



EST. 2001

Films that move people — and
metrics.

TV COMMERCIALS

DIGITAL FILMS

CELEBRITY CAMPAIGNS

ABOUT US

A one-stop shop waiting for a story to be told.

25 years of experience in filmmaking, production, and conceptualizing storytelling in all forms of advertisement — that's what Ashvin has infused into the DNA of Avakkai.Studio.

From working with R. Balki as an Associate Director on Cheeni Kum to creating a film for the differently-abled which reached 16 Million views in 24 Hours, Ashvin's work has evolved and risen to form a true community for storytellers to bring borderless concepts to life.

25+
YEARS OF CRAFT

100+
FILMS PRODUCED

75+
BRANDS SERVED

10+
AWARDS WON

LEADERSHIP

0001 + 0001

VISIONARY & PRODUCER

ASHVIN NAIDU

Founder & Director

Ashvin infuses over 25 years of elite commercial filmmaking and high-impact storytelling directly into the DNA of Avakkai.Studio. From working alongside R. Balki on the sets of Cheeni Kum, to pioneering ground-breaking social campaigns that gather millions of views overnight, Ashvin has created an open ecosystem for international storytellers to collaborate.

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AVAKKAI STUDIO

DIRECTING EXCELLENCE

OUR SERVICES

0000 + 0000



TV Commercials

30-sec and 60-sec high-definition brand films built strictly for broad broadcast scale.



Digital Films

Social-first content and micro-narratives engineered for scroll-stopping engagement.



Celebrity Campaigns

High-profile star integrations executed seamlessly under aggressive production timelines.



International Markets

Global production efficiency with localized casting and cultural nuance across 5+ countries.



Social Awareness

Purpose-driven storytelling crafted carefully to challenge social metrics and trigger empathy.



Documentary Series

Long-form branded content capturing real human stories, endurance, and gritty truths.

SELECTED PORTFOLIO (1/3)

VIEW ALL

CELEBRITY TVC

AbhiBus × Mahesh Babu

Two major television commercials featuring Tollywood icon Mahesh Babu. Highly polished mass-market films that built high confidence and elevated brand scale. Shot on location at Ramoji Film City.

CELEBRITY

OTA CAMPAIGN

TOLLYWOOD

HIGH PERFORMANCE SPORTS

Gatorade × PV Sindhu

Conceived and executed exactly 24 hours after PV Sindhu secured Olympic Silver in London. A rapid-turnaround film showcasing true grit, featuring Sindhu alongside Coach P. Gopichand.

★ Impact: 5 Million+ views on Day 1

OLYMPIC GRIT

MENTORSHIP

SPORTS TRIBUTE

SELECTED PORTFOLIO (2/3)

00001 + 00001

MUSICAL CAMPAIGN

Kingfisher IPL — "Ooh La La"

A fast-paced production spanning 7 distinct cities in 7 days. Featuring star cricketers MS Dhoni and Virat Kohli across 7 IPL franchises. Reimagined the classic jingle with contemporary street-style beats.

IPL MUSIC

MS DHONI

CRICKET CULTURE

SOCIAL IMPACT ADVOCACY

The Stand Up Project

Unveiled on International Day of Persons with Disabilities. Showcasing 9 differently-abled Indian super-achievers. This visual statement challenged the audience to rethink patriotism and equal accessibility.

★ Impact: 16 Million+ views in 24 Hours

EMPOWERMENT

CULTURAL IMPACT

VIRAL RELEASE

SELECTED PORTFOLIO (3/3)

LIVE ACTION TVC

Tata Gluco Jelly — The Bounce

A fun, high-octane commercial captured fully live using a professional stunt ensemble. Completely free of CG tricks or composite layers. Produced on a massive, custom-built stage inside Hyderabad.

★ Impact: 16 Million+ impressions on launch

STUNT DESIGN

SET FABRICATION

FMCG

MULTI-MARKET DIGITAL PORTFOLIO

TVS Motors — Africa & Egypt

A series of campaigns spanning 5 international markets. Includes the Neo AMI launch, 10 Years of HLX celebration, and the Egypt HLX 150F campaign. Blended local narratives with refined Indian production values.

INTERNATIONAL PRODUCTION

AFRICA & MIDDLE EAST

MOTORCYCLE

AWARDS & RECOGNITION



Silver Abby

Goafest Winner
2017



Kyoorius

Creative Review
Shortlisted



3 Elephants

In-Book Showcase
Kyoorius 2017

"Redefining cultural reach and emotional impact with bold visual statements."

— STAND UP PROJECT

CLIENT FEEDBACK

“

Ashvin brings a filmmaker's eye to every brief — bold concepts, flawless production coordination, and visual results that speak for themselves.

— BRAND MANAGEMENT TEAM, INTERNATIONAL CAMPAIGN

“

The TVS Africa documentary series was delivered seamlessly — completely right talent, authentic locale look and feel, tightly on schedule and completely on brief.

— MARKETING LEAD, TVS MOTORS INTERNATIONAL

GET IN TOUCH

0800 1 8000

Tata

Gatorade

Cult.fit

TVS Motors

UB Group

Britannia

Abhibus

Sonata

PepsiCo

Let's Collaborate

Whether it's a 30-second broadcast TVC or an experiential campaign spanning continents — we build cinematic stories that work.

Taste · Strategy · Scale



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