

ANADII CHATURVEDI

ENTREPRENEUR. FILMMAKER. WRITER.

CO-FOUNDER & DIRECTOR
ARC MOTION PICTURES &
TALKY TAILS



ARC MOTION PICTURES



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Filmmaking is the ultimate team sport

-Michael Keaton



PORTFOLIO

2007-PRESENT

[ANADII CHATURVEDI IMDB PAGE](#)



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INTRODUCTION

Anadii Chaturvedi was born in the Industrial city of Kanpur, Uttar Pradesh. He is a Media Management alumnus of 'International School of Business and Media' Pune. He had been associated with brands like Star Plus as Promo- Director for 6years . Post that he had started his own production House and done a lot of Ad films , Promotional campaigns and shorts for brands like ICICI Bank, ICICI Lombard , L&T Infra, Star Plus , Google , Star Sports , Eros Now, Calamus E- Bikes, Bharti AXA Life, Aamir Khan's Satymev Jayte etc. to name a few. He had also bagged Promax Gold Award in 2013 for best marketing campaign in Promax-Bda Awards. He is also been declared "The Iconic Director Of the year 2021" in the prestigious MID-DAY International ShowBiz Awards, Dubai(UAE)



INTRODUCTION

With more than 15 years of unique breadth of experience in the media and with 100+ Commercials & Promos direction, Production & hands on management of On Air Promotions, Ad Filmmaking & writing helped him in achieving entrepreneurial success. “Chhatrasal”, a Magnum Opus web series is now streaming on MXPLAYER, is his maiden long Form attempt both as director and producer. “Chhatrasal” was also nominated for Filmfare OTT Awards 2021. His vision is to launch and build brands in the entertainment space for all platforms, making unique and relevant content available across different audiences.



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AWARDS & ACCREDITATION



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***International Showbiz Awards
Dubai Edition
Iconic Director Of The Year 2021***



Felicitated By Mr. Vivek Oberoi



promaxbda ASIA AWARDS

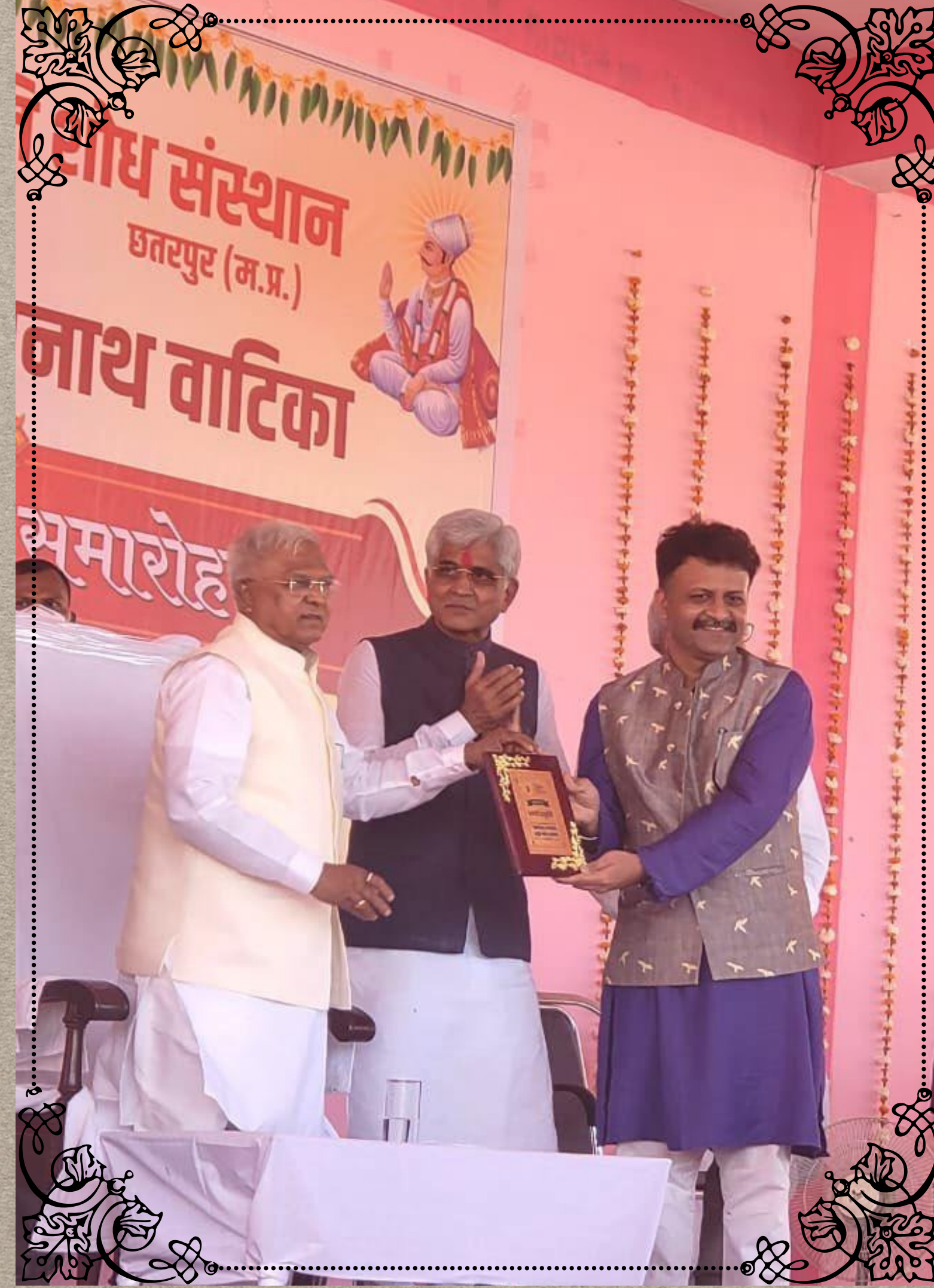
BEST MARKETING CAMPAIGN-GOLD



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MADHYA PRADESH SAHITYA AWARD

AWARDED BY THE
GOVERNOR OF MADHYA
PRADESH FOR THE GRAND
SUCCESS OF WEB SERIES
'CHHATRASAL'





Anadi Chaturvedi

Chhatrasal has changed the viewing experience of a web-series

RUPAL S

FILMMAKER Anadi Chaturvedi has come a long way. From making commercials and promos of television shows, to directing Chhatrasal, Chaturvedi has an interesting journey. Chhatrasal, which was released in July on MX Player, has been one of the most watched web-series and has been a hit with the family audience.

