

✦ 40+ DVCs FOR BLUESTONE JEWELLERY • 20+ BRANDS • ODDFRAMEMEDIA.COM ↗

YOUR ODD CONTENT PARTNER.

BEAUTIFULLY ODD. **DELIBERATELY FRAMED.**

We write the idea, shoot it on cinema cameras, and edit it in-house — without playing pass-the-parcel with your brief. That's how we ended up making **more than 40 DVCs for a single brand — BlueStone Jewellery** — and working with **20+ brands**. Check out our page at [Odd Frame Media](#).

WHEN CLIENTS LIKE US, THEY STAY
40+ DVCs for BlueStone Jewellery

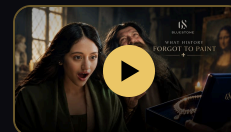
GOOD COMPANY TO BE IN
Worked With 20+ Brands

[CHECK OUT ODDFRAMEMEDIA.COM ↗](#)[▶ WATCH OUR SHOWREEL](#)[▶ 60-SEC REEL CUT](#)

CAM A // ARRI ALEXA MINI LF

ODDFRAMEMEDIA.COM ↗

oDD.
FRAME
MEDIA



OUR SHOWREEL // CLICK TO PLAY

"Your Brand is Better than it Looks!"<https://youtu.be/1D42ICzJE8g> ↗

40+
DVCs FOR BLUESTONE

20+
BRANDS

ALL-IN-1
IDEA • SHOOT • EDIT

— OUR STORY // HOW THIS STARTED

Built Oddly. Built for Now.

"Winning one project is easy. Getting invited back to make 40+ DVCs for the same brand only happens when the work actually works — and you're fun to work with."

Two siblings. One very stubborn shared opinion about what good filmmaking looks like. Odd Frame Media started because we kept seeing fun brand stories get passed through five agency layers until nobody recognised the original idea.

So we put everything under one roof. That's how we've made **more than 40 DVCs for BlueStone Jewellery** and worked with **20+ brands** without losing the plot.

01 // ONE TEAM

No Telephone Game

The people who write your script are the same people on set and in the edit room.

02 // ON SET

Cinema Cameras

ARRI & RED cameras, custom sets, and proper lighting — whether it's a TV ad or a Reel.

03 // IN-HOUSE POST

Fast In-House Edits

Editing, DaVinci colour grading, and smart cleanup handled right in our studio.

— THE PEOPLE // WHO YOU'LL TALK TO

Meet the Brothers.

ODDFRAMEMEDIA.COM/ABOUT ↗



CO-FOUNDER, CEO & DIRECTOR

Rahul Purohit

Rahul is the guy behind the monitor making sure the story lands and the timing feels right. Having directed 40+ DVCs for BlueStone Jewellery and campaigns across 20+ brands, he hates boring ads as much as you do.

Director

Cinematographer

Editor

Writer



CO-FOUNDER, CTO & DIRECTOR OF PHOTOGRAPHY

Keval Purohit

Keval is the reason our frames look like movies. He runs the cameras, designs the lighting, and geeks out over colour grading and post workflows. If a shot needs to look like a million bucks, Keval is already lighting it.

Director of Photography

Producer

Post Workflow

Writer

— WHAT WE DO // THREE SIMPLE STEPS

Every Frame. Every Format. No Drama.

We don't hand your project off to strangers halfway through. We write it, we shoot it, and we finish it in-house.

STEP 01 // PRE-PRODUCTION



We Write It.

"Before we touch a camera, the idea has to be worth shooting."

⚡ Creative Strategy & Ideas

Finding the hook that makes people actually watch till the end.

⚡ Scriptwriting

Dialogues that sound like real people talking, not a corporate brochure.

⚡ Campaign Planning

Making sure your main ad and your short social cuts fit together.

⚡ Brand Jam Sessions

Honest, simple chats about what your brand should say next.

FREE 30-MIN IDEA JAM SESSION →

STEP 02 // ON SET



We Shoot It.

"Lights go up, cameras roll, and we turn a script on paper into something real."

