



BODHITREE PROFILE

Bodhi Tree Multimedia was formed in July 2013. Its gamut of activities covers content production for television, films and digital platforms. The company has been at the forefront of creating differentiated & edgy content through its distinct line up of shows. It's gamut of activities covers content production for television, films and digital platforms.

It has produced a robust line up more than 30+ shows since its inception across most major Broadcasters & OTT platforms. It has produced more than 1000+ hours of content on Television and OTT. The shows have encompassed all genres - drama, thriller, horror, comedy and lifestyle. The company has produced shows across multiple languages – Hindi, Tamil, Marathi, Gujarati and Bengali. The client roster includes all the major entertainment networks- Star, Disney, Viacom, Zee, Sony, Sun among others.

The Bodhi Tree management team comprises of the most experienced minds in the entertainment content business with a proven track record of delivering successful television shows across all genres. The team skill sets cover both fiction and non-fiction content programming with combined experience of 100+ years and 100 + television shows between them.

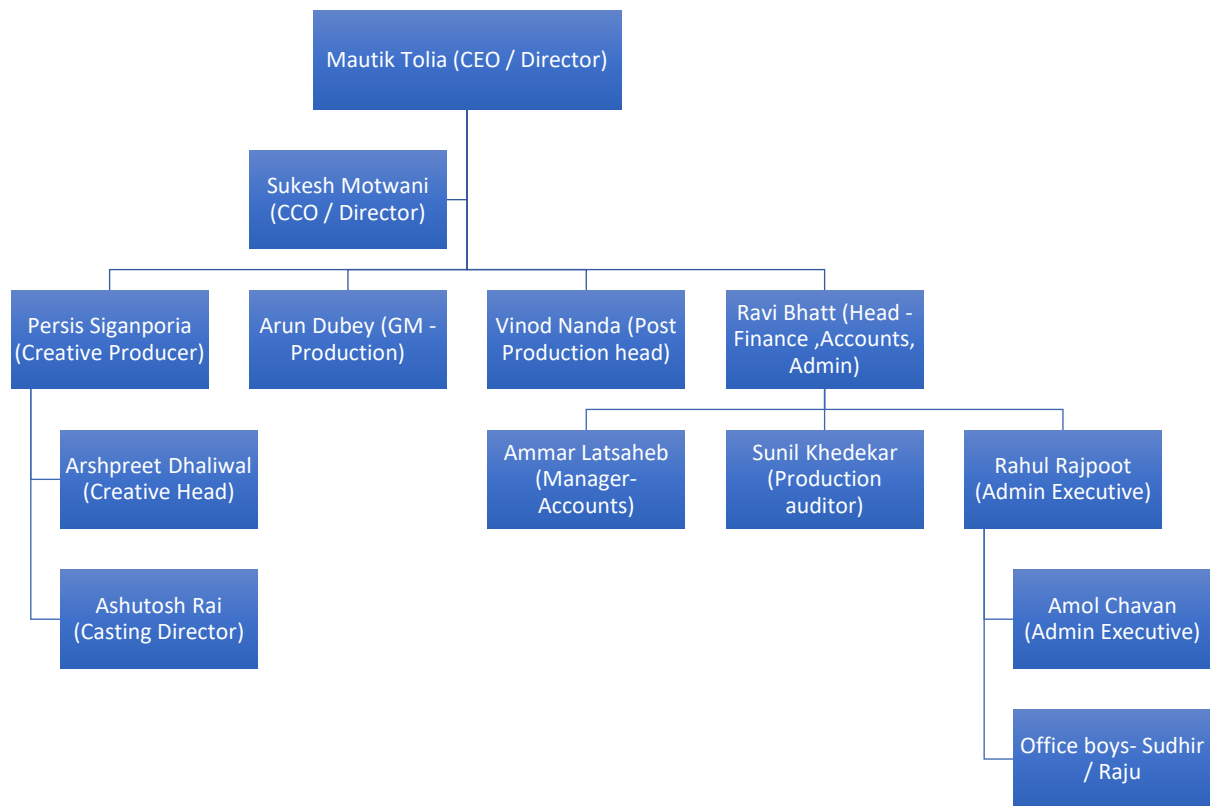
KEY PERSONNEL

Sukesh Motwani (Founder / Director) was the Head of Fiction Programming at Zee TV for the past 7 years. Prior to this he was instrumental in setting up the channel Zee Next for Zee TV. He used to head programming for that channel. He has been involved in 75+ shows spanning 10,000 plus hours of television content experience across all genres in various capacities. During this period, he has worked with most leading brands in television right from Zee Television, UTV, DJs & Nimbus.

Mautik Tolia (Founder Director) last held position was with sports broadcaster Neo Sports Broadcast Pvt. Ltd in the capacity of Executive Vice President (Programming & Production). He held this for a period of 12 years and was instrumental in setting up the Sports Network. Prior to Neo, Mautik has worked in television in various capacities having been associated with India's top media companies notably Nimbus & UTV in the areas of creating, developing, writing & producing television shows. His filmography till date includes more than 50+ shows across various multiple genres and television channels.

