





BEDLAM I VR

Bedlam I VR is a production house – agency duo with experience of producing over 200 commercials, for brands like IDFC, PayU, Samsung, Kotak, NDTV, Indeed, Apollo tyres, Godrej, Ace, VVIP Namah, Gaursons and many more.

We bring the best practices in advertising, production, and post production to deliver work, that clients and audiences absolutely love.



BEDLAM | VR

Our ads have received more than 300 Million Views across different platforms.

Our organic branded content has received more than 30 Million views on social media, converting views into active communities.

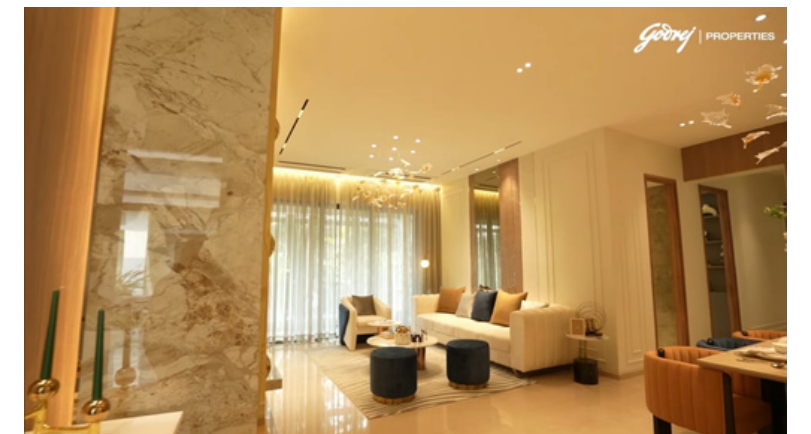
Real Estate

From creating detailed 3d models of housing projects, and flourishing renders – we help crafting the stories of the houses, that one day will become homes. We have produced numerous films for the real estate sector; however, we are sharing some selected projects with you.



Objective: Godrej is known for its commitment to corporate social responsibility and sustainable practices. They have invested in renewable energy, rainwater harvesting, and other eco-friendly initiatives.

Solution: We have created home tours for Godrej, which were filmed in Mumbai and Pune.



(Click on the images to play)



Objective: BPTP has developed a reputation of great trust in the real estate sector of the country. As one of the prominent real estate brands of North India, the BPTP Group is well-known for its diversified property portfolio including residential and commercial developments.

Solution: The building is named Capital City, located in Sector 94, Gurugram, and it is one of our finest Corporate Films.



(Click on the images to play)



Objective: Our success is built on long-term relationships, trust, and consistent results. With every transaction, Ace Properties Group delivers creative problem-solving, expert negotiations, and proactive solutions tailored to your unique needs.



Solution: We filmed a commercial building in Sector 150, Noida, and then shot a luxury club for Ace in Sector 152.

(Click on the images to play)



Objective: VVIP Namah offers an authentic luxury living experience with posh interiors, high-quality materials, and top-notch amenities integrated into every section of the property.

Solution: We have completed three projects for VVIP Namah, including luxurious 3 and 4 BHK apartments located along the Delhi-Meerut Expressway. Additionally, we filmed a clubhouse and conducted a sample tour shoot.



(Click on the images to play)



Objective: The company is well known among customers and investors for its high quality world class and Environment Friendly developments. The developer has touched number of lives with its amazing creations.

Solution: We have produced a variety of content for Gaursons, including new project shoots, event coverage, and customer feedback videos. You can view all of this in our video collection.



(Click on the images to play)

TVC & Content Production

We create fun, quirky, emotional, sentimental, intelligent and creative ads that become an 'oh! remember that ad?' We have worked on 100+ ads for brands ranging from IDFC First Bank, to Upgrad and Philips.

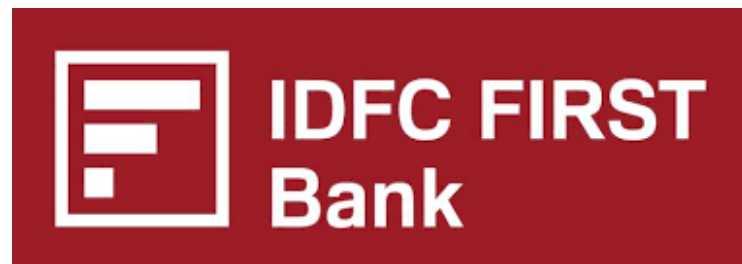


Objective: Kho-Kho is a simple game that doesn't require a lot of equipment, and it's affordable to play. All you need is comfortable shorts and t-shirts, and players to play with.

Solution: We shot this Commercial Ad for Kho Kho worldcup at Delhi, India in January 13 to 19th 2025. 38 Countries is Participating this Event.

