PORTFOLIO

Santanu Ghosh

Creative Producer & Cinematographer

From brief to final cut, on time.

BANGALORE · AVAILABLE WORLDWIDE



HELLO

I make films, and I make sure *they get made.*

Creative producer and cinematographer with 8+ years across commercials, broadcast, documentary and narrative film. At Brand Scale Up I lead productions end to end for Dabur, Danone, Allen and Tata Consumer.

MFA in Cinematography from EICAR, Paris. Olympic broadcast crew. Builder of an AI pipeline that ships 20 videos a day.

8+	100+	5–200	₹50L	120+
years	projects	crew size	top budget	reels in a month

Santanu Ghosh · Creative Producer & Cinematographer



WHY WORK WITH ME

What you get when you hire me

One person, brief to master

Concept, production, camera and post in one head: fewer handovers, less lost along the way.

Allen IPL TVC: idea to master in 7 days.

Calm when it’s last-minute

Late briefs, festive drops, live broadcast. I lock vendors, recces and crews of up to 200 and still land on budget.

120+ reels in a month. Olympic live coverage.

A cinematographer’s eye on every budget

From ₹1L reels to ₹50L productions, the frame still has to be good.

MFA Cinematography, EICAR Paris.

Faster and leaner with AI

A pipeline I built myself, and the judgement to know when to hand-craft instead.

20 videos a day, 50% faster, 30% cheaper.

SHOWREEL

Watch the *work.*

Stills can’t show pacing, performance or light in motion. Scan or click to see the cinematography reel.

vimeo.com/929593430

Commercial reel (TVC, DVC, social and AI): available on request.

Scan to watch

Santanu Ghosh · Creative Producer & Cinematographer

CLIENTS

Brands I’ve delivered for



ALSO Saffola · TTK Healthcare · Olympic Broadcasting Services

Produced at Brand Scale Up Inc. and independently



01 · COMMERCIAL WORK

TVC & DVC

Broadcast and digital films for national brands.

DABUR · 25S TVC

Pudin Hara

Position Pudin Hara as the instant fix for acidity, beating slow powders and syrups, with a comedy hook people remember.

ROLE Creative Producer & Cinematographer

FORMAT 25s courtroom comedy with VFX

THE CHALLENGE

A large cast, a period-style courtroom set and VFX product moments, all inside 25 seconds.

HOW I SOLVED IT

Every beat storyboarded to the frame, so cast and set were lit and shot only for what the edit needed, with the product glow planned as VFX from day one.

Watch the film on Behance ↗

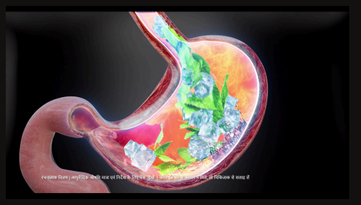




01 Period courtroom, wide



02 Ensemble blocking



03 VFX cooling glow

Santanu Ghosh · Creative Producer & Cinematographer

HOW I DELIVER

Brief to master. *One owner.*

01

Crack it

I take the brief from the client and write the approach: script, treatment, references, boards.

02

Plan it

Budget, crew, casting, recces and vendor meetings, locked in parallel when the brief lands late.

03

Shoot it

On set as producer and DP. ARRI, RED, Sony Venice, Blackmagic. Crews of 5 to 200.

04

Finish it

Edit, grade, VFX and every version: cutdowns, ratios, languages. Resolve, Premiere, After Effects.

FASTEST SO FAR

7 days Allen IPL TVC, idea to master

3 days Danone DVC, shoot to delivery

1 day Undertow, a narrative short shot in one day

Santanu Ghosh · Creative Producer & Cinematographer

ALLEN · IPL TVC · 2025

“Bas Results”

Turn “No drama, no gimmicks, just results” into a 15s spot that cuts through the IPL ad break.

ROLE Creative Producer & Cinematographer

TIMELINE Ideation to final master in 7 days

RESULT 5.6M+ YouTube views

THE CHALLENGE

A fixed IPL air date, a late brief, and several language versions due at the same time.

HOW I SOLVED IT

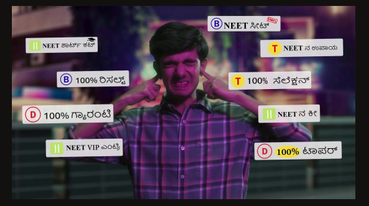
One neon-lit street world and one hero performance kept the shoot to a single day. The toppers wall was built in post while the language versions were cut in parallel.

