

25 YEARS OF 360° STRATEGIC LEADERSHIP IN FILM, RETAIL, AND DIGITAL MARKETING

COMPREHENSIVE EXPERTISE ACROSS ALL OMNI-CHANNELS, INCLUDING:

BRAND MARKETING: Digital Marketing, Marketing Strategy, Execution, Strategic Film Promotions, Poster, Publicity, & Promo Development. **MARKETING MANAGEMENT:** Cost Efficiency and Control, Budgeting, Timelines, Cost, Agencies and Pert Management, SOP's and Processes, Team Building. **CONTENT MARKETING:** Mktg Concept Strategy, Design and Development, Pitch, & Doctoring., **MKTG, BRAND AND SALES CONTENT DESIGN:** Promo Filming, Direction, & Editing . Digital Mktg and Advertising Content Production, Graphic Design, Packaging, CG & Concept story-boarding. **CREATING A BRAND PRINT:** Strategic Brand and Content Pitch Deck Designing, Pitching, & Servicing.

KEY ACHIEVEMENTS: Worked with brand **PVR**, playing a key role in its growth as Head of Marketing from its inception in 1997 until its IPO launch .
Also contributed to **INOX**'s growth, driving a 1 300% increase in its digital reach.

EXPERTISE IN CONTENT MARKETING:

- Chief Marketing & Content Officer, Hitflik Entertainment Pvt. Ltd., Mumbai, PRESENT
- Chief Marketing Officer, Reliance JIO Studios, Mumbai, 2021
- Chief Marketing Officer, INOX Leisure Limited, Mumbai, 2018 - 2021
- Chief Marketing Officer, RELIANCE BIG Entertainment, Mumbai, 2006 - 2009
- Vice President Marketing and Corporate Communications, PVR Cinemas and PVR Pictures, 1997 - 2004
- Executed Masterclasses (IFTDA, FICCI & Hitflik) with Sriram Raghavan, Gulzar, Mani Ratnam, Aanand L. Rai, Farhan Akhtar, David Dhawan, Rohit Shetty, Shoojit Sircar, Rajkumar Hirani, Arunabh Kumar-TVF and Mayank Shekhar, 2015-2024
- **MOBILE CONTENT:** Created entertaining 30 seconds VAS content for V3Mobi Communication Pvt. Ltd., which was further distributed across platforms like AIRTEL, VODAFONE, and TATA TELECOM, 2015-16
- Directed the **MUSIC VIDEO** for the Hindi version of the Hollywood film Transporter Refueled (**FOR B4U**), 2015
- Creative Producer, Executive Producer, Film Project Designer and VFX Design Consultant, Visual Birds Studio
- **ADVERTISING:** Designed content pitches or brand/promotion assets for industry leaders such as Netflix, Amazon Prime Video, YRF Studios, Banjay Asia, Disney, Red Chillies, Maddock, Rajkumar Hirani Films, Viacom 18, Sony, Warner Bros, Universal, Paramount, IMAX, NBA, FICCI, Jio Studios, PVR, INOX, Filmkraft, and T-Series

**RECIPIENT OF THE PRESTIGIOUS PHILIP KOTLER AWARD
FOR EXCELLENCE AND INNOVATION IN FILM MARKETING**

EXPERTISE IN CREATIVE CONTENT:

- Creative Producer of an upcoming untitled NETFLIX Series along with EMMAY Entertainment, 2025
- **FILM:** Marketing and Sales of Sundance Award Winning, ALI FAZAL & RICHA CHADHA's film 'Girls Will Be Girls'
- **SERIES:** Wrote/directed the thriller series Tiwari, marking URMILA MATONDKAR's comeback (Unreleased), 2024
- **FILM:** Wrote/directed the Marathi feature film VICKY VELINGKAR, starring Sonalee Kulkarni, 2019 (Amazon Prime)
- **FILM:** Wrote/directed the Hindi film MICKEY VIRUS, starring Manish Paul and Elli Avram , 2013 (Amazon Prime)
- **TV:** Directed the TV show 'Love Ka Hai Intezaar,' *ing Sanjeeda Sheikh, Prod. by Alchemy Films, for STAR TV, 2017
- **TV:** Directed the TV show 'Haasil,' starring Zayed Khan & Nikita Dutta, produced by Alchemy Films for SONY TV, 2017
- **TV:** Directed episodes of 'Savdhaan India: Apni Khaki,' featuring Tanvi Malhara, for DISNEY+ HOTSTAR, 2024
- **SHORT FILMS:** Directed YouTube shorts, 'Girl in Red' & 'Lonely Girl', garnering 25+ Million views (YouTube), 2016

