



Sniper ready to roll with *Rock On!!* director, Abhishek Kapoor

~*The Fitoor maker to direct exclusively for the production company*~

Mumbai, April 4, 2016: Commercials and video content production company, Sniper has signed on critically acclaimed director of *Fitoor*, *Kai Po Che* and *Rock On!!*, Abhishek Kapoor exclusively to direct commercials and digital content for its Indian as well as global agency and brand clients.

Speaking on the association, Abhishek Kapoor says, “With platforms coming together, audiences expect entertaining content in every format. I look forward to working with Sniper and creating some clutter-breaking content.”

Fondly referred to as ‘Gattu’, his 2008 release *Rock On!!* went on to win several awards including Filmfare in 2009 and the National Award for Best Feature Film in Hindi in 2010. The 2014 back-to-school campaign for Pepsi marked the beginning of long-format digital content for the director.

Chahna Rupani, Executive Producer, Sniper, foresees an untapped potential with the association, “Abhishek has a knack for compelling storytelling. As he adds to the range of talent in Sniper’s repertoire, we can’t wait to witness what he brings to the table.”

Sniper, a part of Roopak Saluja’s The 120 Media Collective and led by Executive Producer, Chahna Rupani, aims to redefine commercials and content production with its lean and agile approach. Since its launch in April 2015, the company brought on board *The Fast and The Furious* director Rob Cohen in May 2015. The production company also exclusively signed on acclaimed filmmaker Dibakar Banerjee, who directed commercials for Kurkure, Samsung and Alpenliebe starring a bevy of celebrities like Boman Irani, Farida Jalal, Parineeti Chopra and Shahid Kapoor among others.

In addition, the parent company signed a year-long deal with Cheil Worldwide as preferred partner for video content in September 2015. Bang Bang Films- *India’s International Production Company*, also a part of Sniper, was most recently in the news for the India shoot of music band Coldplay’s latest video, Hymn for the Weekend.

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

