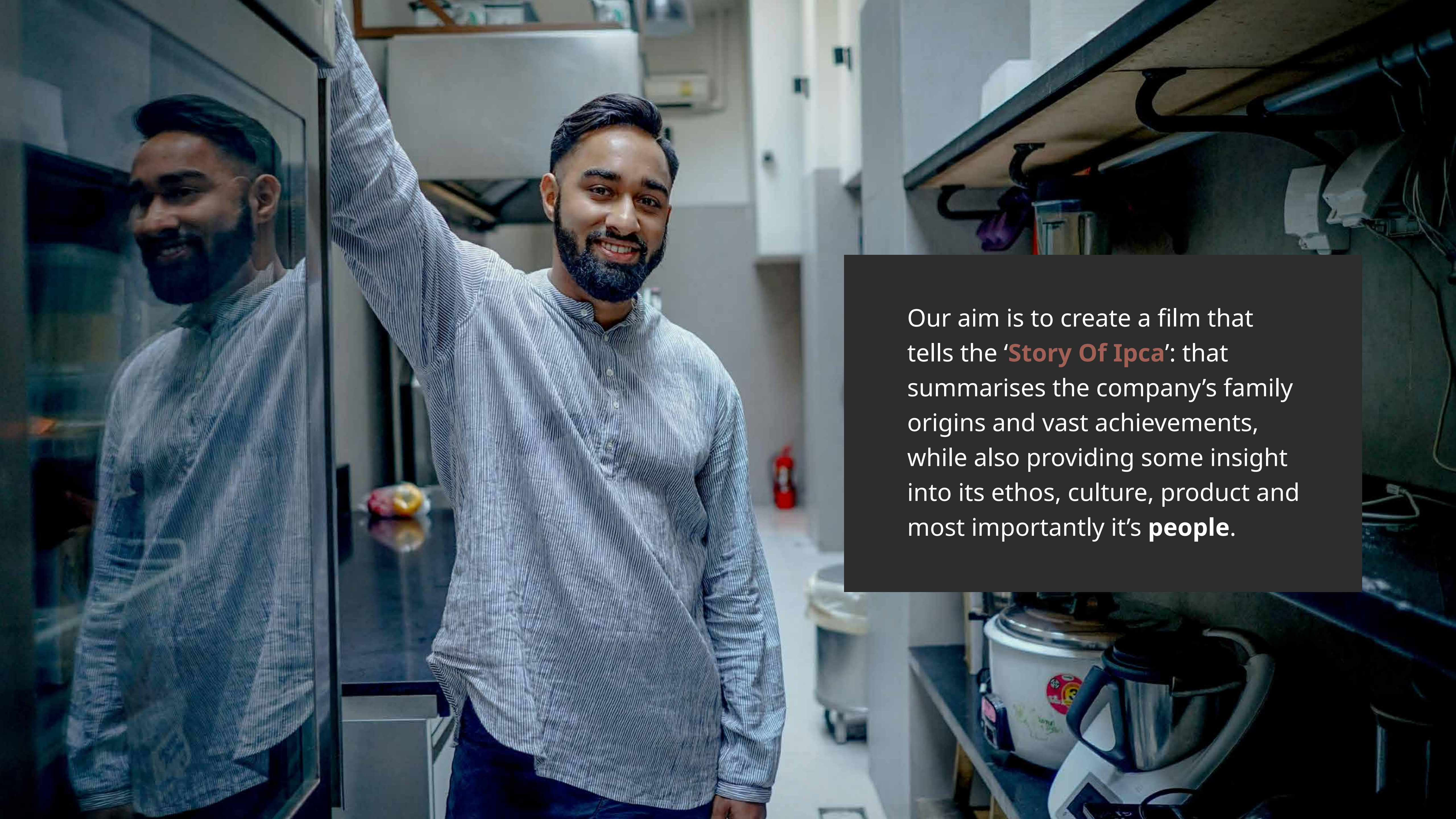


‘This is Ipca’

Creative Treatment
by David Mills



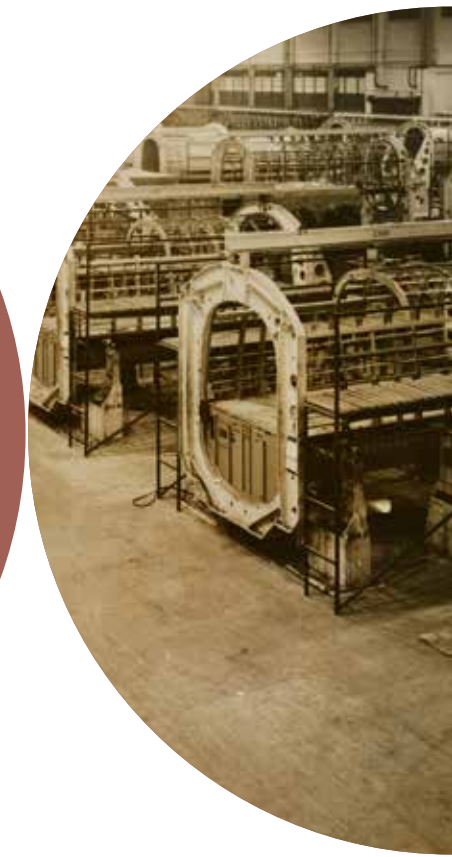
Our aim is to create a film that tells the **'Story Of Ipca'**: that summarises the company's family origins and vast achievements, while also providing some insight into its ethos, culture, product and most importantly it's **people**.