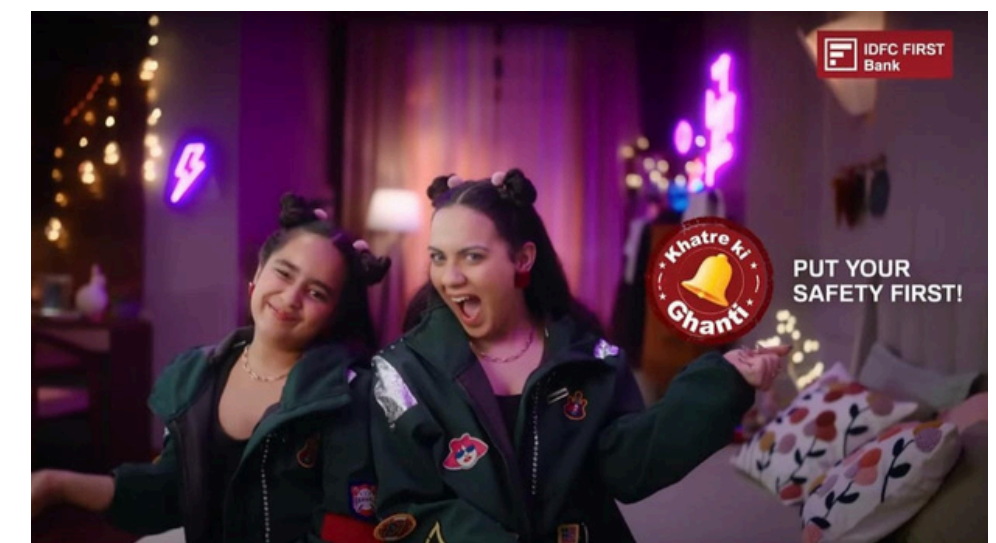


(Click on the images to play)



Objective: IDFC First Bank wanted to launch a social media campaign to educate consumers on safe banking and cyber fraud on children's day.

Solution: We created three ads showing a conversation between the younger version of people asks them to stay vigilant by informing them about financial fraudsters' modus operandi,



(Click on the images to play)



Moneycontrol wanted to highlight their new offerings from a pro subscription model, to their personal loan feature.

We appropriated the 70s bollywood style to deliver the key message,



(Click on the images to play)



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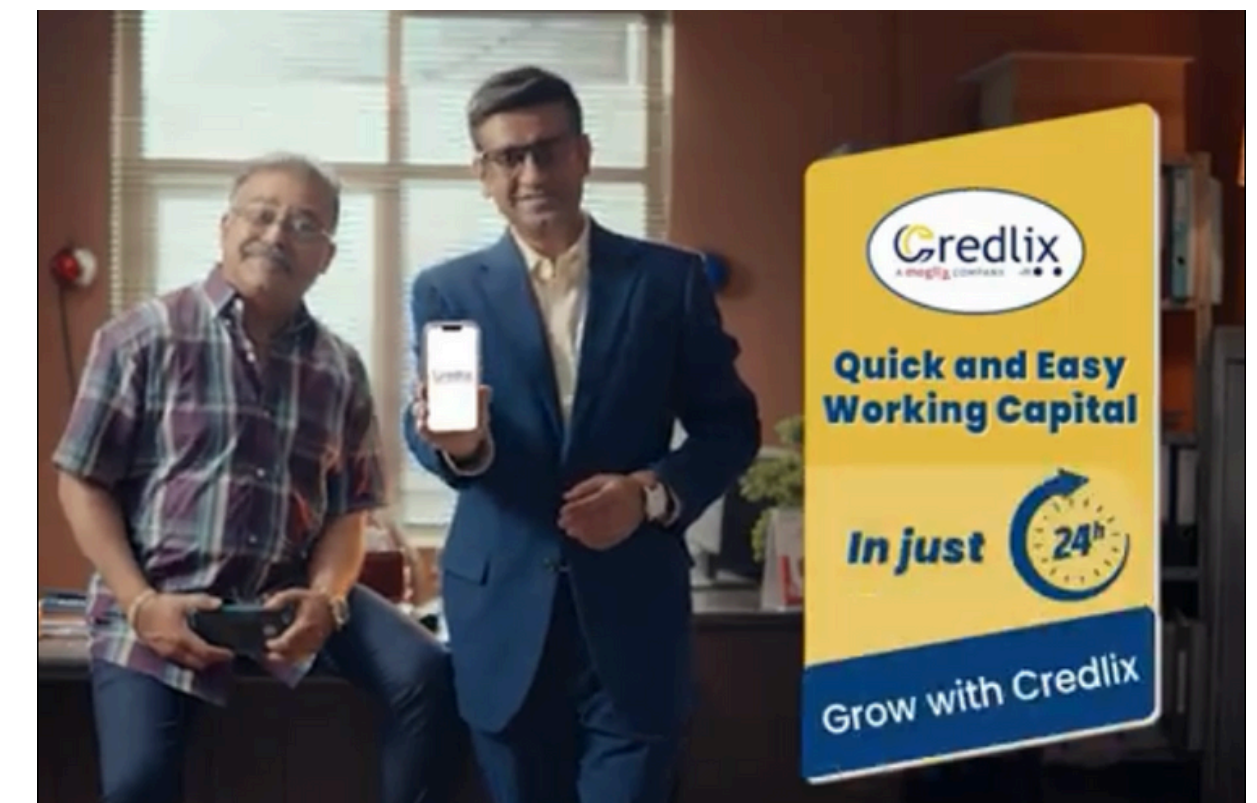
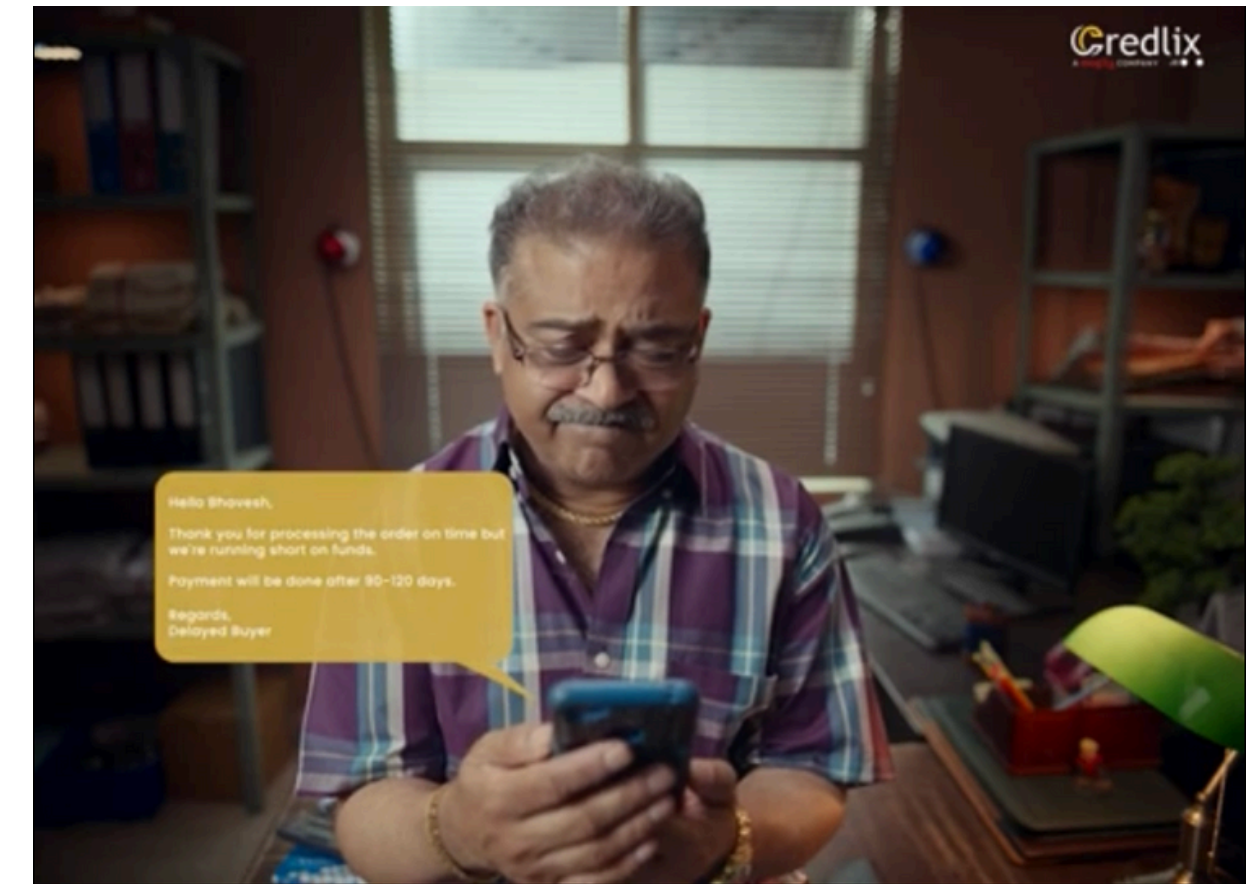


