



ROUGH CUT MEDIA

'Not Just Cuts, But Creative Masterpieces'



BRIEF PROFILE

ROUGH CUT MEDIA PVT. LTD.

At the intersection of creativity and technology, RoughCut Media stands as a visionary force in the evolving landscape of audiovisual production and digital communication.

We are not just a media company; we are architects of visual narratives that shape how stories are told, brands are perceived, and audiences are engaged.





OUR VALUES

Innovation:

We thrive on exploring new possibilities and challenging conventions.

Creativity:

Originality drives us; we strive to bring fresh perspectives to every project.

Excellence:

Every project is crafted with precision and care, ensuring top-tier results.

Client-Centricity:

Client's vision is our priority; we aim to exceed expectations every time.

VISION & MISSION

Vision:

To be the go-to video partner for brands that want cinematic stories, not just content—turning complex businesses into scroll-stopping films that win attention, trust, and growth.

Mission:

We help brands transform raw ideas into high-impact videos—combining sharp strategy, bold visuals, and fast execution to create ad films, brand films, and digital content that actually move the needle.



WHAT WE CREATE

STORIES. FILMS. RESULTS.



TV, BROADCASTING & VIDEO PRODUCTION

Thanks to continuous experimentation on technologies, and techniques and through partnerships with local and international agencies, RoughCut Media is a forward-looking audio-visual producing agency.

The company deals with digital advertisements, commercials, training films, corporate films, and productions for the company and public agencies. It analyzes reality and is in line with the client's strategies and international standards.



TV, BROADCASTING & VIDEO PRODUCTION

- **Corporate Storytelling:** Communicate your brand's mission and values through dynamic corporate films.
- **Digital Advertising:** Craft high-impact ads tailored for maximum engagement across platforms.
- **Training and Educational Content:** Develop engaging, informative videos for internal or public use.
- **Innovative Web Series:** Produce episodic content that keeps your audience coming back for more.
- **Motion Graphic Animations:** Transform complex concepts into visually engaging animated stories.
- **Program, Film, and Drama Production:** Create compelling narratives for entertainment and storytelling.



DIGITAL MARKETING INTEGRATION

Here at RoughCut Media, we are aware of how crucial a brand's social media presence is. We study and understand the brands and their target audiences very well before developing and effectively communicating the messages on social media channels.

We design and implement video concepts based on strategic campaign that delivers value to both current and new stakeholders while avoiding the appearance of a simple product push.





DIGITAL MARKETING INTEGRATION

- **Social Media Video Strategies:** Create shareable content tailored to each platform.
- **SEO-Optimized Content:** Ensure your videos reach the right audience.
- **Analytics-Driven Planning:** Leverage insights to craft data-backed content strategies.
- **Cross-Platform Content Adaptation:** Adapt videos for maximum impact across diverse channels.





CREATIVE IDEAS & CONTENT CREATION

We develop unique concepts to amplify your brand's voice and visibility:

- Creative Concept Development: Ideate impactful campaigns and projects.
- Content Creation: Produce engaging material for websites, social media, and print.
- Scriptwriting: Craft narratives that capture attention and convey your vision.
- Marketing Campaign Development: Strategize and execute campaigns that resonate.



MUSIC PRODUCTION

We intend to be a meeting point between the big international musical tradition and the new development and production trends.

In specifically designed spaces, sound recording mixing, and editing services are completed with a targeted supervising activity carried out by the artists and with the management of the processes for musical and audiovisual productions for the most diverse market applications.

- Music Composition and Sound Design
- Audio Branding: Develop signature sounds for your brand.
- Advertising and Program Music: High-quality scoring for ads, films, and series.

PRE/POST PRODUCTION

Equipped with the most advanced technologies available in the market and of spaces and systems designed for the activities of video editing, color correction, computer graphics, recording, sound editing, and mixing.

The company internally oversees the whole production cycle, till the delivery of the product is ready to be distributed in movie theatres and/or any online platform.

- Video Editing and Color Correction
- Motion Graphics and Animation
- Live Streaming Services
- Pre-Production and Production: From planning to execution, we manage every detail.