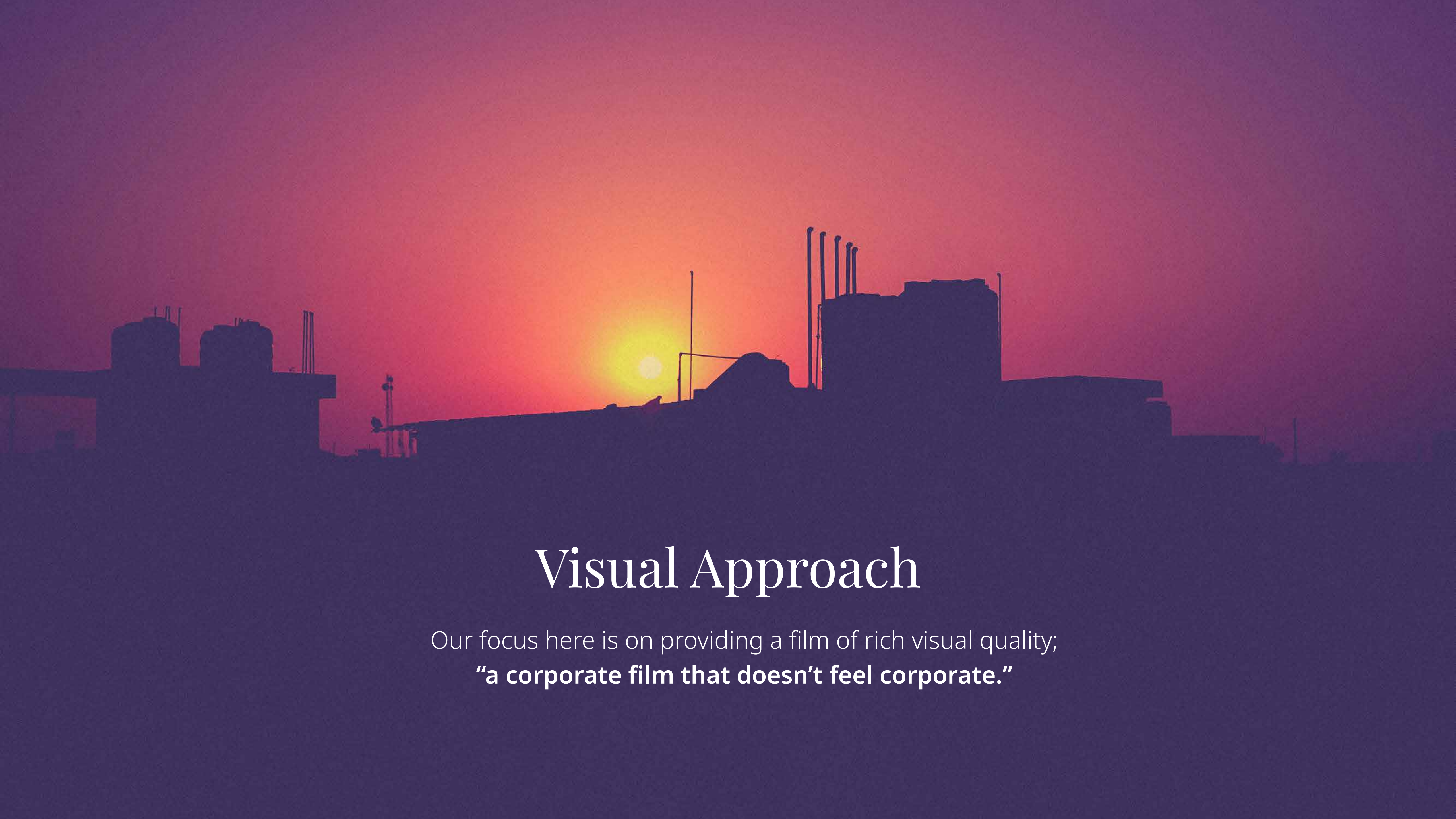
Standing out: Creative Approach

From our conversations, you have made it clear that you want this film to stand apart from the 'typical' corporate film. Often these look flat and generic, with little thought given to narrative drive, dynamics, or emotional connection with their audience.

While a film such as this must communicate the necessary facts and figures to the viewer as part of its core remit, we believe that the film can achieve all of this while still retaining a sense of engagement and connection with its audience.

For those new to Ipca, we aim to engage them and give them a strong insight into the company, its values, ethos and achievements. And for those who might already be familiar with Ipca, we want to take them deeper into where the company is now and what its plans are for the future. We want that viewer to be thinking **'I didn't know that about Ipca'**.



