

India's First Social Impact-Driven Production House

# **ANAMYA PRODUCTIONS & CONSULTANCY PVT. LTD.**



## **COMPANY & SERVICES**

Redefining Communication Through Purpose, Social Impact,  
Psychology, Storytelling, and Imagination.

「  
ANAMYA  
PRODUCTIONS  
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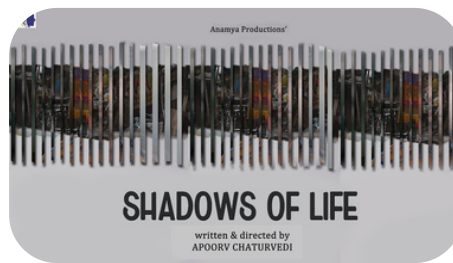
# ABOUT ANAMYA PRODUCTIONS

Anamya Productions is a production powerhouse built on the belief that creativity, when aligned with purpose and social impact, can reshape how India communicates, educates, and evolves.

Officially recognised as India's first social impact-driven production house, Anamya is also the creator of India's first 3D animation show for children in a vertical format – Rango Tango: Vigyan Ki Masti.

We produce a wide spectrum of visual storytelling formats – from feature films rooted in social and cultural relevance to episodic web shows centered on youth, education, and innovation. Our original IPs include short films, documentaries, explainer videos, and awareness series. We also pioneer 2D and 3D animation with a social and educational focus – including Rango Tango: Vigyan Ki Masti, India's first vertical 3D animated kids' series.

## SERVICE: FILMS & ORIGINAL IP CREATION





# ANAMYA GENVERSE



**The Social Impact-Driven Storytelling Wing of  
Anamya Productions & Consultancy Pvt. Ltd.**



# ABOUT ANAMYA GENVERSE

At the heart of Anamya Productions lies Anamya Genverse – its strategy and conceptualisation brain, driven by next-generation minds from marketing psychology, liberal arts, sustainability, and creative communication.

Genverse functions as a think lab for CSR, ESG, and social impact campaigns, transforming insight into strategy and strategy into storytelling. It studies citizen and behavioural psychology, ensuring every campaign speaks simultaneously to the intellect and instinct of its audience.

Each project conceptualized under Genverse is designed as a sustainable communication and business model, helping organisations embed long-term purpose into their brand identity.

## CORE SERVICE DOMAINS

### 1. SOCIAL IMPACT STORYTELLING

We craft purpose-driven narratives that inspire awareness and action. Our expertise spans CSR and ESG communication films, sustainability communication films, NGO video production campaigns, environmental awareness videos, behavioural change communication campaigns for government and PSUs, and policy awareness initiatives. From citizen engagement and youth-driven movements to sustainable development storytelling, we design narratives that don't just inform but create measurable impact.

### 2. STRATEGY & CONCEPTUALIZATION

Through Anamya Genverse, we merge creativity with behavioral insight to develop campaigns that move people. Our strategy services include building campaign architecture, mapping citizen and consumer psychology, and integrating marketing psychology into brand communication. We specialize in purpose-led rebranding frameworks and creative conceptualization that translate ideas into compelling scripts and narratives.



# CORE SERVICE DOMAINS

## 3. GOVERNMENT & INSTITUTIONAL CAMPAIGNS

Anamya partners with government bodies and institutions to design impactful campaigns that reach citizens at scale. We specialize in departmental campaign development, institutional audio-visual communication, and films that drive public awareness and policy implementation. Our creative frameworks and ministry-specific brand ecosystems ensure long-term citizen engagement through emotionally resonant storytelling.

## 4. POST-PRODUCTION & INTEGRATED VISUAL SUPPORT

All post-production work – from editing, colour grading, sound design, dubbing, and AI-driven voiceovers to VFX and immersive rendering – is executed by Anamya Studio VFX, one of North India's most advanced visual innovation studio. Our team offers cutting-edge VFX and CGI integration, professional 3D rendering, DI and color grading on DaVinci Resolve, and AI-driven post pipelines to ensure every project transitions flawlessly from concept to completion.

