

# 2021 - 22

## ANNUAL REPORT

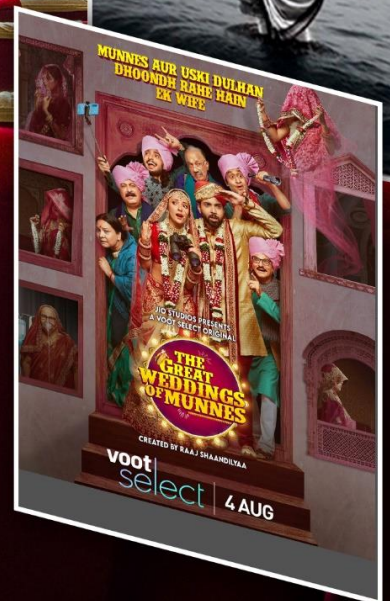
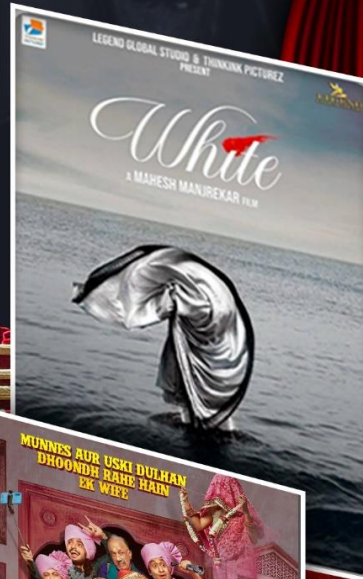


**“CONTENT IS KING”**

### 14<sup>TH</sup> ANNUAL REPORT

[www.thinkinkpicturez.com](http://www.thinkinkpicturez.com)

8/71 Anjali Bungalow, Jankidevi Public School Rd, SV  
Patel Nagar, Mhada, Andheri (W),  
Mumbai - 400053, Maharashtra  
Email - [share@thinkinkpicturez.com](mailto:share@thinkinkpicturez.com)  
Phone no - +91 - 7718810090



# INDEX

## 01 - CORPORATE OVERVIEW

## Page Nos.

■ Brief Introduction.	1
■ Corporate Information.	3
■ Company Value.	4
■ Our Journey.	5
■ Our Services.	6
■ Our Marquee Team.	7
■ Our Projects.	9
■ Content IPS: Best of Bollywood.	10
■ Our Tie-ups & Upcoming Projects.	12
■ Key Financial Highlights.	13
■ Board of Directors and Key Managerial Personnel.	15

## 02 - LETTER TO SHAREHOLDERS

18

## 03 - NOTICE OF ANNUAL GENERAL MEETING

19

## 04 - DIRECTORS' REPORT

33

## 05 - FINANCIALS

104



# FORWARD LOOKING STATEMENT

In this annual report, we have disclosed certain forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make certain forward-looking statements that set out anticipated results based on the management's plans and assumptions.

We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realized, although we believe we have been prudent in our assumptions.

The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialize or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.





# BRIEF

## INTRODUCTION



**“CONTENT IS THE KING”,** we strongly believe in it and **“THINKINK”** was born out of a passion to create the best content in Film Making, TV and Web Shows, both Fiction and Non-Fiction.

Since the beginning of civilization, entertainment has been an essential component of human life. By releasing them from the monotony of their routine, it revitalises them. By being transported to fantastical settings and circumstances, viewers get to experience the lives of their favourite characters in a virtual way. People's imaginations are sparked by entertainment, which also helps them grasp the subtleties of a situation and comprehend the complexities of interpersonal interactions. Entertainment content is enhanced and made relevant by emotion, the theme that unites all of it. Entertainment has been able to impact people's lives by evoking feelings they experience every day, such as joy and sorrow, hope and despair, pride and inferiority, amazement and disdain, confidence and fear.

People seek entertainment primarily for the purpose of receiving immediate gratification, but it has a profound impact on all facets of human existence and is crucial in forming cultures. The narratives and characters woven into the content allow the viewers' experiences to be expressed. They perceive their role being played out in stories as if staring in a mirror and are motivated to overcome obstacles and pursue their objectives. Content frequently goes into obscure topics, rituals, and cultures. It encourages solidarity by examining their various points of view and fostering communication. Entertainment frequently challenges conventions, elicits novel ideas, and offers the voiceless a platform. It gradually affects change by subtly introducing new concepts and assisting in their acceptance.

Think ink produces stories that elicit a range of emotions and impact lives as it takes in the complexities of life by watching it play out on several levels. We thrive in cooperative settings when two parties work together to create something that enthralls viewers for years to come because we are creative people.

Thinkink Picturez 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. The Company offers services such as concept development, casting, set designing, scriptwriting, location scouting, photography, editing, sound effects, and mixing service.

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.



# BRIEF INTRODUCTION



We offer fully customized 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 planned 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, Thinkink 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 favorably 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.