In this interview, Chaturvedi talks about the positive response to the show, why they wanted to make a show which could be seen by all age groups, how he dealt with the pandemic and his journey from Kanpur to Mumbai. Excerpts

Chhatrasal has received a stupendous response. Did you expect it?

I would lie if I say that we were expecting such a great response. The biggest USP of the show is that this has got the entire family together. Chhatrasal has changed the viewing experience of a web-series. The credit also goes to MX Player which has such a wide reach in India as well many other countries. I have got a lot of positive feedback, but to be honest, I don't know how big it is because it is still growing. I would like to thank my entire cast and crew especially

Ashutosh Rana from whom I learnt so much. People will remember him as Aurangzeb for many years. Neena Gupta who is a powerhouse of a talent. It was really fun shooting with her and she is a great human being. Even Jitin Gulati and Vaibhavi Shandilya who have been fantastic.

How did Chhatrasal happen?

The seed of Chhatrasal was sowed by Manu Patel, who is also the producer of the web series. He was searching for a reliable director and he approached me. We immediately struck a chord and we started working on the project. For me, the show became even more important during the research. I am from Kanpur which is close to Bundelkhand, where the story is based and I was aware of Chhatrasal. But we got to the finer details when we went to Panna (Madhya Pradesh). We realised how huge this personality was. We became more cautious and careful because we came to know how stalwart his personality was. It changed the entire approach. Our show has 20 episodes, which is probably the first. The show is long because there were a lot of details that we didn't want to miss out on.

How did the pandemic affect

the show?

The delay had a positive effect. It gave us time to fine tune the show. I got time to edit the show in a better way. Apart from that, it allowed us time in VFX. We had finished the entire shooting before the pandemic began last year, except for Neena Gupta's portion. We shot those after the government allowed them to begin shooting in September last year. The other positive thing that happened was the boom of OTT. With theaters being shut, the audience has been consuming content on streaming platforms.

How has been your association with Manu Patel?

He is not a producer. He has always been an inspiration. You will always see him smiling. Whenever I needed something, it was available without asking any questions. Yes, we would have our own arguments, but it was always constructive. He has been a huge support and a strong backbone. I don't think we could have completed the show without his guidance. It gave me a lot of strength to pull this show.

Your wife, Rachell Ambrose is also a part of the show as a creative producer.

She has been throughout with me and has also tolerated all my tantrums (Laughs), and has been the creative director on the show. There are certain things that are not under your control and that is time you need a huge support system and Rachell has always been there by my side.

Did you always wanted to become a filmmaker?

I belong to Kanpur where there isn't much exposure towards cinema. But I always had an inclination to it. After completing my graduation, enrolled myself in a media institute in Pune and did my post graduation and later did my internship with filmmaker Ram Madhvani. Later I went on to work with Star Plus where I was making promos for many prominent shows including Satyamave Jayate, Bidaai. I then decided to go independent. In early 2013, I floated my own production house and I was shooting many television commercials.

What are your future projects?

Rachell and I are working on a film titled Jhelum Talkies. It is a issue based film set in Kashmir. Apart from that we are also making a comedy drama which will be based out of my hometown Kanpur.

My idea is to keep entertaining the family audience : Anadii Chaturvedi

After the runaway success of his web-series Chhatrasal, director Anadii Chaturvedi reveals his future plans and how he wants to make quality content and meaningful cinema



Anadii Chaturvedi Felicitated for Iconic Director of the year

A show which was seen by the kids as well as adults and I feel "I don't have any godfather in it is my duty to make a show the industry nor does my family irrespective of any genre which belong to the industry so when can be watched by the entire you get an award for your work, family together. My idea is to it is an amazing feeling," says keep entertaining the family filmmaker Anadii Chaturvedi audience."

who is basking in the success of The filmmaker has already his latest show Chhatrasal, which started working on his next and was released in July on MX is currently in Kashmir for a Player. The historical show based reece, "We are doing a film which on the real life hero, has been is based out of the valley. It is one of the most watched web-going to be a hard-hitting film. It series and has been a hit with the is a story of two kids who are best family audience.friends and how their friendships Chaturvedi was recently lead to change in the society. We awarded the Iconic Director Of are planning to start shooting the The Year award at the mid-day film in a couple of months. We International Showbiz Icons. are also working on the prequel Talking about it he adds, "Every of Chhatrasal, which is going award is really motivating and it to be a story of Lord Prannath, just encourages us to do better whom Chhatrasal followed. We than last time. What made it have started writing the story. even more special was that we We are also working on another received the award from Vivek web-series. I am also working Oberoi who is one of the finest on a comedy-drama which is set actors in the industry. The idea in Kanpur which we will begin is to do good work in the future shooting in summer 2022.

and keep getting more rewards."Along with his wife Rachell The success of Chhatrasal has Ambrose who was also the become a benchmark for the creative producer on Chhatrasal, filmmaker and he just wants Chaturvedi has launched his own to be better at his craft in the production house ARC Motion future, "I have always been Pictures, "We are producing all taught that you are your own our future projects under this competition. Of course the idea banner. There is a lot of work is to do something better and which is happening and both bigger than your past work. I Rachel and I are really excited. don't feel intimidated by the We want to expand and come success of the show. In fact, it up with quality content and has just inspired me because the meaningful cinema, something audience has shown a lot of love that is entertaining and yet at to show and I am really obliged the same time gives out a good to all of them. Chhatrasal was message to the audience."

