



CAUSE ENTERTAINMENT

"We Can..."

MANAGEMENT TEAM & ADVISORY BOARD

MANAGEMENT TEAM



Uday Singh
Ex-CEO PVR Pictures, Ex-CEO Sony Pictures Principal Director, Cause Entertainment

Uday Singh plays an integral role in advising and defining the organization's vision. Additionally he plays a key role in the green-lighting process of the projects that both DMCA and Cause Entertainment associate with.

Under his leadership the SPE India emerged as the most successful Hollywood studio in India. It was the #1 Studio for 6 years in a row starting 2002 and 9 years overall. He has the unique distinction of crossing the Rupees 1 Billion mark in ticket sales 4 times (US\$25mn) in a short span of 6 years. Under his leadership SPE bagged the distribution of Disney and Miramax and SPE distributed all the Disney films since 1998 till 2008. He built a grassroots distribution model and has distributed over 400 films and has dubbed them into 6 different Indian languages and built a new business opportunity. He grew the Hollywood share of the pie from 0.5% to 5% of the Indian Market.

Uday piloted Sony into the Hindi Film Industry by getting Government approvals to distribute and produce local films in 1998. In 2005, once again under his stewardship, SPE Films India created history, when it launched the production of "Saawariya", a unique collaboration with one of India's most well known and acclaimed directors, Sanjay Leela Bhansali, to co-produce Sony's (and Hollywood's) first Indian film. In 2005 he helped establish the Home Entertainment division for SPE and that business brought in another \$ 4mn per year. In 2007 he helped established a Television Licensing and Syndication division for SPE. This business generated another \$10million in revenue.

He was promoted as Executive Vice President of Sony Pictures with the mandate to produce a slate of Indian films. He joined PVR Pictures in February 2009 as the CEO of PVR Pictures to run the distribution and production for all films. Recently, Uday resigned from PVR Pictures to explore other opportunities.



Vicky Dhir
Founder & Director

Vicky Dhir is the Founder & Director of DM Capital Advisors Private Limited, and its flagship enterprise, Cause Entertainment

Vicky Dhir has been an Investment Banker since 2004. Prior to DMCA, Vicky served as a Credit Research Analyst at Cairn Capital (\$10 Billion AUM Credit Fund) in London. At Cairn, Vicky initiated coverage for the REITS sector, opining on a group of 10 credits across North America, Asia, Europe and Australia.

Prior to his experience at Cairn Capital, Vicky worked at Bank of America in Charlotte, USA and Mumbai, India in Leverage Finance and Firm Management respectively. While on the leverage finance team, Vicky executed 45 transactions involving debt placements for M&A, share repurchases, leverage buyouts and recapitalizations. He primarily covered the Media & Telecom, Technology and Healthcare sectors. Some of the prominent deals that he was involved in the Media space include Quebecor Media (Canada), Liberty Cablevision of Puerto Rico, New York Times and Walt Disney.

Due to his exceptional performance, Vicky was selected to train the team in India to support the Leverage Finance team in the U.S. and transitioned into focusing on growing the GIB platform for Bank of America's off-shoring initiative in India, wherein he managed 6 industry verticals and 70 employees.

Vicky has completed his MBA from Oxford University (Saïd Business School) in the UK. Vicky has completed his BSc Honors with Triple Majors in Finance, Operations Management and International Studies from the Kelley School of Business at Indiana University – Bloomington, USA.



Aditya Mehta
Founder & Director

Aditya Mehta is the Founder & Director of DM Capital Advisors Private Limited, and its flagship enterprise, Cause Entertainment

Aditya Mehta has been an Investment Banker since the last five years. Prior to DMCA, Aditya served in a senior capacity in the Strategic Client Coverage Group at Standard Chartered in Mumbai where he covered bulge bracket clients in the Media sector (Essel Group). Along with focus on the Media sector, Aditya covered names like Suzlon Group, Reliance Industries, Vedanta Resources, AV Birla and Adani Group.

Prior to his experience at Standard Chartered, Aditya worked at Bank of America in London in the Financial Sponsors Group for two years as a senior associate, where he closed multiple leveraged buyout (“LBO”) transactions including the largest LBO in the Media sector (ProSiebenSat.1 Media AG). While working in London, Aditya also got the opportunity to work with the India team on Hindalco Industries’ (India's largest non-ferrous metals company and a flagship company of the AV Birla Group) US\$ 6 billion acquisition of Novelis.