PROFESSIONAL EXPERIENCE:

CHIEF MARKETING AND CONTENT OFFICER, HITFLIK ENT PVT. LTD.

JAN 2021 TILL PRESENT MUMBAI

Working as a senior resource in a content creation, news, and VFX company. Developing pitches and ideas for OTT platforms; setting up new offices in Hyderabad, the UK, and the US; creating an advertising and digital marketing team; overseeing film and series projects; developing SOPs and processes; establishing a script lab for young talent; servicing platforms including **Netflix, Amazon, Disney+ Hotstar, BookMyShow, T-Series PVR**, and producers including **Ali Fazal, Richa Chadha** and **EMMAY**. Also creating two film projects with **Kay Kay Menon** and **Ali Fazal**, as well as a Marathi film project titled 'Pressure Cooker' with **Swwapnil Joshi**.

CHIEF MARKETING OFFICER, JIO STUDIOS

JULY 2021 TILL 31 DEC 2021 MUMBAI

Creation and Supervision of Marketing led SOP's | Media and Publicity Planning | Script Doctoring | Promo and Promotions Led Pre-planning Phase Script Development | Marketing and Creative Story Boarding | Creating Robust Processes | Team Building | Brand Management | Advertising Design and Development | Animation and VFX Digital Creation | Brand Pitch and Strategy Pitch | Alliance Partners Pitch | Poster Promo and other Collateral Positioning and Execution | Local Area Marketing | Vernacular Marketing | Timeline Management | Video Content Creation | Agency Supervision | Database Marketing | Ground Level Events and Promotions | Event Management | Theatrical Publicity | Competition Review | PR & Corp Comm | Trade Relations | Talent Relations | Budget Planning | Production Relationships | Experiential Marketing | Internal Brand Synergies | All Marketing led Strategy Planning, Scheduling, Presentation and Execution | for Films, Digital Series, Regional Films and Regional language OTT Content

CHIEF MARKETING OFFICER, INOX LEISURE LIMITED

MUMBAI

MAY 2018 TILL JULY 2021

MARKETING CINEMAS THAT ATTRACT 70 MILLION FOOTFALLS IN 626 SCREENS ACROSS 68 CITIES

Devising 58 Weeks of Marketing Strategy and Execution | Creating Innovative and Disruptive Marketing for Cinemas across India | Database Marketing | Digital Marketing | Loyalty Programme | PR & Corp Comm | Agency Management | Group Booking Initiatives | Experiential Marketing initiatives | Local Area and Segmented Marketing | Cinema formats (Including IMAX & MX4D) Marketing | Brand Management | Driving Footfalls | Trade Relationships | Cinema launches | Advertising

RECENT MARKETING ACHIEVEMENTS:

- 700% growth in Social Media Page Impressions without spending a single penny
- 600% growth in Marketing Activations, Video Activations and Innovative Spread
- 300% growth in PR News and Brand Search. Enhancement in qualitative as well as Global News dissemination
- 40% growth in Group Booking Ticket Sales and 250% growth in footfalls of Alternative content.
- INOX logo presence in all prominent films grew from a mere 5% to 95%
- Turnaround time to execute marketing activities increased from 7 working days to mere 48 hours
- Renegotiated all contracts and optimized the existing marketing manpower. Reduced 27% of Mktg spends.
- Created an in-house Design and Advertising Cell to Save Time, Costs and Optimize results
- Won almost all the Cinema and Entertainment Marketing Awards in 2018 and 2019

FILM & RETAIL MARKETING CONSULTANT + CONTENT CREATOR

JULY 2021 TILL 31 DEC 2021 MUMBAI

Consulted, script doctored, or marketed films across all regions of India. Worked on projects in multiple languages, including **Hollywood** (Spider-Man, Harry Potter, Marvel Movies, etc.), **Hindi** (Sanju, War, Bala, Badhaai Ho), **Tamil** (Yaavaram Nallum), **Telugu** (Pushpa, Saleem), **Punjabi** (Mera Pind), **Gujarati** (Dholi Taro Dhol Waaje), **Bengali** (Sab Charitro Kalponik), and **Marathi** (Vicky Velingkar), among others.

