

FREE WITH  
TINKLE COMIC  
BOOK

NOT FOR  
SALE

A Cipla INITIATIVE

breathe free

# TUFFIES

LET'S GO DHAN-TA-DAA!!!

Co-created with Pediatricians of India

## THE CASE OF THE VANISHING TROPHY!

MYSTERY NO. 3

MR. PUFFY



VICKY



MINI



GULLU



NOTE: The story depicted is based on hypothetical case. Characters and details represented here is purely fictional and is for illustrative purposes only, not of actual patient.

# MEET THE TUFFIES

The Tuffies initiative is all about promoting better respiratory care in Children. By inspiring kids living with chronic respiratory diseases like asthma, to rise above their condition, while empowering their parents to help them do so – Tuffies is committed to creating a world where asthma no longer holds children back from achieving their full potential.

So here's to being tough, breathing easy, and living a dhan-ta-daa life!



## VICKY

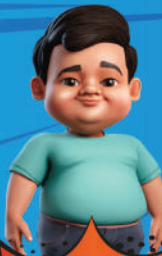
Meet Vicky, an 8-year-old living with asthma who has a wild imagination and a passion for detective novels! He lives in Vilaspur and dreams of being the world's best detective, just like his favourite, Jasoo Talash.

But there's just one hitch - when he is tired and stressed or worried about getting an asthma attack, it gets hard for him to focus on solving cases. Luckily with the help of his buddies and his companion Mr. Puffy he knows how to stay 'tuff' and get back on track!



## MINI

Meet Mini, Vicky's awesome and fearless 5-year-old sister! She's sharp, quick-witted and always eager to help her brother solve mysteries. Even though she's young, Mini has a bold spirit and inspires vicky to be fearless and strong. Together, they are unstoppable as they take on the toughest of cases and go on thrilling adventures.



## GULLU

Meet Gullu, Vicky's big, strong and sometimes clumsy friend. He loves to join Vicky and Mini on their adventures to help them solve mysteries. Sometimes his clumsiness gets the team into trouble, but his strength often saves the day.



## MR. PUFFY

Meet Mr. Puffy, Vicky's trusted companion. This pocket-sized powerhouse is always by Vicky's side, ready to give him the confidence boost he needs, to tackle any challenge. With Mr. Puffy on his team, there's no stopping Vicky from living a dhan-ta-daa life.



Scan QR code to Download  
Tuffies E-Comic Book 1 & 2

For more information,  
please visit:  
[www.breathefree.com/tuffies](http://www.breathefree.com/tuffies)

# THE CASE OF THE VANISHING TROPHY!

ON THE FIRST DAY OF THE ANNUAL DAY, VILASPUR PRIMARY SCHOOL IS BUZZING WITH EXCITEMENT AS THE SCHOOL ANTHEM PLAYS.



RAJ AND SAMIR ARE FIGHTING.



RAJ GLARES AT SAMIR & LEAVES.



SAMIR?  
ARE YOU  
OKAY?

AS USUAL,  
RAJ WAS BULLYING  
ME AGAIN.

WHY DON'T YOU  
GO AND COMPLAIN  
ABOUT THIS TO THE  
PRINCIPAL?

HMMM... RAJ WILL  
LEARN HIS LESSON  
SOMEDAY!

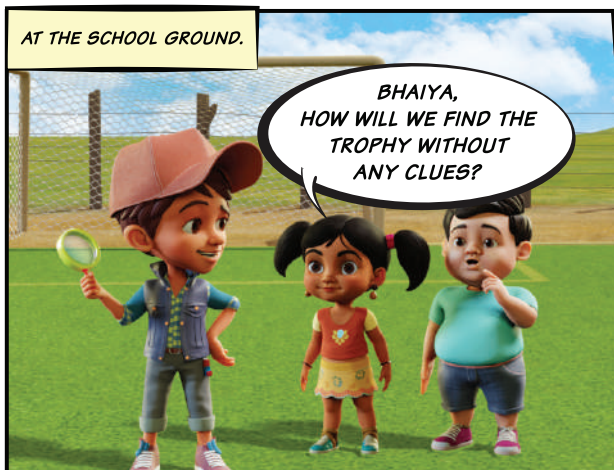


ON THE SECOND DAY OF THE EVENT, THE TRIO THEN NOTICES THEIR CAPTAIN, ARJUN, WORRIED AND DESPERATELY SEARCHING FOR SOMETHING. THEY APPROACH HIM.



OH NO!

WHERE DID  
IT GO?



AT SCHOOL'S CCTV SURVEILLANCE ROOM.

LOOK!  
THAT BOY IN THE  
GREEN JACKET AND  
PURPLE CAP IS SNEAKING  
OUT WITH THE TROPHY  
WHILE EVERYONE'S  
BUSY WITH THE  
ANTHEM!



HMM...  
THIS PURPLE CAP  
LOOKS FAMILIAR.

VICKY, I'M SURE  
IT'S RAJ.

I HAVE SEEN HIM  
WEARING THIS PURPLE  
CAP ALL THE TIME.

IT'S RAJ,  
NO DOUBT, BHAIIYA.  
HE'S SO GREEDY  
FOR THE TROPHY!

