

Lights

Camera

Action



About the Company

&

Our Team

Mermaid Studio LLP

Mermaid Studio LLP: A Beacon in Show Business

1. Founded in 2015 by Mr Shashank Kumar and Ms Rajni Katiyar, Mermaid Studio LLP emerged with a clear mission: to foster creativity and support talented individuals in show business. The company was built on the values of clean, motivating work and the desire to collaborate with like-minded people.



Vision and Mission

2. Mermaid Studio's vision, "Entertainment till Eternity," reflects its commitment to creating lasting, impactful content. The mission, "Filling the Vacant Places in Everyone's Heart," underscores the company's dedication to touching lives through creative expressions in show business.

Our Work

3. Since its inception, Mermaid Studio LLP has produced a diverse array of projects, including films, TV serials, web series, advertisement films, corporate films, and video albums. The company has worked with industry stalwarts, organising stage shows, and presenting theatre performances.





Services

4. In addition to production work, Mermaid Studio LLP offers comprehensive services in event management, cast and crew supply, post-production, and digital distribution of Hindi feature films. The company is also a supportive partner for directors seeking a reliable production house for their approved projects.

Theatre and Talent Development

5. Mermaid Studio LLP has ventured into theatre performances, recognising the importance of nurturing new talent. This initiative aims to polish newcomers and amateurs, providing them opportunities to perform and develop their skills. The company is dedicated to building a robust pool of actors and technical teams for future projects.

Ethical Approach

6. Mermaid Studio LLP's success is built on teamwork and an ethical approach to every project, ensuring a reputable and respected position in the show business industry.



7. The company details are as under: -

- a. **Name** : Mermaid Studio LLP
- b. **RoC Identification Number** : AAF-4161
- c. **GSTIN** : 27ABCFM0425A1ZZ
- d. **Corporate Address** : Unit No. 120, Link Way Estate
New Link Road,
Near Chincholi Fire Brigade
Malad West, Mumbai -400064
- e. **Website** : <https://mermaidstudio.in/>



About the Founders & Directors

Mr Shashank Kumar
Engineering Innovator Turned Filmmaking
Visionary
Founder & CMD



Early Life and Transition to Filmmaking

Shashank Kumar's journey is a testament to passion triumphing over convention. As a mechanical engineer, he initially pursued a mechanical career. However, his deep love for storytelling led him to Mumbai, where he immersed himself in cinema. Determined to learn the craft, he assisted several renowned Film directors and educated himself in the art of filmmaking.

Establishing Mermaid Studio LLP

In 2015, Shashank took a major leap by co-founding **Mermaid Studio LLP** alongside **Ms. Rajni Katiyar**. This venture became the foundation of his career as a filmmaker and producer.

Notable Films: Under Mermaid Studio LLP, Shashank directed and produced:

- **Most Common Budbak** (Released in March 2020)
- **Acting Ka Bhoot** (Released in September 2023)

These films highlight his dedication to unique storytelling and his ability to juggle dual roles as a director and producer.

Success in Advertising and Government Campaigns: Beyond feature films, Shashank has made a mark in the advertising industry. He has directed **TV commercials** for major brands, including:

- **ACC Cement Gail India Horlicks Parle-G Omron TCS**

Additionally, his expertise in production played a crucial role in **Government campaigns**, such as the **Corona Warriors campaign**.

Diverse Contributions to the Film Industry: Shashank's versatility extends beyond directing and production. He has:

- **Line-produced** - three Hollywood films shot in India
- **Worked as a freelancer** in various capacities, including **line producer, manager, supervisor, coordinator, and distributor** for multiple Bollywood and regional projects

A Talented Writer: Shashank's storytelling skills extend to screenwriting. His writing credits include:

- **TV Series:** *Tota Weds Maina*
- **Film:** *Most Common Budbak*

His narratives are blended with *humour, heart, and deep insights into human nature*.

Industry Mentorship and Future Vision

Guided by industry stalwarts such as **Shivam Nair, Mohit Suri, Imtiaz Ali, and Manish Gupta**, Shashank has gained a wealth of knowledge and experience.

Expanding Mermaid Studio LLP

Looking ahead, Shashank aims to **expand Mermaid Studio LLP's scope** by diversifying into new areas of **production and show business**, further strengthening his influence in the industry.

Conclusion: A Visionary Filmmaker and Entrepreneur

Shashank Kumar is more than just a filmmaker—he is a **visionary entrepreneur** who seamlessly blends **engineering precision with cinematic artistry**. Whether behind the camera or in the boardroom, his work is driven by an unwavering passion for storytelling and a relentless pursuit of excellence.

Ms Rajni Katiyar

Co-Founder, Creative Head and Actress



A Journey Rooted in Arts and Media

Rajni Katiyar's journey in the entertainment industry is a testament to her passion for storytelling, both on and off-screen. As the **Co-Founder and Creative Head of Mermaid Studio**, her contributions extend beyond acting to include creative leadership and media entrepreneurship.

