

**WHY CREATIVITY IN INDIA
IS ON AN UPSWING -**
THE AMAZING ACHIEVEMENTS
OF INDIAN CREATIVE SECTORS!



INTRODUCTION

From architecture, astronomy, mathematics, medicine, literature and spirituality, India have contributed a lot to the world. The case is no different when it comes to creative ventures such as films, advertisements and animation. India produces more than 700 feature films and 100 documentaries every year, making it the world's largest Film Industry! On that note, let us see some of the most recent achievements of India in the creative sectors.

COMMERCIALS

Savlon - Healthy Hands Chalk Sticks Campaign

It is indeed difficult to cultivate the habit of washing hands with soap in little children, especially in rural schools. But, Savlon, the antiseptic brand came up with an out of the box creative solution to this complicated hygiene problem.

What was cool about it? Well... The idea was basically very simple. Majority of the primary school students in India make use of slate and chalk sticks in schools. So, **Savlon** gave shape to a new mixture of chalk powder and soap granules and developed their healthy hands chalk sticks. The magic happens when kids wash their hands under the tap during their lunch break. The chalk powder would then become a soap on its own! This creative campaign won two gold, one silver and four bronze Lions at the Cannes Ad Fest 2017.



Roads that Honk - Hindustan Petroleum

Vehicles are equipped with safety measures but that doesn't always prevent an accident from happening. Now, what if we could make roads smarter to stop accidents? This is exactly what Hindustan Petroleum and Leo Burnett thought as they installed the world's first anti-collision vehicle management system at national highway 1. For the initiative, the team selected the Jammu-Srinagar Highway, which is one of the deadliest roads in the world. 80% of accidents happening here occur at the dangerous sharp turn. So, the solution from HP and Leo Burnett was a pole that has a built in vehicle alert system. The two poles installed on the turn will detect the speed of approaching vehicles, then converse with each other to warn other vehicles on either sides with a horn. The campaign won the Silver Lion at the Cannes Lion innovation.



SOURCE : [HINDUSTAN TIMES](#)

BAJAJ V - “The Nation’s Bike”

Late 2014, a decision by the Supreme Court of India left the entire nation shattered and dispirited. INS Vikrant, giant aircraft carrier of Indian Navy was decided to be sent to scrapyard. More than a warship, Vikrant was a proud national icon as it was India’s first aircraft carrier and a symbol of Independent India’s ability and skill. Public and the experts alike voiced their disappointment upon hearing the bad news that Vikrant would soon be taken to the scrapyard. It was then that BAJAJ stepped up. Bajaj Motorcycles brought the scrap of warship and created a brand new motorcycle - the Bajaj V! The result of this creative campaign speaks for itself. Through smart and innovative marketing, Bajaj V became a \$500 million brand on day one, a success like never before! As representatives from Bajaj themselves said, people were eager to buy the product even before seeing how it looked like.



SOURCE : BAJAJ - V "THE NATION'S BIKE"

Vodafone - Zoozoo

Yeah, you might already be smiling as you read this. Such has been its popularity. The Indian Premier League (IPL) is an occasion of celebration for cricket lovers and events like this that get the mass audience glued to their television sets is a massive opportunity for brands to unleash their creative skills as well. Ask Vodafone India for they have seen it all. Zoozoos debuted in the second season of IPL and since then Vodafone has used them to promote their various value added services. The adorable characters were played by human actors in bodysuits and there were efficient use of character modeling, sound effects, lighting, rendering and VFX. Due to the effective use of Visual Effects, every commercial in the Zoozoo series look like they are wholly animated. Another outstanding achievement is in the use of sound effects as all of the commercials delivered the intended outcome without a single word being spoken! Today there are more than 200 pages on Zoozoos in social media and they have fan base growing in strength every passing day. For replacing the Pug dog with a humane alternative, the Zoozoo campaign received the first People for Ethical Treatment of Animals (PETA) Glitterbox Award. Inspired by the success of Zoozoo ads, the RN Podar School in Mumbai, developed a set of animated characters, to help students in Environmental Studies. Talk about being inspiring!