📺 TV & Digital Ads (DVCs)

Funny, sharp, or emotional ads for YouTube, OTT, TV & cinemas.

🎬 Brand Films

Your company's story, shot like a short movie people want to share.

📱 9:16 Vertical Reels

Shot vertically from day one — never a lazy crop of a horizontal video.

✦ Fashion & Product Shoots

Crisp lighting and macro lenses that make jewellery & fashion pop.

📄 Corporate Films

We make annual themes, factory stories, and B2B films feel alive.

⚡ Events & Celebrity Collabs

Grand store launches, aftermovies, and fun celebrity shoots.

WATCH OUR WORK ON ODDFRAMEMEDIA.COM ↗

STEP 03 // POST-PRODUCTION



We Finish It.

"Where raw footage gets its rhythm, colour, sound, and polish."

⚡ Video Editing

Tight pacing and comedic timing — knowing when to hold a beat and when to cut.

⚡ DaVinci Colour Grading

Rich film tones, accurate product colours, and natural skin tones.

⚡ Motion, Sound & VFX

Clean titles, sound design, and smart cleanup that fits your film.

⚡ Every Screen Size (16:9 / 9:16)

Ready-to-upload master files for cinema, YouTube, Reels & Shorts.

ALL DONE IN-HOUSE UNDER ONE ROOF ✦

— HOW WE WORK // FROM FIRST CALL TO FINAL FILE

How a Film Comes Together. Zero Headaches.

TYPICAL TURNAROUND: 2-5 WEEKS

STEP 01 // THE IDEA

The Jam Session

You tell us what you need. We come back with scripts, moodboards, and locations that actually excite you.

🕒 WEEK 1-2 • SCRIPTS & PREP

STEP 02 // ON SET

Shoot Day

We show up with cinema cameras, build the sets, direct the cast, and keep the vibe on set fun and relaxed.

🕒 1-5 DAYS • CAMERAS ROLL

STEP 03 // THE EDIT ROOM

Putting It Together

We cut the story, grade the colours in DaVinci Resolve, mix the sound, and polish every frame.

🕒 WEEK 2-4 • EDIT & COLOUR

STEP 04 // SHOWTIME

Ready to Post

You get clean, ready-to-upload master files for YouTube, Instagram, TV, or cinemas. Time to hit publish.

🕒 ALL FORMATS DELIVERED

✦ MODERN WORKFLOW // CRAFT FIRST

REAL FILMMAKING • SMART TOOLS

AI Handles the Boring Stuff. Humans Tell the Story.

Not every problem needs AI — great films still come down to real directors, real actors, and real cameras on set. We simply integrate AI into our workflow where it makes sense, letting it handle repetitive tasks while our team focuses on the story.

01. Pre-Shoot Mockups

Visualizing frames early so everyone is aligned before shoot day.

02. Faster Cleanup

Speeding up background cleanup and routine post-production work.

03. Human Direction

The writing, acting, lighting, and humour stay 100% human.

📖 FROM OUR BLOG // READS

ODDFRAMEMEDIA.COM/BLOG ↗

Stuff We've Written About Filmmaking:

HONEST GUIDE • MUMBAI
Your Production House is Costing You More Than Money ↗

BEHIND THE EDIT
The 3 AI Tools That Changed How We Edit ↗

VFX & STORYTELLING
AI Stole the Boring Parts of VFX. Here's What Humans Do Now. ↗

