

**MAD**

***LEGACY***

**Storytelling that  
shifts the needle of  
conversation and  
shapes culture.**

Mukul Anand's vision turned into a company, by the name of MAD Entertainment, where storytelling became a currency. From films to television and ads, the mediums changed, but the message remained the same - powerful storytelling.

It was set in motion first in 1990 as MAD Entertainment was born under the care and craft of its founder. Several silver-screen hits and commercials later it blossomed into a powerhouse for blockbuster releases on big and small screens alike.

### **MAD Legacy revives the same vision and runs with it.**

The landscape of the industry evolves and with it our expertise. But the goal remains the same - **storytelling that shifts the needle of conversation and shapes culture.**

# THE VISIONARY

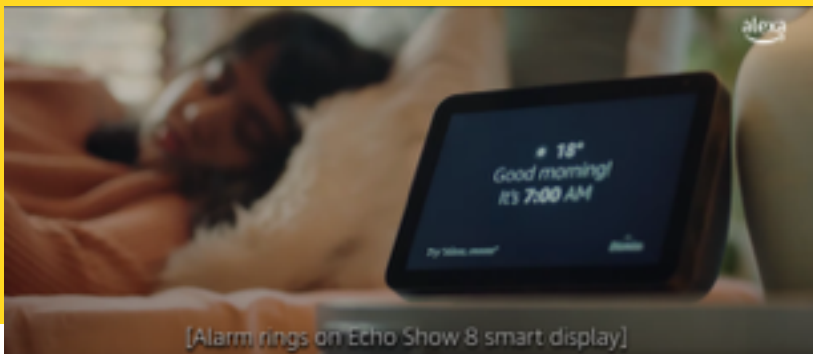


**MUKUL ANAND**

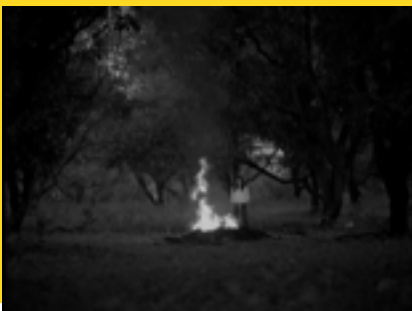


MAD enjoyed a distinguished standing in terms of silver-screen production with blockbusters like Army, Prithvi, Tere Naam, Salaame Ishq, Cheeni Kum and Paa. **And on the advertising side of things we specialized in creating original, iconic pieces of content that didn't just serve the brand's purpose but also stood the test of time.** Our work with Remo Fernandes for Pepsi's 'Yehi hai right choice baby', is a testament to the same. We are also the production house behind the tune that's etched in everyones memory, the iconic Ooh la laa Kingfisher jingle, which is still around today for a Kingfisher campaign with the West Indian National Cricket team. Besides having won the Cannes Lion for our Saint Gobain Glass campaign, we were also the only production house to have worked with Pepsi and Coke both.

**THE** ***TEAM***



[Alarm rings on Echo Show 8 smart display]





Mikhail began as a major in fine art but fell in love with storytelling behind a camera as a photographer first. This paved a natural transition into film and now his directorial talent is enriched by his diverse experience that spans across feature films, ad films, music videos, digital content, and documentaries. This provides him with a unique lens to make sure he captures the essence of every genre and every platform. He has always had a hands on approach which means having worked in some capacity in almost every department on a film set but driven by the narrative, he's also consistently been dedicated to elevating his skills as a writer. He encapsulates the companies motto of put the art first and everything else will follow.



**MIKHAIL ANAND**

 SAINT-GOBAIN



  
Taste The Thunder

  
TAJ

Anita is in the business of getting things done. It is her mix of practicality meets possibility that keeps MAD Legacy sane. She is adept at sourcing the best even in the worst of times. **Her journey has been a rare one, she's worked as an executive producer on films like English Vinglish, Cheeni Kum and Paa, and also been at the helm of production for over 1500 commercials**, while juggling everything from tight budgets to tight frames.

With diverse experience across genres and mediums, she has the maturity and the know-how to drive every project home. Anita's been a driving force in creating compelling content for major brands like Kingfisher, Bajaj, Thumbs Up, Parker Pens, Tata Tea and more. She's an out-and-out producer, even when she's not on the sets.



**ANITA ANAND**

# ***THANK YOU***

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