



Sniper signs Rohan Sippy on directorial roster

~*The Bluffmaster maker to direct exclusively for The 120 Media Collective's production arm*~

Mumbai, July 13, 2016: Commercials and video content production company, Sniper now has director Rohan Sippy exclusively on board for commercials and digital content.

Apart from producing and directing mainstream Bollywood films, Rohan has directed commercials for distinguished brands such as Suzuki, Pantene and Head & Shoulders, among others in his meteoric career. He has also worked on TV and digital shorts, one of which was featured at the India Today Conclave 2016.

Speaking on the signing, Rohan Sippy says, *"Great marketing depends on good content. And keeping it fresh is the key. With proven production capabilities from Chahna's team at Sniper, I'm confident of producing some kickass short and long-form content through this symbiotic partnership."*

Rohan Sippy has directed four Hindi feature films – Kuch Naa Kaho, Bluffmaster, Dum Maaro Dum and Nautanki Saala. His feature credits as a producer include Taxi No. 9211, The President Is Coming, Chandni Chowk to China and Sonali Cable. He also serves as a board member of MAMI, Mumbai's prestigious international film festival.

Here's a link to Rohan's showreel - youtu.be/cakJcQGTtWg

Chahna Rupani, Executive Producer, Sniper, comments, *"We endeavour to always churn out quality content for our clients, and having superlative talent like Rohan onboard with Sniper is only a natural progression towards this."*

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.

From shooting the India leg of Coldplay's recent music video *Hymn for the Weekend*, to launching a strategic partnership with Handloom Picture Company's Ram Subramanian for direction, and adding a host of renowned directors to its roster including Abhishek Kapoor (*Fitoor*), Sniper has grown from strength to strength.

Some of its recent commercials include Vivo starring Ranveer Singh, Samsung starring Shahid Kapoor and Kurkure starring Parineeti Chopra, Boman Irani, Farida Jalal - all directed by Dibakar Banerjee, whom Sniper signed exclusively with in early 2015.



About Sniper

Sniper- Lean. Agile. Amplified. - is a brand launched in April 2015 by Roopak Saluja's 'The 120 Media Collective' offering compelling content backed by targeted outreach capabilities. It aims to redefine the production of commercials and content with a hybrid production model augmented with best-in-class amplification techniques. 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.

More at www.snipershoots.com

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About The 120 Media Collective

'The 120 Media Collective' is one of India's most impactful digitally oriented companies, helping brands connect with their audiences through compelling content, customised distribution and incisive amplification. The company creates, produces, distributes, monetizes, creates engagement and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the diversified content and communications group comprises subsidiary brands, **Jack in the Box Worldwide**, one of South Asia's leading agency brands in the digital space; **Bang Bang Films- India's International Production Company**; **Sniper**, which redefines commercials and content production for the digital age. With a high level of credibility and quality relationships with brands, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com

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