Aditya has also worked with Bank of America in Charlotte, USA for two years in the Leveraged Finance Group closing over eighteen transactions of which many were in the Media space (MGM Studios). He has completed his BSc with majors in Finance and International Studies from the Kelley School of Business at Indiana University – Bloomington, USA.



Manish Bhatia
COO & Head of Investor Relations

Manish Bhatia has joined DM Capital Advisors in the capacity of Chief Operating Officer and Head of Investor Relations.

Manish has a dual role with the Hiranandani Group (leader in Real Estate Market), wherein he has created value for the organization, its stakeholders and investors. At Hircon International LLC Dubai, he serves as Director, heading Marketing, Sales, Finance and CRM and at Hirco plc, he serves as Regional Director, expanding the international market reach for Hirco.

As Director of Hircon International LLC Dubai, Manish was a catalyst that propelled the organization to new heights by creating financial value and brand equity for both the organization and its stakeholders. Under Manish’s leadership the company accomplished USD 300 Million of sales by enhancing investor and channel partner relations and marketing strategically to acquire new leads and achieve credible % ROI on marketing spend. Furthermore, he created a customer service team which received par excellence customer reviews and applause.

As Regional Director of Hirco PLC, Manish along with his team has generated USD 100 Million in 18 months and established presence by enhancing channel partner network into 15 countries (32 cities). Manish and his team have established multiple JV’s (~USD 150 million) for complex projects through presence in multiple countries.

Manish has completed his Bsc with Majors in Finance and Entrepreneurship and Minors in Economics and Telecom from the Kelley School of Business at Indiana University – Bloomington.

Gauri Menon
*Chief Creative
Officer*

Gauri Menon has joined DM Capital Advisors in the capacity of Chief Creative Officer for Cause Entertainment. Gauri spearheads the creative arm of Cause Entertainment and oversees all the creative and social aspects of a project that Cause Entertainment associates itself with.

Gauri started her career as a Copywriter and designed campaigns for several brands including, Bosch, CP Shipping, L' Oreal, Bertolli, Steelage and Arihant Water Parks. This was followed up with a stint at Columbia (Sony Pictures) as Creative Consultant where she recommended titles for their dubbed films incl. some creative concepts for Walt Disney Films Eg. "Hum Hai Lajawab" with Sharukh Khan (the local version of The Incredibles). This included the name Mr. And Mrs Lajawab for Sharukh Khan's voice. Gauri also developed the tag lines for Ramjee Londonwaley – "A delicious comedy, Ready to Serve in Theatres, which was used internationally, the Hindi Title for Stealth (Vinashak Shastra) and many others.

In September 2005, Gauri joined Sahara Motion Pictures as Creative Consultant wherein her role involved evaluation of scripts and movies for Sahara motion pictures and television. Gauri was responsible for setting up the script management system and process of green lighting for the company. She also served as member of the creative team responsible for acquisitions for the motion picture group including acquisitions for Satellite TV. She evaluated 37 scripts and recommended 8 for development. Gauri also wrote the scripts for the TV promos of "Phir Zindagi" and the Making of for "Malamaal Weekly".

Gauri re-joined Sony Pictures in 2006 first as Creative Head and was involved in the creative campaigns of at least 50 films including "Casino Royale", "Da Vinci Code", "Spiderman 3", "Ghost Rider". In 2007 she became the Director of Creative Affairs at Sony and was part of the green-light team that produced "Sawariya".

In 2008, she joined PVR as V.P. Creative and was key team member on the green-lighting committee. Helped in raising a slate of 5 films i.e. "Aisha" (Anil Kapoor production), "Khele Hum Jee Jaan Se" (Ashitosh Gowariker Production), "Mad Madder Maddest" (Rakesh Om Prakash Mehra production), "Basra" (Abhay Deol Production), and "My Friend Pinto" (Sanjay Leela Bhansali Production).

Gauri has also sold 5 scripts to be made in to movies at Reliance, Shemaroo, Tandav, among others. Gauri holds a BSc in Zoology from Bombay University, PG Diploma in Computer Arts and successfully completed Scriptwriting programs with Syd Field (guru of screenwriting), Whistling Woods and Script Factory (UK).