Persis Siganporia (Creative Producer) started her career with advertising, graduating to copy-group head in Grey Worldwide. She has worked with the top media companies – MTV, Cinevista, Balaji Telefilms & DJ's. Persis has set up more than 50+ television shows in capacity of Creative Director including iconic shows such as 'Jassi Jaisi Koi Nahin', 'Parvarish', 'Left Right Left' to name a few. She was instrumental in pioneering the youth fiction genre in India. She also played an instrumental role in setting up the youth focused new media content division for Balaji Telefilms.

BODHITREE ORGANISATIONAL STRUCTURE



Key Strengths

- DEVELOPING A PAN REGIONAL PRESENCE ACROSS MULTIPLE LANGUAGES
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- DEMONSTRATED TRACK RECORD WITH RELATIONSHIPS ACROSS MOST MAJOR MEDIA GROUPS
- MULTI PLATFORM EXPERTISE
- UNIQUELY POSITIONED TO TAKE ADVANTAGE OF THE 'CONTENT EXPLOSION'

WAY FORWARD

- CONTINUE TO BE GROW AS CONTENT CREATOR IN LINEAR AND NON LINEAR FORMATS EXPANDING IN MULTIPLE MARKETS ACROSS MULTIPLE LANGUAGES.
- FOCUS ON DEVELOPING OWN IP OF CONTENT TO TAKE ADVANTAGE OF CONTENT EXPLOSION.

FURTHER DETAILS ON

ADDITIONAL READING FOR SECTOR

- BCG REPORT –Entertainment goes online
- http://image-src.bcg.com/Images/Entertainment-Goes-Online_tcm21-208006.pdf
- • E&Y report on Indian Entertainment Industry 2018
- <https://www.ey.com/Publication/vwLUAssets/ey-re-imagining-indias-me-sector-march-2018/%24File/ey-re-imagining-indias-mesector-march-2018.pdf>
- KPMG-FICCI Media and Entertainment Industry report 2017

We have done in total **Thirty shows** with 1877 **episodes** and total duration of 1052 Hours. Listed below are some of the Television serials Bodhi Tree has produced for various reputed channels :

For Star Plus – a daily soap titled NISHA AUR UNKE COUSINS - 30 min. serial for 269 Episodes.

Zee TV – Fear Files – one hour serial with 13 Episodes

Channel V – Twist wala Love – 30 min serial for 40 Episodes

Channel V - Confessions & Secret Diaries -30 min serial for 15 Episodes

Viacom 18 – Big F [Mtv] - one hour serial with 13 Episodes.

Bindaas Channel - Yeh Hai Ashique one hour serial with 27 Episodes.

Bindaas Channel - Kota Toppers – 30 min serial with 25 Episodes

Big Magic – TEDI MEDI FAMILY 30 min serial with 97 Episodes

Sony TV - Mann Main Hai Visshwas – a weekly one hour show with 6 Episodes

Sony TV –Crime Petrol – 60 min serial.

Sony TV – a daily soap title BADE BHAIYAA KI DULHANIA - 30 min. serial for 57 Episodes.

Vicom18 – Big F [Mtv] New Season - one hour serial with 11 Episodes.

Zee Yuva – Prem he.. one hour by- weekly serial with 28 Episodes.

Bindaas Channel –Dil Buffering 30 min serial with 10 Episodes.

Zee TV – Fear File one hour serial with 123 Episodes

Zee TV – Aapke Aa Jane Se with 375 Episode

Worldwide Media Pvt Ltd (WWM) – Web Series - Femina – 8 epis ,The interns – 8 epis

Vuclip (India) Pvt. Ltd –Web Series Banned – 12 episode, 13 Mussories – 13nos

Vicom18 Media Pvt .Ltd – Web Series - Marzi – 6 Epis, Raiker – 6 Epis

Sun TV Network Limited – Arundhati – 153 Episodes

VIACOM 18 Media Pvt Ltd. – Web Series - F for Fantasy – 6 Episodes

Sony Pictures Networks India Pvt. Ltd. - Hrudayat Vaje Something – 171 Episodes

TO ENTER-10 TELEVISION PVT. LTD. – Daar Ki Dastan - 2 Epis

VIACOM 18 Media Pvt Ltd - Nati Pinky Ki Lambi Love Story – 102Epis

VIACOM 18 Media Pvt Ltd. – Web Series - The Gone Game -2 – 5 Epis

Alt Digital Media Entertainment Ltd – Web Series – Black Woodz – 5 Epis

BBC Media Action (India) Ltd – Web Series – 7 Epis

TO ENTER-10 TELEVISION PVT. LTD. - Sach...Insaaf Ki Talaash – Pilot

Zee TV – Main Hoo Aparajita on Air with 247 Episodes as on 6th June'2023