Her academic background reflects her deep connection to **Indian arts and culture**:

- **Degree in Ancient Indian History**
- **Visharad in Bharatnatyam** (A prestigious certification in classical dance)
- **Post-Graduate Diploma in Media Management** (Demonstrating her commitment to mastering the business of entertainment)

Accomplished Actress in Television and Short Films

Rajni has carved a niche for herself in the television industry with notable roles in popular TV serials:

- *Police Files* *Saath Nibhaana Saathiya* *Pavitra Rishta*

Her performances in **short films** showcase her versatility:

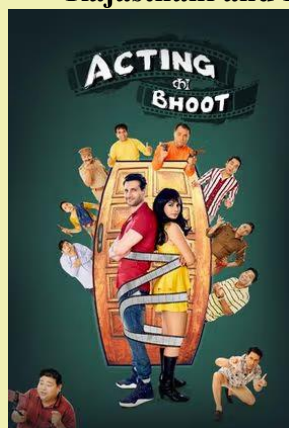
- *Aravind Fiction* *Together We Can*

Additionally, her presence in **video albums and TV commercials (TVCs)** highlights her adaptability across different media formats.

Transition to Films and Multilingual Cinema: Rajni successfully transitioned from television to films, taking on diverse roles across multiple languages and genres. Some of her key performances include:

- *Samrat & Co.*
- *Most Common Budbak*
- *Acting Ka Bhoot*

She has also ventured into **regional cinema**, contributing to **films in Rajasthani and Bengali**.



Upcoming Projects: Her upcoming films promise to showcase her range as an actress:

- *The Last Days in Kalyanpur*
- *Canvas of Desire*
- *Bijli Rani*

Entrepreneurial and Creative Leadership: Beyond acting, Rajni has embraced **entrepreneurship**, balancing her creative pursuits with business acumen. As a **theatre artist** mentored by **Satish Anand**, she has honed her craft with dedication.

Additionally, her experience as a **news reader and anchor** adds another dimension to her diverse skill set, reinforcing her versatility in the media industry.

Conclusion: A Dynamic Force in Entertainment

Rajni Katiyar is more than just an actress- she is a **visionary creative leader** shaping the future of entertainment. Whether in front of the camera or behind the scenes, her contributions to cinema, television, and media continue to make a lasting impact.

Lt Col Manoj Chaudhary, Veteran
Certified Independent Director
Co-Founder/ CEO



A Decorated Military Career

Lt. Col. Manoj Chaudhary (Retd.), also known on-screen as **Manoj Narayan Chaudhary**, is a **veteran of the Indian Defence Services** with an illustrious career spanning **22 years**. His journey reflects an exceptional blend of **leadership, innovation, and adaptability**, honed through years of dedicated service to the nation.

Education & Strategic Expertise

- **Alumnus of IIM Mumbai** (formerly NITIE) – Specializing in **Strategic Management & Operational Excellence**
- **Certified Independent Director** – Accredited by the **Indian Institute of Corporate Affairs (IICA)** under the **Ministry of Corporate Affairs, India**

This combination of **military discipline and corporate acumen** enables him to excel across multiple domains.

Key Contributions in the Armed Forces

During his tenure in the Indian Defence Services, Lt. Col. Chaudhary:

- Spearheaded **critical military operations** with precision and strategic foresight
- Managed **intricate administrative and resource management functions**
- Provided **exceptional leadership and team coordination**, leaving a lasting impact on every mission

His ability to handle **high-pressure environments** with calculated efficiency earned him respect and admiration.

Transition to Entrepreneurship & the Film Industry

After his **premature retirement**, Lt. Col. Chaudhary embarked on a **transformative journey** into **business and entertainment**. As a **Co-Founder and CEO of Mermaid Studio LLP**, he has been instrumental in shaping the studio into a hub of creativity and innovation.

Role in Film Production & Strategic Execution

Under his leadership, Mermaid Studio successfully produced two critically acclaimed feature films:

- **Most Common Budbak** (March 2020)
- **Acting Ka Bhoot** (September 2023)

These projects highlight his **ability to merge storytelling with meticulous execution**, ensuring high production standards and industry recognition. His **strategic insight and planning capabilities** have set new benchmarks in production excellence.

Leadership & Vision for the Future

As the **driving force** behind Mermaid Studio, Lt. Col. Chaudhary continues to:

- **Steer the organization with a disciplined yet visionary approach**
- **Foster a culture of innovation**, allowing creativity to flourish
- **Expand the studio's reach** by identifying and executing ambitious projects

A Legacy of Excellence & Inspiration

From a **decorated military officer** to a **dynamic entrepreneur and film producer**, Lt. Col. Manoj Chaudhary's journey is nothing short of inspiring. His **unwavering commitment to excellence**, combined with his **ability to navigate diverse roles**, underscores his **multifaceted brilliance**.

Whether in **uniform, the boardroom, or the film industry**, his **contributions resonate with integrity, passion, and an unyielding drive to make a difference**.

Imran Ahmad

Director: Media and Government Projects

A Visionary Media Strategist & Consultant

With over **15 years of excellence in TV journalism**, Imran has emerged as a **leading media veteran, political analyst, and strategic consultant**, shaping the discourse on major national and global issues. His work is marked by **hard-hitting political reportage, thought-provoking interviews, and deep investigative journalism**, making him a trusted name in the media landscape.

As a **former Special Correspondent, Bureau Chief, and Senior Editor** at top-tier media organisations, He has spearheaded **groundbreaking political coverage, election analysis, and policy-driven storytelling**, influenced public narratives and shaped national debates. His extensive coverage of **Lok Sabha and State elections, religious and cultural events, and investigative exposés** has left a lasting impact on India's media industry.