शो की सक्सेस से बहुत खुश हैं अनादि और रेचल

उत्तर प्रदेश के कानपुर में जन्मे छत्रसाल सीरीज के डायरेक्टर अनादि चतुर्वेदी और जबलपुर से आने वाली इसकी क्रिएटिव प्रोड्यूसर रेचल ऐम्ब्रोज भी इसकी सक्सेस से बहुत खुश हैं. उनका कहना है, 'दर्शकों से जो प्यार और प्रशंसा मिली है, उससे शो पर की गई हमारी मेहनत सफल हुई.' अनादि ने बताया कि वह प्रोड्यूसर मनु पटेल को अपनी इंस्पिरेशन मानते हैं और उनके साथ भविष्य में भी कई प्रेरणादायी प्रोजेक्ट्स पर काम करने वाले हैं. अनादि और रेचल के अपकमिंग प्रोजेक्ट्स में कश्मीर पर बनी फिल्म *झेलम टाकीज* और कानपुर पर बेस्ड एक कॉमेडी ड्रामा शामिल है.



अमरउजाला

जोश! सच का!



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ADGULLY INTERVIEW

[https://www.adgully.com/
offbeat-anadi-chaturvedi-
thriving-on-old-songs-long-
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Offbeat: Anadi Chaturvedi - Thriving on old songs, long drives and change

ADVERTISING

MINUTES TO
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DEC 07, 2018

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News in the domain of
Advertising,
Marketing, Media and
Business of
Entertainment



Adgully's special feature section – 'Offbeat' – seeks to give a peek into the lesser known facets of our very well-known industry leaders. We present, in the industry leaders' own words, an interesting read on areas that are

RELATED ITEMS

OFFBEAT



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Interview On India's biggest News Portal "LallanTop"

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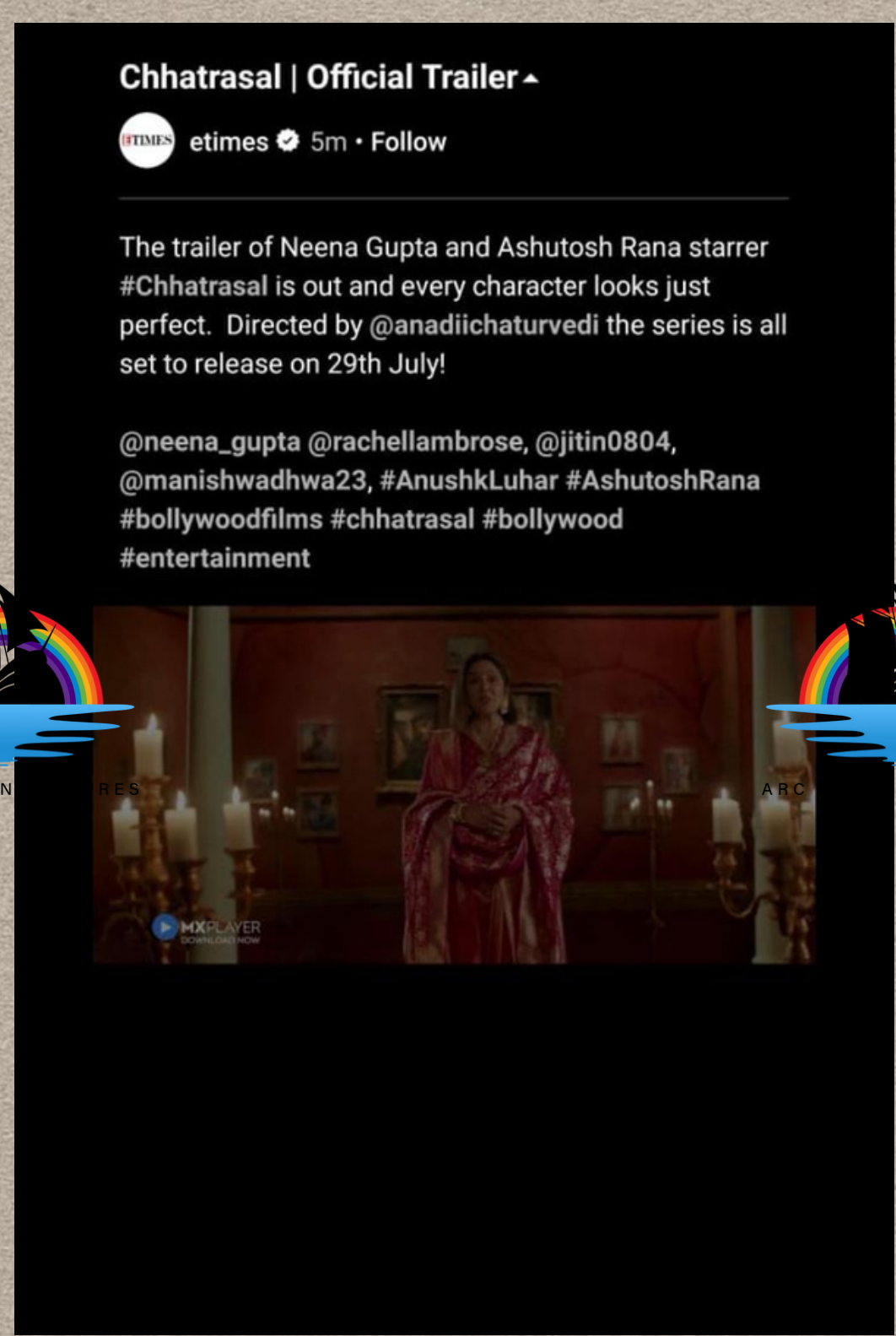
महाराजा छत्रसाल की साहसी कहानी आशुतोष राणा की ज़ुबानी सुनिए