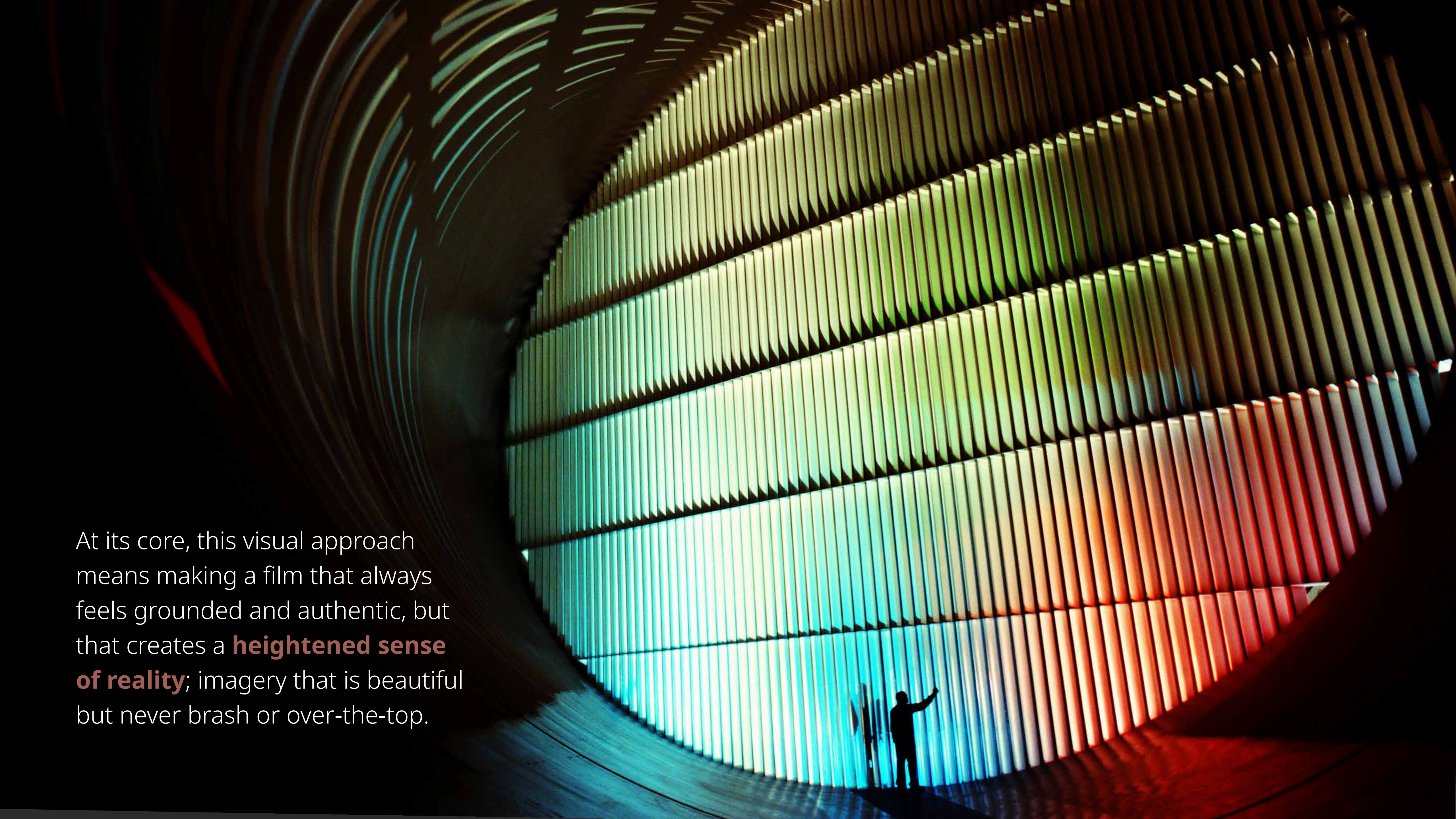


Visual Approach

Our focus here is on providing a film of rich visual quality;
“a corporate film that doesn’t feel corporate.”

To achieve this we bring an **elevated documentary style** to our footage. This means beautiful and striking compositions, **shallow depth of field** to create a high-quality **filmic look**; well-balanced contrast in the image with strong blacks and **vivid colours**, and lighting that is **naturalistic** and subtly sculpted to make every moment look its best.



A large, curved architectural structure, possibly a tunnel or a large-scale art installation, composed of numerous vertical slats. The slats are illuminated from behind, creating a vibrant gradient of colors from deep blue on the left to bright red on the right. The structure curves away into the distance, creating a sense of depth and perspective. In the lower right foreground, a person is silhouetted against the bright light, pointing towards the structure. The overall atmosphere is dramatic and futuristic.

At its core, this visual approach means making a film that always feels grounded and authentic, but that creates a **heightened sense of reality**; imagery that is beautiful but never brash or over-the-top.



We would also aim to shoot static **portraits** of each person who appears in the film, and of each of the company's key personnel; these would be simply shot moments of each person looking into the camera, **without speaking**, simply **expressing their humanity**, their pride in the work they do and in the role they play within Ipca, whether it be as board member or employee.

