



# ★ BRAND ★ BOLLYWOOD

THE WORLD'S LOVE AFFAIR WITH BOLLYWOOD

a FILMS & CASTING TEMPLE PRODUCTION OF A FEATURE DOCUMENTARY BY ANUPAM SHARMA  
GRAPHICS BY NIK SHOBHA GOHAIN BRAND DESIGNER DEREK ALLAN SENIOR ONLINE EDITOR & ROB SARROFF POST PRODUCTION SUPERVISOR ZIGZAG POST EDITOR KARIN STEININGER ASSESSOR BURKHARD DALLWITZ BRETT APLIN DMITRI GOLOVKO  
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DR. SHAILJA TEWARI PRITESH RANIGA KARTIK MOHANDAS ANUYA CHAUHAN KUDECHA RITESH KUDECHA BHARATH BHOOLA MANISH SUNDERJEE CO-PRODUCERS CLAIRE HAYWOOD DEEPTI SACHDEVA WRITER DIRECTOR AND PRODUCER ANUPAM SHARMA

THE PRODUCERS ACKNOWLEDGE THE SUPPORT OF THE AUSTRALIAN GOVERNMENT THROUGH THE PRODUCER OFFSET AND SCREEN AUSTRALIA



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# Brand Bollywood

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## ABOUT

Brand Bollywood

## LOGLINE

Spanning from 1897 to 2023, Brand Bollywood is the story of the 'Bollywoodisation' and globalisation of Indian popular cinema. Delve beneath the colorful exterior of Hollywood's the biggest rival to discover the artistry, organized chaos, music, dance, politics, and unique characters that have led to Bollywood taking the world by storm.

## DETAILS

**DURATION:** 94 minutes

(+ A 52 Min TV Cut)

**COUNTRY:** Australia

**LANGUAGES:** English and occasional Hindi (with English Subtitles)

### SHOOTING LOCATIONS:

- Sydney, Aus
- Melbourne, Aus
- Adelaide, Aus
- Perth, Aus
- Brisbane, Aus
- Gold Coast, Aus
- Bryon Bay, Aus
- Regional Victoria, Aus
- Regional South Australia, Aus
- Mauritius, East Africa
- Delhi, India
- Mumbai, India
- Dehradun, India
- Bangalore, India
- Chennai, India
- Cannes, France
- Zurich, Switzerland
- Interlaken, Switzerland
- London, England

### GENRE:

Feature Documentary (with a 52 Min TV cut)

### SUBJECTS / ZONE

Arts and culture, history and national identity, diversity in films & casting TEMPLE Pty Ltd., racism, film cultures, clash of cultures.

### TECH SPECS

#### Available formats:

DCP, MOV, DVD  
4K & 2K

**Sound:** 5:1

**Aspect Ratios:** 2:35:1

#### Accessibility:

Subtitles, close captions & audio description.

### CONTACT & SOCIALS



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BDUfilm@G-mail.com



@brandbollywoodfilm



<http://brandbollywood.film>

# Brand Bollywood

## SYNOPSIS

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In the 1990s, the outrageous, colorful, and musical Bollywood with its umbrella boys and star entourages started descending in iconic locations around the world. More than just novels and new entertainment, Bollywood brought severe money to the destination shores. The industry quickly became a darling of the tourism, trade, and educational bodies thanks to the considerable export dollars for Western countries eager to tap into a booming consumer market in India.

Brought to you by a cross-cultural production house, which is widely credited as a significant influence on the growth of ties between the Australian and Indian film industries, this feature-length documentary provides a rare insider's view of the brass, arse and farce of Bollywood on a global style.

Brand Bollywood looks at how moving images came to the shores of India months after the Lumière brothers first exhibited these images in France. Indian culture, renowned for storytelling, jumped on to the new invention of moving images, and films quickly became universally popular in India. Popular Hindi cinema then got the nickname of Bollywood and expanded as a global entertainment giant. In a sometimes hilarious clash of filmmaking cultures, we explore the successes and failures of Bollywood's rise as a serious subculture worldwide with the example of Australia.

With colorful, chaotic, and musical film crews traveling around the world, the world's biggest film industry discovered that a film-friendly West is a land of many rules, regulations, and red tape that often perplexes those who have fallen in love with the Western locations and pristine beauty.

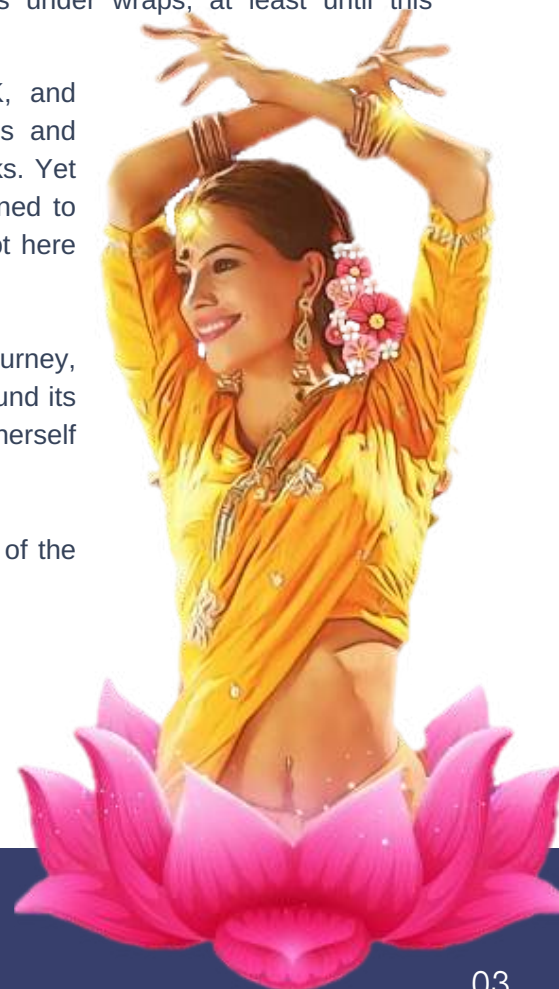
This documentary celebrates a rich part of global film culture and an exploration into an industry that has won Western hearts and has yet managed to keep its underbelly and scams under wraps, at least until this documentary is released.

In 2010, servicing Bollywood worldwide, particularly in Canada, the UK, and Australia, reached new heights with announcements of Bollywood policies and massive government/private cash injections into anything with Bollywood links. Yet that's when the Bollywood shoots in Australia almost stopped. What happened to our love affair with Bollywood? Did it lose its luster? Will anything ever shoot here again? The answers to these questions will shock the viewers.