[Watch the film on Behance ↗]





01 Neon street, one day



02 Performance vs graphics



03 Toppers wall in post

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DANONE · DVC + PROMO

Protinex Diabetes Care

An everyday, science-backed ally for people managing blood sugar, not a medicine.

ROLE Creative Producer & Cinematographer

TIMELINE Shot and delivered in 3 days

RESULT Showcased at Danone's APAC Sales Conference

THE CHALLENGE

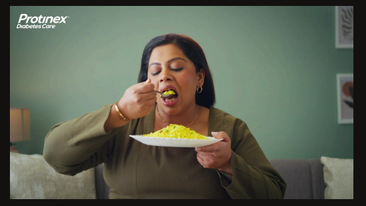
Clinical claims and legal supers on every frame, made warm and human on a 3-day turnaround.

HOW I SOLVED IT

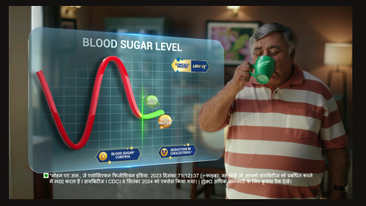
Relatable characters in one home location, data moved into motion graphics, and the DVC and 20s Hindi promo planned before the shoot so nothing was reshot.

Watch the film on Behance ↗





01 Soft home light



02 Data as motion graphics



03 Product hero

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TVC & DVC

More films



MsChief · Maestro DVC

A dating-app world built in design and motion for a premium personal-care launch. Creative Producer & Cinematographer.



Protinex Diabetes Care · 20s Hindi promo

A tight doctor-led cutdown from the same production as the DVC: one shoot, two deliverables.

02 · NARRATIVE WORK

Narrative & *music video*

Shot in Paris and beyond. This is where I learned to light a story.

30+ films at EICAR · short films · a music video · 1 feature documentary

SHORT FILM · PARIS

Work Ethics

A lifelong commitment to a company ends in an overlooked farewell, pushing one man to breaking point.

ROLE Cinematographer, camera operator, lighting designer

THE CHALLENGE

Natural light across a full day of changing conditions, with continuity to match from shot to shot.

HOW I SOLVED IT

Negative fill, black flags, chiffon, camera-mounted ND and window ND gels to shape and hold the available light into a restrained, naturalistic look.





01 Symmetry in glass



02 Window-light silhouette



03 Blood continuity

NARRATIVE SHORT · PARIS

Undertow

One small apartment, one night, and the quiet tension between the people sharing it.

ROLE Cinematographer

TIMELINE The whole film shot in one day

THE CHALLENGE

Warm morning intimacy and cold blue night scenes, all in one small apartment, all in one day.

HOW I SOLVED IT

Day scenes first, then blacked-out windows and a single blue key to build the night look without leaving the location.





01 Warm practical light



02 Day for night



03 Macro detail

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MUSIC VIDEO · PARIS

That’s How I Feel

A visual diary of the artist’s inner world, moving through the city.

ROLE Cinematographer

THE CHALLENGE

Five Paris locations (Métro platform, train, forest, concrete corridor, studio) with a small crew and no closed sets.

HOW I SOLVED IT

A light handheld package and available light scheduled around the sun, with a low wide lens to make public spaces feel staged and cinematic.





