



THE STORYTELLERS



THINK INK STUDIO LIMITED

(Formerly, Oyeeee Media Limited)

ANNUAL REPORT 2018-19



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BOARD OF DIRECTORS AND KMP'S

- **Mr. Rajesh Sharma, DIN: 07610210**
Managing Director
- **Mr. Raj Saluja, DIN: 07111214**
Executive Director & Chief Executive Officer (CEO)
- **Mr. Abhishek Awasthi, DIN: 07081827**
Independent Director
- **Ms. Yogita Bhuranda, DIN: 08444327**
Independent Women Director
- **Mr. Deepak Rajendra Nirman, DIN: 08281432**
Non-Executive Director
- **Ms. Jayshree Sharma**
Chief Financial Officer (CFO)
- **Ms. Namrata Karwa**
Company Secretary & Compliance Officer

AUDITORS

- **M/s Agarwal & Mangal**
Statutory Auditors, Chartered Accountants, Mumbai



- **M/s R N A & Associates**
Internal Auditors, Chartered Accountants, Mumbai

- **Ms. Kavita Raju Joshi**
Secretarial Auditor, Practicing Company Secretary, Mumbai

BANKERS

- **Indusind Bank**
- **Axis Bank**

REGISTRAR & SHARE TRANSFER AGENTS

M/s Skyline Financial Services Private Limited
4A9 Gundecha Onclave, Kherani Road
Sakinaka, Mumbai-400072, Maharashtra
Ph: 022-6221 5779/2851 1022; Fax: 011-2681 2683
Email: mumbai@skylinerta.com

REGISTERED OFFICE

Bungalow No. 8/71, Mhada, S V P Nagar, 4 Bungalow Mhada,
Andheri (West) Mumbai-400053, Maharashtra



COMPANY OVERVIEW

Think Ink Studio Limited is an entertainment provider, operating across television, movies and other entertainment platforms. The Company has been influencing the entertainment sector for a decade and is now widely recognized for driving mass entertainment with its every venture.

We are a professionally managed and growing organization which aims at strengthening and establishing itself as the foremost provider of Film/TV Management services, Event Management, Artist Management and Celebrity Management services in Mumbai. We also aim at achieving greater and long-term growth.

We offer fully customised solutions that give shape to our clients' special preferences, their needs and vision for the program.

We are a full-fledged media house, wherein we design and deliver premium solutions for world's leading companies and individual clients. Our solution certainly plays a decisive role in getting the attention that our client's brand deserves in their niche market.

We offer the most comprehensive range of solutions for corporate as well as private event management and media production needs. We plan and stage events at national and international levels to suit the specific needs of our clients. We are a one-stop-shop for all event management and media production requirements.

We lead a very creative and enthusiastic team of talented youngsters. They are meticulous planner and an excellent organizer who are totally committed and focused.

We design and develop optimal solutions that maximize our clients. We deliver value in terms of Quality and Cost. We excel in Customer Service and Support and intend to increase our visibility through use of digital channel as well as social media platforms to provide more services.

Further, we have also plans to venture into Television Serials, Movies, Script Writing, etc. We aim in getting real concept to the audience. Our strategy is designed to address predictability, scalability and sustainability, ultimately resulting in profitability.

The company has been consciously strengthening its team by hiring senior-level executives to further enhance its capabilities. Today, Think Ink is one of the strongest emerging media and entertainment Company in this sector. Its innovative business model has made the company a very relevant player and has positioned it favourably to ride the growth wave in the Indian media and entertainment sector.

We are expanding our content creating capabilities, innovating across the value chain, and investing in technologies to understand and cater to the needs and aspirations of diverse audiences. We are building on our reputation of creating newer genres, formats and leading the way in creating quality content which the audiences can enjoy.



ABOUT US

“Content is the King”, we strongly believe in it and “Think Ink” was born out of a passion to create the best content in Film Making, TV and Web Shows, both Fiction and Non-Fiction.

Entertainment has been an integral part of human life since the dawn of civilisation. It rejuvenates people by relieving them from the tedium of their routine. Viewers vicariously experience the lives of their favourite characters by getting transposed to imaginative places and situations. Entertainment fires peoples’ imagination, makes them appreciate the nuances of a situation, and helps them to understand the complexities of relationships. Emotion, the common thread that runs across entertainment content, enriches it and makes it relevant. By evoking emotions that people live each day, entertainment has been able to touch their lives with hues of joy and sorrow, hope and despair, pride and inferiority, awe and contempt, confidence and fear. A film, a play, a show, a symphony or a concert, it moves hearts when emotions take the foreground.

