



# AMJATH MEERAN EXPERIENCE, ACCOLADES + PRESS [RETROSPECTIVE]

## Two Decade old Expertise

We have working for more than 15 years in Script Writing, Content Development, Filmmaking, Promotions, Production Designing, Creative Consultancy. We have worked for various film production houses, filmmakers, technicians and top MNC brands. We also works closely with Policy Makers for the Media and Entertainment Industry in India and Abroad

**We are the Makers of World's 1st Short Feature films. We have made a Platform that created revenue worth 70 and above Million USD Film Business for Tamil Film Industry alone**

Between 2001 and 2007, under Amjath's writing and direction, \Meeran Theatres produced short films in a brand new format, by which the company introduced a New Genre 'Short Feature Film' to the world of Cinema. His films spearheaded short feature film movement in India based in Chennai. His works widely appreciated in other film capitals such as Mumbai and Hyderabad.

He Supported his initiative by promoting other short filmmakers by producing First of its Kind Short Film Festivals in Chennai in partnership with FTII Pune. The Premier Film & Television Institute of India. After 2006, new TV reality shows emerged under programs such as 'Directors of Tomorrow' and 'Future Filmmakers' and Telecasted in Prime times. These shows emerged after consulting with Amjath about the future of the Short Feature Film Genre.

Since 2007, in Chennai alone 100s of short films in his genre have been produced by the Indie film aspirants. Through the new genre, new talents evolved as actors, writers, producers, techies and directors. It helped them develop their skills. Today those evolved have become star actors, filmmakers, producers and technicians. As on 2020, the film industry has created Short Film based Feature Film revenue worth more than 70 Million USD

## Many Firsts to the Founder of Meeran Theatres

### India's 1st 'R' Company:

He is the first producer to have his Film Production Company to have a Trademark Registered in India. The 'R' Certificate was issued by the Intellectual Property of India, Govt. of India

### Introduced New Genre:

He Introduced a New Genre - Short Feature Film to the World Film Industry in 2002

### Introduced Logo Film in India:

He introduced Logo Film in India in 2004 by making a promo for Chennai Film Festival 2004. He and DOP Mahesh Muthuswamy was felicitated by the festival Artistic Director Thangaraj along with the celebrity chief guests of the closing day of the festival. Promo was edited by National award winning editor Suresh Urs. Promo received much accolades from Mumbai and Europe film fest fraternity

### 1st Students Short Film Festival of India in assn. with FTII:

We were the first to Conceive, Curated and Sponsored two Short Film Festivals between 2003-2006 with the support of legendary filmmaker Balumahendra, legendary DOP PC.Sreeram and FTII- Pune- Premier film institution of India

### Pre Viz Digital Story Board launch with Kamal Haasan

In 2007 as a stop-gap assistant director to Legenday actor, filmmaker Dr.Kamalhasan, he used Pre Viz Digital Story board for a pre-production work for the first time in Chennai.

### Team member of India's first Digital Camera Red 1 by Kamal Haasan

When our Found worked as an AD to Legendary actor and filmmaker he was part of the launch of Country's first Digital Camera in Chennai in 2007

### India's first IP Crime Unit TIPCU launch official invitee

Amjath was a delegate invitee in the launch of India's first IP Crime Unit TIPCU: Telangana Intellectual Property Crime Unit in Hyderabad, launched by Telangana Govt. along with the US Govt.and FICCI in 2016

### Delegate member of OCCP regulation forum by I&M Ministry of India and Govt. of Italy (ANICA)

We are the member in Country's First Online Content Regulation Forums such as FCAT and OCCP conceived by Films Division, Ministry of I&B, Govt. of India and IAMA) in 2019

### India's 1st Officially announced Hollywood Film in English:

in 2018 June we were the first in India to officially announce a Hollywood film titled Brasil with Indian and British English as the spoken language. This film has Chennai, Yorkshire, Rio and other Towns of India as the backdrop

### Official invitee of Rome Film Festival, Videocitta and MIA Cinema Market in Rome

In 2018, We were the first to represent Indian Film Industry from Tamil Film Industry in Italy and attended various Hollywood events, Rome Film Festival, Cinema Market and VIDEOCITTA- Rome City AV Festival involving film industry and films. We were part of delegation lead by the Govt. of India



IN THIS PIC, AMJATH MEERAN WITH PRODUCTION COLLEAGUES. YEAR: 2013 / LOCATION: BHUJ DESERT / MOVIE: MARIKAVI / A FILM BY BHARATBALA, AR RAHMAN, AASCAR FILMS PVT LTD ACTOR DANUSH & PARVATHI WITH FRENCH DDP MMBC.

SEQUENCE DESCRIPTION: THE TEAM ACTIVATES DESERT STORM USING FAN & SAND AS AN ASSISTANT DIRECTOR AMJATH SUPERVISES THE ART WORKS ON THE FIELD

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