(Click on the images to play)



Objective: Credlix wanted to communicate how their Invoice factoring service helps MSME grow their business

Solution: We created two ads showing the emergency talking about the eternal state of panic MSME owners go through, and how Credlix can help solve the problem



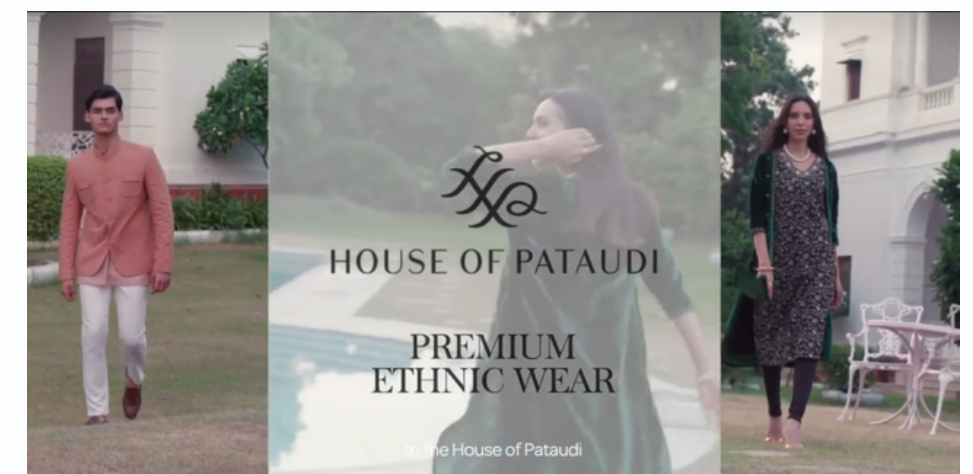
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HOUSE OF PATAUDI

objective : Highlight 'House of Pataudi' as a brand that represents a unique blend of sophistication, heritage and stories.

Solution: Through our campaign, we showcase Saif Ali Khan recalling his memories and the stories created in the Pataudi house. We see how these stories inspire House of Pataudi designs and reflect our commitment to preserving cultural heritage.



(Click on the images to play)



Objective – Dulcoflex wanted to highlight the negative impact a condition like constipation can have on people's life.

Solution – We used some funny yet relatable instances from people's life who are suffering from constipation, and used a celebrity like Arshad Warsi to amplify the message



(Click on the images to play)



Objective: As the season 10 of Banega Swacch India was approaching to an end, Dettol and NDTV wanted us to work on some digital properties that highlighted hygiene and safety.

Solution: We created 3-4 properties for them with Ayushmann Khurana at the centre of it.



(Click on the images to play)

LUMINOUS

Objective – Luminous was looking to produce a heartwarming film for Women’s Day – about how they are training women technically to install Solar Power Plants.