Strategic Media Advisor & Consultant

Beyond journalism, Imran plays a **pivotal role as an advisor and consultant**, offering his expertise to **leading media houses, government agencies, NGOs, and corporate entities**. His strategic insights drive **media outreach, crisis communication, policy advocacy, and brand positioning** for organizations navigating the evolving media landscape.

Key Expertise:

- ✓ **Media & Editorial Strategy** – Guiding in content innovation, investigative journalism, and digital transformation.
- ✓ **Government & Policy Advisory** – Crafting impactful media narratives for policy initiatives, governance, and public awareness campaigns.
- ✓ **Political and Social Analysis** – Providing deep political and social insights and coverage strategies for media houses.
- ✓ **Crisis Communication & Public Relations** – Advising government officials, corporations, and public figures on media management.
- ✓ **NGO & Social Sector Collaboration** – Amplifying advocacy efforts through strategic storytelling and mass communication.
- ✓ **Media Training & Thought Leadership** – Conducting workshops and mentorship programs for journalists, media professionals, and policymakers.

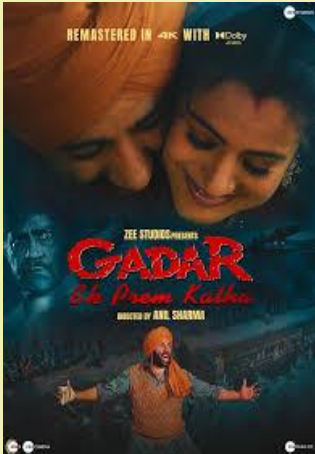
With a career dedicated to **truth, impact, and innovation**, Imran continues to be a **driving force in media, public discourse, and strategic communications**, ensuring that journalism remains a powerful tool for change.

He, with his vast experience and understanding of the masses, is effectively driving Mermaid Studio LLP to new heights. Being a media personality, understands the nerves of the youth and uses his analytical approach in the creation of content which impacts society.

Nisheeth Chandra

Filmmaker/ Creative Producer/ Storyteller

Two decades ago, Nisheeth Chandra arrived in Mumbai from Lucknow, leaving behind a stable career as a network engineer to chase his cinematic dreams. With passion in his heart and storytelling in his soul, he embarked on a remarkable journey that took him from the grassroots of film production to the creative helm of some of Bollywood's biggest projects.



The Early Years – Learning the Craft

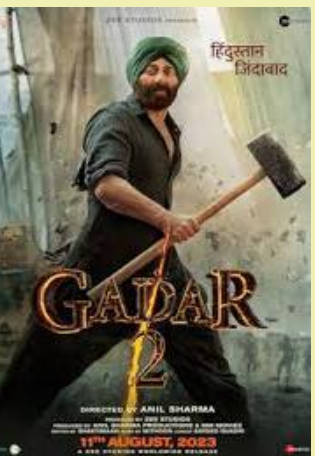
Nisheeth began his career as a local line producer on the iconic **Gadar: Ek Prem Katha**, gaining firsthand experience in large-scale filmmaking. He then moved into television, working as an assistant director on cult-favourite shows like **Kyunki Saas Bhi Kabhi Bahu Thi** and **Kahani Ghar Ghar Ki**, along with independent films such as **The Truth Yatharth** and **Chand Ke Paar Chalo**.

His career took a significant turn when he met his mentor, Asshu Trikha, under whose guidance he worked for seven years as a chief assistant/associate director on films like **Zindagi Tere Naam**, **Baabarr**, and **Enemy**. Expanding his horizons, he also contributed to Bengali cinema and collaborated with renowned filmmaker Dr. Chandraprakash Dwivedi on **Mohalla Assi**, marking his second project with Sunny Deol.



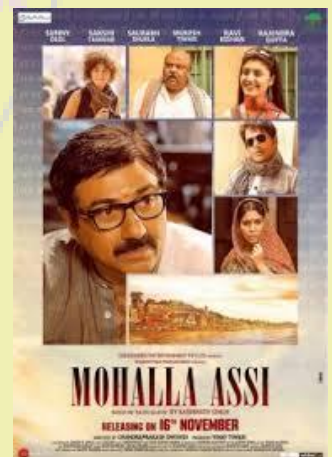
Mastering the Art – From Script to Screen

By 2015, Nisheeth transitioned into the crucial role of Script Supervisor, collaborating with some of Bollywood's biggest production houses, including Friday Filmworks, Abundantia, Salman Khan Films, Dharma Productions, Yash Raj Films, D2R Films, and Emmay Entertainment. His keen eye for storytelling and meticulous script analysis shaped films and shows like **Rustom**, **Breathe**, **Loveratri**, **Good Newwz**, **Bunty Aur Babli 2**, **Farzi**, and **Mrs. Chatterjee vs Norway**.



Full Circle – Creative Producer at Zee Studios

Destiny brought him back to the world of **Gadar**, but this time, in a leadership role. As a Creative Producer at Zee Studios, he played a pivotal part in **Gadar 2**, ensuring its success both creatively and commercially. His contributions continued with critically acclaimed projects like **Haddi**, **Savarkar**, **Rautu Ka Raaz**, and the much-anticipated silent film **Gandhi Talks**.



A Visionary Filmmaker

With a career spanning television, regional cinema, mainstream Bollywood, and OTT platforms, Nisheeth Chandra stands as a versatile storyteller and creative force. His ability to seamlessly navigate different aspects of filmmaking—from script development to execution—makes him an invaluable asset to the Indian film industry.