वेब सीरीज़ रिव्यू : छत्रसाल



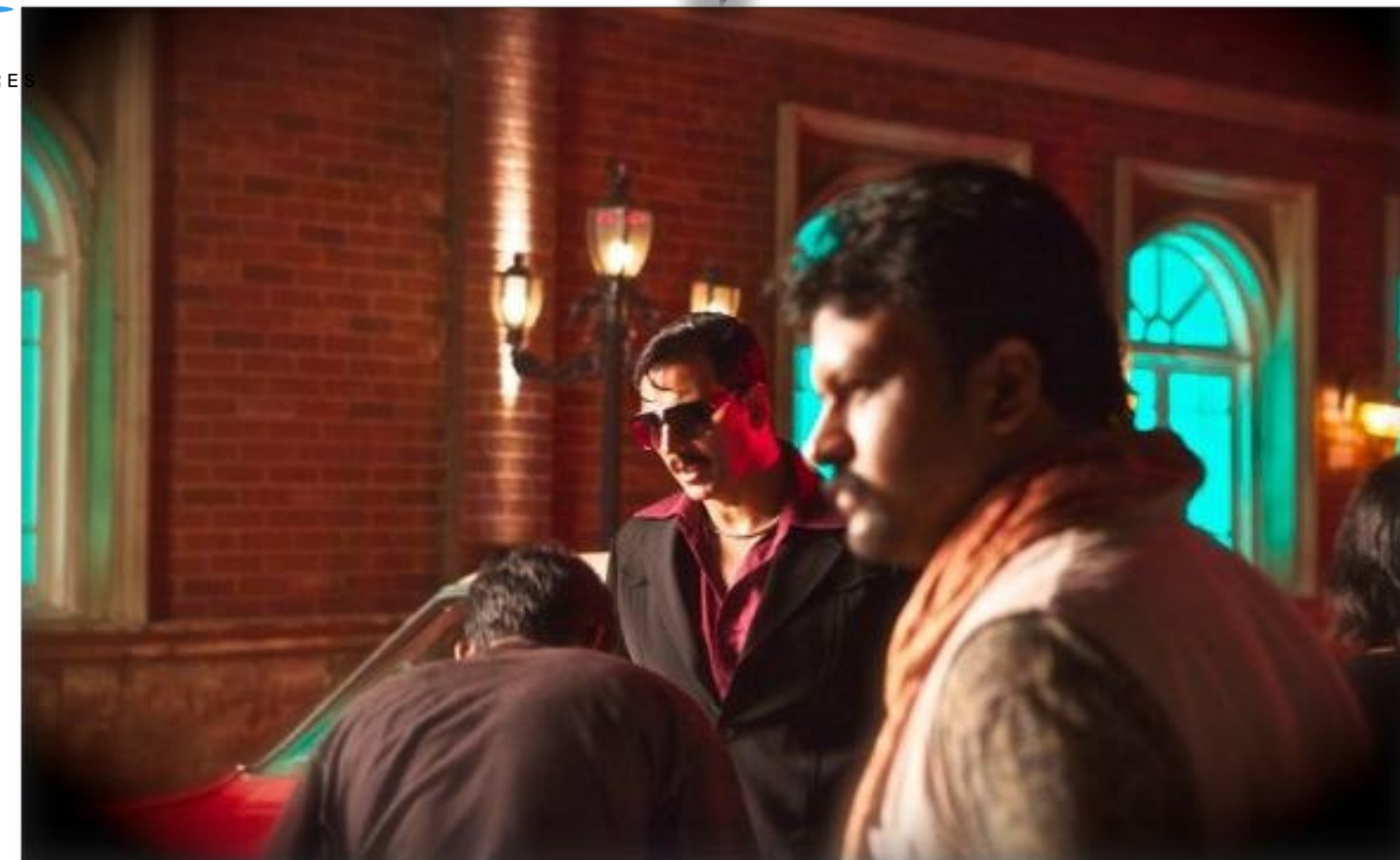
[Link Of The Video](#)



Viral Bollywood @viralbollywood
The much awaited trailer of [#Chhatrasal](#) has finally dropped and it shows a lot of promise. The show is directed and co-produced by [@anadiichaturve1](#) and the creative producer for the show is his better half [@rachelambrose](#) [@resonancedigi](#) bit.ly/Chhatrasal_Tra...



