

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.