Narrated through the voice of Bollywood, this documentary will examine her journey, the magic, the dark side, and how this unique, often misunderstood genre found its way into the hearts of Billions. Like an Indian immigrant, Bollywood must find herself in unfamiliar territory to make a home in the adopted land.

Brand Bollywood uncovers a colorful roller coaster set against the backdrop of the mesmerizing landscapes.

Welcome to a world of glamour, controversies and choreography.



# DIRECTOR'S STATEMENT

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Once upon a time, fresh out of the University of NSW with my Master's in Films & Theatre and a thesis on Popular Indian cinema, I found it hard to be recognized as a film professional beyond my cultural identity as an Indian migrant.

Multiculturalism was still new and evolving in Australia, and I seemed to 'confuse' them. Australia and the Australian film industry had no idea how to deal with this 'other' person professionally. I was not Aussie enough for Australia, yet I was not Indian sufficient for India anymore.

As a struggling actor and director, I was acting as the usual Indian spice shop owner being attacked in Australia's Most Wanted or the Indian doctor in a corporate video while also directing and writing short films for the Art Gallery of NSW and holding SBS radio gigs. This was still on the fringes, and it would not sustain me. While ticking NESB (Non-English Speaking Background) in various applications was welcoming to me, I still had to stand in a queue for limited funding, limited opportunities, and limited earnings.

The easy option was to accept the offers from Indian icons and "go back" to where I came from. Where is the fun in that? The survival instinct led to an 'outside the box' approach, a strong desire to not wait for opportunities but create them in a growing multicultural and diverse screen sector where I had so much to contribute. To succeed not in spite of my diversity but because of it.

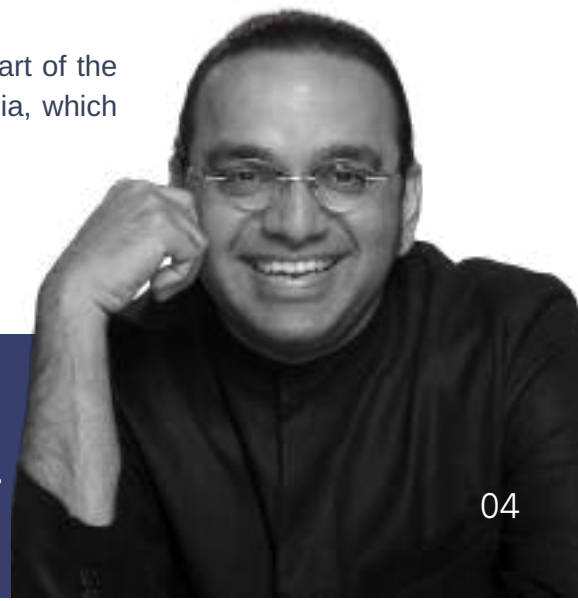
I then hungrily started looking for ways to combine the Australian in me, the Indian in me, the film professional in me, and the Bollywood-crazy fan. At the same time, Indian film icon Feroz Khan came looking for locations to film in Australia. A bizarre Bollywood-style meeting with Khan offered me a senior production role. Producing! But I trained for five years as a director and actor?!

I knew I would always struggle as a creative migrant and a film professional in Australia. My UNSW supervisor, Ross Harley, provided some wise words of guidance. The choice was - "Should I struggle with waiting tables at a cafe or running my own production company?"

The decision was clear and a very profitable, professionally, commercially, and financially. I jumped into the Bollywood world and started knocking on every door to create my Bollywood world and introduce this colorful, profitable, new 'market' to my Western, particularly Australian film colleagues.

From 1998 to 2012, I witnessed the growing international interest in Bollywood, particularly in Australia.

Their reception was very warm and welcoming. Thus, I became a part of the birth and growth of the modern film links between Australia and India, which became a niche industry.



# DIRECTOR'S STATEMENT

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I experienced some of the most beautiful, bizarre, heartwarming, heart-wrenching, inspirational, depressing, and frustrating moments of my life.

I realised I have a story to tell. But, it is not my story. It is the story of how moving images became a religion in India. It is a story of how the biggest film industry got the name of Bollywood

It is a story of how when the Indian economy liberalised, they pushed Bollywood into a perfect marriage with the West. And, it is a story of a torrid love affair between the West and Bollywood. Every part of me has something to contribute to this story.

As a person of Indian origin, I grew up watching many Bollywood films shot all over the world and now in Australia. It has been the most bizarre experience to see it all materialise from scratch as Australia, my adopted country, becomes an important part of the world's biggest film industry.

As a filmmaker, and someone who is experiencing this amazing journey, I am very keen to share it through the medium I am most comfortable with - film.

As an Australian, I have always been an ardent supporter of diversity, before it was a buzzword, in front of and behind the camera. It has been interesting to see Australian film professionals embrace diversity and heartwarming to witness them overcome their own prejudices and stereotyping.

Enriched with this first-hand experience, access to Bollywood, plus a team who share this passion with me, I was encouraged by my colleague Lisa Duff way back in 2003 to think about a documentary. The idea was born then. Over the next 20 years, the story brewed on its own looking for the right angle, the right spice, the right plot points.

Finally, in late 2018, with private investor interest in my story, the journey to narrate Bollywood's story on screen began. The crucial theatrical distribution and the all important provisional certificate from Screen Australia triggered the filming of Brand Bollywood. As COVID-19 ended, our sculpting shifted gear with Karin Steininger, who helped me make sense of it all and edited the film by co-writing it with me.

What you see in Brand Bollywood is my homage to the world's most prolific, followed, colourful, enchanting, ridiculed, engaging and celebratory film industry. The film is a look at the confused, well meaning, chaotic, unpredictable western reaction to the equally chaotic and confused Bollywood, as it invaded iconic western locations.

My homage is in form and in content.

I hope you like it, learn from it, celebrate with it and get coloured for life with the colours of Bollywood. Join me on a journey as we take this film to you and you and you around the world. See you at the theatre soon.

Anupam Sharma



# WHY AN INTERNATIONAL FILM ON BOLLYWOOD?

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Over the years there have been attempts to visually document the diverse, larger-than-life genre of India's, Hindi popular cinema – Bollywood. Some may say not enough attempts compared to the size and sizzle of the industry. From the TV series 'Postcards from...' with Clive James, to a presenter lead series there have been TV films and short documentaries about different aspects of Bollywood.