01 Low and wide



02 Backlight



03 Foreground layering

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NARRATIVE & DOCUMENTARY

More work



Another Night
Short film



Dragons and Sheep
Short film



Jess
Short film



One Croissant a Day Keeps the Demons at Bay



Plouf Tzin Tzin
Short film



Point de Rupture
Short film

Journey to the Kitchen
Feature documentary

That's How I Feel
Music video

LIVE BROADCAST

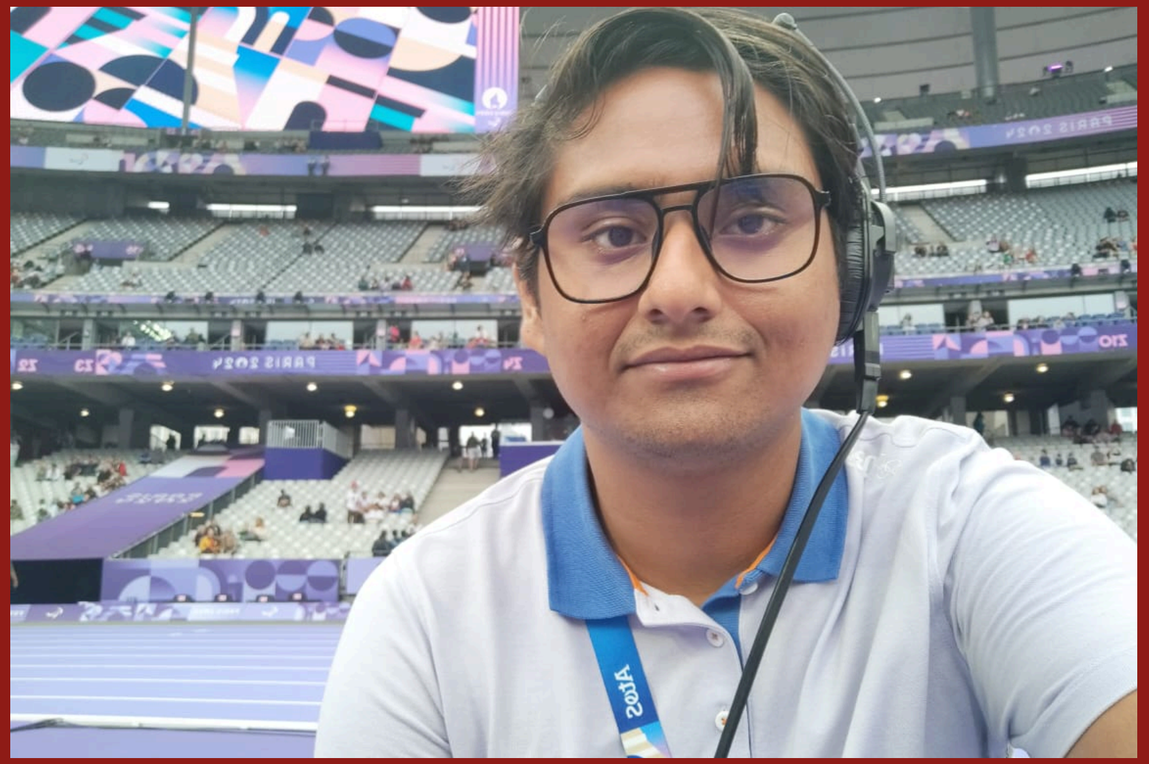
Live, global, *no second take.*

RF and hard-camera operator for Olympic Broadcasting Services at Paris 2024.

6 football matches

5 athletics events

Multi-camera live workflows, mix-zone setups and boom operations, broadcast worldwide.





Paris 2024 · Olympic Broadcasting Services

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ON SET

Hands on the camera. *Eyes on the schedule.*











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03 · SOCIAL & AI

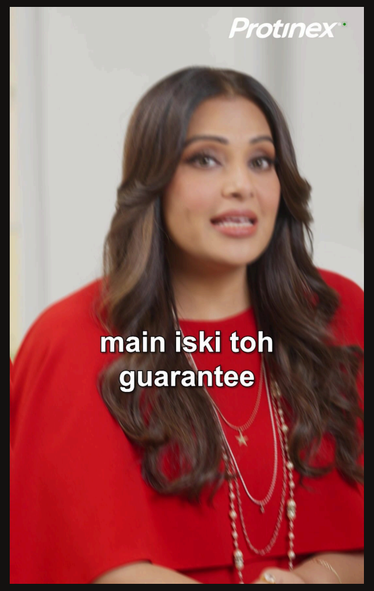
Social & AI

Reels on festival deadlines, and films made on a pipeline I built.