CORPORATE BOARD



Alex Kuruvilla
CEO Condè Nast,
India

Alex Kuruvilla is a veteran of the Indian media and entertainment industry. As Managing Director of Condè Nast India he set up the fully-owned operations of Conde Nast International, one of the world's leading publishers, in India in 2007. CN India launched the 17th edition of the unparalleled style bible Vogue in 2007 followed by GQ, the leading men's lifestyle magazine, in 2008. Both Vogue and GQ have been huge successes in India earning formidable reputations as world-class magazines and quickly moving to leadership position in India.

Prior to his position at Condè Nast India, Alex served as Managing Director of MTV India, where he very successfully localized the international brand. Under his leadership, MTV India featured as one of the four most powerful MTV brands across the world in a global equity study. Alex also won several awards and accolades for his work, and was nominated for Ernst & Young Entrepreneur of the Year 2002. He steered MTV to new heights, winning more than 80 national and international awards including Most Outstanding Brand of the Year and Media Brand of the Year. He has been widely covered in the international media, including Fortune and The New York Times.

He was the founding director of the Indian Broadcasting Foundation. Alex enjoyed a 17-year long career in advertising, where he began as a copy trainee and worked his way up to senior management. His last assignment entailed him heading the Unilever business for JWT across Central Asia, North Africa and the Middle East.

He was a founding board member of *baazee.com* (acquired by ebay) and *egurucool* (acquired by NIIT). He is one of the founder promoters of *Paymate*, a leading mobile commerce player and is on the boards of *Oasis Legal & Financial Services* as well as *BlueSky*, an HR services company.



Man Jit Singh
CEO Sony
Entertainment

Man Jit Singh is the Chairman of the Board of Multi Screen Media Pvt Ltd (MSM) and also took over as Chief Executive Officer of MSM since September 2009. Mr. Singh oversees Sony Pictures Television's ("SPT") channels portfolio in India, which includes Sony Entertainment Television (SET), SET MAX, SAB and SET PIX.

He served as a Principal of Diogenes Capital, LLC, a private equity investment firm, since July 2003. He served as interim Chief Executive Officer of Multi Screen since February 2009. He served as Chief Executive Officer of several companies specializing in management recruitment and temporary staffing, including Futurestep, Inc., Korn/Ferry International's online subsidiary and Talent Tree Staffing Services, a subsidiary of the service conglomerate BET, Plc. Mr. Singh served as President and Chief Executive Officer of Compete Inc., and previously from April 2001 to May 2003, he served as its Chief Executive Officer. Mr. Singh also served as Chief Executive Officer of HighCircle, Inc., an executive recruiting company from June 2000 to December 2000, and has held a range of executive positions at other technology, management recruitment, staffing and consulting companies. He held senior positions at various management consulting firms including Sibson & Co., LLP in Los Angeles, The Cast Group AG in Zurich, Switzerland and Los Angeles, and Cresap in Los Angeles. He began his career at Nestle India. He served as Chairman of Multi Screen Media Pvt. Ltd. Mr. Singh has been a Director of Ecost.com Inc. since August 25, 2005.

Mr. Singh earned his B.A. in Economics from St. Stephens College, Delhi University, Delhi, India, an M.A. in Economics from the Delhi School of Economics, Delhi University, Delhi, India, a P.G.D.M. degree from the Indian Institute of Management, Ahmedabad, India, and his M.B.A. from the Anderson Graduate School of Business, University of California at Los Angeles.

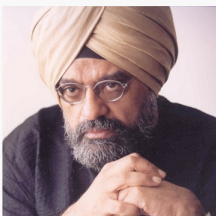


Shridhar Subramaniam
*Managing Director,
Sony Music*

Shridhar Subramaniam is the Managing Director at Sony Music Entertainment and has been a part of Sony Music growth story since the last 14 years. Over the last 13 years Sony Music has redefined the rules of music and entertainment marketing in India. The company is the leader in international music, is the largest multinational and the third biggest music company in the country.

