



The Fast and The Furious Director, Rob Cohen, now exclusively with Sniper

Mumbai, Wednesday, 13 May 2015: Hollywood Director, Rob Cohen of The Fast and The Furious, xXx, and DragonHeart fame, has signed exclusively with Sniper, a part of The 120 Media Collective that aims to redefine commercials and content production with its lean and agile approach. The 120 Media Collective earlier produced commercials under its famous brand, Bang Bang Films, which is now primarily a production services brand.

Rob Cohen has worked with Sniper/Bang Bang on the recently aired Mountain Dew spot featuring Hrithik Roshan. Rob has directed spots like **Ford Mondeo, Verizon Fios "Quantum", Mercedes Benz Chase, Burger King Money Mayhem, Chase Heist**. While his most recent release as a Hollywood director is Jenifer Lopez starrer, **The Boy Next Door**, Rob has signed on to take the lead on feature, **Marco Polo** later this year, starring actor Hayden Christensen based on 13th Century Mongol-controlled China with a Westerner (Hayden) at the centre of the story.

Having worked with well-known directors from both the commercials and films space, since its inception in 2006, as Bang Bang Films, the company will be announcing a number of exclusive alliances with A-list Indian and global talent over the coming months.

Commenting on the partnership, Rob Cohen, Director, said, "I have thoroughly enjoyed my relationship with Sniper/Bang Bang. They are staffed from top to bottom with talented people who know how to help a director render and surpass his vision. Recently making my entry into the Indian market, they have been the best spirit guides and helped me take my innate love of Indian culture and bring it to the screen."

"Rob is truly a master of his game and we're lucky to have someone of his caliber at Sniper. His work speaks for itself and we're positive about the impact our partnership will have on the Indian market." said, **Roopak Saluja, Founder & CEO, The 120 Media Collective.**

View Rob Cohen's reel [here](#)

About Sniper

Sniper- Lean. Agile. Amplified.- is a brand launched in April 2015 by Roopak Saluja's The 120 Media Collective that aims to redefine the production of commercials and content with a hybrid production model augmented with best-in-class amplification capabilities. 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.

For more information about the Sniper and the range of work, both long form and short form, please visit www.snipershoots.com ; follow @sniper_shoots and www.facebook.com/snipershoots