MTS - Internet Baby Ad

This one is weird, wacky yet brilliant. The ad broke all grounds of imagination to portray that MTS is born to do their business. One might pause, look around and give a “what did i just watch” kind of a reaction after getting a piece of this quirky commercial. It is that superlativeness that works brilliantly for this ad. The spot, rich in visual effects and graphics, entered into the Cannes Festival, Campaign Brief Asia and also won at the Kyoorius Advertising Awards. The commercial broke all Youtube records and it became the most viewed Indian commercial within 4 months of its upload.



SOURCE : MTS INTERNET BABY FULL VERSION

Ranveer Ching Returns

How much can you spend for advertising? Well, though there is no specific answer to this, 'Ching's Secret', the Indian brand of Chinese Cuisine ingredients broke all levels of imagination with this advertising film that was budgeted at 75 crore! Directed by the famous filmmaker Rohit Shetty, the commercial features the popular stars Ranveer Singh and Tamannaah Bhatia in the lead roles. Rich in visual effects, this short film is placed in a dystopian future where the world is suffering from food shortage. It is then that Ranveer Singh dashes into the screen in a modern Ben-Hur style, to save people from the hunger war with Ching's Desi Chinese recipes. Visual effects were used to create the city, Ranveer's giant vehicle, fight sequences and the scene where Tamannaah and Ranveer throw the burning pan. The commercial is longer than what you would generally expect from an ad film. In fact, with five minutes of running time, it can be compared to a short film. Only that it cost as much as a full length feature film! In youtube, the ad has generated more than 14 million views.



SOURCE : [RANVEER CHING RETURNS](#) | A ROHIT SHETTY FILM | RANVEER SINGH & TAMANNAAH

The Great Khali for Ambuja Cement

When you are selling a product like cement, it is not really easy to find a creative way to advertise them. Most of such advertisements carry the same template; that is they just portray how the brand would make the walls unbreakable. But Ambuja Cements was determined to find an innovative solution. Its ad campaign featuring the world famous wrestler The Great Khali breathed fresh air into an otherwise monotonous category of ads. The core theme of the advertisement is strength as usual but it moves on by narrating the problems the wrestler faces in his home and daily life due to the very strength that the world adores him for! We see Khali as someone who can never be stopped by the walls. He would break walls, create holes in it or even fall from rooftop just by moving around because the walls were not strong enough to handle him. The solution? Ambuja Cement that can withhold even the most powerful wrestler! The commercial, which is a 'mock'umentary of sorts, made extensive use of visual effects for scenes depicting the breaking and falling of walls.



SOURCE : [WWE CHAMPION THE GREAT KHALI FOR AMBUJA CEMENT](#)

Coca Cola - Brotherly Love India

It is really amusing how brothers show their affection to each other. Beyond every pranks and brawls there lies a peculiar bond that can never be replaced by anything else. It is that what Coca Cola explored beautifully through their Brotherly Love campaign. And for the Indian edition of the ad, they came up with a set of beautiful scenarios that every sibling in India could relate with. With top notch color combination, astounding visuals and creative storytelling, the campaign was able to hook the viewers by highlighting one divine quality - brotherhood.



SOURCE : COCA-COLA BROTHERLY LOVE SIDDHANT CHATURVEDI

Kitkat - Dancing Babies Ad

Much like the MTS ad, this one features adorable little kids too. Most of the Kitkat commercials have the same underlying message - "Great things happen when you take a KitKat break". The ad features a group of kids in a daycare centre who breaks into exuberant dance steps as they see a daycare staff taking a Kitkat break. The standout feature in this spot is of course the catching charm and joy you see in the babies. The Internet Baby and Dancing Babies are clear proofs that commercials with kids can develop public enthusiasm very quickly.



SOURCE : KIT KAT DANCING BABIES COMMERCIAL



Last Words - Indian Association of Palliative Care

This video campaign is guaranteed to leave a long lasting impact on anyone who watches it. Nursing is a divine profession. It so happens that most of the times, it is nurses who hear the last words of a person than his or her family members. The film which was made for the Indian Association of Palliative Care, features eight nurses who share some of the last words they have heard from their patients. Hear them and you won't look at life the same way again! It is believed that in India, only 1 in 100 patients get palliative care that they actually need and the objective of this video was to raise awareness about Palliative Care in India. The commercial won a Gold Lion in the Cannes Film Festival.