The west has seen long queues of Indian diaspora fighting to get into Bollywood films at mainstream theatres in USA, UK, Canada, and Australia. The west has witnessed major Bollywood stars mobbed by fans on London streets or at Sydney airport. We have seen negative reports, and simmering community opposition to various and some allegedly corrupt Bollywood initiatives in Canada, Australia, and UK. There have attempts to know Bollywood to provide a conversation starter with an Indian neighbour as Indians become one of the biggest migrant group in western countries.

The word 'Bollywood' has been used and misused around the world for decades and the term has become part of the global vernacular. Apart from the comical look in short news stories or segments in mainstream programs like 'Dancing with the Stars', the western mainstream has laughed at, derided, misunderstood and questioned Bollywood, in the absence of any information.

Yes, there has been 'Bollywood Star' in UK, Canada, and Australia, a reality series which provided an overview of Bollywood and there have been articles galore on Bollywood and its soft power which has boosted trade, tourism and overseas students from India.

Bollywood is now a global subculture and currently gaining more popularity, as diverse communities change the shape and look of western society. However, there has been no comprehensive, historical, investigative, entertaining Western feature documentary on Bollywood.

With Indian diaspora increasing exponentially around the world, countries signing coproduction treaties with Indian film sector, and shared stories getting a global platform it is time to document the Brand called Bollywood. Bollywood is now a musical, colourful, diverse aspect of Western society, Western art, and Western culture.

All the above creates fertile grounds for the first ever global story about Bollywood. Brand Bollywood documents the rise and rise of Indian popular cinema and its love affair with the world. The film is an international tale full of glamour, glitz, colour, music, stars and controversies – a spicy masala mix befitting a good Bollywood film.

It is now a perfect time for this diverse global feature documentary to educate and entertain mainstream West and leave a legacy through teaching aids and web resources, which will accompany this film, for future generations. This way we will not only entertain, but also inform ourselves of this global subculture and its power to boost trade, tourism and education links with the world's biggest film industry and one of the fastest growing economies- India.



## ALL ON SCREEN TALENT

*In alphabetical order*

A.K. TAREEN	Senior Trade Commissioner, India / SA Government 2005-13
AKARSH KHURANA	Writer & Director
AMIT KHANNA	Writer, Filmmaker & Industry Veteran
ANUPAM KHER	Actor & Teacher
APOORVA LAKHIA	Producer & Director
ASEEM BAJAJ	Producer & Cinematographer
ASEEM CHHABRA	Entertainment Writer & Author
ASHUTOSH GOWARIKER	Director & Producer
DANIEL LUCAS	Actors Agent
DAVID REDMAN	Producer
DEEPTI SACHDEVA	Producer & Former Journalist   NDTV
DR. AMIT SARWAL	Film Academic & Author
DR. VIKRANT KISHORE	Film Academic & Author
FARDEEN FEROZ KHAN	Actor
FARHAN AKHTAR	Actor/ Director / Producer
HARMAN BAWEJA	Lead Actor   Love Story 2050
HELEN LEAKE (AM)	Producer
JACQUI FEENEY	CEO of Screen Queensland
JANE SMITH	CEO of NSW Film & TV Office 1997-2006
JAZEEL MISTRY	Producer
JITARTH JAI BHARADWAJ	Editor   The Australia Today
JULIE MARLOW	Senior Policy Consultant   SPAA (2002-2012)
KARL QUINN	Film Writer & Journalist
KINGSTON ANDERSON	Manager, Production Liason Unit   NSW Film and Television Office 1998-2001
KUNAL KAPOOR	Director & Producer
LEENA YADAV	Filmmaker
LOUISA COPPEL	Director   Melbourne Film Office 1998-2003
LYNN GAILEY	Federal Policy Officer   MEAA 1996 - 2009
MAITHILI RAO	Film Critic & Author
MANPREET SINGH	Program Manager   SBS Radio
MEENAKSHI SHEDDE	Film Curator & Critic
MIKE RANN	Premier of South Australia & Minister for the Arts 2002-2011
NASREEN MUNNI KABIR	Documentary filmmaker & Author
NATARANJAN RAMJI	Line Producer
NEIL MCCART	Production Services & Policy Manager   Film Victoria 1998-2014
NITIN GUPTA	Advisor to Mr Ted Baillieu (2006-2011) & Ministerial Adviser
PAUL DE CARVALHO	Head of Production Attraction and Incentives   Screen NSW (2008-2012)
PETER CASTALDI	Film Critic & Producer
RITESH SIDWANI	Producer   Dil Chahta Hai
ROBIN BAKER	Head Curator   BFI National Archive
SAJID NADIADWALA	Producer   Heyy Babyy
SALIM MERCHANT	Music Director & Singer
SAMEER NAIR	CEO, Applause Entertainment
SHABBIR WAHID	Australian Consul General & Trade Commissioner - Mumbai 1998-2002
SHARADA SUBRAMANIAM	Marketing Manager - Austrade (Mumbai) 1992-2002
SMM AUSAJA	Film Historian & Author
SONIA GANDHI	Director of Gandhi Creations and IABCA, Advisory Board Multicultural NSW
SUSHANT TUNGARE	Executive Producer
TAMMY BARTAIA	International Actress, TV Presenter & Author
TED BAILLIEU	Premier Of Victoria 2010 - 2013
UJJWAL TRIVEDI	Journalist & Internet Personality
VIPUL AMRUTLAL SHAH	Producer   Singh is Kinng
VIVEK VASWANI	Film Producer & Actor



# ON SCREEN TALENT

Anupam Kher – Actor & Teacher

Anupam Kher is an Indian actor, director and producer who is considered one of the most versatile film actors from India to break out Internationally.



@anupamPKher (5.2 Million)



@anupamPKher (20.3 Million)



@anupampkher (5.9 Million)

He has played variety of characters including numerous critically acclaimed leading or parallel roles. His accolades include two National Film Awards and eight Filmfare Awards.

The Government of India honoured him with the Padma Shri in 2004 and the Padma Bhushan in 2016 for his contribution in the field of Indian cinema and arts.

Besides working in Hindi films, he has also appeared in international films such as the Golden Globe-nominated *Bend It Like Beckham* (2002), Ang Lee's Golden Lion-winning *Lust, Caution* (2007), David O. Russell's Oscar-winning *Silver Linings Playbook* (2012) and Anthony Maras' *Hotel Mumbai* (2019). He received a BAFTA nomination for his supporting role in the British television sitcom *The Boy with the Topknot* (2018).