TC 00:04:19:12

MUMBAI, INDIA • PAN-INDIA & GLOBAL PRODUCTION

READ OUR BLOG AT ODDFRAMEMEDIA.COM/BLOG ↗

ODDFRAMEMEDIA.COM

04 / 09

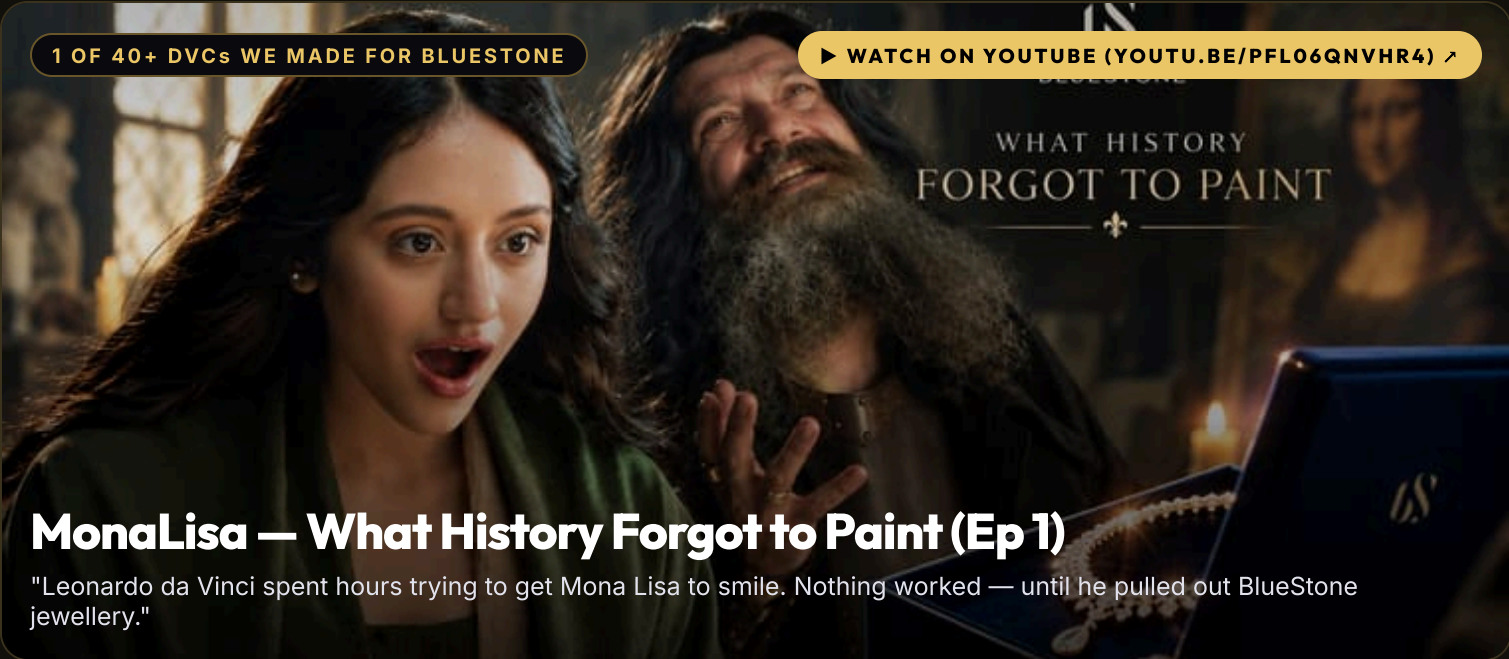
— OUR BIGGEST PARTNERSHIP // 40+ DVCS MADE FOR THIS ONE BRAND ALONE

BlueStone Jewellery — How We Made 40+ DVCS for One Big Brand.

CHECK OUT ODDFRAMEMEDIA.COM ↗

1 OF 40+ DVCS WE MADE FOR BLUESTONE

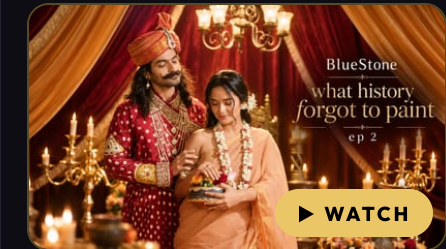
▶ WATCH ON YOUTUBE (YOUTU.BE/PFL06QNVHR4) ↗



MonaLisa — What History Forgot to Paint (Ep 1)

"Leonardo da Vinci spent hours trying to get Mona Lisa to smile. Nothing worked — until he pulled out BlueStone jewellery."