Solution – With a wholesome twist at the end, we showed how luminous is powering the lives of several women



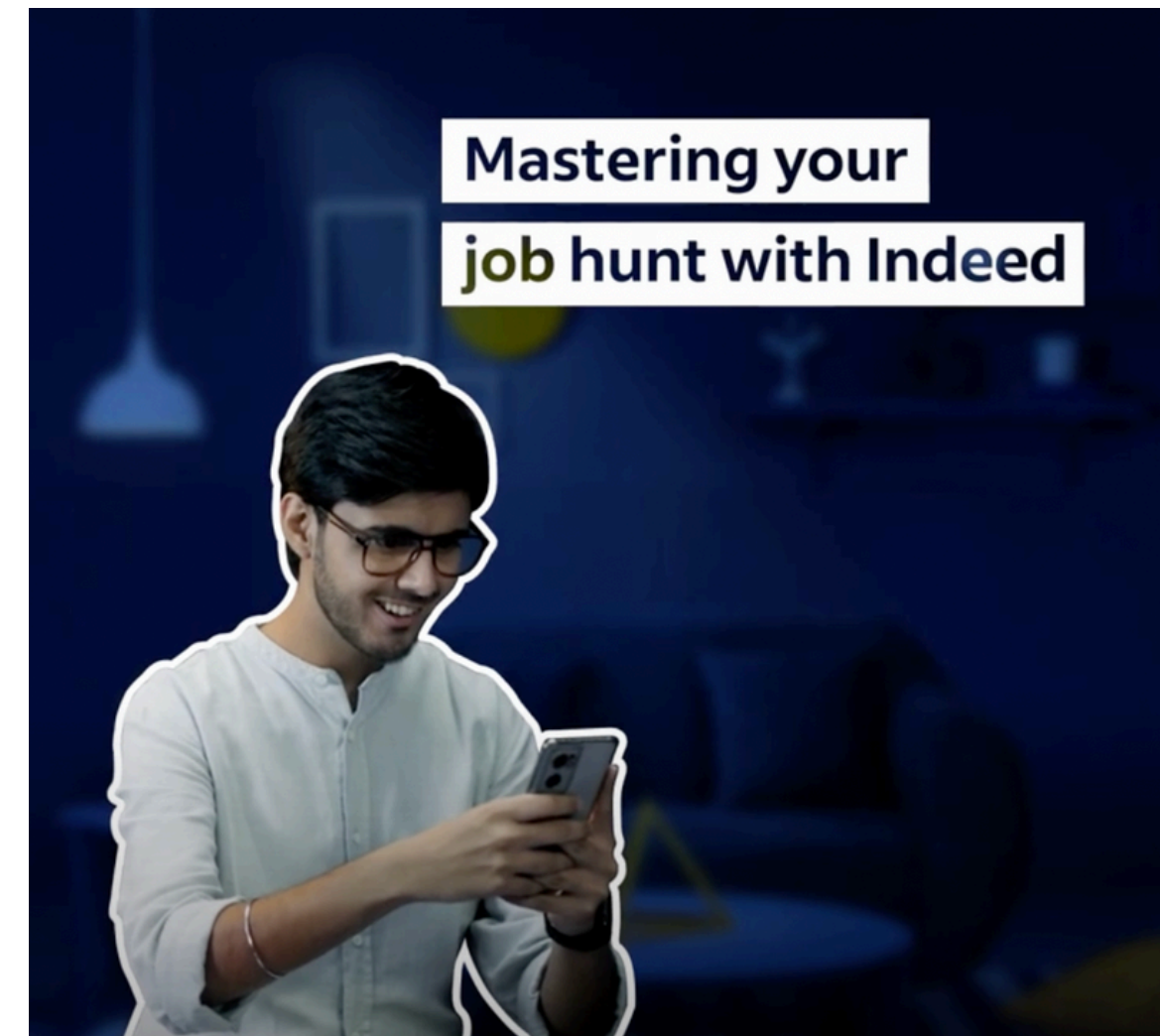
(Click on the images to play)



To highlight the key features of their entry-level jobs, Indeed wanted to do a series of films for their website.

We helped create 13 such films for them, highlighting the features, and the challenges people face in these jobs

(Click on the images to play)





Objective: Asian Footwear is a brand that hopes to ace comfortable footwear for every age group, regardless of their need.

Solution: Our two films showcases one, children going to school in their comfortable school-shoes that solves multi-purpose usage for children. The second film shows Virender Sehwag promoting their line of sports shoes for elite athletic movement for everyone.



(Click on the images to play)



Objective – Mivi is a 100% made in India brand, and was eager to show how their products were born out of the needs and wants of everyday Indians