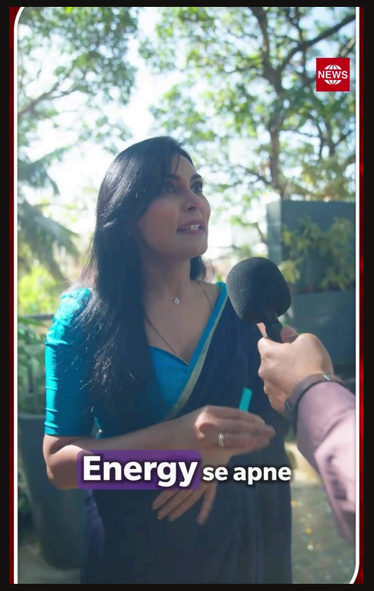
SOCIAL

120+ reels. One month. *Nine brands.*

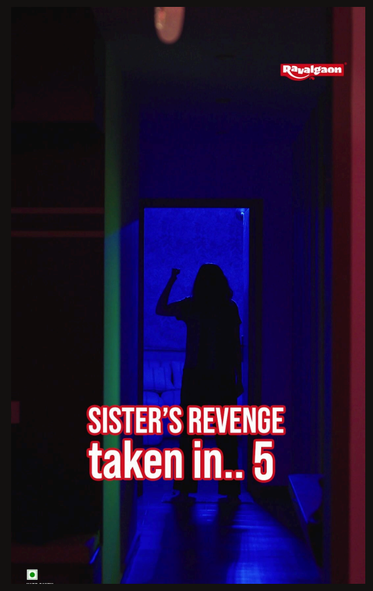
Celebrity shoots, vox-pops and festive drops. Festival dates don't move, so neither do I.



Protinex × Bipasha Basu



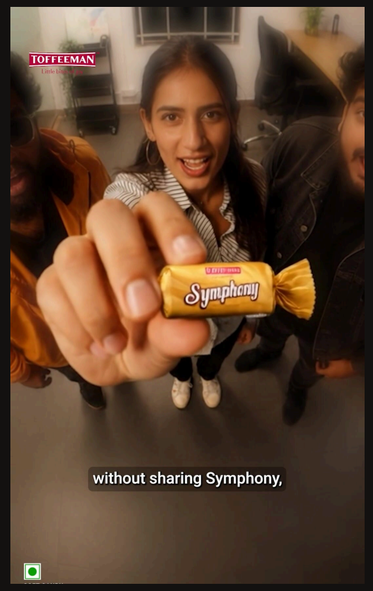
Good Monk
Street vox-pop



Ravalgaon
Raksha Bandhan



Toffeeman
Navratri



Toffeeman
Chocolate Day



SIL
Monsoon

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Watch the skits ↗

AI PRODUCTION

I built the AI pipeline. *Then I used it.*

20
videos a day

50%
faster turnaround

30%
lower production cost

Brief — **Script & boards** — **Generate** — **Edit & grade** — **Every version**

Stack: n8n · Vertex / Veo · Gemini · GCP · ElevenLabs · ClipDrop. Finished in DaVinci Resolve and After Effects.

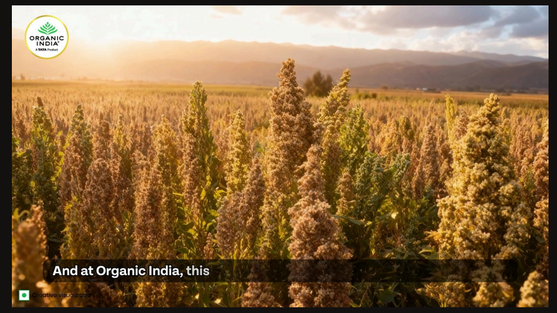
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AI PRODUCTION

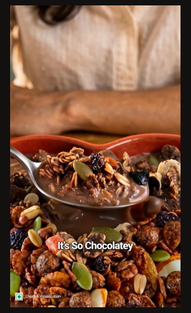
Fast when it can be. *Crafted when it must be.*

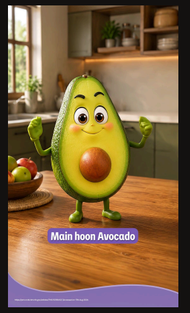
Built on my pipeline · 1–2 days each Organic India “How it’s made” series, Saffola Muesli, Dexogrow













Hand-crafted AI · about 2 weeks each Dabur Pudin Hara 5-in-1 Fizz, Dabur Isabgol, built shot by shot





Santanu Ghosh · Creative Producer & Cinematographer

Watch the AI films ↗

CONTACT

Let’s make *the next one.*

+91 91233 34264
gsantanu003@gmail.com
behance.net/santanughosh25
vimeo.com/929593430

Based in Bangalore · Open to full-time and freelance · Will travel anywhere
Hindi · English · Bengali · conversational French



EICAR Paris, MFA in Cinematography.

Scan for the cinematography reel.

Scan to watch