- 01 // 40+ DVCS & COUNTING**
We've made over 40 DVCS for BlueStone. When a brand comes back 40+ times, it says everything.
- 02 // BUILT FROM SCRATCH**
We turned an empty studio into Da Vinci's 1500s workshop with easels & candlelight.
- 03 // THE CREW BEHIND IT**
Dir: Rahul Purohit • Writer: Ayush Bandil • DOP: Vishal Sharma • Prod: Keval Purohit



BLUESTONE JEWELLERY // EPISODE 02

Shakuntala — What History Forgot to Paint Ep 2

The Maharaj thinks Shakuntala is blushing because of him. Plot twist: she can't stop staring at her BlueStone ring.

<https://youtu.be/mdSHBQ32A-4> ↗

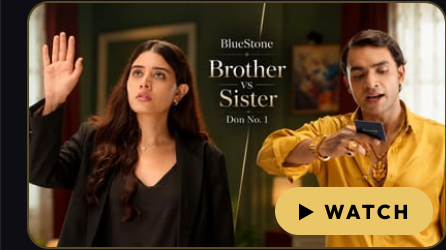


BLUESTONE JEWELLERY // FESTIVE AD

A Raksha Bandhan Investment | Gold Mine Plan

A fun, super relatable take on classic brother-sister bickering — and how BlueStone's Gold Mine Plan saves the day.

<https://youtube.com/watch?v=venuXCKiQgg> ↗



BLUESTONE JEWELLERY // COMEDY AD

BlueStone's Don No. 1 | Commercial Ad

A spoof of the cult classic movie Don No. 1 — turning sibling gift drama into a full-blown comedy showdown.

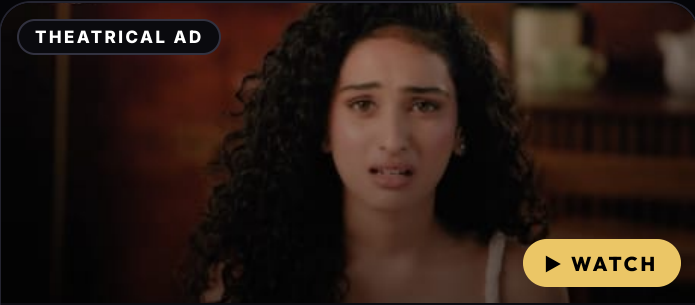
<https://youtu.be/RYCKjw2Vct8> ↗

— GRAB SOME POPCORN // CLICK ANY THUMBNAIL TO WATCH ON YOUTUBE

Ads & Films We Loved Making. Click Any Frame to Watch.

SEE ALL 16:9 FILMS ON [ODDFRAMEMEDIA.COM](#) ↗

THEATRICAL AD



▶ WATCH

ORIGEM <youtu.be/oAQ-ILIVwAc> ↗
Girlfriend's Birthday | Theatrical Ad Film
A funny, painfully relatable take on modern dating and birthday gift panic — played in cinemas.

Dir & Edit: Rahul Purohit • DOP: Vishal Sharma • Collab: VittyVise & Tribes

THEATRICAL AD



▶ WATCH

ORIGEM <youtu.be/0sBD04tUXGk> ↗
Ye Diamond hai, ya Dandruff? | Theatrical Ad
What happens when an anniversary diamond is too small to spot? A comedy ad made for cinema screens.

Dir & Edit: Rahul Purohit • DOP: Vishal Sharma • Collab: VittyVise & Tribes

CELEBRITY AD



▶ WATCH

FESTIVOQUE [youtu.be/L60j_Uii8C8](youtu.be/L60j_Uii8C8) ↗
Festivoque x Adivi Sesh | Flagship TVC
A sharp festive fashion commercial starring Adivi Sesh — big sets, rich colours, and movie-style lighting.

In Collaboration with Dsynhub (Brijesh Kaneria)

FESTIVE FILM



▶ WATCH

FESTIVOQUE <youtu.be/BJkE0wRxoZg> ↗
Echoes of Lord Krishna | Festive DVC
A warm, atmospheric festive story where a traveller feels the presence of Lord Krishna.