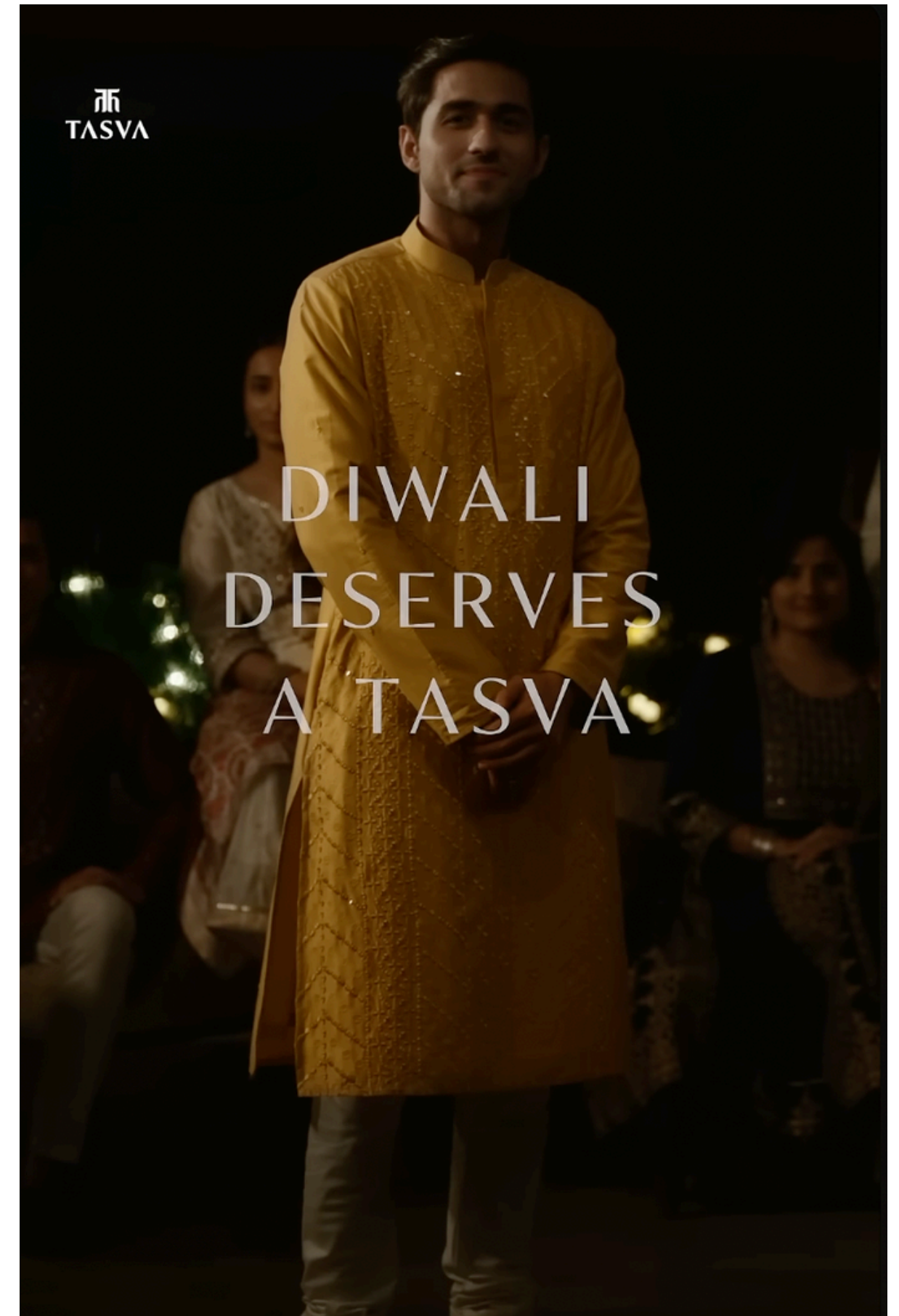
Solution – Featuring everyday people in the communication, we showed the direct relationship between the need and the result in the form of a Mivi product



(Click on the images to play)



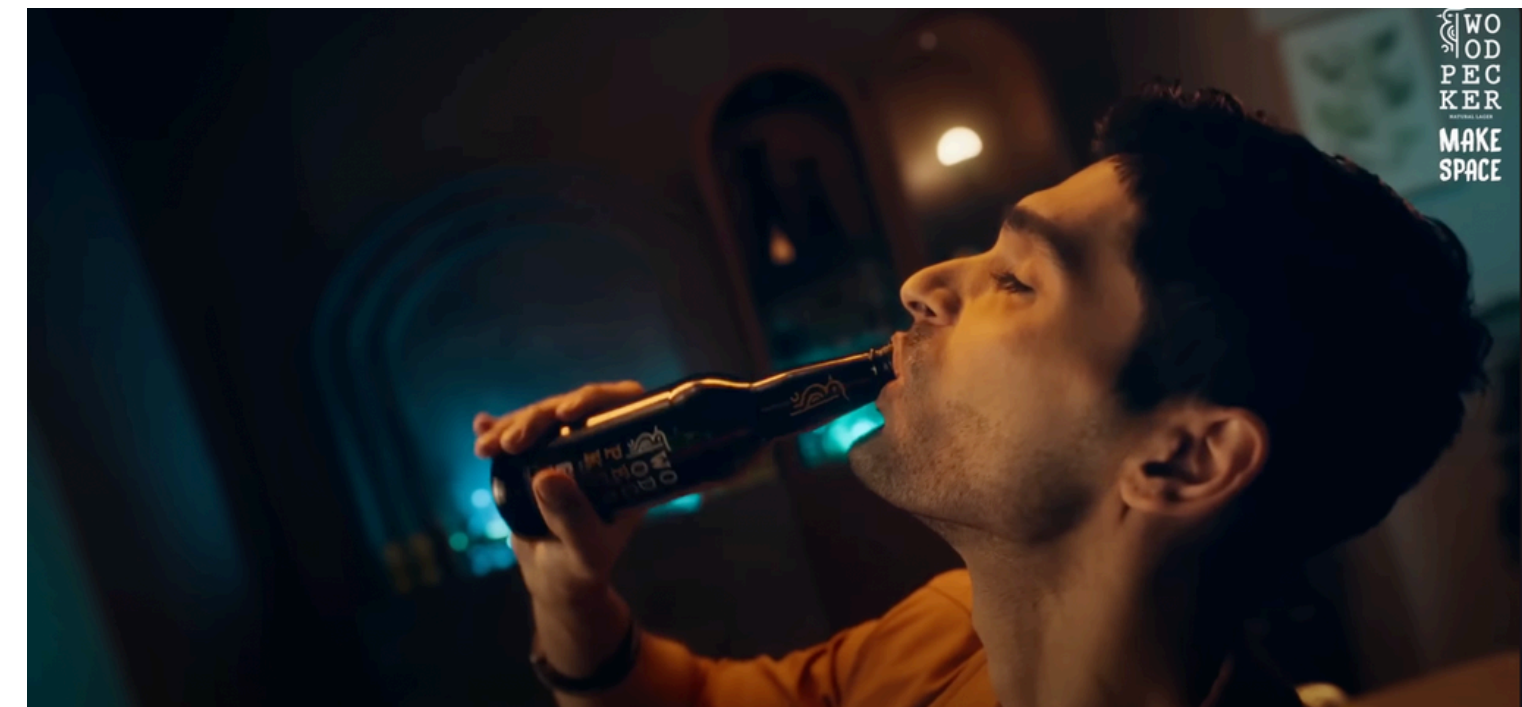
Tasva's festive campaign, highlighting how Tasva clothing enhances festivities with love.