WORK STILLS



WORK STILLS

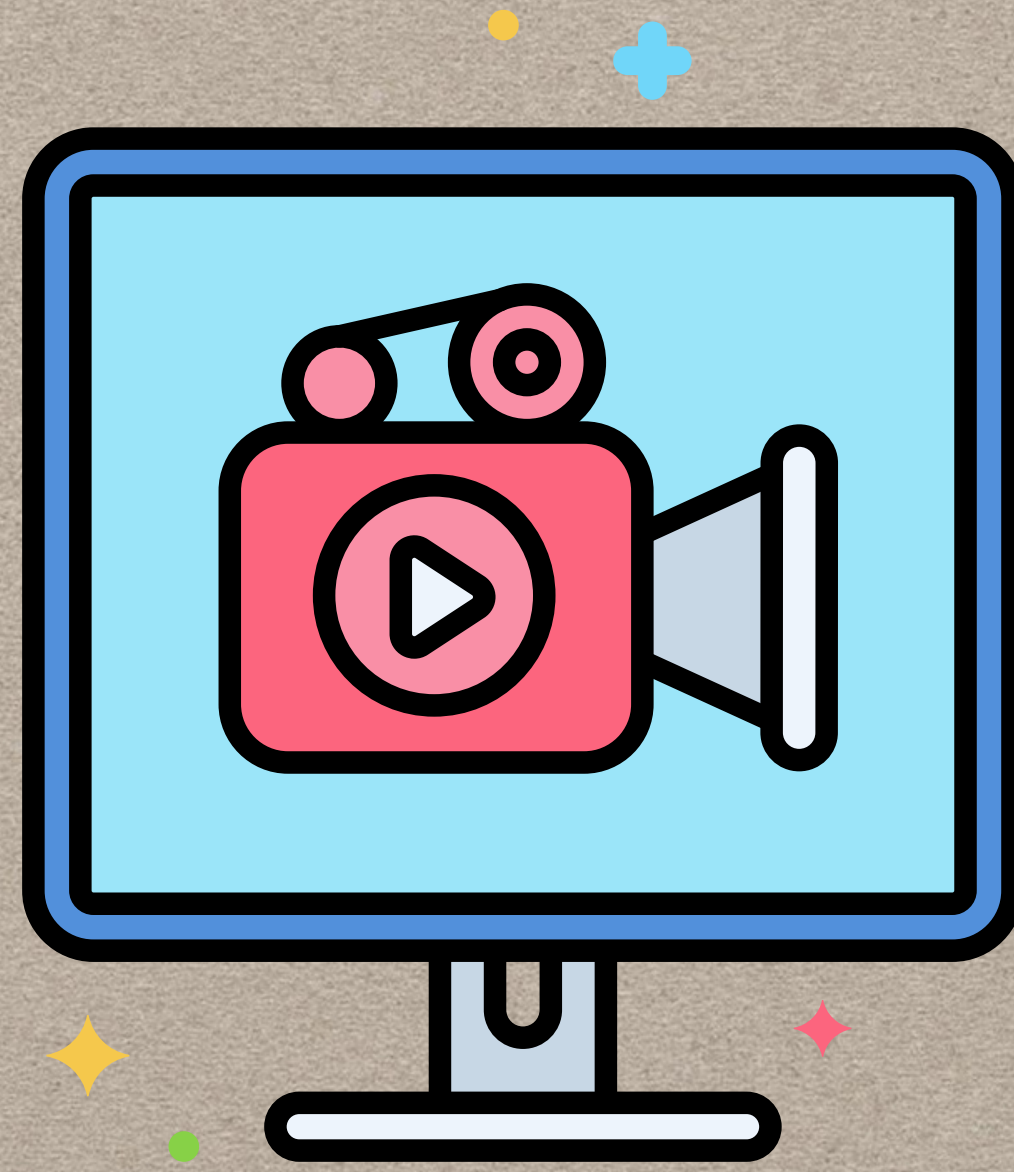


WORK STILLS



WORK STILLS





WEB SERIES



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[Link - Official Teaser](#)

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विमल
PRESENTS

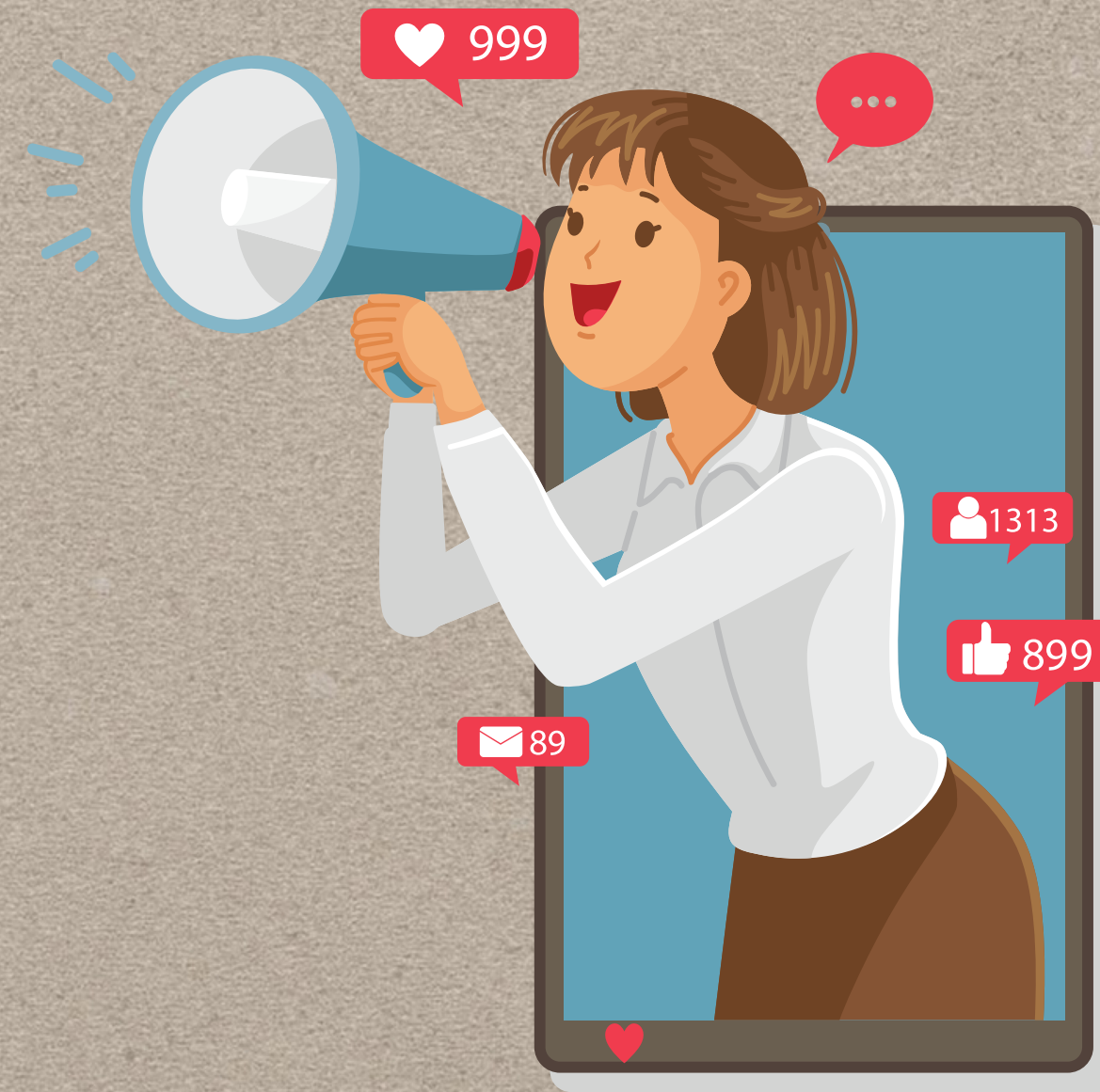
CHHATRASAL

DIRECTED BY:
ANADI CHATURVEDI

Co-Powered By
CRAX
Curls

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MXPLAYER
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COMMERCIALS



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ICICI LOMBARD

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TWO WHEELER INSURANCE ADVERT



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FOUR WHEELER INSURANCE ADVERT



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HAPPY WALE WAADE



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EAGLE CLUB FILM



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STPI (SOFTWARE TECHNOLOGY PARKS OF INDIA) **ADFILM**

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MINISTRY OF INFORMATION & TECHNOLOGY