Ideated, Directed & Edited by Rahul Purohit • Collab: Dsynhub

BRAND FILM



▶ WATCH

MONDELEZ INTERNATIONAL <youtu.be/eTa7Hu16-DQ> ↗
Mondelez India Annual Theme 2025
Who said corporate videos have to be dull? A full-on Bollywood masala-style film for Mondelez India.

DOP: Sumit Singh & Rahul Purohit • Collab: Toddy Creatives

CRUISE EVENT FILM



▶ WATCH

ANGEL ONE <youtu.be/QIi8stozswo> ↗
Angel One Elite Partners Meet (Cruise Film)
We hopped on the Costa Serena cruise ship to shoot a high-energy recap film for Angel One.

DOP & Edit: Rahul Purohit • Collab: Toddy Creatives

STORE LAUNCH FILM



▶ WATCH

TANISHQ <youtu.be/9gVn4P0rdfc> ↗
Tanishq Andheri Store Grand Launch
All the sparkle, crowds, and celebration from the grand opening of Tanishq's flagship Andheri store.

Shot by Keval Purohit • Edited by Tejas Lumbhani

OUR SHOWREEL



▶ WATCH

ODD. FRAME MEDIA <youtu.be/1D42ICzJE8g> ↗
Your Brand is Better than it Looks! (Showreel)
Got 90 seconds? Watch our favorite shots, funny moments, celebrity shoots, and big sets all in one reel.

Odd Frame Media — Mumbai's Creative Film House

— MADE FOR PHONES // SHOT VERTICALLY FROM DAY ONE

Thumb-Stopping 9:16 Reels. Shot Like Mini Movies.

WATCH MORE 9:16 REELS ON [ODDFRAMEMEDIA.COM](#) ↗

9:16 REEL

WELLBEING NUTRITION
Wamiqa Gabbi's Secret to Health
ft. Wamiqa Gabbi

[shorts/HuEx0YxK2oA](#) WATCH ↗

9:16 REEL

WURFEL KITCHENS
A Glimpse of Wurfel
ft. Riteish Deshmukh

[shorts/z9E3imgL30U](#) WATCH ↗

9:16 REEL

STARBUCKS x IMAGINE
Rapid Fire for Starbucks x Imagine
ft. Riteish & Genelia Deshmukh

[shorts/00Kkn_FFEHY](#) WATCH ↗

9:16 REEL

TANISHQ DIAMONDS
A Diamond Story by Tanishq
ft. Niharika Walke

[shorts/m-6zWzE_TOA](#) WATCH ↗

9:16 REEL

LOTUS BISCOFF
ASMR Ad Film for Lotus Biscoff
Sensory Launch Reel

[shorts/r23687nkbKA](#) WATCH ↗

9:16 REEL

MY SAM WORLD
Parul Gulati x MySamWorld
ft. Parul Gulati @ Ajio Luxe

[shorts/EdrMxufqBzI](#) WATCH ↗

MORE FUN VERTICAL VIDEOS (CLICK ANY THUMBNAIL OR LINK TO WATCH ON YOUTUBE):

STARBUCKS x IMAGINE
A Bite Worth Reacting To (ft. Genelia D'Souza)
[youtube.com/shorts/qJhysZubzy0](#) ↗

STARBUCKS x IMAGINE
Breathless (ft. Genelia D'Souza)
[youtube.com/shorts/HfqT67pt08Y](#) ↗

CADBURY
Feel the Brownie by Cadbury
[youtube.com/shorts/BohTzqmCVds](#) ↗

CADBURY
Cadbury Brownie Event Aftermovie
[youtube.com/shorts/-8NDavPg3Nk](#) ↗

ZEEL RAINWEAR
Zeel Rainwear Drops — Unfolding Grace
[youtube.com/shorts/WRpXIyLwKnI](#) ↗

ZEEL RAINWEAR
Style with Zeel Rainwears
[youtube.com/shorts/Hx_uNcAxaqWo](#) ↗

LOTUS BISCOFF
A Fun Vox Pop for Lotus Biscoff
[youtube.com/shorts/MhRnZGKPbBM](#) ↗

LOTUS BISCOFF
Lotus Biscoff Launch Aftermovie
[youtube.com/shorts/2xDmNKMUFAU](#) ↗

— GOOD COMPANY // 20+ BRANDS • 40+ DVCS FOR BLUESTONE JEWELLERY

20+ Brands That Trusted Us With Their Stories.