Placed carefully throughout the film at relevant moments, these portraits add a simple but powerful layer of unity, humanity and dignity to our film, allowing us **moments of connection** with the personalities at the core of Inca's work, success and ethos.

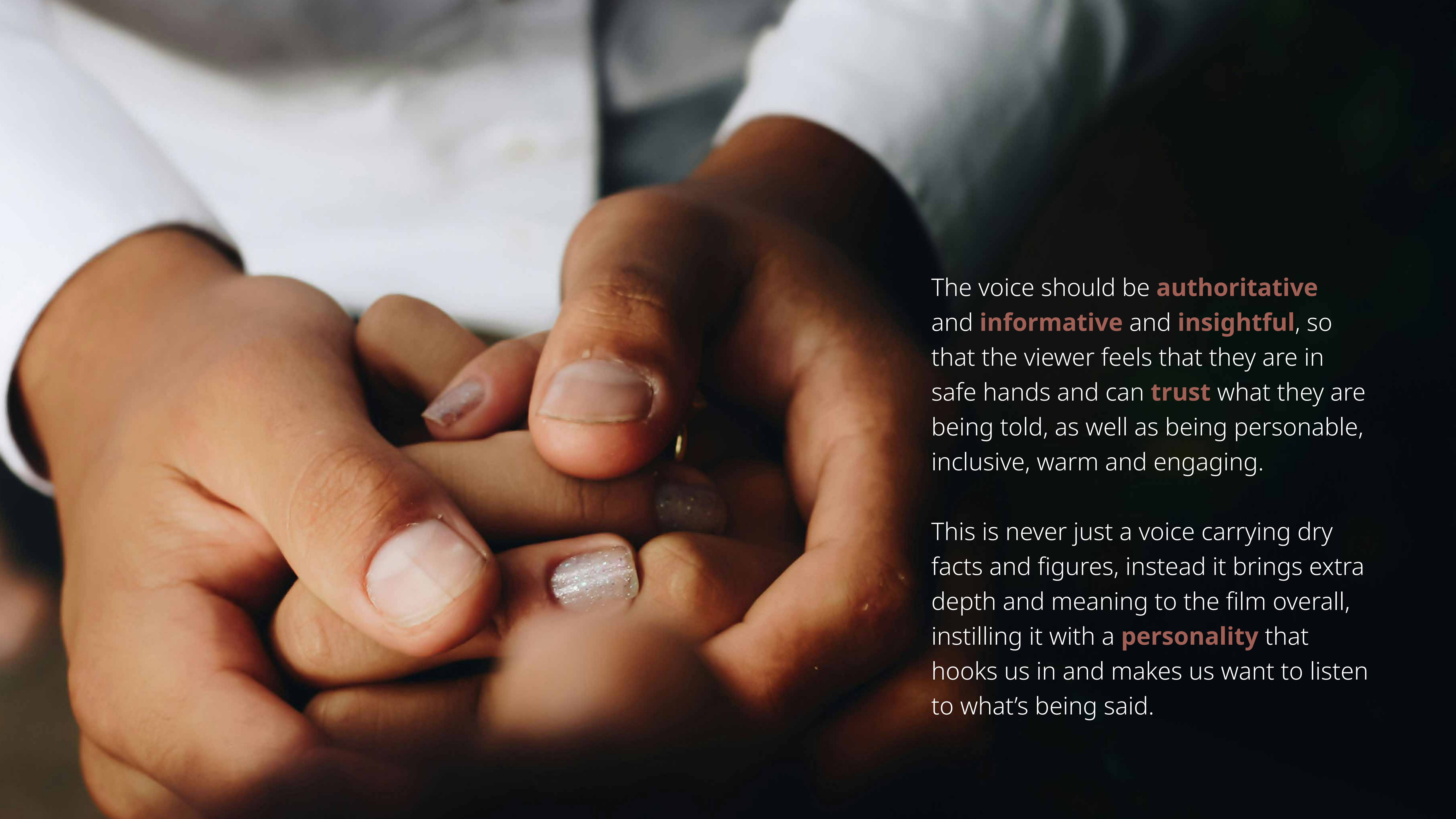




More than just a voiceover

A voiceover can be a very useful tool in our film for relaying information and moving the narrative forward. But more than that, we also want the voiceover to **embody the spirit** and character - not only of the film, but also of Ipca itself.