SOURCE : LAST WORDS



Beauty Tips - Make Love Not Scars

We see beauty tips and commercials everywhere we go. But there is one thing that they always miss out on. How often do these commercials showcase being dark or not fair as something ugly? Looking for ways to improve your looks or appearance doesn't mean that one should be mocked or condemned for what one is already. Human beings are in constant effort to improve themselves. Be it in profession, lifestyle, looks, appearance or just being human. There is nothing called ultimate and there are always ways to improve. So, like in every other domain, it is okay to look for ways to improve your looks, but as commercials teach us, it shouldn't be at the cost of ridiculing oneself! Well.. Here is a game changer. Beauty Tips by Reshma, a real acid attack survivor. The campaign scores on multiple moral grounds and it is an absolute delight to watch. The campaign, made for the non profit organization 'Make Love Not Scars' is intended towards banning the easy availability of acids in India. The video urged viewers to sign a petition that could bring an end to such over the counter acid sales in India. The campaign received support from all over the world as more than 3,00,000 people signed the petition addressed to the Indian Prime Minister.



SOURCE : [BEAUTY TIPS BY RESHMA: HOW TO GET PERFECT RED LIPS](#)

ANIMATION SERIES

Adventures of Tenali Raman

Remember the witty and clever poet Tenali Rama who charmed the ministry of Krishnadevaraya, the Vijayanagara emperor? No kid in India would grow up without listening to his adventure tales. Well, those adventure tales saw an animated version through the television series 'Adventures of Tenali Raman'. The show was the first Indian animated television series and it was premiered on Cartoon Network. Speaking about the motive behind acquiring such an Indian based animated series, Ian Diamond, the senior vice-president and general manager at Turner Entertainment Networks, said that delivering content based on such rich Indian storytelling legacy has been at the center of Cartoon Network's mission to place the network as more relatable to the Indian audience. Toonz India limited, the producers of the series ensured that they hire at least 10% of staff with international exposure. The series which ran for 26, 11 minute episodes, cost just \$50,000 per two episodes since it was made completely in India. If they had to take the production to the United States, a half an hour animation would have cost them at least \$500,000! This is exactly the reason why Toonz hired expatriates with international exposure so that they can deliver best quality output in minimum cost. The series was shown in France during the Cannes Film Festival and received excellent response.

Roll No. 21

What was extremely likeable about the BBC Sherlock? Most of the Sherlock adaptations had a timeline similar to the original series by Sir Arthur Conan Doyle, while BBC's version set the brilliant detective in the modern 21st century. Take this same approach to the Indian mythological story of Krishna and Kansa and we have 'Roll No. 21'! In this wonderful animated series, Kansa is reborn as Principal Kanishk, who is the Principal of Mathura Anath Ashram. So what about our mighty Krishna? He is Kris, a student in Karna's school and there as you would have guessed, begins the good vs evil fight. Kanishk has a 'get Kris' plan in every episode and the adorable Kris outsmarts him. Due to its unique storyline and visually appealing animation, the series became a massive hit and is one of the most popular animated series in India till date. The series debuted in 2010 and is still continuing its successful run. In the Cartoon Network Super Toons Award of 2013, Roll No. 21 bagged three awards making it the most awarded series that year. The series also gave shape to 4 Television movies.

Chhota Bheem

When it comes to animated series, probably nobody else can compete to be the fan favorite in India. It's hard to find a kid in India who is not a fan of the adorable Chhota Bheem. The series premiered on Pogo Tv in 2008 and is still pretty much active. As the name would suggest, the series drew heavy inspiration from the Mahabharata character Bhima, Amar Chitra Katha and other superhero comics. The series deals with the story of a little boy named Bheem who is living in the fictional kingdom of Dholakpur. Bheem and his friends are usually entrusted with the task of protecting the King and Kingdom from various sources of evil. Rajiv Chilaka, the founder of Green Gold animation had to struggle for almost five years to get the show aired. Considered as India's largest children's entertainment brand, the show has more than 40 million viewers in India and abroad. With spin offs, television films and feature films, Chhota Bheem today is a merchandising giant with more than 300 products. The five years of struggle were definitely worth it! The series has won numerous awards including the Best Animated Frames at the Indian Chambers of Commerce and Best Animated TV Series from CNBC Gold Cursor.