- **ACHIEVEMENTS:** Developed SOP's, strategies, team structure and mktg plans for films, production houses and studios that impacted 100% growth in required focus areas. Launched hundreds of innovative marketing strategies that are now part of SOP's of brands including PVR & Vkaao.

2006 TILL 2009 MUMBAI

CHIEF MARKETING OFFICER, RELIANCE BIG ENTERTAINMENT

- Set up a robust team, formed mktg budgets, strategy, cost control & drove mktg initiatives all over the world.
- Synergized with all departments including distribution to plan and execute sales led marketing initiatives
- Pioneered digital marketing initiatives in the Filmed Entertainment Business
- **ACHIEVEMENTS:** Marketed more than 100 films all across the world

2004 TILL 2006 MUMBAI

VICE PRESIDENT, PROGRAMMING, DISTRIBUTION & MKTG, INOX LEISURE LTD.

- Programmed and distributed films for all INOX's all over the country
- Data analysis/managing films and placement on the basis of weekly trends and quarterly targets
- Distributed films in West Bengal & Rajasthan region including Om Shanti Om, Cheeni Kum, Bheja Fry etc
- **ACHIEVEMENTS:** 300% growth in distribution revenues turning the loss making division into a profit making entity

1997-1999 & 2001 – 2004 NEW DELHI

VICE PRESIDENT, MARKETING, BRAND & COMMUNICATIONS

- **LAUNCHED AND MARKETED CINEMAS ALL ACROSS INDIA INCLUDING DELHI, MUMBAI, BANGALORE, HYDERABAD, CHENNAI, KOLKATA, LUCKNOW, NOIDA, GHAZIABAD, INDORE ETC.**
- Development of Corporate Strategies for Operations, Sales and Marketing of Brand PVR and Cinemas
- **ACHIEVEMENTS:** Developed systems processes and contributed in mktg and making the PVR brand
- Introduced many firsts for a cinema chain in India like Local Area Marketing process, Brand print, training and Sales manual at a corporate level
- Learned, adapted and evolved processes on a grass-root level after gaining training from Village Roadshow

OTHER AREAS: 2019 - 2021, MUMBAI

CHAIRMAN EVENTS: IFTDA [INDIAN FILMS & TV DIRECTORS' ASSOCIATION]

- Manage relationships, PR and database of all directors existing in Indian Film Industry
- Initiated Masterclass sessions with Master Directors including Sriram Raghavan, Mani Ratnam, Aanand L. Rai, David Dhawan, Tigraanshu Dhulia, Madhur Bhandarkar, Ashutosh Gowariker, Farhan Akhtar & Sooraj Barjatya
- 400% revenue growth within a period of 12 operational months
- **MOVIE MERCHANDISING:** Created, marketed and executed movie merchandise initiatives for films
- **ADVERTISING AND DESIGNING:** Designed the FILMKRAFT brand logo for Mr. Rakesh Roshan, Hinduja's Entertainment arm IN Entertainment's brand print, PVR, IFTDA, Ashoke Pandit Group, Bohra Bros and OneUp logo for Nitin Manmohan. Has developed advertising strategies for PVR, INOX and Reliance

DIGITAL MARKETING, VFX & GRAPHIC DESIGN EXPERT

Well versed with Photoshop, CorelDraw, VFX and other video and design softwares to create and develop in house campaigns, advertising and presentations.

ACADEMIC QUALIFICATION

Post Graduate from Delhi University - The College of Vocational Studies
FIRST DIVISION in Book Publishing in Graduation as well as Post Graduation from Delhi University