Noo-Hin's popularity is exemplified by the release of a feature film called **'Noo-Hin the Movie'** in 2006, which grossed over 80 million, making it one of the most successful films that year.
 - TV commercial presenter: My Mint Sweets
 - Mobile content



LICENSING PRODUCTS

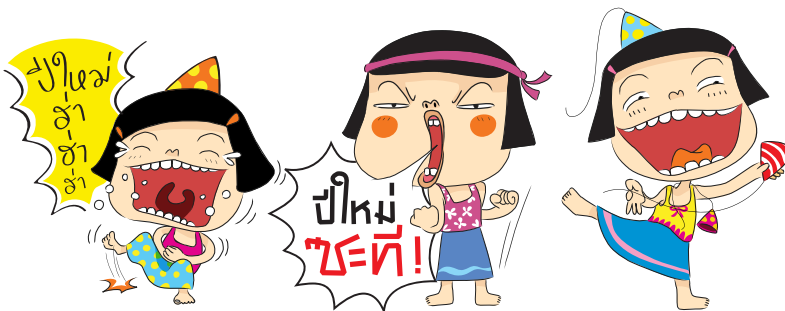
NOO-HIN



Top-Hit movie based on comic books



Merchandise License
(Merchandise items more than 100 SKU)

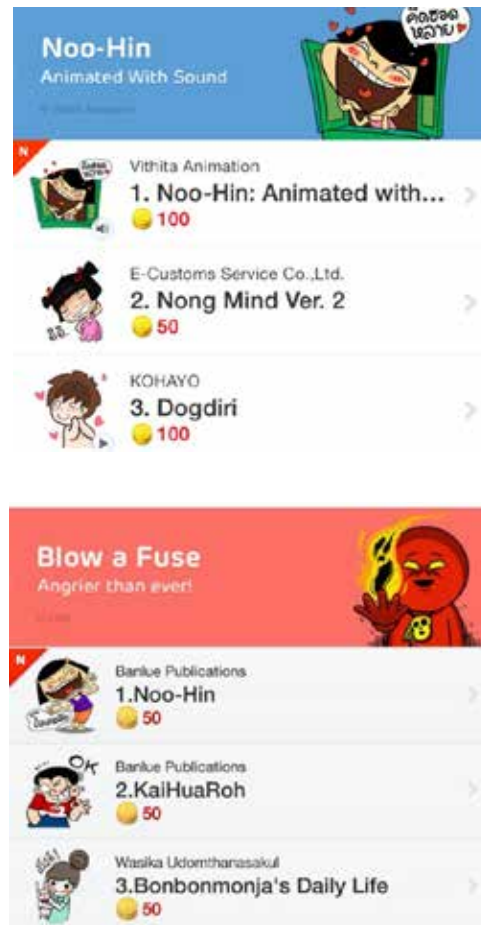


Other products, mobile contents, and applications



LINE STICKERS

NOO-HIN



Both Noo-Hin's 1st LINE sticker set and the 2nd set (animated with sound version) were highly successful with the top download records during their launching time.

■ SERVICE FOR CLIENTS

We specialize in comic design and content production. Our past clients include:



SERVICE FOR CLIENTS



EVENTS



- WORKSHOP TCDC

EVENTS



- WORKSHOP TCDC