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BRAND FILM



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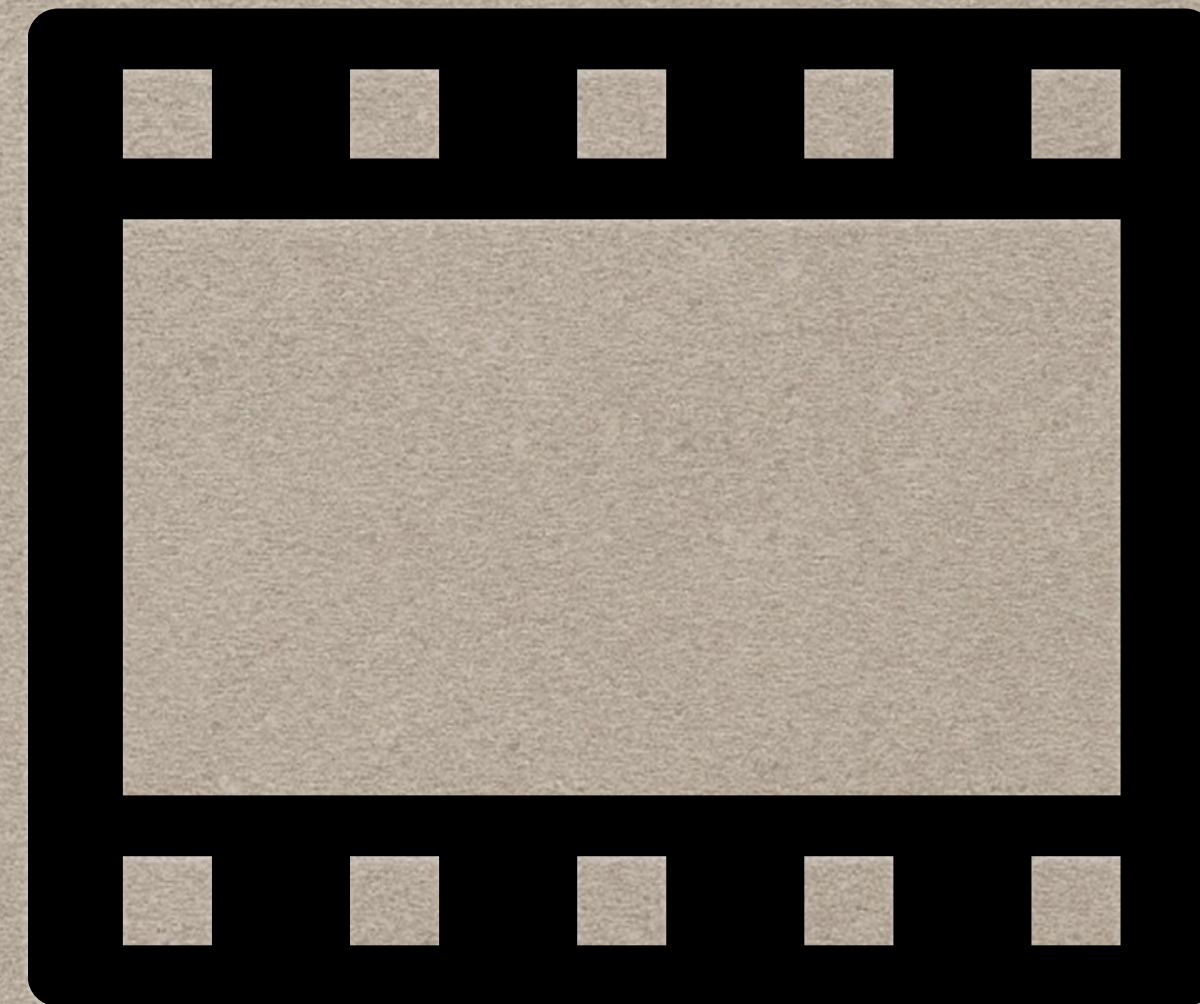
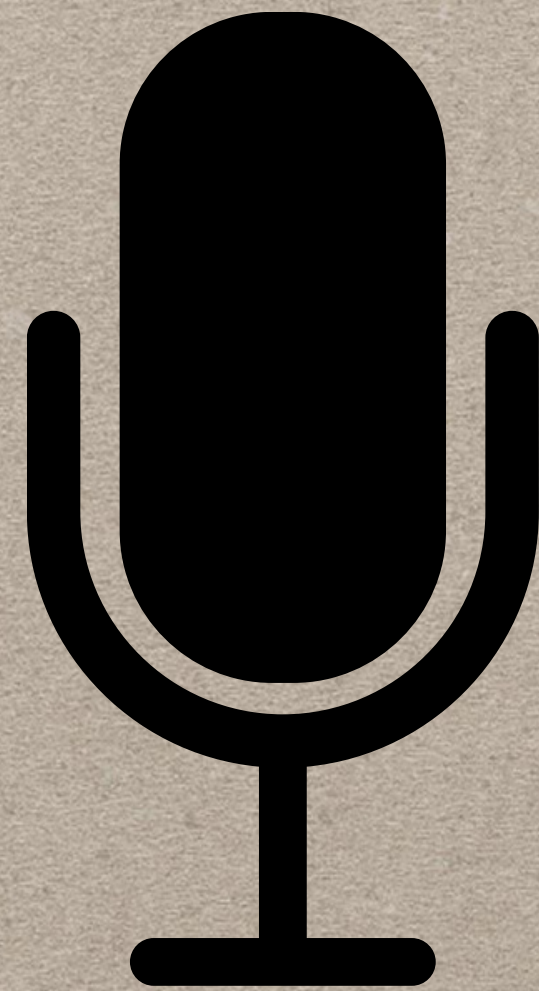
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PRODUCT FILM