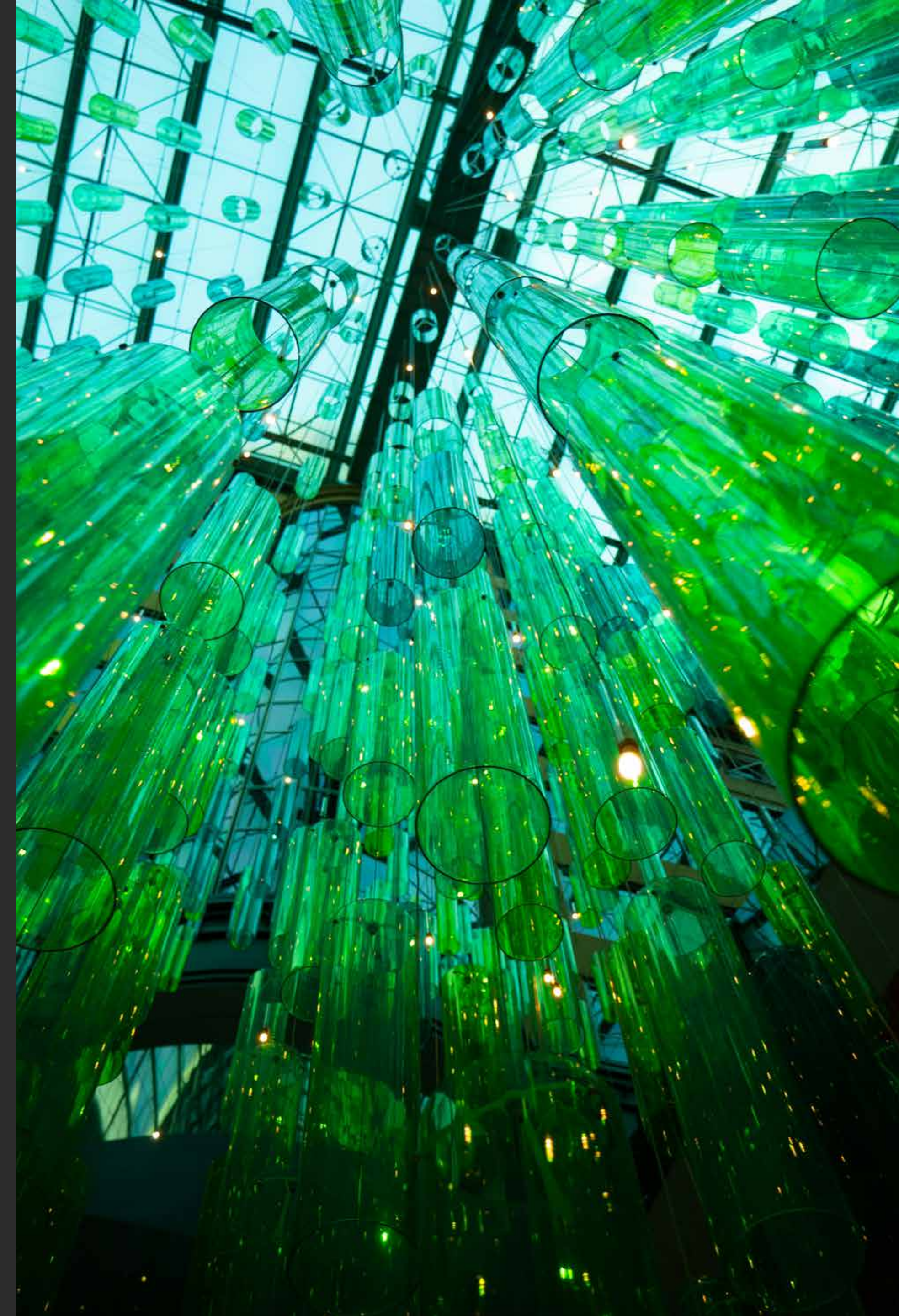
The voice should be **authoritative** and **informative** and **insightful**, so that the viewer feels that they are in safe hands and can **trust** what they are being told, as well as being personable, inclusive, warm and engaging.

This is never just a voice carrying dry facts and figures, instead it brings extra depth and meaning to the film overall, instilling it with a **personality** that hooks us in and makes us want to listen to what's being said.

A unique perspective

We like the idea of writing this from the point-of-view of **Pranay**. As the CEO of the company and the son of its founder, Pranay has a **unique perspective** on the company, and this could be expressed through the VoiceOver. If this is not something that Pranay is interested in or comfortable doing, then we could hire an actor with a similar timbre and tonal range as Pranay to perform the voiceover as if he were Pranay.

It could be very engaging and moving to hear a voiceover that we assume to be that of an Ipca employee throughout the film, only to discover at the film's conclusion that it is, in fact, the voice of the company's CEO.







Future proofing

Our intention is for the film to be a useful tool for Ipca for years to come, and with that in mind, we will ensure that any specific details that might be featured - turnover, personnel or manufacturing figures, specific details regarding expansions or collaborations, or the mentions of 'latest' technological elements, are expressed in the film in a way that can be easily updated or replaced, such in voiceover or via onscreen titles/captions.



In the same way, if there should be an interview with a contributor that needs to be updated, this element could **simply be replaced** with a updated content.