Motu Patlu

Adapted from the famous comic strip in the Hindi magazine 'Lotpot', 'Motu Patlu' is an animated television series running ever since 2012. Produced by Cosmos-Maya, the series is based on the life of two friends, named Motu and Patlu who resides in the fictional city Furfuri Nagar. The show highlights the habit of the duo in putting themselves in odd situations and then finding a way out by sheer luck. With more than 2.5 lakh votes, 'Motu Patlu' was declared as the winner in 2017 Nickelodeon Kids Choice Awards. Remember the famous title song "Motu or Patlu Ki Jodi"? It was sung by none other than the Hindi playback singer Sukhwinder Singh. The series has spawned around 14 Television Films and a Theatrical Film titled "Motu Patlu: King of Kings". The successful run of the series also empowered their merchandising efforts.

Shiva

Within one month of its official launch, Nickelodeon's Shiva went on to become the most watched kids show in India. Viacom18 and other creators of the show, organized an Ormax True Value study with children across Mumbai, Chennai, Lucknow and Delhi and Shiva scored the highest score compared to other competitors. The series portrays the life of Shiva, a brave and smart boy who takes on the baddies of the nation and the story takes place in Vedas, a fictional city. Shiva is known for his superpowers and his flying superbike has been a sensation among its audience. The series airs in five countries including Indonesia, Paraguay and Sri Lanka.



Kumbh Karan

Remember the mythological character who slept for 6 months and ate everything in his vicinity when he woke up? Yes, the mighty Kumbhakarna was indeed the inspiration for the Indian animated series 'Kumbh Karan' that ran from 2010 to 2016. Through its lead characters 'Kumbh' and 'Karan', the creators aimed to portray the various personalities of Kumbhakarna in a light and childish manner. Though they are twins, the only similarity between 'Kumbh' and 'Karan' is their beautiful eyes and big ears. Kumbh is a lazy and chubby boy who likes to eat and sleep but he is strong and kind hearted. Karan is the complete opposite of Kumbh as he is smart and agile. Throughout the series, the duo, along with their friends 'Tara' and 'Kaddu' travel around the world on various missions. The show became a massive hit and it gave way to plenty of games in both board form and online. The show was also released in Sri Lanka in the name "Kadiyay Thadiyay".

Mighty Raju

A spin-off of 'Chhota Bheem' produced by the same Green Gold Animation follows the life of Raju, an adventurous 4 year old kid in the city of Aryanagar. We have seen heroes receiving super power in various ways; here is someone who received it as an embryo! When his pregnant Mother accidentally drank a compound developed by his scientist Father, little Raju received super powers while he was an embryo. Out there in the real world, Raju uses this super powers to fight with evil, especially Karati, his Father's former partner. With over 20 tele films on POGO that have been rated really high, 'Mighty Raju' is the second most popular Indian Franchise after Chhota Bheem. A Theatrical Film named "Mighty Raju: Rio Calling" was released on 2014 and its trailer was released by none other than the charismatic Hindi actress Kajol. It was at the same event that she was awarded the "Mighty Mom" title. The series has also been a merchandising success and the list includes items such as bicycles.

Little Krishna - The Darling of Vrindavan.