# WHAT SETS GENVERSE APART

- Gen Z-led creative engine ensuring cultural relevance, not borrowed trends.
- Psychology-backed storytelling designed to drive real behaviour change.
- Strategy-first CSR & ESG communication, not just film production.
- Emotion-driven narratives that inspire action, not just awareness.
- Social impact storytelling crafted with the polish of a top production house.
- Community-led ecosystem of young creators and change-makers.
- Scalable narratives built for digital, policy, and on-ground impact.
- Purposeful storytelling that is authentic, non-preachy, and human.





# DRISHOMYA

FROM THE HOUSE OF ANAMYA



**Audio-Visual Content & Campaign Development Wing  
of Anamya Productions & Consultancy Pvt. Ltd.**



# ABOUT DRISHOMYA

Drishomya is the strategic, creative, and shooting division of Anamya – the operational vertical that transforms business objectives into communication outcomes. Working across strategy, communication, and film execution, we enable organisations to articulate complex ideas with precision and clarity. Every assignment begins with insight, proceeds with discipline, and concludes with accountability – delivering communication that informs, persuades, and performs.

## OUR APPROACH

We follow a structured five-stage framework that connects intelligence with execution.

**Discovery → Definition → Conception → Production → Evaluation.**

Each project is insight-driven, operationally sound, and outcome-oriented.





# DRISHOMYA CORE CAPABILITIES

## 1. STRATEGIC RESEARCH, AUDIT & BRAND INTELLIGENCE

Comprehensive audits that evaluate brand position, message strength, and audience perception. We identify whitespace and behavioural triggers to define actionable direction. Outcome: a Strategic Blueprint guiding tone, message, and measurable objectives.

## 2. CREATIVE IDEATION & CAMPAIGN DEVELOPMENT

We translate strategy into brand ideas, scripts, and campaigns that align intellect with emotion. Every campaign is purposeful – designed for clarity, recall, and engagement. Creativity guided by purpose, delivered with precision.

## 3. BRAND ARCHITECTURE & COMMUNICATION ECOSYSTEM

Structured communication systems that ensure coherence of tone, identity, and message across every platform.

## 4. SHOOTING, PRODUCTION & ON-GROUND EXECUTION

Where strategy meets the lens. We produce TVCs, brand films, corporate narratives, and digital content with cinematic precision and operational control. We don't capture visuals. We engineer perspective.

## 5. TECHNOLOGY, VFX & POST-PRODUCTION – BY ANAMYA STUDIO VFX

All post-production and VFX are managed by Anamya Studio VFX, the technological backbone of Anamya Productions.

Expertise Includes: Digital Infrastructure · TVCs · VFX Commercials · 2D/3D Animation · Explainer & Educational Films · Vertical/Mobile Ads · Advanced Video & Audio Finishing · Hybrid (Live + VFX) Content · Episodic Web Series · Films · Music Videos · Jingles ·



# **DRISHOMYA- From House of Anamya**

## **CORE SERVICES**

- 1) TVC Advertising Films**
- 2) Corporate Advertising Films**
- 3) Brand Documentaries & Long-Form Brand Films**
- 4) Brand & Campaign Strategy with Creative Concept Development**
- 5) Digital & Social-first Video Content**
- 6) VFX-Led Advertising Films**
- 7) VFX-Hybrid Live-Action Advertising Films**
- 8) AI-Driven Storytelling Advertising Films**
- 9) 3D Animation Advertising Films**
- 10) 3D Animation Explainer Videos**
- 11) 2D Animation Explainer Videos**
- 12) Micro Format Series**
- 13) Reel-Centric Advertising Videos**
- 14) CJI Advertising Films**
- 15) Edutainment Films**
- 16) Illustration & Visual Arts Practice:**

Brings stories to life through mural and large-scale wall art, street and urban art installations, digital illustration and character design, comics and sequential illustration, and storyboards and concept art for films and ads. We also create illustrated branding and collateral, digital art for events and campaigns, and interactive motion graphic illustrations designed for high-impact, multi-platform engagement.



**The Immersive Futuristic Brand Wing of  
Anamya Productions & Consultancy Pvt. Ltd.**



# ABOUT ANAMYA TECHVERSE

Anamya Techverse represents the next evolution of our creative ecosystem—where storytelling, technology, and imagination converge to shape what's coming next. Built to visualise the future before it exists, Techverse allows ideas, infrastructures, and visions to be experienced rather than explained. It is our leap from communication to immersion, from narratives to environments, enabling audiences to step inside concepts, explore possibilities, and believe in what's yet to be built. As the future-facing arm of Anamya, Techverse reflects our commitment to innovation, precision, and experiential storytelling—designed for a world that no longer consumes content passively, but engages with it in dimensional, interactive ways.