He has previously served as the Chairman of the Central Board of Film Certification and the National School of Drama in India. Kher was appointed Chairman of the Film and Television Institute of India (FTII) in October 2017.



# ON SCREEN TALENT

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Mike Rann – Former Premier of South Australia

Michael David Rann, AC, CNZM (born 5 January 1953) is a former Australian politician who served as South Australia's 44th premier from 2002 to 2011. From 2013 to 2014, he was Australian High Commissioner to the United Kingdom. He accepted a professorial position at Flinders University and a visiting fellowship at the University of Auckland.



As part of the 2016 Australia Day Honours, Rann was also awarded Companion of the Order of Australia (AC).

The 1985 election saw Rann elected to Parliament representing the safe Labor constituency of Briggs in north Adelaide. Following the 1989 election, he was appointed Minister for Employment and Further Education, Minister for Youth Affairs, Minister for Aboriginal Affairs, and Minister for Ethnic Affairs.

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Jacqui Feeney – Chief Executive Officer,  
Screen Queensland

Known for her expertise in content strategy, partnerships and negotiation, Jacqui Feeney helps companies adapt to the changing marketplace and has recently been appointed as CEO for Screen Queensland.



In her previous role at Foxtel, Jacqui successfully launched Foxtel's OTT service Presto and was responsible for the strategic direction and operations of Foxtel's movie channels as well as its transactional pay-per-view services. When she joined Foxtel in 2007, she acted as lead negotiator and relationship manager for the company's third party entertainment, movies, factual, news, and children's channels, where she participated in a number of content and product development projects across IPTV, mobile, TVOD, catch-up, HD, 3D, and day-to-day releases.

As part of her media career, Jacqui has worked for organizations such as World Movies Channel, Screen NSW, BBC London and ABC Television.

In addition to her position as director and president of the Sydney Film Festival, Jacqui has also served on the board of Nickelodeon and XYZ subscription television networks.



# ON SCREEN TALENT

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Farhan Akhtar – Director & Actor



@farhanakhtarlive (2.8 million)



@faroutakhtar (3.8 million)



@FarOutAkhtar (12.4 million)

As a producer, director, writer, actor, and singer, Farhan Akhtar has achieved incredible success.

Currently Farhan Akhtar is one of the most popular, award winning and respected Bollywood stars in addition to being a producer and director

With his friend Ritesh Sidhwani, Farhan formed Excel Entertainment in 1999, a production banner that has become synonymous with excellence in film.

Debuting at the age of 26, as a writer, director, and producer with *Dil Chahta Hai* (2001) a coming-of-age film that has gained cult status. The film took Australia India film links to a new height. Almost two decades later, this film continues to influence a generation of filmmakers.



## ON SCREEN TALENT

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Hon. Ted Baillieu –Former Premier of Victoria

A former Australian politician, Edward (Ted) Norman Baillieu AO served as the Victorian Premier from 2010 until 2013. He represented the electorate of Hawthorn for most of his political career. From 1999 to 2014, he was a member of the Liberal Party.



Ted Baillieu is an ardent India supporter and pioneered Victoria's soft links with India through his Bollywood Policy which was released in 2010. It is considered to be Australia's first Bollywood policy by any politician.

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Fardeen Feroz Khan – Actor

Fardeen is an iconic Indian actor, who is the son of actor and film producer Feroz Khan.



@fardeenfkhan (188 thousand)



@FardeenFKhan (320.4 thousand)



Khan made his acting debut in 1998 with a leading role in the romance *Prem Aggan*, which garnered him the Filmfare Best Debut Award. The film also triggered Australia India film links as it wrote Australia into the script and shot in Australia for over 40 days. Khan rose to prominence with starring roles in the acclaimed thriller *Jungle* (2000), the crime comedy *Love Ke Liye Kuch Bhi Karega* (2001), the drama *Om Jai Jagadish* (2002), the supernatural horror *Bhoot* (2003), the romance *Janasheen* (2003), and the comedies *No Entry* (2005), *Heyy Babyy* (2007), *Life Partner* (2009) and *All the Best: Fun Begins* (2009).

He earned critical recognition for his performances in the 2001 thriller *Pyaar Tune Kya Kiya*, the 2004 drama *Dev*, the 2004 romantic thriller *Fida*, and the 2005 crime thriller *Ek Khiladi Ek Haseena*. In addition to acting in films, he has participated in concert tours and stage shows.



## ON SCREEN TALENT

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Julie Marlow – Senior Policy Consultant | SPAA (2002-2012)



Julie Marlow has extensive experience in the arts, culture and screen industries in Australia and internationally in senior executive management, key government agencies, NGOs, and not-for-profit organisations.

Past Director of Film Victoria overseeing an annual budget of \$25m. Past Chair of the Australian Teachers of Media. Senior policy consultant for a range of clients, including the NSW government, the Screen Producers Association of Australia, International Federation of Producer Associations, Olsberg SPI in London, the Commonwealth Secretariat, and the Cultural Development Network.

A senior policy consultant to the Screen Producers Association of Australia for 10 years, Julie was involved in policy development, trade and co-production and international affairs. Represented the organisation regularly in Canberra and overseas promoting policy agendas, leading delegations to India and China. She is currently a board member of Australia India Film Council and one of the first Australian screen executives to work on Australian policies related to film links with India during her tenure at SPA.

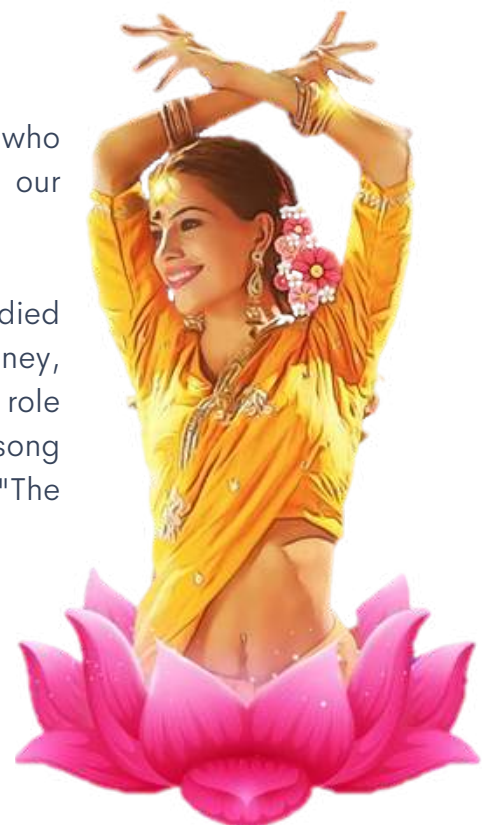
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Tammy Bartaia – International actress, TV presenter and author.

