



Kedar

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1990:: High School

1995:: B.E (Civil Engineering)

1999:: Certification in Psychology

2002:: PGBMS

1992-1998:: Theatre, Dancing, script writing, Editing, Advertising & Semi-Professional Cricket

1999-2004:: CONSULTANT, Public Relations, Creative services, Ad film maker, Executive Production, MD - Estro at Work, Active Pool Sport Player

2004-present:: Executive Production for feature film producers, Feature Films, Film PR, Creative Consultancy for TV programs, Direction for Corporate Films and Ad Films, Training for Educational Institutes, Corporate Business houses- inland and overseas,

Creative Consultant, Film Maker, Trainer & Sportsman

Dream...and everything will become a reality!

If you really want things done to the core, then I am your man.

As a child, I was always inclined to performing arts and theatre and pursued my hobbies as a theatre actor and a production executive. I also worked in other departments in the theatre and film industry like editing, photography and production.

Qualified in Engineering, Business Studies and Psychology and with over 7 years of I experience in one of the largest public relations company in India. This is where I learnt the intricacies of marketing communications and PR for corporate groups and the films fraternity. Some projects that I handled PR for are reputed organisations like Lokhandwala Builders, Sheetal Design Studio, Idea Cellular, House of baccarose, Badarinath Kedarnath Temples Committee, film celebrities and film production houses. The most prominent of them all are the most celebrated 'A Band of Boys', the first boy band of India.

I have been a creative director and an executive producer and have done music videos, corporate films, feature films and extended production support for production companies in the US, Canada, Malaysia, Bangkok & Kenya. As a creative consultant, my works have also been projects for organisations, non profit organisations in Kenya & South Sudan and have also been conducting training seminars for graduates, post graduates and a few corporate organisations in the fields of media, employability and leadership skills.

My hobbies are movies, music and snooker. I was a quarter-finalist at the national 9 ball championships in 2005 and have been playing the mumbai snooker league since 2002. I have always been a cricketer, and have been actively organising cricket tours for teams to Australia, New Zealand, Malaysia and Kenya.

>> CLIENT LIST

PR & Brand Building

Lokhandwala Infrastructure,
Mumbai, India.

[Http://www.lokhandwalainfrastructure.com](http://www.lokhandwalainfrastructure.com)

>company profiling. Project brand building, profiling of company and MD

Written and directed the Corporate film for marketing communications

Sheetal Design Studio.,
Mumbai, India.

>Company profiling, brand launches, fashion celebrity PR

>Launch of SDS Sheetal design studio, profiling of fashion designers Manish Malhotra,

>Hemant Trivedi's ensembles for Mrs. World Aditi Gowitrikar, Miss Universe Priyanka Chopra & Miss Asia Pacific Diya Mirza
Sheetal Mohabbat Show

Rhydhun:

Launch of the album

Media management for Taufiq Qureshi, Zakir Hussain & Ranjit Barot

>Pre-launch media relations, Launch and post launch.

Grasim Mr. India

Show & Post Show PR and media relations

Ford Supermodel 2002

Pre-show, Show & Post PR

House of Bacarrose

Brand Launches

Clarins Skin Care

Shiseido - No. 1 Japanese Skin Care Brand

Chrome Azzaro Premium Perfume Brand

Ferrari Premium Perfume Brand

Cross Pens

All India Launch & PR

A Band of Boys

Ideating and Conceptualization of India's first boy band

Profiling and character building

Styling and stage-crafting

Marketing and PR on an all India level

Media Relations and consultancy

Management of shows

Films

PR & Media Relations

Aks

Kabhi Khushi Kabhi Gham

Bollywood Calling

Profiling of Cinematographer Kiran Deohans

Executive Production

Inspector Khatri

Ministry of Moving Images, Mumbai, India

Game Plot

Sound Productions Inc.
Kuala Lumpur, Malaysia

Ecstasy

Amadeus Films

Kenya & South Africa

Corporate Ad Films

Axel Group, India

Amtec Computers, India

Logix Solutions, India

Engine Consultants, India

Parafina Media, Mauritius

Wideworld Travels & Tours, Nairobi, Kenya

Sunflower Camp, Juba, South Sudan

Music Videos

Dance Party, Sony Music

Once in a lifetime, BMG

Castle Rock, promotional videos

O Meri Maina, ORIA Productions

>> CLIENT TESTIMONIALS

"Our communication and branding is taken care of as we want it to be. Kedar has not only been taking care of it but also has added good value to our company"

Mr. Moiz Lokhandwala
Lokhandwala Infrastructure Pvt. Ltd., Mumbai, India.

"I am very pleased with the result. I couldn't have asked for anything better. Kedar has been very creative and responsive to what the job was. We had no idea what to do and he made it look so easy and perfect. I guess professionals are professionals after all."

Anthony Barias
Wideworld Travels & Tours, Nairobi, Kenya

"Shooting in a country of which you know nothing can be a challenging task. But Estro at Work has a great sense of working. Kedar and his team were not just responsive to our requests but also creative and innovative in their approach. Finally we got a good production design and support from Kedar. We will definitely plan projects together in the future."

Emilia Janstein
Director,
Amadeus Films

"I would have only asked for more and more, Kedar. You did a fantastic job for us. All the very best and we will work again."

Steve Rider
Sound Productions
Brisbane, Australia