As he continues to push creative boundaries, his journey remains an inspiration for aspiring filmmakers who dare to dream beyond the ordinary.

Shital Gadade

Production & Accounts Manager



Experienced film production and distribution professional with over 25 years in the Indian entertainment industry. Proven expertise in managing end-to-end production accounts, budgeting, vendor coordination, and large-scale film distribution. Successfully handled the release of 250+ films across India, including major Bollywood and regional blockbusters.

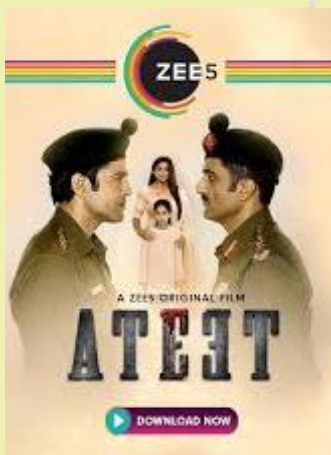
Current Role

Executive Producer & Accounts Manager – Mermaid Studio LLP (Nov 2021 – Present)

Overseeing production finance and coordination for upcoming film projects. Managing accounts, vendor payments, and ensuring smooth execution on set.



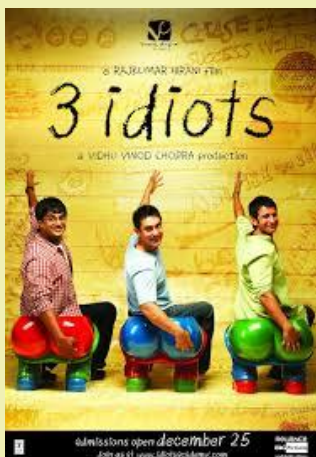
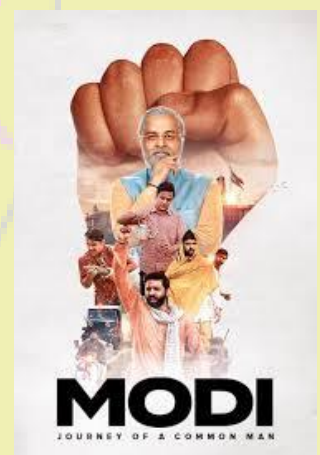
Production Experience



Handled on-location accounts and production coordination for films and web series like *Mr. & Mrs. Sadachari*, *Ateet*, *Modi – Journey of a Common Man*, *Aankh Micholi*, and *Acting Ka Bhoot* across companies like Indian Film Studios, Benchmark Pictures, and Merry Go Round Studios.

Distribution Experience

Led domestic distribution for companies like Reliance Big Entertainment, UFO Moviez, and White Lion Entertainment. Managed film releases in the Mumbai circuit, including blockbuster titles like *3 Idiots*, *Singham*, *Talaash*, and *Bodyguard*. Skilled in theatre booking, publicity logistics, and revenue tracking.

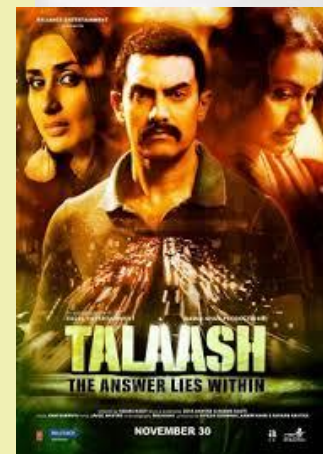


Key Skills

- Film Budgeting & Accounting
- Production Coordination
- Theatre Negotiation & Booking
- MIS & Collection Reports
- Digital & Publicity Logistics
- Exhibitor Relations
- Reconciliation & Audit Support

Strengths

Reliable, detail-oriented, and deadline-driven with strong communication skills. Known for long-standing industry relationships and the ability to manage high-pressure projects efficiently.



Lovesh Nagar

Director, Screenplay Writer, and Founder 'The Filmy Musketeer- Lets Film'



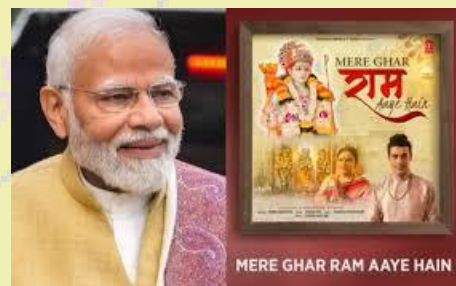
As a director, Lovesh Nagar crafts a vision that resonates emotionally and intellectually. He views filmmaking as a harmonious blend of artistry and craftsmanship, where every element serves to enhance the story. An accomplished storyteller, Lovesh seamlessly integrates his writing skills into his directing process, creating narratives that are engaging and impactful. His scripts reflect a deep understanding of human emotions and experiences, laying the foundation for films that connect with audiences on a profound level.

Believing in the power of collaboration, he values the contributions of each team member, recognising how their collective efforts shape the final form of the film. He guides this creative energy, ensuring coherence while nurturing innovation. With a passion for impactful storytelling and an eye for detail, Lovesh strives to craft films that leave a lasting impression, transcending the screen to resonate deeply with viewers.



Lovesh has visualised and created many Commercial Ads/ films. His known works are Mankind Pharma, IDBI Virtual KYC, IDBI MSME loans, Mamy Pogo Pants, Tata Intra ad with Manoj Muntasir and also Tata Intra Badle Soch Badle Zindagi, RR Kabel, Anthem for Blue Heaven, and Commercial documentaries for Maruti Suzuki Driving School.