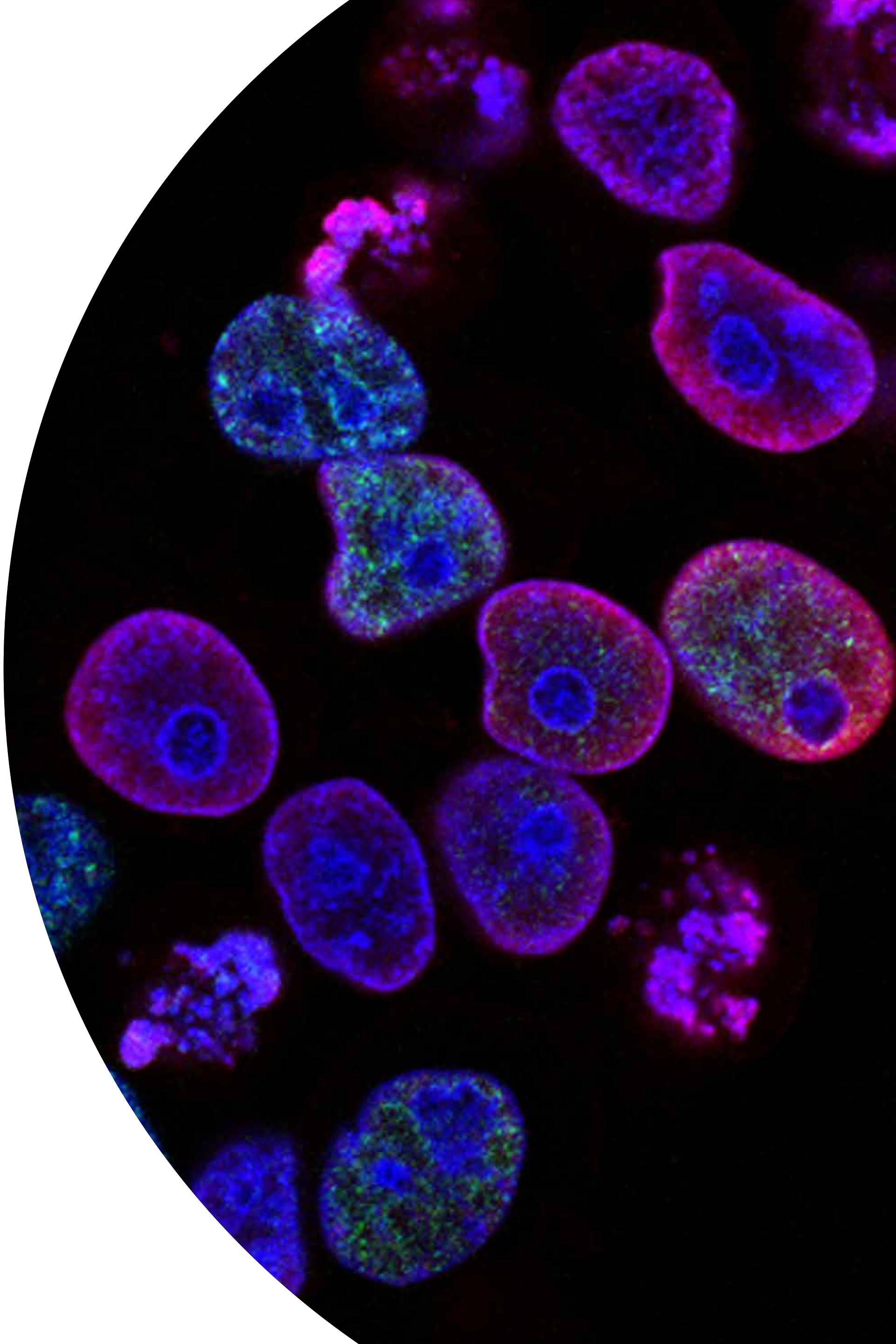
These approaches ensure that the final film can be refreshed as often as required, without fear of its information becoming outdated.





A note on the outline:

