

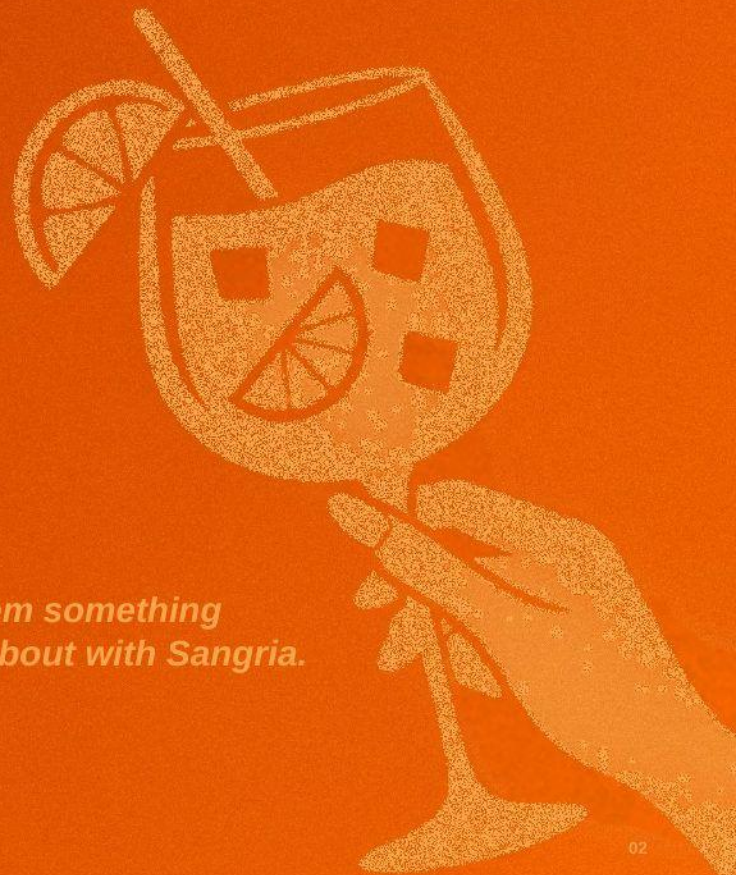


Cinematic Advertising

Good advertising
gets noticed.

Great advertising gives
people something to
feel & remember.

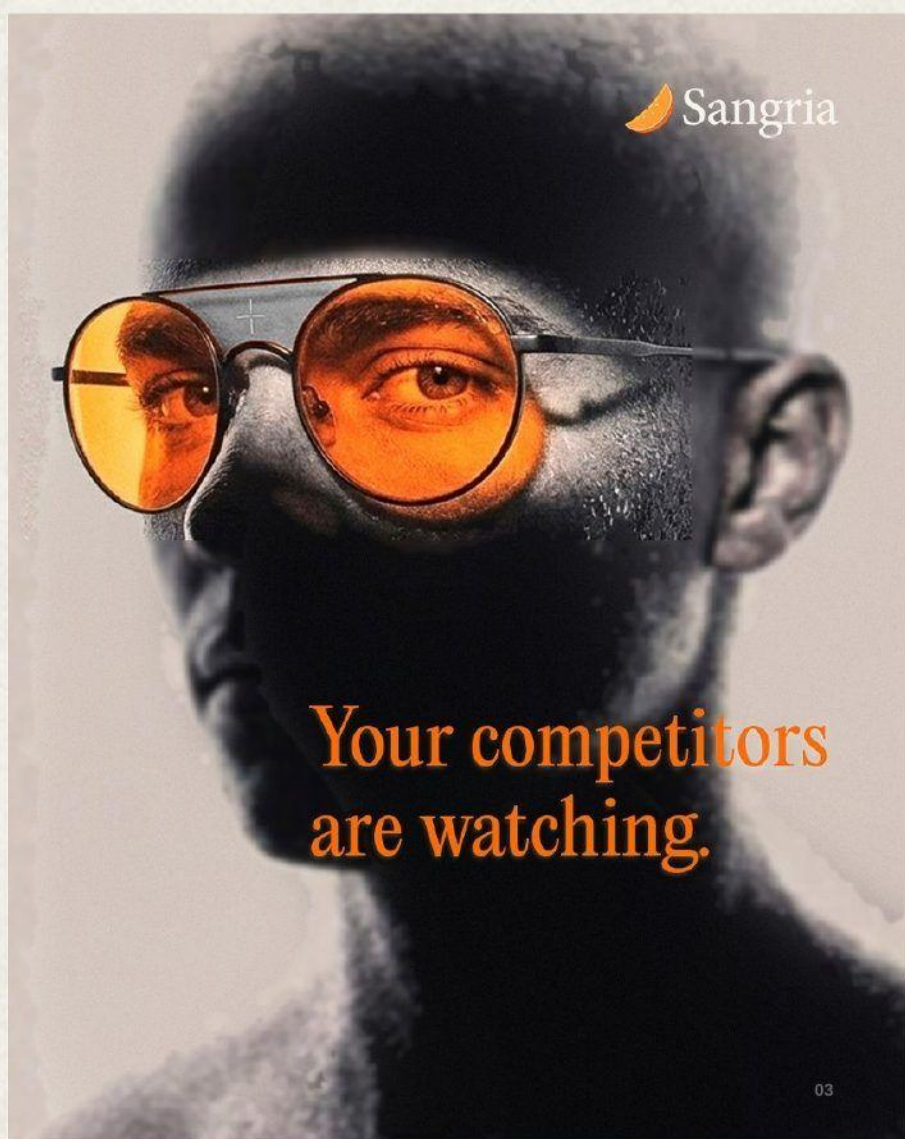
*Give them something
to talk about with Sangria.*



A creative house with a filmmaker's eye.