## CORE SERVICES

- 1) Drone Mapping & Aerial Survey Services
- 2) Digital Twin Development Services
- 3) Unreal Engine 3D Walkthrough & Visualisation Services
- 4) Cinematic Future Visualisation Films
- 5) Augmented Reality (AR) Experience Development
- 6) Virtual Reality (VR) Experience Development
- 7) Extended Reality (XR) Solutions
- 8) Virtual Production & Pre-Visualisation Services (Unreal Engine)
- 9) 3D Rendering
- 10) Exhibition, Pavilion & Immersive Experience Design

**One of North India's most advanced  
post-production & visual technology studio**



**From the House of Anamya Productions  
& Consultancy Pvt. Ltd.**



# ANAMYA STUDIO VFX

## CORE SERVICE DOMAINS

### 1. VIDEO POST-PRODUCTION SERVICES

Our video post-production covers offline and online editing, footage structuring, pacing, transitions, subtitles, and final delivery optimisation. We ensure technical precision across formats while shaping a seamless narrative flow.

### 2. AUDIO POST-PRODUCTION SERVICES

This includes dialogue cleanup, noise reduction, sound design, Foley, mixing, and mastering for broadcast and digital platforms. We balance clarity, depth, and impact to elevate the viewing experience.

### 3. PROFESSIONAL DI & COLOUR GRADING SERVICES

Our Professional DI & Colour Grading Services are executed on industry-standard platforms like DaVinci Resolve, enabling precise colour correction, shot matching, look development, and cinematic grading for film, OTT, and digital formats. The process ensures visual consistency, mood enhancement, and platform-ready output.

### 4. VFX POST-PRODUCTION SERVICES

Our VFX work includes compositing, rotoscoping, clean-ups, green screen keying, motion tracking, and CGI integration. We blend real and digital elements seamlessly for high-end visual realism.



# ANAMYA STUDIO VFX

## CORE SERVICE DOMAINS

### 5. 2D ANIMATION POST-PRODUCTION SERVICES

This service covers animation clean-up, compositing, timing refinement, transitions, and final renders. We enhance motion, clarity, and visual continuity for explainer and narrative animations.

### 6. 3D ANIMATION POST-PRODUCTION SERVICES

We handle 3D modelling, texturing, rigging, lighting, animation polish, rendering, and compositing. The pipeline ensures realistic movement, depth, and cinematic-quality outputs.

### 7. UNREAL ENGINE POST-PRODUCTION SERVICES

Using real-time workflows, we deliver scene optimization, lighting, camera animation, virtual environments, and final renders. This enables faster iterations, photoreal visuals, and cinematic outputs.

### 8. AI-ASSISTED AUDIO & VIDEO POST PRODUCTION

This service focuses on integrating AI-generated elements into existing content, including AI voiceovers, virtual characters, synthetic visuals, and intelligent scene enhancements. We use AI to expand creative possibilities, localise content, and build scalable narratives without compromising production quality.

### 9. MULTI-CITY STUDIO RENTAL SERVICES

We offer fully equipped post-production studios with editing suites, sound rooms, grading setups, and high-speed infrastructure across multiple cities like Noida, Delhi NCR, Lucknow, Mumbai and more.





**Lucknow · National Capital Region · Dubai · Mumbai · Noida**

### **Head Office**

Wing C, 3/16, Vishesh Khand 3,  
Gomti Nagar, Lucknow,  
UP, 226010

### **NCR Corporate Office**

7th floor, Let's Connect Business  
Park, A-57, Sector 136, Noida,  
UP, 201304

### **Strategic & Consultancy Office**

7th floor, Unit 749 - Omaxe  
Hazaratganj, Sector 7, 2/139,  
Amar Shaheed Path, Gomti Nagar  
Ext, Lucknow, UP, 226002

### **Studio VFX (Post- Production) Office**

Wing B, 3/16, Vishesh  
Khand 3, Gomti Nagar,  
Lucknow, UP, 226010

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