MEET OUR TEAM



ANMOL
Founder & Director



SARFARAZ
Chief Strategist



PURVI
Content Head



NIRAJ
Chief Editor



NITIN
Video Producer



MEET OUR TEAM



AAROHI
Lead Photographer



ROHAN
Emcee & VO Artist



ASHISH
Ad-Film Director













ANIKET
Aerial Cinematographer

FEW OF OUR CLIENTS



FEW OF OUR CLIENTS



SEE THE MAGIC WE CREATE FOR BRANDS LIKE YOURS

ONE FRAME AT A TIME

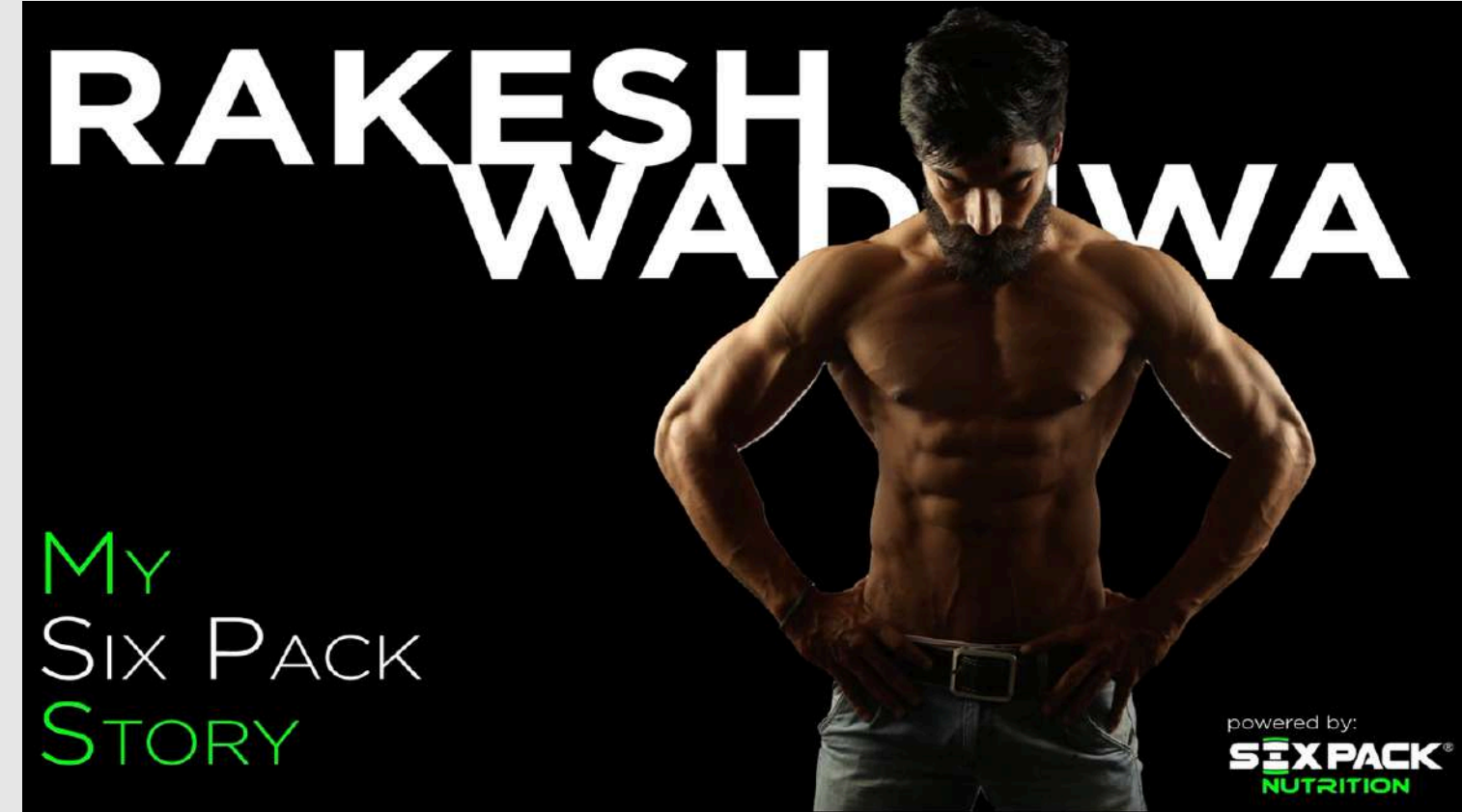
[VIEW OUR WORK](#)