VICKY WATCHES THE CCTV ONCE AGAIN  
AFTER MINI AND GULLU LEAVES.

HMM...  
SOMETHING HERE  
IS NOT ADDING UP.

AT THE SCHOOL GROUND.

HERE COMES  
PHUS..PHUS.  
DOUBT HE'LL  
EVER RACE!

JUST WATCH,  
HE'LL SOON BE BEATING  
YOU IN THE RACE.

GOOD!  
LET YOUR SISTER FIGHT  
YOUR BATTLES.

DO YOU  
ALWAYS NEED  
YOUR INHALER?

IF I TRY IT,  
COULD I RUN FASTER  
AND BEAT RAJ?

NO, IT DOESN'T  
WORK THAT WAY.  
MY INHALER ISN'T FOR  
RUNNING FASTER.

I USE IT AS  
PRESCRIBED BY MY  
DOCTOR TO PREVENT SUDDEN  
ATTACKS AND MANAGE  
MY ASTHMA.

1 HOUR BEFORE THE RACE.

VICKY I'M VERY TIRED AND HUNGRY. WE STILL HAVEN'T FOUND THE TROPHY.

YES BHAIYA, THE RACE WILL START IN AN HOUR.

WHAT WILL WE DO?

CRRR

IDEAAA

I THINK WE SHOULD CHECK RAJ'S LOCKER.

YOU TWO HEAD TO THE LOCKER ROOM. I'LL CATCH UP WITH YOU BOTH IN A BIT.

JUST THEN.

NEW CASE. HOW IS IT GOING?

POOF!

RAJ IS A BULLY, BUT HE CARES A LOT ABOUT HIS IMAGE.

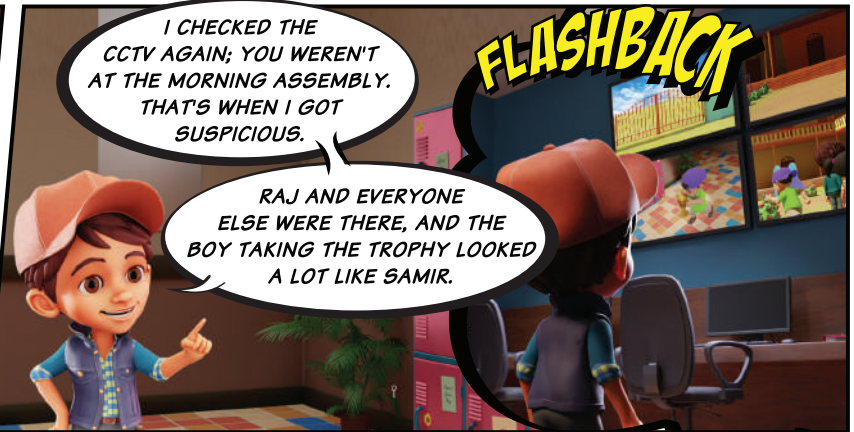
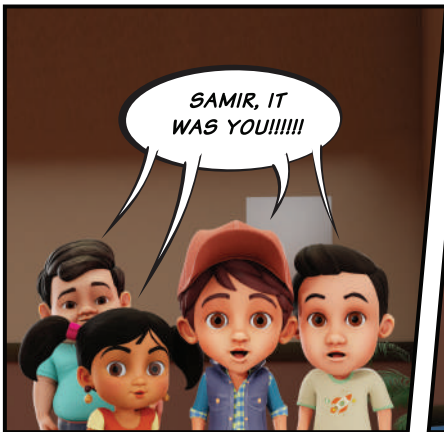
HE'S A STAR ATHLETE AND ALWAYS WINS THE RACE. SO, WHY WOULD HE STEAL THE TROPHY? FEELS LIKE I'M MISSING A PIECE OF THE PUZZLE!

JUST STAY CALM AND BE SURE WHEN SOMETHING SEEMS TOO OBVIOUS.

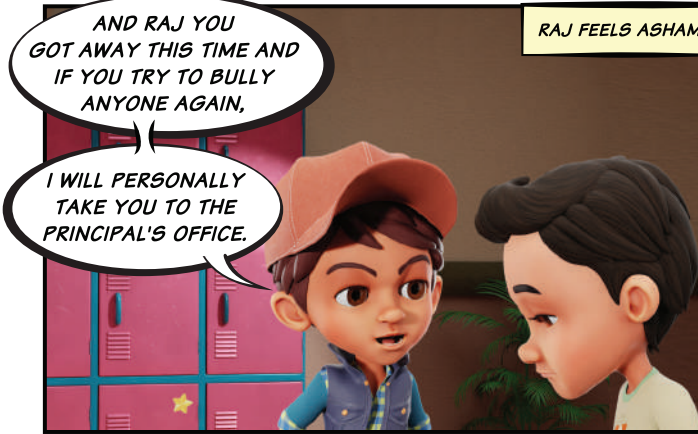
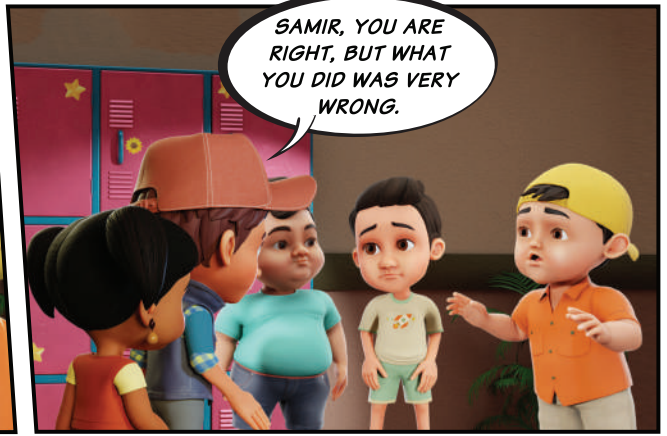
DO YOU REMEMBER OUR MANTRA?