Tammy Bartaia is an International actress, TV presenter and author. who grew up and studied acting and hindi in Sydney Australia. She is our poster girl and represents everything global about Bollywood.

From the age of seven her dream was to become an actress. She studied screen acting at the National Institute of Dramatic Art (Nida) in Sydney, Australia. Shortly after completing the program, she landed a meaty role opposite Brett Lee in India where she also was the lead for the final song and dance number. She then got a lead role in a Bollywood film "The Legend of Peacock."

Tammy speaks four languages- English, Hindi, Russian, Georgian.






# ON SCREEN TALENT

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## Sajid Nadiadwala – Director and Producer

Founder and chairman of Nadiadwala Grandson Entertainment, Sajid Nadiadwala is the grandson of renowned filmmaker A K Nadiadwala and carries forward the 70-year legacy of Nadiadwalas.



 @NGEMovies (4.1 million)  
 @nadiadwalagrandson (2.5 million)  
 @nadiadwalagrandson (2.5 million)

A major hit in 2007, *Heyy Baby* starred Akshay Kumar, launching director Sajid Khan. The film shot across NSW, and Queensland took Australia India film links to a new height and was the biggest shoot featuring the maximum number of Bollywood stars in Australia ever.




The only filmmaker with the highest number of successful franchises is z, the Forbes' India Magazine, hailed him as the Box Office Badshah, and he is the only producer on the Celebrity 100 list.

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## Ritesh Sidhwani – Producer

Known for his visionary approach to cinema and peerless contribution to contemporary cinema, Ritesh Sidhwani is an award-winning Indian filmmaker, and along with Farhan Akhtar founder of Excel Entertainment.



 @SidhwaniRitesh (232 thousand)  
 @ritesh\_sid (161 thousand)  
 @ritesh\_sid (553.6 thousand)

An award-winning production company, Excel Entertainment is a brand synonymous with success and excellence in Indian cinema. When the banner first entered the industry, *Dil Chahta Hai* (2001) won the National Award from the Indian President and became a forerunner of new age cinema for millennials. As well as blockbusters, Excel has launched avant-garde films like *Gully Boy* (2019), India's first hip hop film. *Inside Edge* (2017) is India's first original series on Amazon Prime Video. In 2018, it was nominated for the International Emmy Award for Best Drama. In addition to commercially successful cinema, Excel has consistently garnered critical acclaim, *Rock On* being one such accomplishment that won the production house its second National Award in 2008. Ritesh's first film with Farhan Akhtar – *Dil Chahta Hai* is a cult classic and a major milestone in Australia India Film Links.

# KEY CREW CREDITS

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**Director** Anupam Sharma

**Writers** Anupam Sharma  
Karin Steininger ACE

**Producer** Anupam Sharma

**Co-Producer** Deepti Sachdeva  
Claire Haywood

**Line Producer** Jannine Barnes

**Executive Producers** Jacqui Miller Charlton MBE Lisa  
Duff  
Billoo Sandhu  
Dr. Shailja Tewari  
Meit Shah  
Jannine Barnes  
Ritesh Kudecha  
Anuya Chauhan Kudecha  
Chandru Tolani  
Shallu Kundra  
Pritesh Raniga  
Kartik Mohandas

**Supervising Cinematographer** Casimir Dickson ACS

**Editor** Karin Steininger ACE

**Associate Editor** Kelly Cameron

**Media Advisor** Fiona Nix, Nixco (Australia)  
Parull Gossain (India)

**Music By** Brett Applin  
Burkhard Dallwitz  
Dmitri Golovko

**Song Finale** Music By: Salim Sulaiman  
Singer: Arijit  
Rap: EPR



# KEY CREW BIOS

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Anupam Sharma  
Writer / Producer / Director

Anupam Sharma is a filmmaker and film entrepreneur with Bachelor's and Master's degrees in Films & Theatre, and a postgraduate thesis on cinema from University of NSW. Widely credited for pioneering Australia's film links with Bollywood and India, he was named as one of the fifty most powerful and influential Australian film professionals. Anupam is the founding head of TEMPLE, a prolific and award winning international film production and consultancy firm based out of Disney Studios (previously Fox) – Sydney, where he has lead a team of film professionals on over 325 projects as producer, EP or Line Producer

Anupam returned to directing when he got commissioned to produce and direct a short documentary by the Australian National Maritime Museum. He then produced and directed one of the biggest ad campaigns for Destination NSW for the Asian market, directed the anti piracy campaign for the Intellectual Property Awareness Foundation, and produced/directed one of the launch films for the International Cricket Council.

With feature films as his forte, Anupam produced and directed the multimillion dollar indie Australian romantic-comedy *unINDIAN* with producer Lisa Duff, and starring Australian cricketer Brett Lee. Australian film critic David Stratton called the film “engaging in its cheerful celebration of community.” He then produced and directed the award winning feature documentary - *The Run*, following the journey of ultra-marathon runner and ex-member of Parliament, Pat Farmer, as he ran along the length of India.

Anupam is currently in early pre-production on feature *Framed*, with development assistance from SBS, Screen Australia, and Screen NSW. Assisted with development investment from Australian film bodies, and international investors, Anupam has a slate of high profile Australian film projects as a producer some as a director with major Australian film makers including Bill Bennett, John Winter and Cathy Rodda.

Anupam has advised many government and private bodies in relation to Indian films, including Baz Luhrmann's *Moulin Rouge*, the Department of Foreign Affairs & Trade, Governments of Queensland and NSW among others. In 2012, he was the chief judge and advisor to the first India centric Australian reality television show on SBS – *Bollywood Star*.

As a strong supporter of diversity and international promotion of Australian cinema, Anupam has led a number of Australian initiatives including An Australian Film Initiative (with support from Hugh Jackman, Baz Luhrmann among others), and voted as Chair of Australia India Film Council. In recognition of his work in films and diversity, Anupam has been appointed as an Australia Day Ambassador and appointed on the inaugural Diversity Task Force of Screen Queensland.

Anupam is a respected commentator and frequent speaker at various conferences and on television/radio programs including the ABC, the Nine Network, SBS TV, SPA, Art Gallery of NSW and the Powerhouse Museum.