Sangria is an independent creative house based in Mumbai, building cinematic advertising, distinctive visual campaigns and brand experiences. From the first idea to the final frame, we bring together creative direction, film production, design and emerging technology to make brands impossible to ignore.

We are two brothers - one directing, one behind the lens - bound by a shared obsession with film, advertising and work people remember. Independent by choice. Built to grow.



Advertising should give people a reason to stop, look, feel - and remember.

Cinematic Vision

We turn your vision into something the world can feel.

Concept first

A beautiful frame without an idea is wallpaper. We start with the thought, then

Luxury is a sensibility

Elegant, raw, playful or absurd - the brief sets the tone. The standard of craft never moves.

Concept to final frame, under one roof.

Concept, direction, cinematography and production - made to look cinematic, and to sell the brand.

Advertising & campaigns

Concepts, creative strategy, scripts, treatments and campaign direction.

Film production

Commercial direction and cinematography across: product, fashion, beauty, food, hospitality and property films.

Social-first creative

Reels, series and platform-native ads with a point of view, not trend-chasing.

AI-assisted production

AI-assisted films and visuals, alone or blended with live action. A tool that widens the idea, never replaces it.

Design & visual communication

Key visuals, campaign artwork and social design, through our creative network.

Writing & post-production

Scripts, copy, comedy and skits; editing, finishing and format cut-downs.

Built for brands that care how they appear.

The territories we are built for , not a claim of completed work in every category. Proof of work follows.

01

Fashion & apparel

02

Beauty, fragrance & grooming

03

Food, beverage & consumer products

04

Health, fitness & nutrition

05

Hospitality & lifestyle

06

Luxury real estate & premium property

07

Automotive & aspirational lifestyle

08

Jewellery, accessories & premium retail

09

Comedy-led, culturally relevant campaigns

10

AI-assisted commercial production

Zoiro Athleisure

16 reels

Short-form apparel content shot to feel like one campaign, a consistent visual language held across sixteen reels.

ROLE Direction · Cinematography · Production



Stills from the Zoiro Athleisure reels.

Sastry Balm

4 AI-assisted films

Experimental advertising: a product approached through distinctive visual concepts, with AI used to expand the idea - not to replace it.

ROLE Concept · AI-assisted film production



Stills



SPECULATIVE WORK — NOT A COMMISSIONED CAMPAIGN

A category that rarely gets a good joke.

A comedic spec ad in the condom category: writing, character and a concept that earns the laugh before the message lands.

ROLE Concept · Writing · Direction

14 films. One playlist.

The work above is a selection. The Sangria show reel — commercials, reels and concept films — lives on YouTube.

@SANGRIAGENCY ON INSTAGRAM



Scan or tap — Sangria show reels

The idea.

Everything begins with a thought worth stopping for. If it can't be said in a sentence, it can't be filmed in a frame.

The execution.

Light, lens, casting, edit, sound - the craft that makes an idea feel expensive, whatever the budget.

The objective.

Every frame answers to the brand: what should people feel, remember, and do next?

WHEN ALL THREE PULL THE SAME WAY, ADVERTISING GETS REMEMBERED.

Five stages. One collaborative thread.

01

Discover

Brand, audience, objectives, budget and requirements.

02

Concept

The idea, script, treatment and visual approach.

03

Prepare

Crew, talent, locations, art direction and planning.

04

Create

Shoot, direct, design, edit or generate - with the right specialists.

05

Deliver

Finish and deliver the final assets in the formats you need.

Scope, team and timeline are shaped around each brief.

One idea. The right people around it.

Clients shouldn't have to assemble every creative discipline for every project. Sangria coordinates directors, cinematographers, designers, editors, writers and AI specialists around a single idea - and scales the team to the brief.



-
- 01 Idea and execution connected from day one
 - 02 A filmmaker's approach to visual storytelling
 - 03 One creative partner, coordinating the right
 - 04 Live action, design, edit and AI under one direction
 - 05 A team that scales to the brief
 - 06 Direct, collaborative access to the people making the
 - 07 Idea and execution connected from day one
 - 08 Visual ambition, measured against the brand's objective

Start with one ad.

*Or a whole campaign. Tell us the brief -
we'll shape the team and scope around it.*

A single advertisement

A product film

A campaign concept and execution

A batch of branded reels

A social-first content series

AI-assisted creative production

Design and campaign assets

Ongoing creative support



Let's make something people remember.

Independent advertising and creative house — Mumbai | Pan India

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Sangria show reels — on YouTube

BASED

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