



Sniper enters strategic partnership with Handloom Picture Company

Mumbai, 21 June, 2016: Commercials and content production company, Sniper, and ad-filmmaker and activist Ram Subramanian's Handloom Picture Company, have entered a strategic partnership to co-produce TV commercials and digital content. The partnership commenced earlier this month with Ram directing the new [OLX Mundi Dance commercial](#).

Ram has previously served as Director at Nirvana Films. His past agency stints also include Trikaya Grey, Contract and Ogilvy – where he ventured into direction from copywriting.

Commenting on the partnership, Ram Subramanian, Founder & Director of Handloom Picture Company, said, *“It happened by chance actually, I was looking for a producer to handle the production department for Handloom Picture Company and had met Chahna regarding that...After a coffee and a conversation we decided to collaborate instead so that our clients can get the best of what we both have to offer...Out of the box creative and film solutions and world class production quality”.*

Ram has directed commercials for leading brands like Levi's, Nokia, Thomas Cook and ING Vysya Bank apart from the viral Mute series. As an activist and a movement creator, his work for the *Dear Neighbour Movement* and *#ProfileForPeace* has made news many times over.

“Ram’s sensibilities translate into telling narratives that tug at the heartstrings. Handloom Picture Company will add to Sniper’s range a fresh perspective guided by its founder’s signature touch,” **said Chahna Rupani, Senior Vice President & Executive Producer, Sniper.**

A part of Roopak Saluja's The 120 Media Collective and led by Executive Producer, Chahna Rupani, Sniper aims to redefine commercials and content production with its lean and agile approach. Bang Bang Films - *India's International Production Company*, also a part of The 120 Media Collective, was the precursor to Sniper and now falls under Sniper's wider repertoire. The production services company most recently handled the India schedule for Coldplay's latest music video, *Hymn for the Weekend*.

Sniper has consistently added a host of renowned directors to its roster, including Rob Cohen (*The Fast and the Furious*), critically acclaimed director Dibakar Banerjee, and the *Rock On!!* & *Fitoor* director, Abhishek Kapoor.

The company's recent commercials include Vivo (starring Ranveer Singh), Samsung (starring Shahid Kapoor) and Kurkure (starring Parineeti Chopra, Boman Irani, Farida Jalal and more) directed by Dibakar Banerjee.



About Sniper

Sniper- Lean. Agile. Amplified. - is a brand launched in April 2015 by Roopak Saluja's 'The 120 Media Collective' offering compelling content backed by targeted outreach capabilities. It aims to redefine the production of commercials and content with a hybrid production model augmented with best-in-class amplification techniques. Building on the credibility of its precursor, Bang Bang Films, and capitalizing on the strong digital content production credentials of The 120 Media Collective, Sniper exists to address the rapidly changing needs of an evolving marketing and content paradigm.

More at www.snipershoots.com

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About The 120 Media Collective

'The 120 Media Collective' is one of India's most impactful digitally oriented companies, helping brands connect with their audiences through compelling content, customised distribution and incisive amplification. The company creates, produces, distributes, monetizes, creates engagement and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the diversified content and communications group comprises subsidiary brands, **Jack in the Box Worldwide**, one of South Asia's leading agency brands in the digital space; **Bang Bang Films- India's International Production Company**; **Sniper**, which redefines commercials and content production for the digital age. With a high level of credibility and quality relationships with brands, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com

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