## KEY CREW BIOS

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Karin Steininger ACE  
Co-Writer / Editor



Karin Steininger is a highly creative multi-award-winning documentary and drama documentary editor who has gifted *Brand Bollywood* with her editing talent. Recognised for her creative storytelling craft as an editor, Karin has worked on a plethora of award winning films including Oscar winner *Anne Frank Remembered*. Karin's strong storytelling skills and years of experience for crafting films with a rich visual aesthetic has led her to a diverse portfolio of global credits from international networks such as Discovery and the History Channel in the US, the BBC and C4 in The UK, and the ABC and SBS in Australia.

Away from the editing room. Karin's exceptional storytelling skills have further been recognised through her literary craft as a published author of the climate fiction fantasy & Soul Flyer Book 1 of The Dancing Stones trilogy.



CASIMIR DICKSON ACS

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Supervising Director of Photography

With over 24 years' experience, Casimir Dickson is an award-winning cinematographer based in Sydney, Australia. Casimir has shot films in Australia, Nepal, Philippines also commercials and documentaries all over the world.

Casimir's extensive experience shows on set, with his calm, problem solving and hardworking demeanour. Casimir has worked his way up the ranks of the camera department from clapper loader, focus puller to camera operator and the last 12 years as director of photography. Casimir has worked on content pieces for many local and international products, documentaries (BBC, Nat Geo and Discovery channel) and Australian and international films. He brings passion, enthusiasm, creativity and technical experience to every job.

Casimir welcomes all projects both big and small. His creativity and experience in selecting great crew and specialised equipment ensures all projects are a success.

## KEY CREW BIOS

Claire Haywood  
Producer



Claire Haywood is an experienced writer, director and producer of documentaries, with a background in drama. She produced and co-wrote the Documentary Australia Foundation award-winning feature *The Pink House*, about Kalgoorlie's last brothel, which premiered at the Sydney Film Festival 2017. Claire's recent executive producing credits include the comedian-driven eight part series *Unreal Estate*, *Storm Season* about the inspiring work of the SES, and *Gold Coast Cops*, observing an elite police squad in action. Her series producing credits include the heart-warming *Crash Test Mummies & Daddies* and the Logie Award-winning 10-part series *Kings Cross ER 1 and 2*. Post-producing and writing credits include the award-winning *Kalgoorlie Cops*, *Territory Cops*, *The Suspects* and numerous factual programs. She wrote and directed the revealing four part ob doc series *Taxi School* for SBS and the 1-hour documentary *Kulka* about Indigenous activist Gordon Briscoe for NITV. Claire has also worked as a development executive and consultant for independent production companies and is working on a diverse slate of projects for her company Wonderland Productions.



DEEPTI SACHDEVAS

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Co-Producer

Deepti is a content strategist and consultant with a deep passion for connecting ideas and people. She wears multiple hats – that of consultant in social media and brand management, a strategist in human capital and a content producer.

Most recently she co-produced and lead the social media campaign for *The Run* – a feature length documentary which follows Pat Farmer's test of human spirit and behind the scenes drama as he runs the length of India – 80 kms for 64 days. Deepti has also championed the social marketing campaign for the first film produced by the Australia India Film Fund – *unINIDAN* starring Brett Lee.

She has won multiple awards including many at Asian Television Awards, World Media Festivals, International Business Awards and most recently the Young Professional of the Year Award at IABCA 2016. Deepti serves as a jury member for New York Festivals World's Best TV and Film Awards and BANFF Rockie Awards.

# KEY CREW BIOS

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## ZigZag Post

### Post Production

ZigZag Post is an independent post production studio that brings together a collective of passionate screen industry specialists to provide a range of services. These include colour grading, online editing, audio post production and cinema and broadcast digital mastering. Founded in 2012 by Derek Allan and Rob Sarroff, ZZP's recent credits include *Mirror Mirror* (Ten Network), *Love on the Spectrum US* (Netflix), *The First Inventors* (Ten Network) and feature documentary *The Carnival*.



## David McCarthy

### Dialogue Editor & Sound Mixer

David McCarthy is a sought after dialogue editor and sound mixer with credits on numerous high profile screen projects. These include *Mirror Mirror* (Ten Network/Paramount), *Love on the Spectrum* (ABC/Netflix), *Taronga: Who's Who in the Zoo* (Nine Entertainment), *Big Miracles* (Nine) and the feature documentary *Namatjira*.



## Derek Allan

### Sound Design & Mix

Derek Allan is a sound designer, sound mixer and music supervisor with hundreds of production credits in television, streaming, film and online projects. He is your 'go to guy' for a sound mix that will make your pictures look even better! Recent sound design and mixing credits include *Mirror Mirror* (Ten Network), *The First Inventors* (Ten Network), *Love on the Spectrum* (Netflix), feature documentary *The Carnival* (SBS) and feature drama *Ellie and Abbie (and Ellie's Dead Aunt)*, winner of the 2021 AACTA Award for Best Indie film.

## Rob Sarroff

### Senior Online Editor & Post Production Supervisor

Rob Sarroff is a Film & Television post production professional whose credits span across many genres, including feature documentary, feature film, short film, reality TV and factual. With over two decades of expertise as an offline/online editor, post production supervisor, post and executive producer, collaborating with a diverse clientele to create, enhance, finish and deliver projects that are uncompromising in quality. Recent projects include, *Dawn of the Dolphins* (Stan), *Mirror Mirror* (Ten Network), *The First Inventors* (Ten Network), *I'm Wanita* (Best doco award SFF), *Love on the Spectrum* (Netflix), *Stonefish* (AACTA Award for Best Short Film), *Christmas on the Farm* (Stan).



# KEY CREW BIOS

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## Brett Aplin Music

Brett is an AFI and APRA Screen Music Award winning screen composer known for his collaborative approach, efficiency and versatility across multiple genres and media.

A classically trained pianist, he has scored more than 50 films including features and documentaries, many of them highly acclaimed and awarded internationally, co-composed over 26 hours of television drama, and co-composed over 43 hours of children's television across 4 series.

His music has been heard locally on ABC1, SBS, Network Ten, Channel 7, STAN and internationally on BBC, National Geographic, Animal Planet, The History Channel, ZDF, Discovery, Netflix, Nickelodeon and many many more.



## Burkhard Von Dallwitz Music

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Internationally acclaimed, Burkhard Dallwitz is regarded as one of Australia's leading screen composers.