People seek entertainment primarily for instant gratification, but it greatly influences every aspect of human life and plays a vital role in shaping cultures. The stories and the characters weaved in content give an expression to the experiences of the viewers. As if looking in a mirror, they see their part being acted out in narratives and are inspired to overcome challenges and chase their dreams. Content often delves into unfamiliar subjects, customs and cultures. By exploring their different perspectives, it helps build bridges and spur solidarity. Entertainment consistently questions traditions, provokes new thoughts and gives a voice to the unheard. It brings about a gradual change by tacitly seeding fresh ideas and helping them become acceptable. TISL absorbs the intricacies of life by observing it unfold at several levels and tells stories that evoke a range of emotions and touch lives.

As creative minded individuals, we thrive in a collaborative environment where two parties come together to make something that captivates audiences for years to come

It is imperative for every organisation to have a meaningful engagement with community, as consumers are inextricably shaped by it. However, for us, community is not only the audience but also a cultural and social melting pot, providing ideas and perspectives for exemplary stories that entertain. An organisation like ours scales greater heights only by nurturing a strong symbiotic relationship with the community. Its needs fuel our work and it is only when we weave in its varied ideas and perspectives with our creative energy, that we serve our larger purpose. Its diverse experiences and outlook enrich our content and keep us motivated to better ourselves. This belief is fundamental to our content creation process and has helped us stay both relevant and relatable.

We have made it a priority to create content around subjects that are pertinent to our community. Our goal is to go beyond entertainment and bring change. We want our stories to inspire the audiences to challenge norms, broaden perspectives and embrace change to evolve into a better society. By making a small contribution, we thrive to bring positive change. Our mission is to reinforce this effort with grassroots initiatives that bring a difference.



TO INSPIRE VIEWERS

There is no individual who is not capable of doing more than he thinks he can do. However, this potential, more often than not, is not utilized due to the fear of adversities, inadequate realisation of talent, or other priorities. In the humdrum of daily life, it is difficult to take a pause, reflect and shed these inhibitions. In such situations, inspiration strengthens us to transcend limitations and awakens us to extraordinary possibilities. It helps discover latent talent, rekindle long-forgotten ambitions, and muster courage to overcome challenges. While sometimes people are able to channel their inner voice for motivation, they look for external impetus at other times.

Inspiring stories form an important part of entertainment themes all over the world, providing stimulus to people to think beyond the apparent. They evoke emotions and encourage actions to unleash their full potential. When the protagonists of these stories withstand untold hardships and sufferings to achieve their goals, they become heroes whom spectators look up to. Their energy, courage, resilience, determination, and fighting spirit fascinate audiences and they emerge as their role models. A story of an individual realising her dreams spawns a million new aspirations. Humanity has withstood real-life tribulations by drawing motivation from inspirational entertainment.

TO CONNECT WITH VIEWERS

In today's world, reality is seen through one's own prism. Like refraction of light into various colors, humans have significantly varied perspectives of personalities, events and cultures. These perspectives pervade ideas, ideals and thought processes, making people what they are. This individuality, posited against uniformity, brings a conflict between uniqueness and diversity. Family, the micro-unit of society, is today a group of individuals living under one roof but pursuing different goals, ideologies, and lifestyles. As this phenomenon expands and reaches the outer circles of the socio-cultural order, we come across disconnect and differences which end up in discontent. The lack of time and willingness to understand each other's positions worsen the situation, until mutual disapproval becomes the norm.

It is only when people get a fair perspective of each other's lives, that it becomes possible to convert mutual disapproval into mutual understanding. When one understands the other, even differences become amicable. What follows is settlement, a state of harmonious coexistence where the difference in thoughts, actions, practices, and customs are met with respectful deference. It helps people to celebrate the differences and meet half-way on the bridge that stands firm on the foundation of mutual understanding. Confluence of thoughts from varied backgrounds has been the driving force for the evolution of any society. This idea is even more relevant for a diverse country like India with a multitude of sub-cultures.

TO BRING CHANGE

Individuals, societies and cultures are constantly shaped by new ideas. What seems like a norm today might have been a rebellious concept in the past. The constant churning of customs, beliefs and convictions with fresh ideas brings about a change in a subtle manner. The process of change