He joined Sony Music as a Marketing Director and was part of the management team identified to develop and deliver an effective entry strategy for Sony Music in India. In 2002, he was promoted to Managing Director of Sony Music. From 2004 to 2006 he was the Chairman of the IMI – an IFPI affiliated body and PPL that represents over 200 Indian record companies. The IMI is involved in anti-piracy and government lobbying and PPL is involved in development of new revenue streams and Industry negotiations with Broadcaster and Telecom Companies. In October 2006 to April 2008, he was also made the Managing Director of Sony BMG Thailand and Senior Vice President – South Asia for Sony BMG Asia. Since 2008, Sony Music India has grown rapidly in a fast growing market and expanded its footprint in India by entering Regional language music and also moved up the entertainment value chain by producing Bollywood Movies.

In 1988, he joined Titan as a Marketing Executive and was instrumental in Titan's entry into the youth market with the Fastrack brand. In 1991 he became Product Manager - Timex and was assigned to a team to handle the Joint Venture between Timex Inc and Titan Watches where he worked on the development of the Project Report to secure Government approval, and was directly responsible for formulating and executing the all strategies related to the JV. He became Marketing Manager - Timex in 1992 and was responsible for driving the brand to the number 2 position in India and for making India the second biggest market for Timex after the USA.



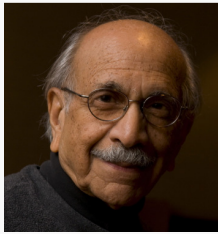
Bobby Bedi
*Managing Director,
Kaleidoscope
Entertainment*

Booby Bedi is the Managing Director of Kaleidoscope Entertainment and has been one of the few film personalities that has been involved with several government and industry bodies and educational institutions focussing on media and entertainment.

He is advisor to IDBI Bank and has served on several I&B committees and task forces, including for the Planning Commission. He worked on the concept design and (till 2003) was convener of FRAMES (India's largest Entertainment Conference) and has been Chairman of the Entertainment initiative of the Confederation of Indian Industry and a member of the CII National Council. Bobby is a vice president of the Film and TV producers' Guild of India, India's premier film production body and heads the Delhi Chapter. He has served as a member of the Society and the Governing Council and the Academic Council of the Film & Television Institute of India, Pune, and has founded "School of Convergence", India's first postgraduate school teaching content creation and management. He was recently asked to address the US Congress on Piracy & Intellectual Property issues between the two countries.

Under Kaleidoscope Entertainment, Bobby has produced ten feature films and has received two national awards from the President of India. Some of the films are – Bandit Queen, Fire, Saathiya, Maqbool, American Daylight, Mangal Pandey - 'The Rising'. He has recently finished two feature films – Stoneman and Chintu Ji. His last film Chintuli received three top awards at the Stardust Awards this year.

Bobby's company is currently developing a multi platform project on India's greatest epic – The Mahabharata that includes a 150 episode TV series, three feature films, gaming, a stage show and a museum exhibit at Kurukshetra.



Noël de Souza
*Hollywood Press
Reporter*

Noël de Souza has been a member of the Hollywood Foreign Press since 1957, and has worked on the production end of the Golden Globes as a studio liaison for the past ten years and in 2006 he received a gold card for his contribution to the organization. *He is named as one of the twenty-five most influential Asians in Hollywood.* He's been an advisory board member for the Indian Film Festival of Los Angeles and is on the board this year.

As a member of the foreign press he has contributed articles to Cine Blitz, Mid Day and currently writes for I Diva. He is represented by agencies in the UK and Holland and has been published by AMICA in Germany and several papers in other European cities.

Currently, Noel is concentrating on acting in commercials and has a number of regional and national spots in both English and Spanish. The latest being a promotion for XBOX. Noel has written several feature length scripts with his writing partner actress Nancy Kwan ("World of Susie Wong", "Flower Drum Song"). Currently he is working on a short film titled "The Blue God".

In 1980 he together with Polish film-maker Yehuda Tarmu launched a company, which produced educational films, two of their films won awards (The Christopher Award and The New York Library Award) and one (The Boy Of Bombay) was nominated at the San Francisco Film Festival.

Born in Hyderabad Noel obtained a B.S. in business administration from the University of California in Berkley and acquired a degree in drama from the Pasadena Playhouse. Upon graduation he launched a successful career in television, film, radio and the stage.



