

## **INTRO PAGE**

Turn over the page for a journey through MIMO Productions, a company operating in the Indian media space. Based in Pune. With an all-encompassing vision to be *the* production company of choice for discerning clients.

## **ABOUT MIMO PRODUCTIONS**

MIMO Productions is a Pune-based company engaged in conceiving, producing and delivering innovative audio-visual solutions for a host of communication purposes. Primarily MIMO operates in the Film, Electronics & Digital space and caters to a wide range of clients seeking to use the moving image media to communicate effectively with their target audience.

MIMO was launched on 24<sup>th</sup> February 1991 by Messrs Milind Deo and Mohan Bhat who shared a dream to build an organisation with a clear focus on delivering innovative and best-in-class film and digital imaging products which would add value to the way businesses used audio-visual applications in their communication strategies.

From the outset, the focus has been to become an integrated media company with an emphasis on presence across the entire production chain. Thus, with all the requisite pre-production, production and post-production facilities present in a single location, MIMO is *the* production company of choice for discerning clients who demand nothing but the best and who entirely believe in the *thought-to-finish* dictum.

## **ABOUT AUDIO-VISUAL SOLUTIONS**

What works for audio-visual communication does not always work for static advertising media. Using film, video and television media to communicate is not only advantageous but also a better option today. Audio-visual communication gives the benefit of *virtual reality* i.e. it shows an object live-in-action. This is impossible in static media. The combined benefits of sight and sound deliver a communication to the desired audiences in a better way and the impact is higher.

Rapidly falling attention spans and an explosion of information towards customers today has led to a media clutter that is getting increasingly difficult to manage. In such a cluttered market place, it is very difficult to reach the target audiences and more importantly, ensure that the desired message is indeed getting across. In such a scenario, audio-visual communication has got inherent benefits over static communication like print and outdoor media.

Audio-visual medium makes communication efficient and effective. For the last three decades, MIMO has been creating many such solutions that have been successfully implemented by satisfied clients to their benefit—and profit. With MIMO, audio-visual communication becomes easier, affordable and better in terms of quality.

## **INFRASTRUCTURE**

Since its inception in 1991, it has been MIMO's policy to procure the best equipment and have the entire requisite infrastructure in-house so as to eliminate dependence on external agencies. Because of the in-house availability of all tools of the trade, MIMO is in a position to leverage them to its advantage. In-house availability of infrastructure means that the project gets completed in a faster time and costs can be controlled.

The contemporary infrastructure at MIMO's end comprises of: Approximately 1500 sq. ft. work space, in-house learning resource centre, completely networked electronic hardware and IT infrastructure, dedicated communication facilities comprising of Internet and telephone lines, separate and independent areas for audio and video studios...

This has enabled MIMO to have an edge over others when it comes to producing great quality work. MIMO prides itself on being one of the few companies in Pune with such plug-and-play facilities to work.

## **THE TEAM**

MIMO was born because of the combined passion and talents of Milind Deo and Mohan Bhat. Milind and Mohan started out in 1990 as two youngsters interested in professional Marathi theatre and slowly moved towards video and film communication. Slowly their expression acquired a newer form and soon they graduated to television software.

Milind and Mohan continue to drive MIMO Productions today into newer arenas and their film making expertise covers films of all major genres. They have since expanded to offer a complete range of media services from a single location and have thus become a one stop shop for clients looking for end-to-end audio visual solutions.

**Milind Deo** is the creative force behind MIMO productions. Milind studied to be a Production Engineer but the media industry beckoned and he quickly became one of the two founders of MIMO Productions. His interests are many and multi-faceted. He is a gifted visualiser, classical singer and a choreographer.

That apart, he has an active interest in editing, direction, animation and music. Photography also interests him to a great extent. Milind has acted for about two years in professional Marathi theatre and carries with him three decades of active film making experience. All his skills help the MIMO team in producing cutting-edge work.

**Mohan Bhat** is the man behind the technical infrastructure of MIMO Productions. He has been instrumental in providing the domain expertise behind the technical aspects of film making. Mohan passed out as an Industrial Electronics Engineer and thus, assuming technical responsibilities at MIMO was for him a logical choice.

He specialises in lighting and cinematography and has more than a decade of experience with him in this field. Mohan has acted in professional Marathi plays for more than two years and is also an alumnus of the LENSIGHT workshop conducted by FTII, Pune.

Both Milind Deo and Mohan Bhat thus complement each other very well and are natural allies indeed when it comes to the craft of film making. Their team work and unique understanding of each project from their individual perspective has seen them deliver some of the best work that has emerged from Pune.

Apart from Milind and Mohan, MIMO Productions has two separate teams each for creative and technical fields. They act as support staff and also are the ones who bring each project to life. These teams have been trained in-house and are an important asset of MIMO Productions.

Besides the creative and technical teams, MIMO has a team of professionals to look after the office management. Thus the HR function at MIMO is a well defined one and helps in the smooth operation of the company.

## **OUR CLIENTS**

MIMO has worked with some of the best names in India across diverse sectors to deliver a wide range of films that have been used for a host of communication purposes. Some of our high profile clients are listed below:

Tata Motors, Tata Honeywell (Now Honeywell Automation India Ltd), Daimler–Chrysler India, TVS Motor Company, Alfa Laval India, Venkateshwara Hatcheries Group, Intervet, Sandvik Asia, Bluebird, Emcure Pharmaceuticals, SKF India, Associated Capsules, World Health Organisation, Matsushita Corporation, P & O Nedlloyd, Veritas Software, Optimos, Messung Systems, ARDE, Cummins India, National Insurance Academy, Baker Gauges, Abee Info-Consumables, LabIndia, Osho Commune, AT&T, NFATCC, NIA, WHO, and many others.

Thus we possess wide experience and awareness about various industry practices and are well conversant with the kind of communication challenges that can arise from time to time in these industries.

## **WHY MIMO IS THE RIGHT CHOICE FOR YOU?**

We understand that making a decision on appointing a production house for your AV projects is not easy. Investment in an AV project is a major decision indeed. Allow us to give you some hard facts about MIMO Productions: MIMO is amongst the first Media Production Companies in Pune. This means that we have had a long experience of media production.

We have good Creative, Technical and Management teams in place. We can add specialists at a short notice also if the project so demands. Individuals have vast experience—they are aware of various industry practices as they have worked with many high profile clients before. We have serviced many clients before for various genres of film making. Thus we possess expertise in multiple production genres.

Due to our strategic presence in the entire production chain, we have the ability to take a project from “concept to completion”. Finally, we have accumulated over the years, formidable base of Knowledge as well as Talent. Hence we are in a position to accurately catch the industry trends and deliver the best solutions to our clients.

Due to our deep domain experience over the years, we do understand what it takes to create just the right kind of film for our clients. We have in our resource centre a large number of films, both produced by us and by others apart from a large collection of books and knowledge on the audio-visual industry.

MIMO is an ideas-driven, innovative and a knowledge based company. It has the creativity and the commitment to deliver the best for its clients. It is truly a 21<sup>st</sup> century knowledge enterprise dedicated to the media industry.

## **OUR VISION**

What really differentiates MIMO is the vision that it brings to the table along with experience, creativity and commitment.

Vision for us is to observe, not just see.

Vision for us is to listen, not just hear.

Vision for us is to deduce, not just conclude.

We at MIMO are committed to help you derive the best value from the film that we will produce for you.

**CONTACT US**

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