BREATHE IN AND COUNT TO TEN, BREATHE OUT AND LET GO OF THE DOUBT.









AT THE RACING COMPETITION.



SAMIR BEATS RAJ IN THE RACE AND WINS THE TROPHY.



**HOORAY**



SAMIR,  
I THINK YOU HAVE  
TAUGHT RAJ HIS  
LESSON.

THIS IS THE  
CORRECT WAY  
TO TEACH HIM;  
THE WAY YOU DID  
BEFORE WAS  
INCORRECT.



YES VICKY  
YOU ARE  
RIGHT!

I LOST  
THE RACE.

LATER



WELL DONE VICKY!  
YOU CRACKED THE CASE AND  
UNMASKED THE REAL THIEF BEHIND  
THE STOLEN TROPHY! PLUS, YOU  
RACED THIS YEAR! I COULDN'T BE  
MORE PROUD OF YOU!



THANKS, PUFFY!  
IT'S BECAUSE I ALWAYS  
USE MY INHALER REGULARLY  
AS PER THE DOCTOR'S  
ADVICE.



SOLVING MYSTERIES  
IS COOL, BUT YOU KNOW WHAT'S EVEN  
COOLER? BEING KIND TO ONE ANOTHER.  
THE REAL TROPHY IS FRIENDSHIP, AND  
IT'S WORTH MORE THAN ANY RACE OR  
MYSTERY. LET'S ALL BE CHAMPIONS  
OF KINDNESS.

THE END.

A Cipla INITIATIVE

breathefree

# TUFFIES

LET'S GO DHAN-TA-DAA!!!

## Calling all Super Parents!

Has your young champion conquered challenges with their unbeatable spirit?

*Get ready to inspire the world!*

Share your child's heroic tale of bravery and victory! Their story could be the lucky one to get featured in the Tuffies comic book, revealing how amazing heroes truly are!

All you have to do is:



Scan the QR code to register



Fill in all the details



Write your kid's story



Accept the consent form

Join us in celebrating the unbeatable spirits of youngsters - Because every challenge they overcome adds a thrilling chapter to their incredible journey!

For further information on how to manage asthma and to know more about Tuffies, visit <https://www.breathefree.com/tuffies/>



breathefreeworld



Breathefree



@breathefreetv



DISCLAIMER: The content has been developed and designed by (i-realities Technology Private Limited) for Cipla Ltd. This information is for the purpose of awareness only, not intended nor implied to be a substitute for professional medical advice, diagnosis, or treatment. Please consult your doctor/ healthcare professional before starting any treatment/medicine/ inhaler. The CIPLA mark and logo are the sole intellectual property of Cipla Limited.

Note: The story depicted is based on hypothetical cases. Characters and details represented here is purely fictional and is for illustrative purposes only. Not for Actual patients. Do consult your doctor for more information regarding your condition.



SCAN QR CODE TO DOWNLOAD TUFFIES F-COMIC BOOK

# Cipla

## HELPING INDIA BREATHE FREE\*



NEBULIZERS



SPACERS



NASAL SPRAY



INHALERS



TABS & SYRUPS



Do consult your doctor for more information regarding your condition

Disclaimer: The content in this booklet has been developed and designed by (i-realities Technology Private Limited) for Cipla Ltd. Information in this literature is for the purpose of awareness only, not intended nor implied to be a substitute for professional medical advice, diagnosis, or treatment. Please consult your doctor/healthcare professional before starting any treatment/medicine/ inhaler. Cipla makes every effort to provide information that is accurate and timely but makes no guarantee in this regard. Although great care has been taken in compiling and checking the information, the authors, agency, and its associates or agents, and sponsors shall not be responsible, or in any way liable for any errors, omissions or inaccuracies in this publication whether arising from negligence or otherwise, however, or for any consequences arising therefrom. No part of this may be reproduced, transmitted, or stored in any form or by any means either mechanically or electronically without prior permission. The CIPLA mark and logo are the sole intellectual property of Cipla Limited.

\*Cipla helps patients with respiratory conditions breathe free by equipping them with a range of therapeutic solutions like inhalers, spacers, nebulizers, nasal sprays, and syrups.

SCAN TO LEARN

THE CORRECT WAY TO CHARGE YOUR  
Digital Educator