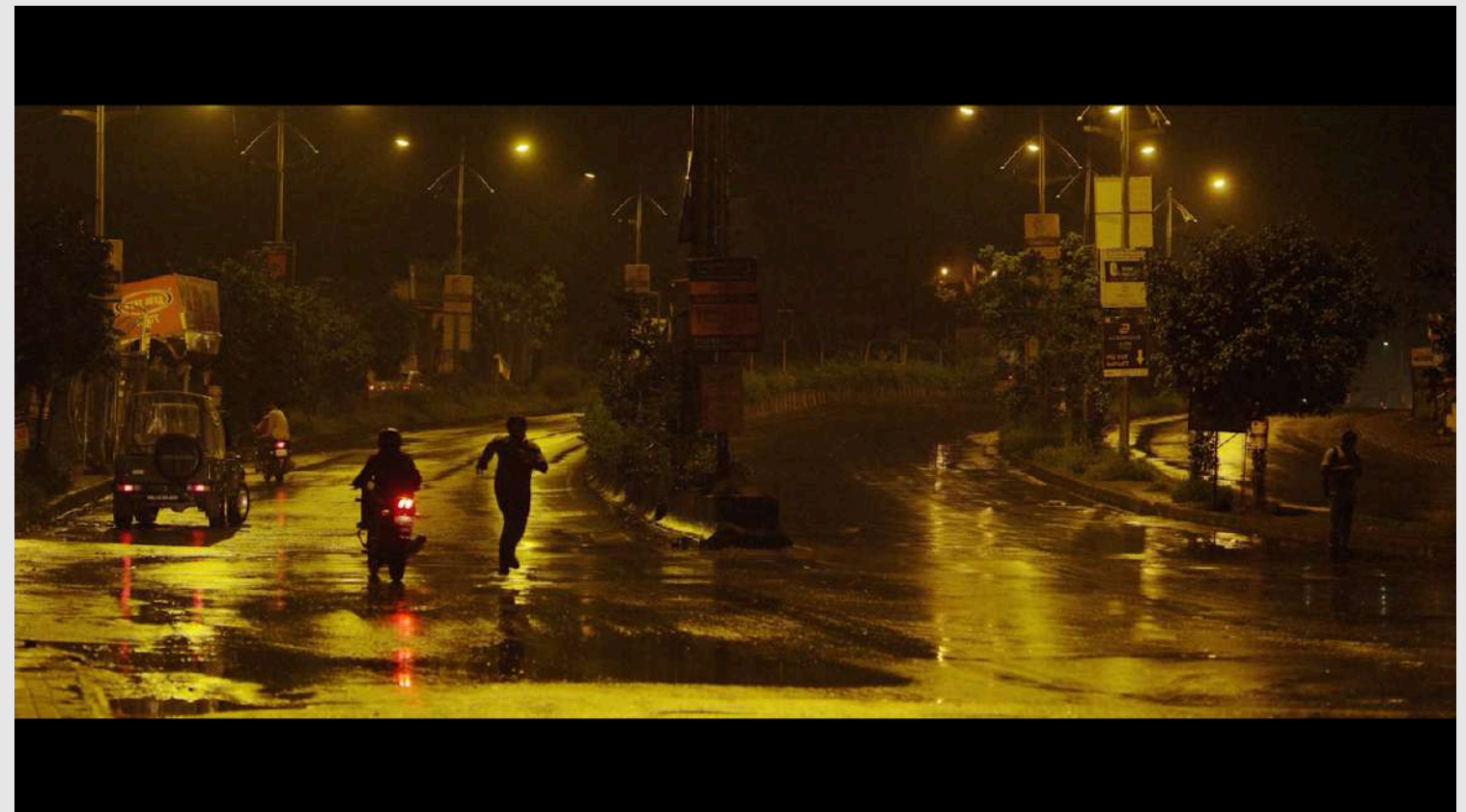


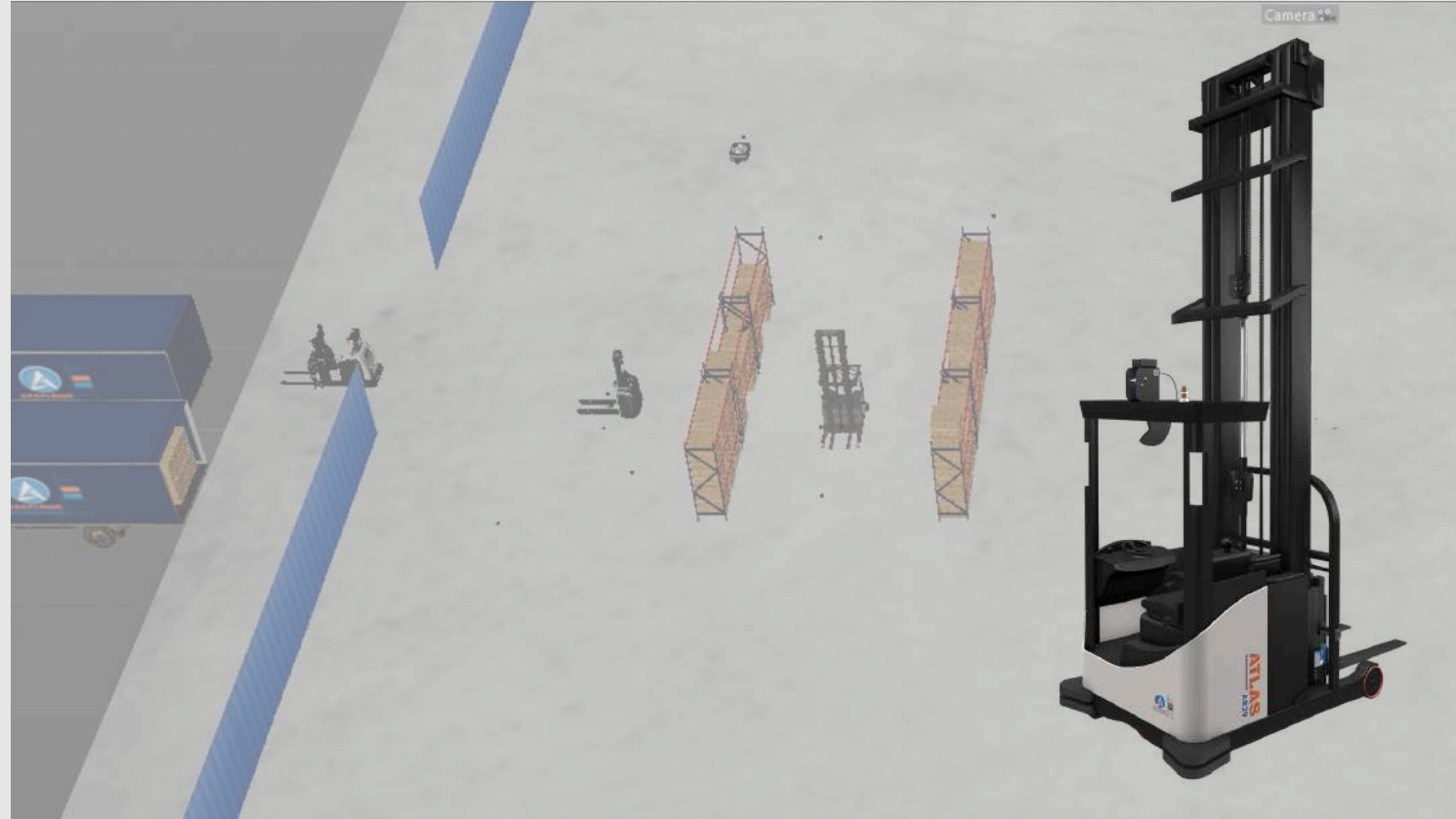












CLIENT COLLABORATIONS



India, Sri Lanka, Indonesia, Thailand, Bahrain, USA, Canada, Australia



Contact
us!



connect@roughcutmedia.in
+91 - 7974262935

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