(Click on the images to play)



produced a festive film for woodpecker,
highlighting how woodpecker is the perfect
party starter.

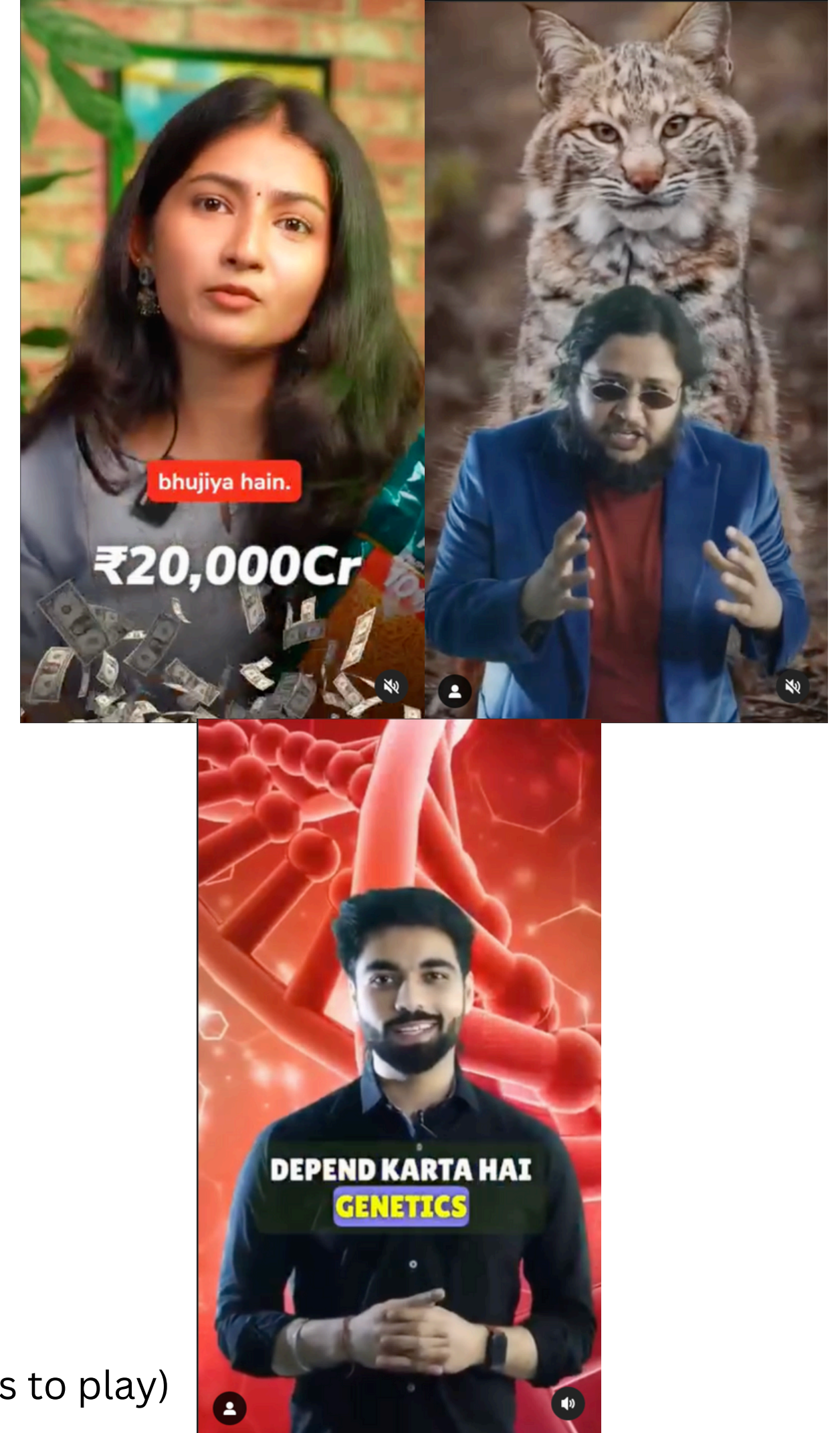


(Click on the images to play)



KukuFM released two new channels called KukuFM Facts and KukuFM Udaan as a part of their long term strategy to get audience from different clusters, we helped created content and manage overall channel for them.

We helped them reach around 3 Million impressions across platforms in a matter of two months



(Click on the images to play)



Vedanta wanted to highlight their 1 for 1 initiative i.e. for each kilometre people run in their delhi half marathon, Vedanta would offer one meal to one child.

We created a film to highlight this



(Click on the images to play)



Objective – Upgrad wanted to talk about their chat and support feature during the teachers day, using a quirky script.