Starbucks
F&B / GLOBAL



Tanishq
FINE JEWELLERY



BlueStone Jewellery
FINE JEWELLERY



Mondelez Int.
FMCG CONGLOMERATE



Cadbury
CONFECTIONERY



HSBC Bank
GLOBAL BANKING



UltraTech Cement
INFRASTRUCTURE



Lancôme
LUXURY BEAUTY



Lotus Biscoff
FMCG / GOURMET



Wellbeing Nutrition
HEALTH & WELLNESS



Angel One
FINTECH



Imagine Foods
PLANT-BASED F&B



Origem
LAB-GROWN DIAMONDS



Würfel
LUXURY INTERIORS



ZEEL Rainwear
APPAREL & LIFESTYLE



Kisan Konnect
AGRITECH & RETAIL



Festivogue
ETHNIC FASHION



NICMAR
UNIVERSITY / ED



Acer Cycles
MOBILITY



AROKA
DESIGNER FASHION



S4U
FASHION APPAREL



My Sam World
LUXURY FASHION



Anju Fabrics
TEXTILES & COUTURE

+ YOUR BRAND NEXT ↗

— BEHIND THE SCENES // LIFE ON SET The Fun Part: Us on Set.

CAMERAS, COFFEE & CHAOS // [ODDFRAMEMEDIA.COM/ABOUT](#) ↗



— YOUR TURN // LET'S TALK ABOUT YOUR NEXT FILM

Got a Wild Idea? Let's Shoot It.

Whether you need one great ad or **40+ DVCs like we made for BlueStone Jewellery**, we'd love to hear what you're cooking up. Drop us a message on WhatsApp or at oddframemedia.com — you'll hear straight from us within **24 hours**.

BALLPARK PRODUCTION SCALES (CLICK ANY BOX TO REACH OUT):

 **Quick Social Drops**

₹50K+

Sharp 9:16 Reels, YouTube Shorts, and fast social videos.

 **Indie Commercials**

₹1.5L – ₹5L

Digital ads (DVCs), product films, and lean crews.

 **Full-Scale Campaigns**

₹5L – ₹15L

Bigger sets, full cast & crew, and multi-video campaigns.

 **The Blockbuster**

₹20 Lakh+

Celebrity shoots, theatrical commercials, and big studio sets.

 **FREE 30-MIN JAM SESSION**

Not Sure Where to Start? Let's Hop on a 30-Min Call.
Tell us about your brand and we'll send over a custom idea sheet in 24 hours.

LET'S CHAT ↗



Odd Frame Media
Mumbai, Maharashtra, India
oddframemedia.com ↗ • Shooting Across India & Worldwide



SCAN FOR WEBSITE ↗

HOW WE WORK ON EVERY PROJECT:

✓ You Talk Directly to the Founders

✓ In-House Colour Grade & Sound Mix

✓ 4K Master + 9:16 Vertical Cuts

✓ One Team From Script to Final Cut

 **CHECK OUT OUR PAGE**
<https://oddframemedia.com>

OPEN SITE ↗

 **FASTEST WAY TO REACH US**
+91 81693 25963 (Click to Chat on WhatsApp)

WHATSAPP ↗

 **CALL US DIRECTLY**
+91 97683 05041 / 76668 77215

 **DROP AN EMAIL**
theoddframemedia@gmail.com

YOUTUBE ↗
@OddFrameMedia

INSTAGRAM ↗
@oddframemedia

LINKEDIN ↗
Odd Frame Media