Anil Dharker
Columnist & Author

Anil Dharker is a prominent columnist and an established personality in the arts in India. His body of work spans across cinema, television and literature. He headed The National Film Development Corporation. During this period he was also responsible for approving script of Richard Attenborough's Gandhi and for NFDC becoming Co-producer of the multiple Oscar winning film.

Dharker is the Former Editor of The Illustrated Weekly of India, The Independent', Mid-day, and a columnist over the last decade for most of India's leading newspapers like The Times of India, The Economic Times, The Hindu and DNA, as well as foreign newspapers like Khaleej Times & Gulf News.

In Television he was the President India TV, Creative Director of Zee Television Network, Chairman of Kaarnik Communications, a TV software company, a frequent commentator on Current Affairs programmes.

He has authored books such as The Romance of Salt, Men and Women who Shaped Today's India, The Man Who Talked to Machines, a biography of industrialist O P Jindal and Sorry Not Ready.

Mr. Dharker serves as the Honorary Consul General for Luxembourg in Mumbai, Maharashtra, Gujarat and Goa, is on the Selection Panel for Hong Kong Bank's Indian of the Year Award and various national prizes like Laadli etc.

Mr. Dharker has degrees from University in India and from University of London and was on the academic staff of the University of Glasgow where conducted extra-mural seminars on Indian culture, history and religion and is a Salzburg Fellow of the Salzburg Institute, Austria.



Dr. Arvind Singhal, P.h.D

*Professor,
Researcher &
Scholar*

Dr. Arvind Singhal is the Samuel Shirley and Edna Holt Marston Endowed Professor of Communication and Director of the Social Justice Initiative in UTEP's Department of Communication. He is also appointed as the William J. Clinton Distinguished Fellow at the Clinton School of Public Service, Little Rock, Arkansas. Singhal teaches and conducts research in the diffusion of innovations, organizing for social change, and the entertainment-education strategy. His research and outreach spans sectors such as health, education, peace, human rights, poverty alleviation, sustainable development, civic participation, democracy and governance, and corporate citizenship.

Singhal is co-author or editor of 11 books – *Positive Deviance, Good for Health: A People's Process that Saves Lives* (2010); *Protecting Children from Exploitation and Trafficking: Using the Positive Deviance Approach* (2009); *Popular with a Purpose* (2008); *Communication of Innovations* (2006); *Organizing for Social Change* (2006); *Entertainment-Education Worldwide: History, Research, and Practice* (2004); *Combating AIDS: Communication Strategies in Action* (2003); *The Children of Africa Confront AIDS: From Vulnerability to Possibility* (2003); *India's Communication Revolution: From Bullock Carts to Cyber Marts* (2001); *Entertainment-Education: A Communication Strategy for Social Change* (1999); and *India's Information Revolution* (1989). Three of Singhal's books won awards for distinguished applied scholarship. He has authored 30 technical research reports and 150 peer-reviewed essays, including in the *Journal of Communication*, *Communication Theory*, *Communication Monographs*, *Health Communication*, *Communication Quarterly*, and *Management Communication Quarterly*.

Singhal has won Top Paper Awards from the International Communication Association and National Communication Association a dozen times, and Ohio University's Baker Research Award twice. The Social Science Research Council and the International Communication Association recognized Singhal as the winner of the *Communication Research as Collaborative Practice Award* in 2009 and the winner of the *Communication Researcher as an Agent of Change Award* in 2008. The Northwest Communication Association honored him with the 2007 *Human Rights Award for Steadfast Commitment to Social Justice, Social Change, and Freedom*. Singhal was honored by Ouachita Baptist University as the 2009 *Berkitt Williams Distinguished Lecturer* and by Lady Irwin College, University of Delhi, as the 2006 *Raushni Memorial Deshpande Distinguished Lecturer*. In 2005, USC's Norman Lear Center honored him with the first *Everett M. Rogers Award for Outstanding Contributions to Entertainment-Education*.

Dr. Singhal's research has been supported by the Centers for Disease Control and Prevention, Ford Foundation, Rockefeller Foundation, The National Science Foundation, The David and Lucile Packard Foundation, UNAIDS, UNICEF, and others. He has served as an advisor to the World Bank, the United Nation's Food and Agricultural Organization (FAO), UNICEF, UNDP, UNAIDS, UNFPA, U.S. Department of State; U.S. A.I.D., Family Health International, PATH, Save the Children, the BBC World Service Trust, International Rice Research Institute, Voice for Humanity, and private corporations such as Procter & Gamble (U.S.A and Thailand), Telenor AS (Norway), SpareBank (Norway), and others.