Solution – We created a series of fun commercials highlighting a few aspects of their savvy chat and support feature.



(Click on the images to play)



Objective – Moglix wanted to convey how difficult procurement can get. and promote their marquee platform to the TG.

Solution – We unveiled a new brand campaign featuring outlandish characters trying to fix the procurement problem, and failing terribly at it.

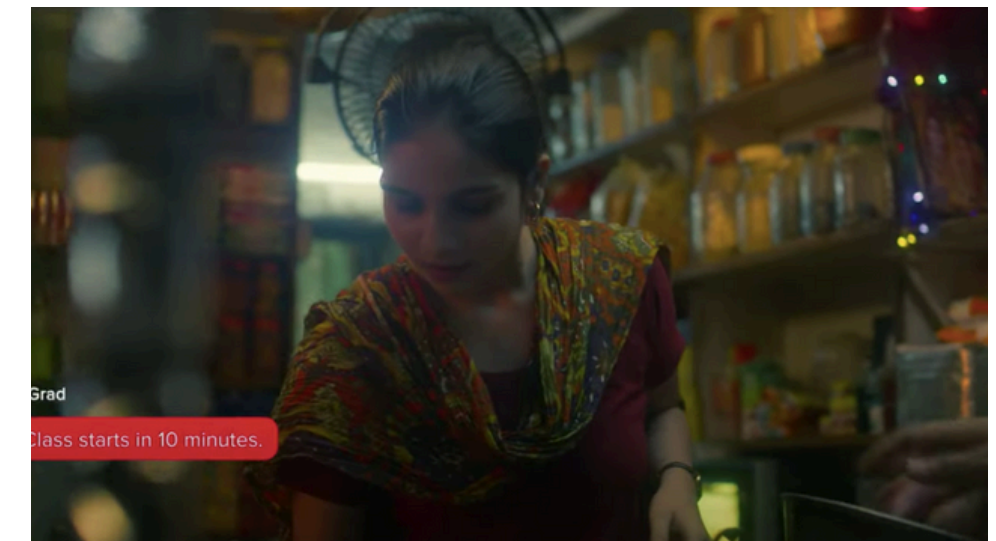
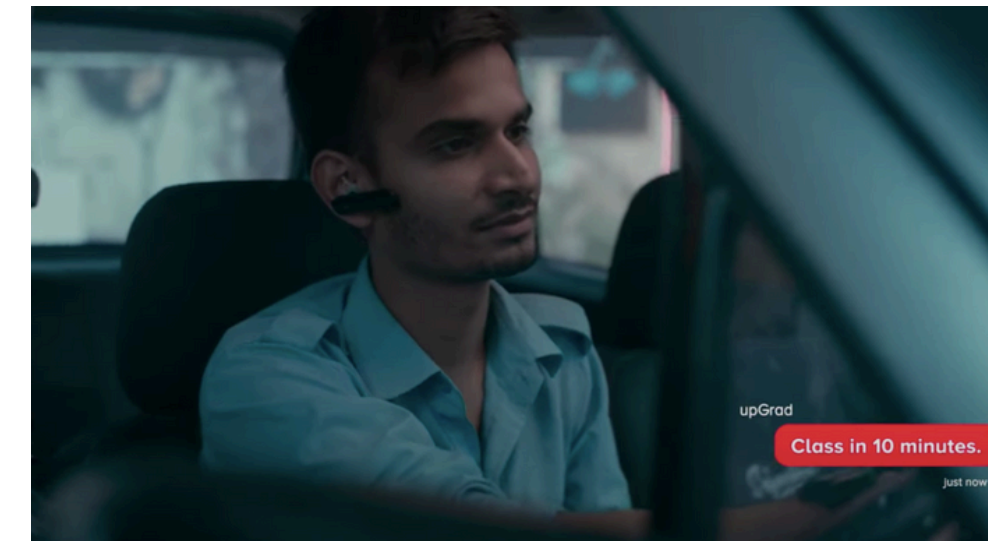


(Click on the images to play)



Objective – Upgrad wanted to promote their latest Bachelor's Degree for the working/entry level professionals.

Solution – We created a series of heartwarming commercials about the go getters, dreamers, unstoppable. A narrative that resonated with the target audience.



(Click on the images to play)

Danish Ahmed

Objective – High on music, Danish wanted help with creating a fun and memorable music videos for two singles.

Solution – We helped him create just that – two music video that got him a lot of nationwide attention

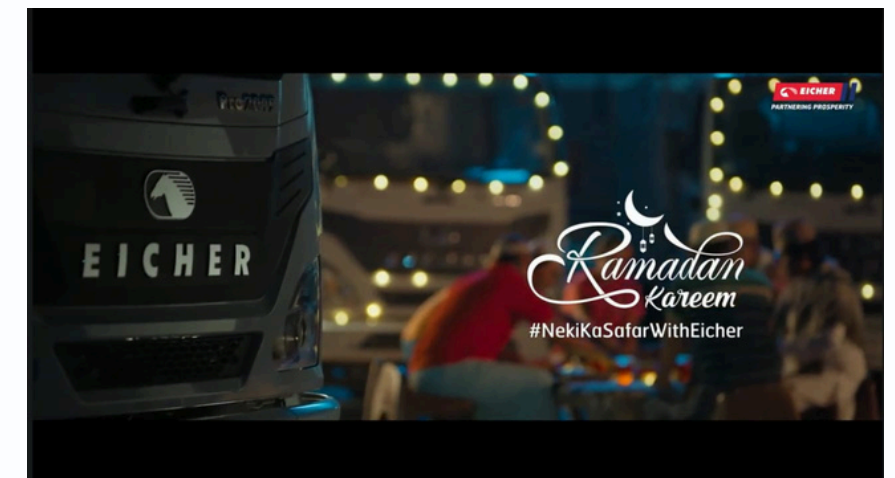


(Click on the images to play)



Objective: Eicher Trucks and Buses presents a heart-warming tale celebrating the true spirit of Ramadan and goodness.

