



Dibakar Banerjee now to direct commercials exclusively with The 120 Media Collective's Sniper

Mumbai, Friday, 12 June 2015: Renowned feature and commercial director/producer, Dibakar Banerjee, has signed exclusively with *Sniper*, to direct TV commercials and digital content for agencies and brands in India and globally. *Sniper*, a part of Roopak Saluja's The 120 Media Collective and led by Executive Producer, Chahna Rupani, aims to redefine commercials and content production with its lean and agile approach. Bang Bang Films- *India's International Production Company*, also a part of The 120 Media Collective, was the precursor to Sniper.

Having started his career in advertising in the nineties, Dibakar has directed over fifty commercials for leading brands like Coke, Nokia, Samsung, Hero Honda, Ponds, Lakme, Pepsi to name a few. Some of his feature film successes include the recent mystery thriller, *Detective Byomkesh Bakshy (2015)*, National Award winning *Oye Lucky! Lucky Oye! (2008)* and his landmark debut, *Khosla Ka Ghosla (2006)*.

Commenting on the partnership, **Dibakar Banerjee**, said, "My feature producing and directing commitments mean that my advertising work would be best served by collaborating with the right producing partner, enabling me to focus purely on breaking new creative ground. Roopak's excellent track record of activating path-breaking synergies in commercials and brand content nationally and internationally, plus the solid professional reputation and creative excellence of Sniper have given me the confidence that this team up would be a win-win for everyone to convert great creative work for brands.

"Dibakar is a man of exceptional talent and the diversity in his repertoire is hard to come by. His deep advertising roots coupled with his evolved versatility as a filmmaker, allow him to bring a very unique perspective to any format of content. While we've collaborated with A-list directorial talent from all over the globe, our partnership with Dibakar marks a first for Sniper or Bang Bang in joining forces with an Indian A-lister" said **Roopak Saluja, Founder & Chief Executive Officer, The 120 Media Collective**.

About Sniper

Sniper- Lean. Agile. Amplified.- is a brand launched in April 2015 by Roopak Saluja's The 120 Media Collective that aims to redefine the production of commercials and content with a hybrid production model augmented with best-in-class amplification capabilities. Building on the credibility of its precursor, Bang Bang Films, and capitalizing on the strong digital content production credentials of The 120 Media Collective, Sniper exists to address the rapidly changing needs of an evolving marketing and content paradigm.

For more information about the Sniper and the range of work -long form, mid form and short form, please visit www.snipershoots.com ; follow @sniper_shoots