He is indeed the darling of each one of us, isn't he? The playfully mischievous Lord Krishna, was animated in 3D and aired on Nickelodeon early in 2009. The series portrayed the childhood adventures of Krishna in the village of Vrindavana and presently the series has 13, 23 minute

episodes. The series is based on the research conducted by the devotees of International Society for Krishna Consciousness over a period of seven years. If the project was based on the findings of such extensive research, how long did the production take? Two and a half years! Produced by BIG Animation studios and India Heritage Foundation, the series was scripted by Emmy award winner Jeffrey Scott. The series had a very unique design style that combined Indian design motifs and classical Western style. If you have watched the show, you couldn't help but notice the amount of detailing that has gone into each and every visual aspect of the land of 'Vraj'. Every element of detailing including art, colour keys, backgrounds were rigorously researched to uncover all possible references. The manpower behind the series? More than 280 artists! Adding to its likeability, the series featured many interesting stories beyond the popular tales of Lord Krishna. The series has won several awards including the Outstanding Indian Animated Content, Best Animated T.V Episode and Best VFX in a T.V Episode at the Federation of Indian Chambers of Commerce & Industry Frames Awards.

Pakdam Pakdai

When you hear the word Cartoon, Tom and Jerry will definitely be one of the first images that strike your mind. Such has been its popularity and its famous depiction of silent and friendly war among the lead characters have influenced various other creative ventures all around the world. The popular French animation series 'Oggy and the Cockroaches' is a perfect example of that. India too witnessed an animation series that featured such silent and friendly wars.

Pakdam Pakdai also known internationally as Rat-A-Tat, features the war between Doggy Don and the three little mice living in his house. The show, a co production between Nickelodeon and Toonz India Limited has been airing since 2013, initially on Nickelodeon India and presently in Sonic Nickelodeon. There has been two movie screen adaptations of the show titled 'Doggy Don vs Billiman' and 'Ocean Attack'. For its episode 'Safari Don', the show won the "Best Animated T.V Episode" Best Animated Frames Awards by FICCI in 2014.

ViR: The Robot Boy

This animated adventure television series was aired on Hungama in 2013 and it continued its run until 2016. Produced by Maya Digital Studios in collaboration with Cosmos Entertainment Private Limited, the show follows the adventures of a humanoid robot boy named ViR. Set in the fictional city of Fursatganj, the show follows the funny escapades of ViR along with his pet donkey Chulbul and his magical jinn Gintu. The series featured almost 81 episodes of around 30 minutes and it also gave way to 12 Television Movies.



Films

Enthiran

Talk about creative visuals in the contemporary Indian cinema and this man's name will be one of the very first to come up - Shankar! Shankar's love affair with visual effects started long back in 1994 through the film 'Kadhalan'. We all remember the 'Mukkala Mukkabila' song, don't we? Shankar continued to experiment computer graphics and visual effects through songs in the movies 'Jeans', 'Mudhalvan', 'Boys' etc. In 2005, through Anniyan, Shankar widened the scope of visual effects from songs to creative storytelling. However, his most prestigious film came in 2010, starring none other than the Superstar Rajinikanth. 'Enthiran' aka 'Robot' was all about a scientist's struggle to control his creation, an android named 'Chitti'. The premise itself makes it obvious that the spine of the film will be in its visual effects. Enthiran was the costliest Indian film until then and it also emerged as the biggest Indian blockbuster of 2010. Filled with awe inspiring visuals, the film was well received by fans and critics. Even the great filmmaker K.Balachander wrote a personal letter to Shankar following the film's release calling him India's James Cameron! A sequel for Enthiran, is due to release in 2018 and with a budget of 450 crore Rupees, it is the most expensive film in India till date.

Arundhati

Kodi Ramakrishna is an eminent filmmaker known for exploring visual effects in the Telugu Film Industry. His 'Arundhati' that released in 2009, went on to become the second highest grossing Telugu film of all time. Shyama Prasad Reddy, the producer of the film was quoted saying that, he decided to make the film a woman centric one drawing inspirations from films like 'Chandramukhi' and 'Exorcist'. The film was a significant career changer for its lead actress Anushka Shetty as she went on to become one of the most sought out actresses in Telugu.

Ra. One

Directed by Anubhav Sinha and starring Shah Rukh Khan, 'Ra.One' that released in 2011 was another film rich in visual effects. The film portrays the life of a game designer who develops a motion sensor based game in which the antagonist is more powerful than the protagonist. Almost 1200 artists worked for two and a half years to complete the visual effects work of the film! There were many complicated procedures including cubical transformation and the design of the faceless form of Ra.One.