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MUSIC VIDEOS



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GUM ON(ITC) CHEWING GUM

MUSIC VIDEO





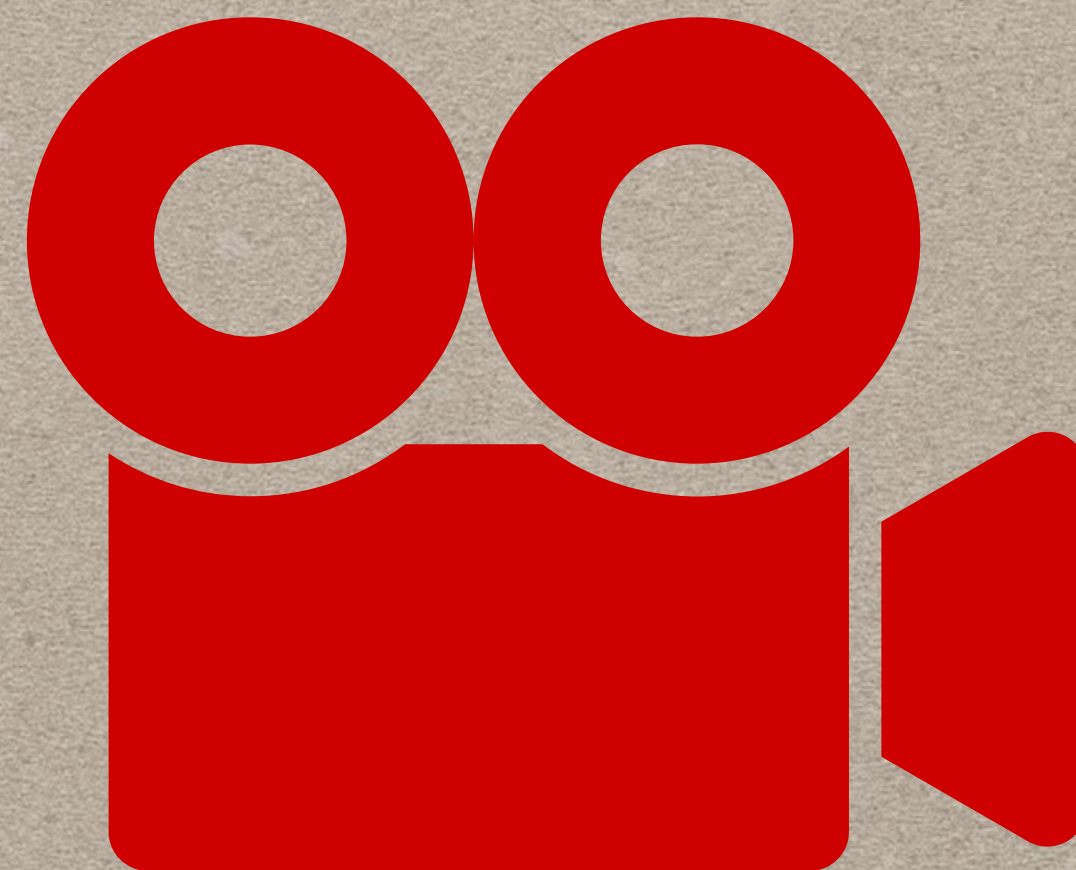
THANK YOU SACHIN(1Mn+Views)

OFFICIAL RETIREMENT VIDEO FOR SACHIN TENDULKAR
BY GOOGLE INDIA



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TV PROMOTIONS



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SATYAMEV JAYTE WITH AAMIR KHAN

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SEASON ONE -LAUNCH CAMPAIGN



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YO YO HONEY SINGH PROMOTINAL VIDEO

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LAUNCH CAMPAIGN



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Vidya Balan Promotional Video

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New Show Launch



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INDIA'S DANCING SUPERSTARS FEAT. GOVINDA
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STAR CRICKET HINDI LAUNCH



KAPIL DEV PROMO



SIDDHU PROMO



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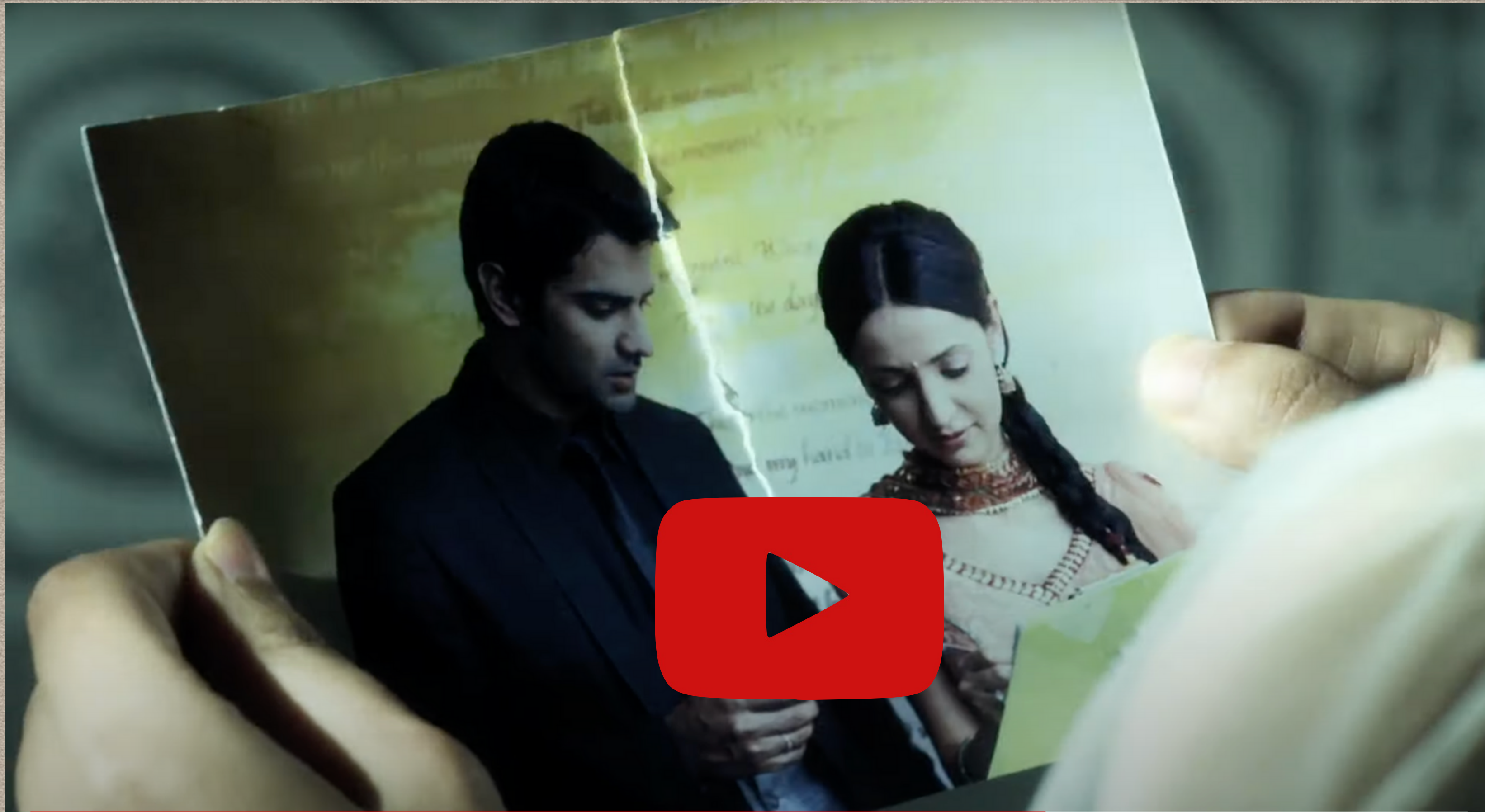
SACHIN LAST SERIES