Since 1984, Burkhard has worked as a composer for feature films and television drama, and throughout his career has received multiple international and local screen music awards and nominations from APRA/AGSC, AACTA and ARIA Awards including winning the Golden Globe and Chicago Film Critics' Award for *The Truman Show*, the APRA award for Best Television Theme for the 2000 Sydney Olympics, many awards and nominations for the *Underbelly* franchise, the ABC mini-series *The Secret River* and Peter Weir's feature film *The Way Back*. Other scores include *Wolf Creek* for Stan and the critically acclaimed SBS series *Sunshine*.



## Dmitri Golovko Music

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Dmitri Golovko is an award-winning music composer and sound designer. For more than a decade he's been creating soundtracks for feature films, documentaries, TV shows, commercials and video-games.

With a constantly expanding credit list, he's become an evolving talent whose award-winning music has been attached to a large number of projects. Dmitri has worked with production companies, directors and advertising agencies from across the globe; from Los Angeles to Sydney, to Berlin. Music is his passion and so he tackles every new project and opportunity with unbridled energy and enthusiasm.



## GRAND FINALE CREDITS

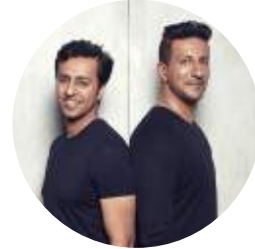
Music By: Salim Sulaiman, Singer: Arijit Singh, Rap by EPR  
Music (Song Finale Composed)



@salimsulaimanmusic (1.7 Million)



@salimsulaimanmusic (124 Thousand)



@Arijit Singh (29 Million)



@arijitsingh (9.9 Million)



@EPR Iyer (38 Thousand )



@epr\_svnslas\_iyer (267 Thousand)



Salim and Sulaiman have been composing music for over a decade having scored for movies such as 'Chak De! India', 'Rab Ne Bana Di Jodi' and 'Fashion'. The musical duo collaborated with South African singer Loyiso Bala and Kenyan singer and songwriter Eric Wainaina to record the anthem for 2010 FIFA World Cup. The duo has introduced a unique initiative called Merchant Records that aims to produce and release a diverse repertoire of music in collaboration with some of the finest artists and also give young musicians, talented composers, and upcoming artists a platform to showcase their talent.

# Brand Bollywood

Companies associated with the facilitation of its creation.



## TRAILER LINK



<https://youtu.be/bdG-X4fWi4k>



# OUR SINCERE THANKS TO THE ARCHIVAL CONTRIBUTORS

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Aamir Khan Productions Private Limited  
Aakarsh Khurana  
ABC  
Alamy  
Aquarius Films  
Baweja Movies  
BFI National Archive  
Cape of Good Films  
Discover Tasmania  
Emkay Films  
Essential Media & Entertainment  
Excel Entertainment  
EQ MEDIA  
FK Films  
Film Valas  
Film Division India  
Film Heritage Foundation  
Film Kraft  
Getty Images  
Guru Productions Sydney  
Incredible India  
IMDb  
Kunal Kapoor  
Nadiadwala Grandson Entertainment  
NDTV  
Network 10  
NFSA  
NH STUDIOZ  
Nine Network



NT Australia  
Pachhi  
Pramod Films  
Nataranjan Ramji  
Ramesh Sippy Films  
Red Chillies Entertainment  
Reliance Entertainment  
RSVP Movies  
SA Tourism  
SBS  
Screen Ocean Reuters  
See-Saw Films  
Seven Network  
Shakti Samanta Films  
Shemaroo  
Shri Prakash Pictures  
Shutterstock  
Sri Surya Movies  
Sporiwala Films  
Sunshine Pictures  
Tourism Australia  
United Productions  
Viacom18 Studios  
Victory Moving Pictures  
Wadia Brothers Productions  
WTFN  
Wirsching Archive  
Xeitgeist Entertainment



# SINCERE THANKS TO

Actor	Adil Hussain
Actor	Adhar Khurana
Actor	Alok Kumar
Screenwriter	Armen Dillon
Executive Director	Arun Nanda
Film Critic	Ashanti Umkar
Model, Dancer & Actor	Babushka Ferenczi
Cinematographer	Benjamin Jasper
Managing Director of Grenwalt Tourism	Bruno
Indian Journalist	Chitra Subramaniam
Stunt Performer	Chris Anderson
Managing Director of Aussizz Group	Dharmemprakumar Patel
Director TVC	Dean Codrington
CEO Ausfilm	Deborah Richards
CEO Worldwide Media	Deepak Lamba
Actor	Dharmendra
Actress	Dilshad Khurana
Writer	Dinesh Raheja
Marketing and Event Consultant	Dimple Gursahani
Community Leader	Dr Ashutosh Misra
Curator Tongues on Fire Film Festival in London	Dr Pushpinder Chowdhary
Screen Executive	Elle Croxford
Community Leader	Gautam Gupta
Location Manager Line PProducer	George Vasiliadis
Trade Executive	Gitish
Actor Bollywood Bad Man	Gulshan Grover
Director	Rishabh Singh Loomba
Migration Lawyer	Jagat Sharma
Actor	Jasper
Film Academic	Jeroo Mulla
Film Academic	Jim Masselos
Film Journalist	Jitesh Pillai
Props/Production/Photographer	Joel Johnston
Producer	Karan Joshi
Shop Owner	Karen
Film Executive	Kartik Mohandas
Film Director	Kathir
Victoria Politician	Kaushaliya Vaghela
SBS Radio Broadcaster and Actor	Kumud Merani
FICCI Head of Entertainment	Leena Jaisani
Ex Foreign Minister Australia	Marise Payne
Actress	Meera Khurana
Film Director and Producer	Mehul Kumar
Music Director, Singer, Management Lecturer	Mohit Pundit
Lawyer Diversity Advocate	Molina Asthana
Producer	Monika Shergill
Restaurateur	Mushraf
Business Executive India South Australia Specialist	Natasha Malani
Restaurateur	Naveen Chand
Actor	Nicholas Brown
Director/Producer	Nikhil Mahajan
Dancer Community Arts	Nithya Ramesan
Founder of Kiren Australia	Nitin Gursahani
Event Producer	Sonalika Pradhan
Manager Student Services	Peter Spolc
Former Australian High Commission to India	Peter Varghese
Film Distributor	Pratesh Ranega
Vice President, Australian India Business Council	Preeti Dagga
Stunt Coordinator	Reg Rordink
Director Markets, Interlaken Tourism	Renato Julier
1AD	Rick Beecroft
Filmmaker	Rishabh Loomba
Filmmaker	Rowena Baweja
Advertising Film Producer	Sapna Singh
Mango Restaurant Owner	Sathya Narayanan
Production Manager	Seemah Chohan
Director, Choreographer & Performer	Shaimak Davar
Film Producer	Shibashish Sarkar
Film Producer	Shrishti Behl
Film Producer	Siddarth Roy Kapoor
Fashion Designer	Sonalika Pradhan
Music Composer	Sulaiman Merchant
Location Manager	Tim Burns
Investigative Journalist	TJ Hamilton
Owner of MGM Spices	Vikram Sharma
Filmmaker	Vimal Shah
Film Producer	Vinta Nanda
Film Producer	Viraf Sarkari
Former Member of the Legislative Assembly of New South Wales	Virginia Judge
Indian Actor	Vishwajeet Pradhan
Cinematographer	Warwick Field