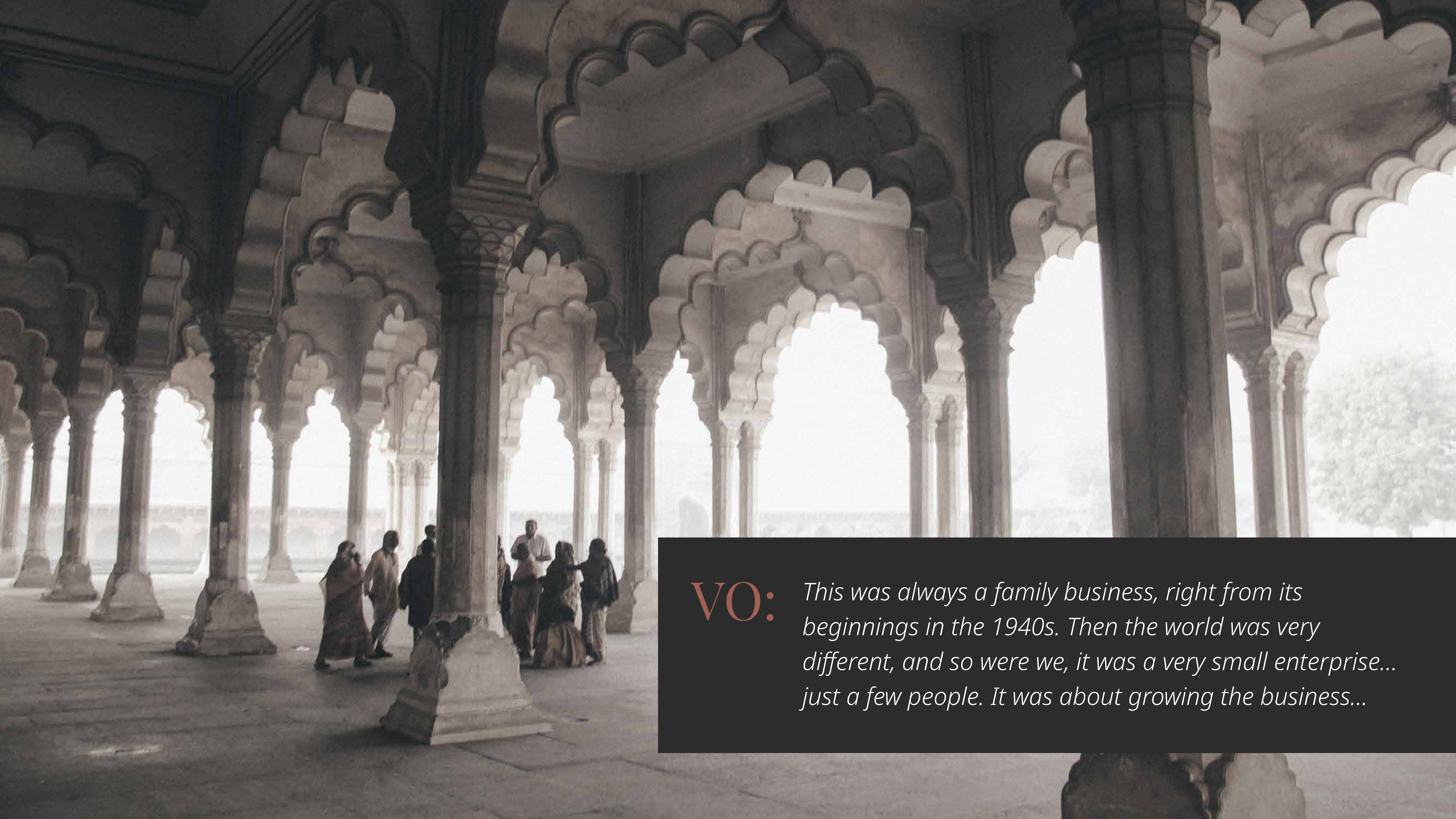
What follows is an outline of how this film might play out on screen. Everything is up for discussion and development. Using this outline, **we can hone** and fine tune the film to ensure that every element is covered, **every detail included.**



Film Outline

We open on archive footage of **Mumbai** in the 1940s. We see moments of what life was like in the city at that time. People walking in the street, businessmen talking, daily life taking place in **black-and-white...**





VO:

This was always a family business, right from its beginnings in the 1940s. Then the world was very different, and so were we, it was a very small enterprise... just a few people. It was about growing the business...



Our archive
footage turns from
black and white
to...



...to colour.

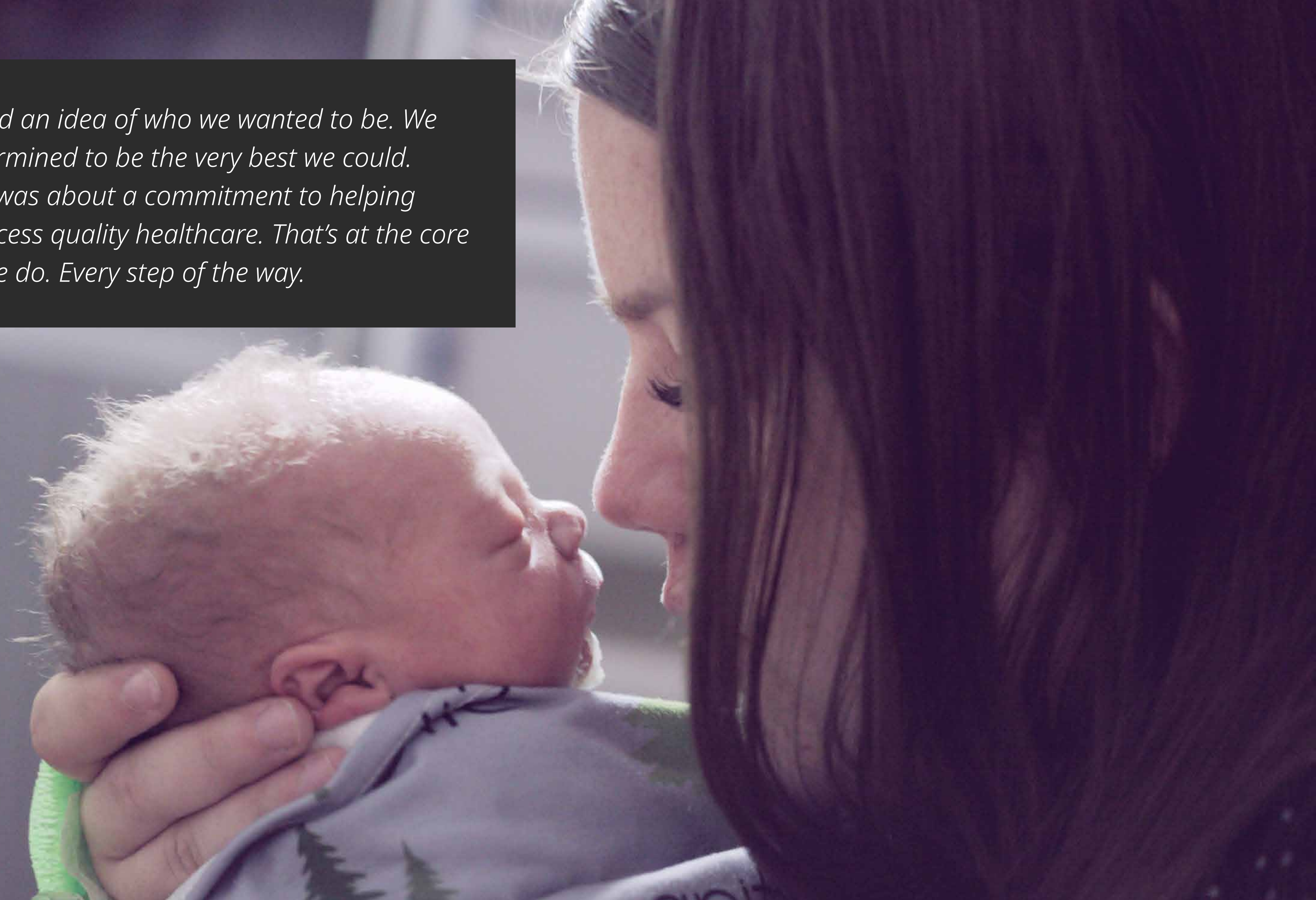
We see moments from 1950s and 60s; **Indian culture** and technology advancing, factories at work in production.