He also envisioned and created the music video albums Like Mere Ghar Ram aaye hain – T series, Kabira featuring Jubin Nautiyal and Kabira-2.0 and Meri Maa ke Barabar Koi nahi featuring Jubin Nautiyal, sung by Payal Dev and penned by Manoj Muntasir. All his videos had millions of viewers, which is a true reflection of his passion towards creation.



Lovesh, is presently engaged with Balaji Films as screenwriter of their feature film **Sita**, and he is also working on the biopic of **Sadhavi Rithambara** as writer and screenplay writer.

Yash Singh Kaushik

Director/ Technical Director



A seasoned and multifaceted television industry professional, this filmmaker brings over 17 years of experience across an array of creative and technical roles. With a robust portfolio that spans directing, project leadership, technical supervision, and assistant direction, he has consistently delivered compelling and high-quality content. Known for a keen creative vision, technical acumen, and an innate ability to collaborate effectively, he has worked with some of the most recognised names in the Indian television space, including Zee TV, Sony TV, and &TV.

Directorial Experience

Demonstrating leadership and storytelling prowess, he directed acclaimed television series such as *Geet Dholi – Sufane Dee Thaap* and *Tera Rang Chadheya* for Zee Punjabi, along with *Patiala Babes* for Sony TV. His directorial touch has been instrumental in shaping successful narratives that resonate with diverse audiences.

Project Leadership and Production

As a Project Head, he played a pivotal role in reality shows and dramas like *LKR – Life Ka Recharge* for &TV. His management ensured smooth execution from conceptualisation to on-air delivery, emphasising creative quality and logistical precision.



Technical Direction

A specialist in technical direction, he brings a thorough understanding of production technologies, from multi-camera setups to post-production workflows. He has worked on various formats, including drama series, reality shows, documentaries, and feature films, consistently elevating the visual storytelling with precision and innovation. He contributed to the success of major projects, including the feature film *Mom* starring renowned Bollywood actors.

Second Unit/Associate Direction

In this capacity, he provided crucial support in storytelling and scene execution for various TV series and films, such as *Sadda Haq* and *Do Dil Ek Jaan*. His contributions were key to maintaining narrative continuity and visual consistency.

Academic and Analytical Foundation

With an academic background combining the arts and engineering, he brings both creative flair and analytical thinking to his work. This duality allows him to bridge the gap between imaginative storytelling and technical execution, making him a versatile asset across all stages of content creation.



Core Competencies

- Visionary Direction and Story Development
- End-to-End Production Management
- Technical Design and Operational Execution
- Cross-Functional Team Leadership
- Strategic Creative Planning
- Adaptability Across Genres and Platforms

Bharat Jha

Casting Director | Theatre Enthusiast | Actor



With an unwavering passion for storytelling and a strong foothold in the Indian entertainment industry, Bharat Jha is a seasoned actor, acclaimed casting director, and dedicated theatre enthusiast. Over the years, he has carved a niche through compelling performances and an instinctive eye for talent. He has acted in numerous films and web series, including **Ek Kori Prem Katha**, **Khakhee—The Bihar Chapter**, and many more.

Bharat's journey began on the stage, where his love for theatre took root. His deep involvement in theatre has not only refined his acting craft but also shaped his unique approach to casting, driven by authenticity and emotional depth. His commitment to character-driven narratives makes him a standout presence both in front of the camera and behind it.

With several films under his belt across genres and languages, Bharat has worked with prominent directors and rising stars alike, earning respect for his versatility and grounded performances. As a casting director, his keen sense for raw, undiscovered talent and nuanced roles has brought life to a wide range of screen projects. Bharat has worked as casting director for the films like **Kick**, **Mulk**, **Baaghi** etc.



Strengths:

- Deep understanding of character psychology
- Proven versatility in film and theatre acting
- Sharp instinct for discovering and nurturing acting talent
- Strong collaborative skills with directors, writers, and production teams

Known For:

- Bringing layered, emotionally rich characters to life
- Championing fresh, diverse voices in casting.
- Bridging the gap between mainstream cinema and independent theatre.

When not on set or in auditions, Bharat continues to be active in the theatre circuit, conducting workshops, mentoring emerging actors, and supporting grassroots storytelling initiatives.



Dinesh Prakash

Writer & Director – AV Content | Story Architect | Creative Strategist



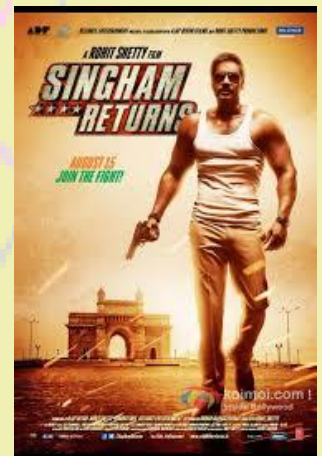
A seasoned **Writer and Director** specialising in **audio-visual storytelling**, Dinesh Prakash brings a powerful blend of **narrative intuition, brand sensibility, and cinematic craft**. With a background that spans television serials, digital campaigns, branded content, and feature film development, Dinesh is known for transforming concepts into **emotionally compelling and visually rich narratives**.