# CREW CREDIT LIST

## Editing

**Additional Editor** Antoinette Ford  
**Additional Editor** Guy Hellier

## Research

**Lead Researchers** Casey Ventura  
Shiobhan Moilan  
TJ Hamilton

**Consultant Researchers** Kate Wild  
Shiobhan Moilan

**Research and Production (Australia)** Max Norington

**Research and Production (India)** Aishani Hajare  
Mansi Purohit

**Investigative Research** Armando Cordoba  
Richard Baker

## Production

**Production Executive** Rachel Rauch

**Development & Production Coordinators** Aditee Hardikar  
Elisabeth Koernicke

**Production Coordinator (Australia)** Raeanne Chami  
Samantha Maree Barker

**Production Coordinator (Switzerland)** Bollywood Tours

## Archive Consultants

**Archival Researcher** Lisa Savage

**Archive Producer** Sadhana Jethanandani

**Archive Coordinator** Aditee Hardikar

## Australia

### Sydney Unit

**Camera Operators** Susan Lumsdon  
Robin Tampoe  
Aleksei Vanamois  
Davis Fang  
Felix Maude  
Jasmine Suivi

**Production Assistants** Sana Panghal  
Aditee Hardikar  
Elisabeth Koernicke

### Melbourne Unit

**Camera Operators** Ryan Gaskett  
Adam Marsh

**Production Assistants** Ash Beams  
Sana Panghal  
Beth Jade Watkins

### Adelaide Unit

**Camera Operators** Casmir Dickson  
Aleksei Vanamois

### Perth Unit

**Camera Operator** Alex Lorian

## Australia

### Perth Unit

**Camera Operators** Alex Lorian

### Brisbane Unit

**Camera Operators** James Hyams  
Simon Woolnough

**Production Assistant** Chris Whyte  
Liz Xu

### Bryon Bay Unit

**Camera Operators** James Hyams  
Simon Woolnough

## Europe

### Cannes Unit

**Camera Operators** John Doggett-Williams  
Gaganpreet Singh

**PR Consultant** Sonia Rannou

### Zurich Unit

**Camera Operator** Gaganpreet Singh  
Simon Woolnough

### Interlaken Unit

**Camera Operator** Gaganpreet Singh

### London Unit

**Camera Operator** Jen Kerrison

## India

**Consultant Producer** Nilakshi Sengupta  
Shubha Shetty

**PR Consultant** Parull Gossain

**Digital Marketing** Durraiya Hasta

### Equipment

**Accord Attendant #1** Dharmendre Kumar

**Accord Attendant #2** Chintu Kumar

### Mumbai Unit

**Camera Operators** Aakash Subramaniam  
Leo Verjin Raj  
Gaganpreet Singh

**Transport Provider** Ojas Travels  
Vikas Sarkale

### Delhi Unit

**Camera Operators** Raja Sen Gupta  
Akash Subramaniam

**Transport Provider** Raj



# CREW CREDIT LIST

## Dehradun Unit

Camera Operators Shubham Sharma  
Ashish Bahuguna  
Abhimanyu Kochhar

## Bangalore Unit

Camera Operators Aakash  
Subramaniam  
Aman Singh  
Chauhan

## Chennai Unit

Camera Operators Leo Verjin Raj  
Sirpy Kumar  
Camera Attendant Praveen Kumar

Driver Raja

## Post Production

Post Production ZigZag Post  
Sound Design & Mix Derek Allan  
Senior Online Editor & Post Production Supervisor Rob Serroff

## Media & Publicity

Publicist NIXCO

## Music

Rapper EPR  
Singer/Composer Arijit Singh

## Production Head office

Executive Assistant to Anupam Sharma Charlotte Woodford

## Legals

Legal Janine Pearce  
Consultant Lawyer Michael Easton

## Accounts

Payroll services by Nina Prokhorova  
Accounting services by Money Penny  
Count Out Loud

## Equipment

Equipment (India) Accord Equips

## Graphics

Title Design, Animation & Motion Graphics 40 Graphix

## Design

Head of Design Nik Shobha Gohain  
Assistant Graphic Animator Mangesh Naskari

## Bollywood Music Video

Executive Producer Sapna Singh  
Associate Producer Durgesh Thakre  
Creative Director Anupam Sharma  
Director and Choreographer Savio Barnes  
Chief AD Radhika Paul  
Line Producer Gurmeet Sodhi  
Director of Photography Lawrence Dcunha  
1st Assistant Camera Sherel Tendolkar  
2nd Assistan Camera Nisha  
Focus Puller Sanjeev Kumar Mahadeo kanojia  
Costume Stylist Khushboo Jason  
Costume Stylist's Assistant Nishi Malvankar  
Art Director Manasi Chaware  
Art Assistant Trushna Ramane  
Second AD Bhupendar  
Dancer Coordinator Amit  
Make up & Hair Reshma  
Asst. Choreographer Mansi Chaudhary  
Supporting Male Artist Sahil Mayenkar  
Dancer Abhishek Humane  
Dancer Anjali Shrivastav  
Dancer Hardik Jain  
Dancer Himanshu Rawat  
Dancer Jiya Akashmore  
Dancer Mahek Bambhaniya  
Dancer Ramit Khokhar  
Dancer Ritesh Chekhaliya  
Dancer Shalini Tiwari  
Dancer Simran Kaur Harjinder Sandhu  
Dancer Surbhi Dhakad  
Dancer Vikash Singh  
Editor Rajnish Rao



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## Australia

### Perth Unit

Camera Operators Alex Lorian

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Simon Woolnough

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