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SACHIN PROMOS(STAR SPORTS)



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ISS PYAR KO KYA NAAM DOON

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LAUNCH CAMPAIGN (STAR PLUS)



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LAUNCH CAMPAIGN FOR STAR PLUS



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CHAND CHUPA BADAL MEIN

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USE OF MOTION CONTROL FIRST TIME IN TV



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SURVIVER INDIA PROMOS

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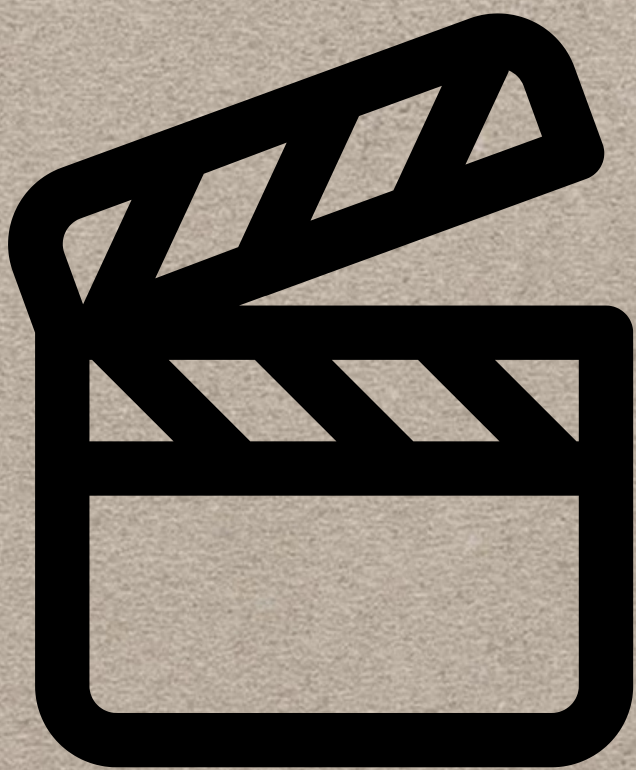
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SHORT FILM



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erosnow

MOVIES - TV - ^{NEW} MUSIC - QUICKIE - ORIGINALS - STARS



Let's Start

Exclusive - Ek Azaadi Aisi Bhi

A veil weighs too much, but does it signify the identity of a woman? In a patriarchal setting, a bride defies all the norms, but will things change for better or for worse?

PLAY



Ek Azaadi Aisi Bhi

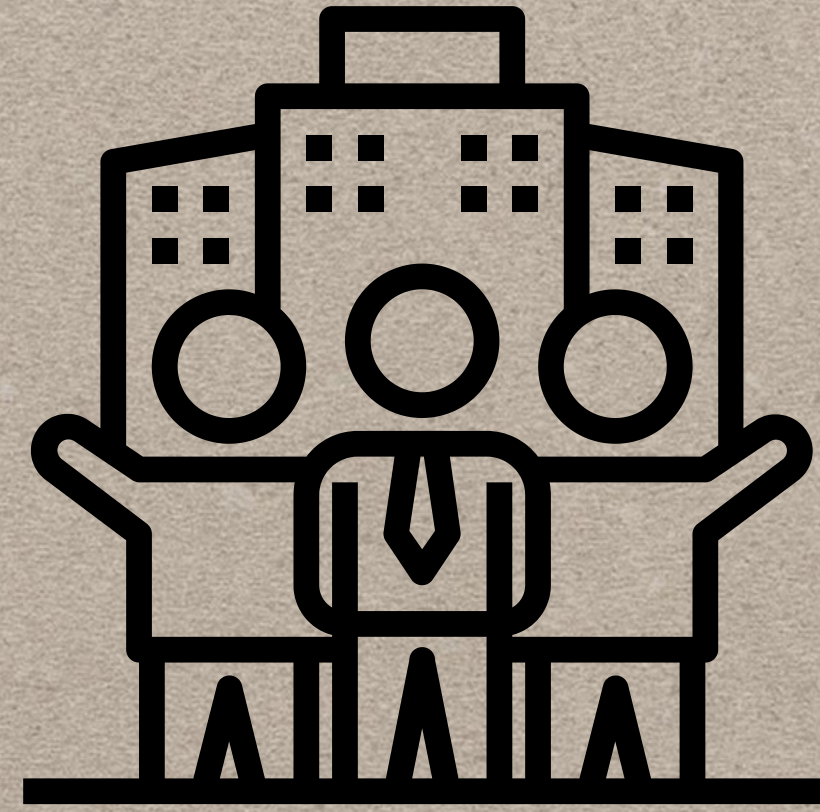
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SHORT FILM (EROS NOW)



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CORPORATE FILMS



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LET'S CREATE SOME GOOD FILMS



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