His work ranges from episodic fiction for television to creative direction for digital promos and AR-driven brand experiences. A strong collaborator and independent thinker, Dinesh has contributed as a writer to widely appreciated shows like *Man Mein Hai Vishwas*, *Akbar Birbal*, *Hausla Na Harenge Hum*, and *Jhootha Kahin Ka*, and served as a long-time writing associate to celebrated screenwriter **Yunus Sajawal**, known for blockbuster hits like *Singham* and *Chennai Express*.

Whether crafting a **feature script**, directing a **TVC**, or shaping **brand stories for digital platforms**, Dinesh blends narrative strength with strategic clarity, ensuring each project connects with its audience while staying true to its core idea.

Key Highlights

- **Writer & Consultant for Television Shows:** Developed popular episodic content across genres—from mythological and historical to slice-of-life dramas.
- **Screenwriter:** *Love Is Complicated* (feature film – in pre-production).
- **Senior Copywriter:** *Singham Returns* digital campaign (RSP Mumbai).
- **Creative Director:** Led content ideation and story development at *I Glass Media*.
- **Brand Integration & TVC Writer:** Scripted in-film branding spots and AR lines for *Tata Motors*, *Ceat Tyres*, and more.
- **Story Developer:** Collaborated with *Shree Ashtavinayak Cine Vision* on multiple narrative projects.



Strengths

- **Narrative Vision** – Ability to translate briefs into clear, compelling visual stories
- **Research-Based Writing** – Adds authenticity and depth to characters and plots
- **Brand-Friendly Creativity** – Blends emotion with message to suit promotional goals
- **Team-Driven Approach** – Experience leading and collaborating with creative units

Urmay Rathore

Writer | Creative Professional | Actor

Urmay Rathod, born as Pankaj Kumar Singh, began his journey in the performing arts at the age of 7. Throughout school and college, he was actively involved in theatre, debates, and dramatics, winning several accolades. He gained prominence for performing, writing, and directing plays, especially those based on Bhikhari Thakur's works. After moving to Delhi, he became a part of the active theatre scene at JNU, Delhi University, NSD, and Shriram Centre.



Professional Transition

Urmay holds an MBA in Finance and Marketing from IIPM (New Delhi) and completed a specialised management program at the London School of Economics under a student exchange initiative. He worked with various banks and insurance companies from 2008 to 2013, including ING Vysya, Axis Bank, and IDBI Federal Life Insurance. Despite his corporate career, he remained committed to theatre, eventually transitioning into the film and television industry full-time.

Work as a Writer

Urmay has written for a wide range of film, TV, and web series projects. His writing credits include *Ratanpura* (Canvas Creation), *Raghunath: An Untold Story* (CSSA Films), *Taav* (Ground Zero), *Zindagi Jhand Hai* (YouTube), *Tera Baap Mera Baap* (Big Magic), *Savdhaan India*, and anthology series like *Kashmakash* and *Ratri Ke Yatri* (Hangama Play). His content spans genres from political thrillers to comedy and crime.



Acting and Directional Work

As an actor, Urmay has appeared in the film *Dance Dosti Aur Ishqool* (MX Player/Hungama Play) in a negative lead role, and in *Tarana: The Black Story*, released by PVR. In addition to acting, he has contributed as Creative Director for *Bagalwali Jaan Mareli* (Zee Ganga) and worked as Assistant Director on *Darr Sabko Lagta Hai* (&TV).

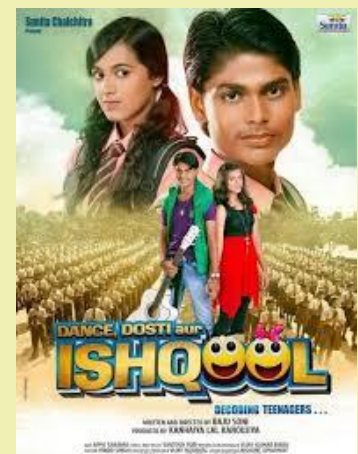


Other Media Contributions

Urmay has featured in advertisements for brands like Big Bazaar and Apna Ghar, and acted in a corporate film for ICICI Bank. He is fluent in Hindi, English, and several North Indian dialects including Bhojpuri, Maithili, Magadhi, and Awadhi, making him a dynamic performer across regional and mainstream content.

Current Endeavors

Now based in Mumbai, Urmay Rathod continues to explore diverse roles as a writer, actor, and creative collaborator, bringing stories to life across television, digital platforms, and cinema.



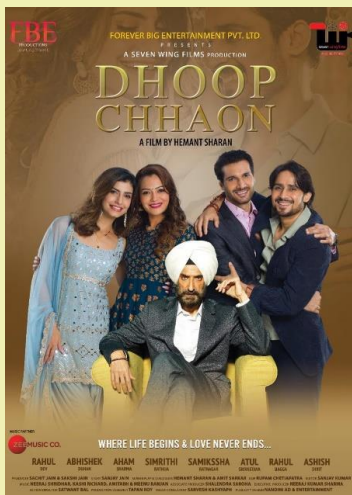
Kashinath Kashyap

Music Director and Lyricist

Kashi is a renowned music director with over 25 years of experience in the Indian music industry. Known for his deep expertise in Indian folk music, he has worked closely with the legendary duo Jatin-Lalit, contributing to iconic films like Dilwale Dulhania Le Jayenge, Kabhi Haan Kabhi Naa, Kuch Kuch Hota Hai, Sarfarosh, etc. He has also composed several hit songs in collaboration with guitarist Richard.