Krrish 3

The franchise debuted in 2003 through 'Koi Mil Gaya' and has since then become the most popular science fiction/ superhero franchise in India. Like its formers, 'Krrish 3' that released in 2013 was also not shy on the visual extravaganza. In fact, the scale was much more mightier. It took almost one and half years to complete the VFX work of the film. The film was initially planned to be released as a 3D film, but due to lack of time to convert the film to 3D, Rakesh Roshan, the director had to release the film in 2D. The film was lauded for its visual effects and eye catching cinematography.

Baahubali Series

S.S Rajamouli... The name needs no introduction whatsoever. The world first saw a glimpse of his creative storytelling through 'Magadheera' that released in 2009. That was just the sign of things to come. From the Historical Fantasy setting, Rajamouli stepped into the shoes of children for his next VFX filled 'Eega' which got released in 2012. The film's narrative itself is in the form of a bedtime story by a Father to his Daughter. We have seen actors showing off their heroism. For Rajamouli this might have been a little too mainstream and thus it was a 'Fly' who adorned the hero here! And then in 2015 released the first part of his magnum opus series 'Baahubali'.

Baahubali : The Beginning featured almost 2500 VFX Shots. To bring the 1500 feet mystical water to life, the team had to work two long years as it involved several technical complications such as Fluid Dynamics. Each frame involving the waterfall was treated as creating a new set and employed different sets of methodology. One would lose count of the records set by this film but to just name one, the film was the quickest Indian movie to reach a box office collection of 100 crore. It did that in just 35 hours! The film marked the first time in Indian cinema where AMD processors were used for VFX and Animation. The team also have a Guinness record for making the world's largest poster for a movie! More than 5000 junior artists worked for more than 200 days to film the war scenes! More than 16 studios and 6000 technicians across 5 nations were roped in to complete the visual effects for the film. Guess what was the budget exclusively for VFX? More than 85 crores!

The second installment of Baahubali, 'Baahubali 2: The Conclusion' released on April 2017 and within a matter of five days went on to become the highest grossing Indian film of all time. There is a lot of 'first ever' attractions for this epic finale. This is the first Telugu film to be released in 4K format. Breaking all previous box office records, Baahubali became the first Indian movie to garner more than hundred crores on the day of its release. The film also became the first Indian film in history to gross over a thousand crores and it reached there in just ten days! That's not it. Releasing in over 9000 screens, Baahubali 2 received the biggest ever opening for an Indian film. But again, anyone who has been in India, will not find these numbers odd as Baahubali 2 was the talking point months prior to its release. Even social media celebrated the hashtag #WKKB, an acronym for 'Why Kattappa Killed Baahubali', one of the major suspenses in the plot that ignited the enthusiasm. They say that making a film is only fifty percentage of the total work. The rest fifty is how you market it. And nobody needs to look beyond Rajamouli and the production studio Arka Media to find an answer! They knew that their giant vision needs the greatest reachability possible and see how well they have achieved it. Apart from the film, Bahubali franchise also feature comic books, animation series and even Virtual Reality experiences! The film had around 2500 VFX shots which includes nearly 13500 tasks and around 35 studios worked on the project. The VFX works were predominantly carried out in India by studios from Hyderabad, Mumbai, Chennai and Bangalore. Additionally, almost ten International studios were also hired from US, Ukraine, Iran and UK.

While the first part of Baahubali explored two main locations - the bottom of the waterfall and some parts of Mahishmati Kingdom, with some smaller scenes around Singapuram, snow capped mountains and hideout of Kunthala rebels, 'Conclusion' had more stronger emphasis to spaces inside Mahishmati and Kunthala kingdom and thus became a greater challenge for VFX studios. The principal studio had to work six months to generate one complicated fight sequence towards the climax! The total post production works of the film took around 15 months to complete. "Creativity is intelligence having fun" said the famous physicist Albert Einstein. To be creative is indeed an exciting experience as it unleashes several doors of opportunities before us. With such amazing ventures, the creative industry in India is undoubtedly expanding its growth every passing day. Just take a look at the scrolling end credits of a Hollywood movie and you will know how many Indian talents are involved in it! Like in several other fields, India has a lot to offer to the world of creativity as well.

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