He has taught previously at Ohio University, University of Southern California, University of California - Los Angeles, and held visiting professorships at the USC Annenberg School; the Rollins School of Public Health, Emory University; Royal Roads University, Canada; Chemnitz University of Technology in Germany; Institut Teknologi (Malaysia), Bangkok University (Thailand); and visited and lectured in over 65 countries of Asia, Africa, Latin America, Australia, Europe, and North America.

CREATIVE BOARD



Shabana Azmi
*Actress & Social
Activist*

Shabana Azmi is one of the leading actresses of Indian cinema . She is a film actress as well as a social activist, and her performances in films in a variety of genres have earned her acclaim and awards including five wins of National Film Award for Best Actress. Her first release was Shyam Benegal’s “Ankur” (1972), which won the national award. She also acted in experimental and parallel Indian cinema. Deepa Mehta’s 1996 film “Fire”, which was an on-screen depiction of lesbianism drew severe protests and threats from many social groups as well as by the Indian authorities. Her role as Radha brought her international recognition with the Silver Hugo Award for Best Actress at the 32nd Chicago Film Festival and Jury Award for Best Actress at Outfest, Los Angeles.

Shabana Azmi has been a committed social activist, active in fighting AIDS and injustice. She has voiced her opinion on a variety of issues. She had participated in several plays and demonstrations denouncing communalism. Among the neglected social groups whose causes she has advocated are slum dwellers, displaced Kashmiri Pandit migrants and victims of the earthquake at Latur (Maharashtra, India). The 1993 Mumbai riots appalled her and she emerged as a forceful critic of religious extremism. She has campaigned against ostracism of AIDS victims.

Shabana Azmi was graced with the Padma Shri Award in 1988, followed by the Rajiv Gandhi Award for Excellence in Secularism in 2004 and the Gandhi International Peace Award in 2006. Since 1989, she has been a member of the National Integration Council headed by the Prime Minister of India; a member of National AIDS Commission (of India); and was nominated (in 1997) as a member of the Rajya Sabha, the upper house of the Indian parliament. The United Nations Population Fund appointed her as its goodwill Ambassador for India, and the University of Michigan conferred (in 2002) on her the Martin Luther King Professorship award in recognition of her contribution to arts, culture and society.



Aparna Sen
*Filmmaker, Actress
& Social Activist*

Aparna Sen has been one of India's most multifaceted figures in the arts for over four decades. An actress, screenwriter, poet and director, Sen is noted for her passionate involvement in her work - both in front of and behind the camera. Since her acting debut at sixteen, she has acted in over 20 films and directed six films in Hindi and in English, two of which she wrote. Her work has been critically acclaimed nationally and internationally earning her various honors. These have included The Grand Prix at the Manila International Film Festival and the National Award for Best Direction in India for her directorial debut film, "36 Chowringhee Lane" and a National Film Award as Best Director for "Mr. and Mrs. Iyer." In addition to the recognition she has received for her projects behind the camera, Sen has also been celebrated for her performances onscreen, earning her several more honors as an actress.

In addition, Sen has served on juries at many international film festivals, such as the International Film Festival of India, the Moscow International Film Festival, and the Hawaii International Film Festival. A true patron of the arts, Sen has also been honored with some of India's most esteemed awards including the Padmashree Award by the President of India for her contribution to cinema and the Satyajit Ray Lifetime Achievement Award by the Cine Central Film Society.

She is currently the Editor of a famous Bengali Monthly women's Magazine “Sananda” published by Ananda Bazar Patrika group, where her editorials tackle social issues facing humanity today.