Kashi's versatility extends to lyric writing, where his poetic lyrics have enhanced the emotional depth of many songs across various films. His ability to blend traditional folk with contemporary music trends sets him apart, making his contributions stand out in the industry. Kashi is celebrated for his innovative compositions and his dedication to pushing creative boundaries, leaving a lasting impact on Indian cinema and music.



Professional Skill

- Knowledge of Indian folk and fusion to create new.
- Expertise in Music and sound arrangements
- Fully dedicated to work & responsibility.

OTHER INFORMATION

Language Proficiency: English, Hindi, Marathi

Master of Percussion Instruments



Ritesh Rajwada

Poet, Lyricist and Dialogue Writer



Ritesh Rajwada is a gifted writer, poet, and lyricist whose contributions have left an indelible mark on Indian cinema and literature. Hailing from Sultanpur, Uttar Pradesh, Ritesh is celebrated for his evocative poetry and compelling storytelling. His journey from a small town to national recognition is a testament to his immense talent and unwavering dedication.

Ritesh's literary journey is adorned with remarkable achievements. He is a regular participant in prestigious poetry events and Mushairas, captivating audiences with his eloquence and depth. A skilled orator, he is frequently invited to forums and platforms to speak on social and cultural issues, where his words resonate with intellect and passion. His reputation as a poet of extraordinary caliber has earned him invitations to numerous esteemed stages, including three appearances at Sahitya Aaj Tak, the renowned literary festival organised by Aaj Tak.

In one of his most celebrated milestones, Ritesh launched his debut collection of poems and nazms, *Ishq Bagawat*, from the illustrious stage of Sahitya Aaj Tak. This anthology is published by Hind Yugm Publishers as a kaleidoscope of emotions, weaving together tender love and revolutionary ideas. The book has garnered widespread acclaim for its ability to touch hearts and inspire minds.



Ritesh's contributions to the world of music and film further showcase his versatility. His lyrical prowess is evident in the soulful songs *Sathiya* and *Mere Lalna* from the critically acclaimed film *Major*. In 2024, he penned the Hindi dialogues and songs for the film *Razakar*, adding depth and authenticity to its narrative. His talent extends to the web series domain, where he wrote the Hindi dialogues for Netflix Originals' *Baahubali: Before the Beginning* and *Parampara*, earning praise for his ability to bring characters and stories to life.

Among his other notable accomplishments is the anthem song for the Uttar Pradesh Police, a powerful and stirring composition that has become a hallmark of every official function of the UP Police. This anthem gained such prominence that it was even featured as a question in the UPSC examinations under current affairs, reflecting its cultural and social impact.

Through his art, Ritesh Rajwada continues to inspire, provoke thought, and evoke profound emotions. Whether through the verses of his poetry, the lyrics of his songs, or the dialogues of his films, his work embodies a rare blend of creativity and authenticity. With his unique voice and visionary approach, Ritesh is not just a creator but a luminary in the realms of literature and entertainment.

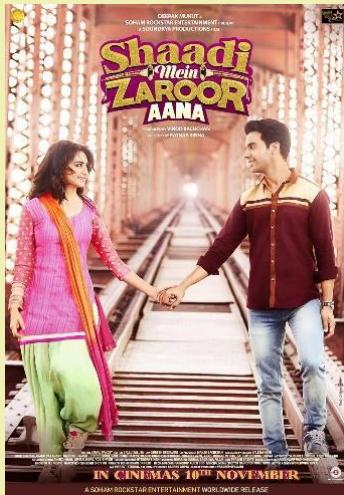


Amit Singh Creative Director & Cinematographer

An experienced Creative Director and Cinematographer with a deep understanding of stage direction and visual storytelling, he has had a diverse and enriching journey in the film and commercial industry. He directed the stage for BAPS's 100th Anniversary Celebration, a remarkable experience highlighting his expertise. Additionally, he has designed and shot numerous films and commercial ads, refining his visual creativity and storytelling skills. He has been mentored by Suresh Beeswani, known for *Shadi Mein Zaroor Aana*, *Rocky Mental*, and *Direct Ishq*.



He consistently explores new and innovative ideas, translating clients' visions into visually compelling and engaging formats. He aims to add a unique and memorable touch to every project, providing audiences with impactful and meaningful experiences.



Detail-oriented and committed to client satisfaction, he eagerly seeks new challenges and creative opportunities and aims to elevate his expertise. Amit has done a lot of work as an associate and second unit DOP in many films like *Rocky Mental*, *Shaadi Mein Zaroor Aana*, *Chicken Curry Law*, and *Kissebaaz*.



His independent work is also remarkable, with *Andolan ki Shuruaat*—Marathi Film, the TV Serial *Radha Krishna* on Disney/ Hotstar, *Kite: the Messenger*, a short film that has been officially selected in various international film festivals, etc. He has innovatively shot Ads like Amul Moti milk and Panchamrit Ghee.

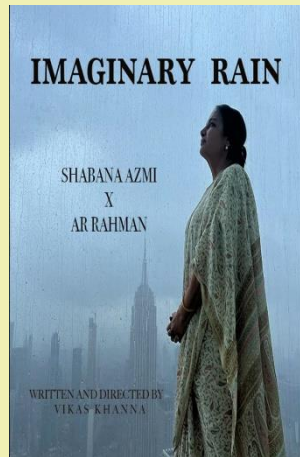
He had also shown his creative skills in the movie *Most Common Budbak* and *Acting Ka Bhoot* as Creative Director.