Cut to striking modern day footage of **rural India**. Stunning landscapes, villages, bright colours... a bustling street in **modern Mumbai**.



VO: *But we had an idea of who we wanted to be. We were determined to be the very best we could. Always, it was about a commitment to helping people access quality healthcare. That's at the core of what we do. Every step of the way.*



We see

We see faces of people as they go about their lives; concentrating; talking, laughing. A doctor talking with a patient.



A man wearing a white lab coat and an orange turban is seen in profile, looking out from a balcony. The balcony has a dark, ornate metal railing. In the background, there is a large, multi-story building with traditional Indian architectural features, including arched windows and balconies. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

VO:

We started manufacturing and supplying to our customers, and over the years, have become a major supplier to the pharmaceutical industry.



Cut to drone footage of another rural landscape, now we see one of Ipca's manufacturing plants.

VO:

Our manufacturing plants spread throughout India, and into the UK and US. We now manufacture APIs and formulas for over X amount of products and companies globally.







Cut to inside the manufacturing plant, where we see APIs in production. The production line in action.

We see members of staff in working hard, monitoring machinery, performing quality control.

VO:

We are proud of our teams of technicians, committed to their wellbeing



VO: *As the scale of our business expands, we are aware of the importance of our responsibilities, and we are committed to sustainability, to uncovering new ways of making our business run efficiently and in ways that are ecologically responsible.*

VO:

As the scale of our business expands, we are aware of the importance of our responsibilities, and we are committed to sustainability, to uncovering new ways of making our business run efficiently and in ways that are ecologically responsible.





VO:

We also maintain a commitment to our core culture. Expansion into more countries doesn't mean forgetting who we are; it means staying true to our heritage.



VO:

*So now, what does the future hold?
The world changes much more
rapidly now that it did in the 1940s
when we were a new company.
Today, technological advances and
scientific research keep pushing
us into new realms,
new possibilities.*



A map of the world shows connection points leading from India to the US and other nations, expressing expansion and collaboration.

We see images of technological advancements; medical lasers in action, AI being used to locate disease in patients... abstract imagery expressing heartbeats pulsing,





VO:

As we face the future together, Ipca is recommitting to continue its expansion, - serving more of the world as we collaborate with more and more international partners - as well its commitment to manufacturing and providing APIs and formulas of the highest quality

VO:

In the years that I've worked for Ipca, I've come to feel part of its ethos, as it proudly upholds its cultures of Quality, Safety, Integrity, Dignity and Responsibility.





VO:

We're excited at what the future holds, at what discoveries lie around the corner, and by the ways in which we can serve and supply our customers, and their patients around the globe.

We cut to a shot of Pranay standing in one of Inca's buildings. He looks to camera with a natural warmth.





VO:

My name is Pranay. I'm proud to be the CEO of Ipca and to see where the next steps take us, our team members and our customers. Whatever the future holds, we are ready.





EVIAN HIGH
EVEN HIGHER
LEAK PROOF
100% BPA FREE

DEPC TREATED WATER
Ultra Pure Water
KD Medical

LABORATORY
FILM

LABORATORY
FILM

VORTEX
GENIE 2

SCIENTIFIC
Vortex fresco

Micro



Cutdowns

Each of our cutdowns draws its elements from the central 'hero' film, but of course we ensure that each cutdown works on its own terms, as a complete piece in itself.

For this we may need to shoot additional material, to enable us to cut each cutdown into a piece that has its own structure, rhythm and flow.



Thank you