Anurag Kashyap
*Film Director &
 Screenwriter*

Anurag Kashyap (born 10 September 1972) is a critically acclaimed Indian film director and screenwriter. As a director, he is known for “Black Friday” (2004), a controversial and award-winning Hindi film about the 1993 Bombay bombings, followed by “No Smoking” (2007), “Dev D” (2009) and “Gulaal” (2009). As a screenwriter, he wrote the scripts for the Filmfare Award winning “Satya” (1998) and the Academy Award nominated Canadian film “Water” (2005). He is considered one of the most versatile and prolific filmmakers in contemporary Hindi cinema. “Satya” was a commercial and critical success and Kashyap collaborated with Ram Gopal Varma on a few more films writing the screenplay and dialogues for “Kaun?” (1999) and the dialogues for “Shool” (1999). He also wrote the dialogues for Mani Ratnam’s “Yuva” (2004). Kashyap made his directorial debut with “Paanch”, with Kay Kay Menon as the lead in 2000. In 2007, he adapted Stephen King’s 1978 short story *Quitters, Inc.* as “No Smoking”, which was received well by critics.

In 1999, Kashyap won the Best Screenplay award for “Satya” at the Star Screen Awards. The next year, his short film “Last Train to Mahakali” won the Special Jury Award at the same awards. His feature film debut “Black Friday” won the Grand Jury Prize at the 3rd Annual Indian Film Festival of Los Angeles (2005), and was a nominee for the “Golden Leopard” (Best Film) at the 57th Locarno International Film Festival (2004).

In March 2009, while announcing steering away from screenwriting, after his current assignments to concentrate on direction, Kashyap also announced two new film projects, “Bombay Velvet”, a thriller based on real incidents in 1960s to be produced by Studio 18 and presented by Danny Boyle starring Aamir Khan, John Abraham, and Nawazuddin followed by “Doga”, based in the Raj Comics super hero.



Prahlad Kakkar
*Advertising &
 Marketing Guru*

Prahlad Kakkar founded Genesis Film Production Pvt. Ltd. in 1977 and virtually invented television advertising, after having assisted Shyam Benegal, one of India’s most renowned filmmakers on films such as ‘Ankur’, ‘Manthan’, and ‘Bhumika’. “To tell a story in 30 secs in the most engaging way possible” remains Prahlad’s *raison d’etre* for remaining passionate about ad filmmaking even twenty-five years later. Genesis, as is common knowledge in the business, continues to train generations of dedicated filmmakers. Through the years, corporations like Nestle, Pepsico, Britannia, Levers have continued to communicate their brand stories through Prahlad Kakkar.

Making films that capture the dreams and aspirations of his vast target audience, Prahlad has ruled the ad film making business and has won several awards for technical excellence, Innovation and creativity in advertising over the years in India. Genesis won both gold and silver awards including campaign of the year for the Pepsi commercials at AAAI in 1996. The public films for Ceat won awards in the New York Festival of Advertising. Commercials directed by Prahlad have also been nominated for Lions at Cannes. He one of the few Indian Directors to direct international commercials for clients like Uni Levers and Pepsico in Burma, Vietnam, Pakistan, Bangladesh and the Asia Pacific Region. In June, 2009, Chief Minister Bhupinder Singh Hooda, conferred the most prestigious “Pandit Jasraj Samman” upon Prahlad Kakkar for his significant role in the field of advertising.

Twenty – five years down the line Prahlad Kakkar has earned himself a Lifetime Achievement Award by the IAAFA in the year 1999 and has got Genesis the top Production House for two years in a row for years 2003 and 2004 by the Brand Equity. Mr. Kakkar also ventured into film making with Bitter Rain, and produced, the short film “Bali” for Star One channel.



Dr. Kunal Basu
*Professor, Author &
Scriptwriter*

Dr. Kunal Basu is a University Reader in Marketing at Saïd Business School, University of Oxford and a fellow of Green-Templeton College. Prior to Oxford, he was Associate Professor of Marketing at McGill University, Canada. A PhD from the University of Florida, Dr Basu has published extensively on Corporate Social Responsibility, International Marketing, Branding Strategy, and Consumer Decision Making. He has held prestigious research fellowships, such as the Haydn William and Stan & Jean Perron Fellowships in Australia and was the International Visiting Scholar at Coca Cola Centre for Marketing Studies, USA. Since 2001, Kunal has published three novels, a collection of short stories, written a few screen plays and copious volumes of (mostly unpublished) poetry. The title story of his short story collection "The Japanese Wife", has been filmed in India and Japan by the celebrated director Aparna Sen and is due for release in 2009.