# CORPORATE INFORMATION

## **CHAIRMAN AND MANAGING DIRECTOR**

MR. RAAJ SHAANDILYAA

## **JT. MANAGING DIRECTOR**

MR. VIMAL LAHOTI

## **INDEPENDENT DIRECTOR**

MR. PRASHANT BAJAJ

## **NON-EXECUTIVE DIRECTOR**

MRS. RITU LAHOTI

## **INDEPENDENT DIRECTOR**

MR. KRISHANU SINGH RATHORE

## **INDEPENDENT DIRECTOR**

MR. BHAUMIK JITENDRA SAMPAT

## **COMPANY SECRETARY & COMPLIANCE OFFICER:**

MS. NAMRATA KARWA

## **CHIEF FINANCIAL OFFICER (CFO)**

MR. KANHAIYA KUMAR JHA

## **STATUTORY AUDITORS:**

M/S RAK Champs & Co. LLP, CHARTERED ACCOUNTANTS

## **SECRETARIAL AUDITOR:**

MS. KAVITA RAJU JOSHI, PRACTICING COMPANY SECRETARIES

## **BANKERS:**

*IndusInd Bank*



## **REGISTRAR & TRANSFER AGENTS:**

M/S SKYLINE FINANCIAL SERVICES PRIVATE LIMITED

## **REGISTERED OFFICE AND CORPORATE OFFICE**

8/71 ANJALI BUNGLOW, JANKIDEVI PUBLIC SCHOOL RD,  
SV PATEL NAGAR, MHADA ANDHERI (W), MUMBAI -  
400053, MAHARASHTRA

WEBSITE : <http://www.Thinkinkpicturez.com>

EMAIL: [share@thinkinkpicturez.com](mailto:share@thinkinkpicturez.com)

MOBILE : +91 7718810090



# COMPANY VALUES



## VISION

"To consistently provide delightful and innovative entertainment experiences by engaging audiences and nurturing talent."



## MISSION

- "To become one of the renowned global content company from the emerging markets.
- As a Company, we will be driven by content leadership based on innovation and creativity.
- Our focus will be on growth while delivering exceptional value to our customers, viewers and stakeholders."



## PHILOSOPHY



**CUSTOMER FOCUS**



**CREATIVITY**



**EXCELLENCE**



**INTEGRITY**



**GROWTH DRIVEN**



**STORYTELLING**



# JOURNEY



**2015**

IPO in September 2015

**2017**

Dream Girl script received and started pitching

**2017**

In House Story writers started creating **quirky content**

**2018**

Project Dream Girl Directed by Raaj and **the movie went on floor**

**2019**

Theatrical release of movie and collected worldwide  
~ **INR 200 Crores**

**2019**

Company signed **2 film deal with Wakao Films LLP**

**2020**

**Announced Janhit Main Jaari** script received and started pitching

**2021**

Signed for production of web series with **Endamol**

**2021**

Pitched for a Web Series with Jio Studios, **The Great Weddings of Munnes** and started shooting for the same

**2016**

**Mr. Raaj Shaandilyaa** came on board on 1st October, 2016

**2017**

Gave narration to **EROS Group**

**2018**

**Tied-up with Balaji** for Dream Girl

**2018**

**Mr. Raaj entered into contract** with Balaji Telefilms for writing and directing 3 movies

**2019**

Company signed **5 film deal with T- Series**

**2019**

**Satelite and OTT release of movie**

**2021**

Shooting started for **Janhit main Jaari**

**2021**

Company has signed agreement for **development of 4 films with Balaji**

**2022**

Release of **Janhit Main Jaari**,  
The Great Weddings of Munnes released on  
4th August, 2022  
and Dream Girl 2 already on floor  
and will be released on 29.06.2023



# OUR SERVICES

## OUR BUSINESS MODEL

Creation of Music  
Albums / Videos



Creative Production for  
Films, Web Series and TV  
(Fiction and Non-Fiction)



Curation of Rights  
for Larger Studios



Content / Script creation  
and Script Doctoring



\*Launch of Music Label,  
Casting Agency and  
Foray into  
Regional Cinema



Story writing and  
Direction  
of Films and Web Series



\*Plans to venture in the next 1-2 years



# OUR MARQUE TEAM

## Jai Basantu Singh

Jai Basantu has been a part of multiple genres in the entertainment world from TV shows, AD films, Music videos to well known campaigns. He has produced and directed a Marathi movie '9 Mahine 9 Diwas', naming popular TV shows he has directed are Yeh Rishta Kya kehlata Hai, Yeh Un Dino Ki Baat , Jamai Raja, Ishq Ka Rang Safed, Diya Aur Baatein Hum and many more.

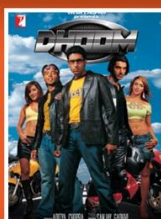


## Ishrat Khan : Associate Director



## Sanjay Gadhvi

He is a director and writer, known for Dhoom 2 (2006), Dhoom (2004) and Kidnap (2008).



## Amberdeep Singh

Amberdeep Singh is a writer and director, known for Lahoriye (2017), Laung Laachi (2018) and Love Punjab (2016).