Vinay Pandey

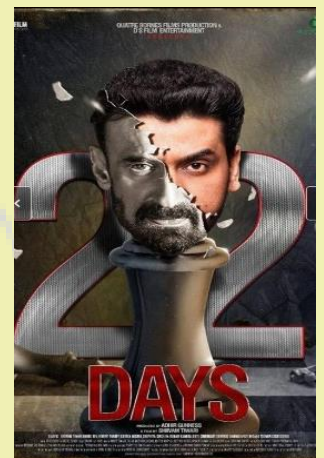
Senior Editor and Post Production Head

Vinay Pandey is an expert Senior Video Editor with over 20 years of experience in films, television, and music production. His career is distinguished by collaborations with notable channels such as **Travel XP**, **Music India**, and **Sangeet Marathi**, where he showcased his meticulous approach to video and audio editing. Known for his ability to manage multiple projects simultaneously, Vinay brings creative flair and technical precision to his work, setting a high standard in every production environment.

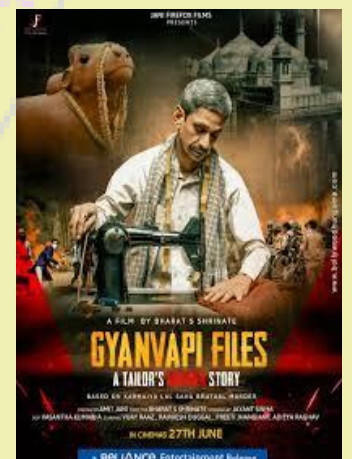


In addition to his television work, Vinay has made a significant impact as a Freelance Editor and Post Producer, contributing to numerous Hindi and Punjabi feature films. His role in these projects involves overseeing the entire post-production process, ensuring each film reaches its final polished form with detailed attention to visual and auditory elements. His freelance work has broadened his skill set and solidified his reputation as a reliable and innovative editor in the industry.

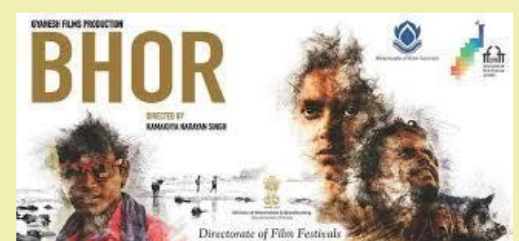
he demonstrated his ability to blend visuals and sound seamlessly, crafting dynamic promos that capture audiences' attention. His skills in visualising production scripts and creating engaging content have proven invaluable in producing high-quality promos that resonate with viewers.



As a Senior Editor at **MEDIA WORLDWIDE PVT. LTD.**, Vinay took on the challenge of editing promos, special episodes, and reality shows. This role highlighted his versatility and adaptability, as he successfully managed various projects with consistency and dedication. His extensive knowledge of industry-standard software such as Final Cut Pro, Avid, Adobe Premiere Pro, and Soundtrack Pro, along with technical tools like Vector Scope, Waveform Monitor, and Audio Mixer, enables him to deliver top-notch quality control.



Vinay's profound understanding of video and audio editing, creative vision, and technical expertise made him a sought-after editor in the industry. His proficiency in error correction, storytelling, and program development reflects his dedication to the craft, earning him recognition and respect across various production environments.



Ashutosh Pandey

VFX Creative Head & Director ASY Films (VFX & Post Production Studio)

Ashutosh Pandey is a distinguished name in the VFX industry, known for his impressive expertise and groundbreaking work in cinematic visual effects. Beginning his career as a VFX artist in 2010, Ashutosh quickly developed a strong technical foundation, honing skills in digital compositing, 3D modelling, and motion capture. His entrepreneurial journey took shape in 2018 with the founding of AA VFX Studio and Reflection Pictures, through which he has introduced innovative approaches to storytelling, blending creative artistry with state-of-the-art technology.



Over the years, Ashutosh has contributed to various acclaimed films, including **Kill**, **Drishyam 2**, **Bad Cop**, **Gumraah**, **Siya**, **Love Hostel**, **Antim**, **PS-1**, **Apurva**, and **Jamtara**. Each project highlights his unique approach to visual effects, whether enhancing suspense in **Drishyam 2** or delivering high-energy sequences in **Kill**. Known for his meticulous attention to detail, Ashutosh ensures that every frame resonates with the narrative, integrating visual effects seamlessly into storytelling.



Ashutosh's technical prowess is corroborated by his commitment to innovation, continuously adopting new tools and techniques to push creative boundaries. His leadership at **AA VFX Studio** has made him a respected figure in the industry, recognised for his artistic vision and ability to lead teams in producing compelling, immersive visuals. His work continues to redefine standards in visual effects, leaving a lasting impact on modern cinema.

With his vast experience and being a key member in establishing the AA VFX Studio, he embarked on his entrepreneurial journey with ASY films, further expanding his footprint in the industry. His career trajectory reflects his artistic talent, entrepreneurial spirit, and dedication to advancing the VFX field. The latest works of ASY films under his leadership are **PS-1 & 2**, **kathal**, **Pushpa 2**, **Ghuspathiya**, **Crazy** and so on.



Jai Hind

*With Warm
Regards*



The Team
Mermaid Studio