Solution: A heartwarming film follows Javed on his journey as a truck driver who not only delivers goods but also spreads kindness and compassion. Little does he know, his actions will pay off in unexpected ways.



(Click on the images to play)



Objective: showcase the power of SanDisk storage and fast transfer speeds in a fun way

Solution: We have created the 'Bringing People Together' campaign to showcase how you don't have to enjoy media alone. With SanDisk, you can easily share and access your favorite content with others, bringing people together through the power of digital storage.

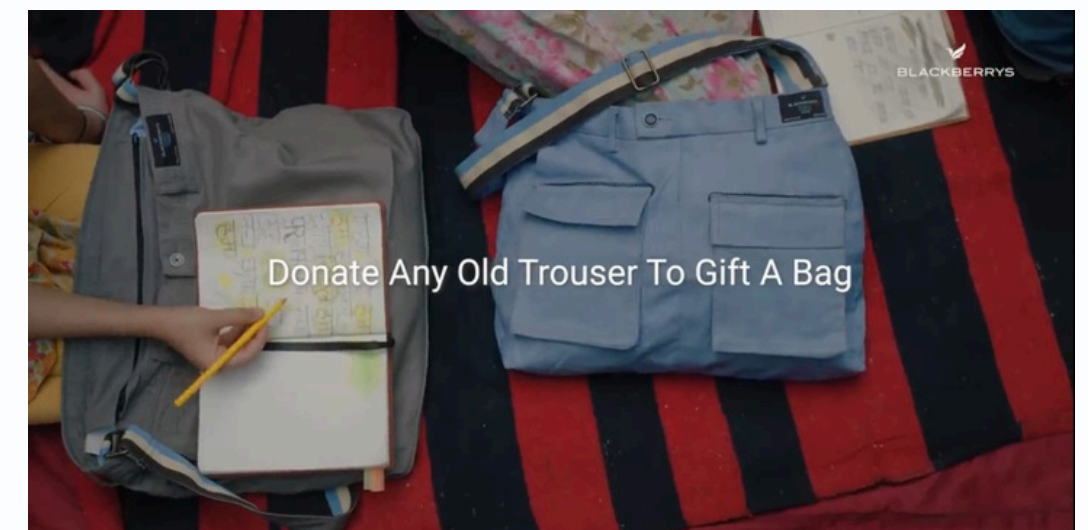


(Click on the images to play)



Objective: The well-known menswear brand Blackberrys wanted to launch a campaign in celebration of their newest wedding collection.

Solution: We showcase grooms and their squads to help them find the best ensemble for every wedding event, whether it's the pre-wedding party, sangeet, wedding day, or reception. As Blackberrys exclusive range of suits, tuxedos, blazers, and ethnic wear is the perfect blend of sophistication and modernity.



(Click on the images to play)



Objective: The Times of India's new campaign wanted to celebrate India's progress through every decade and the opportunities it has created for its citizens to leverage.

Solution: We created a campaign “The Times of a Better India” featuring inspiring stories and deep insights, spanning themes about institutions, organizations, and individuals, showcasing India's progress over years. Examples include the Satellite Instructional Television Experiment (SITE) and ISRO's achievements.



(Click on the images to play)



Objective: The goal of Jimmy's Cocktail was to introduce their new drink and convey the message to their audience that a party isn't complete without Jimmy's Cocktail.

Solution: We tapped into the new trend of house parties and presented an elegant portrayal of how Jimmy's Cocktail embodies the spirit of celebration.

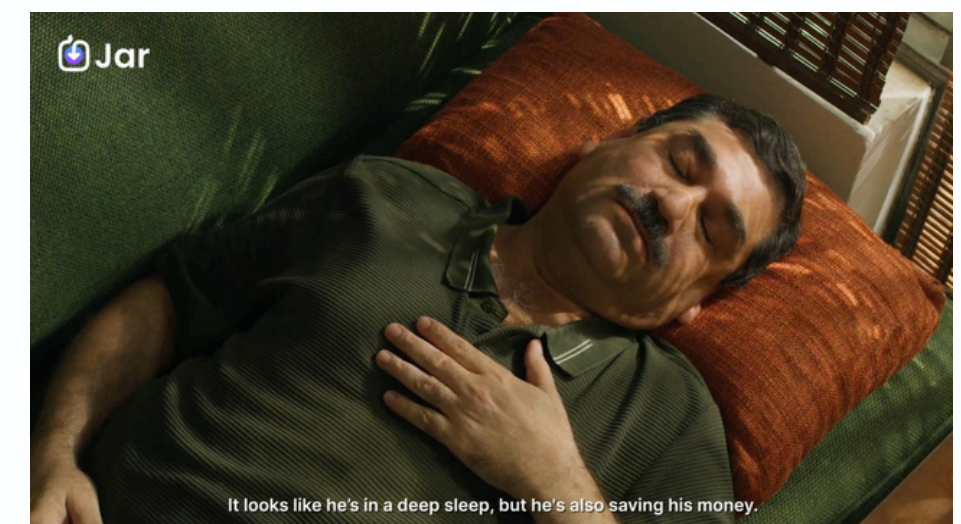
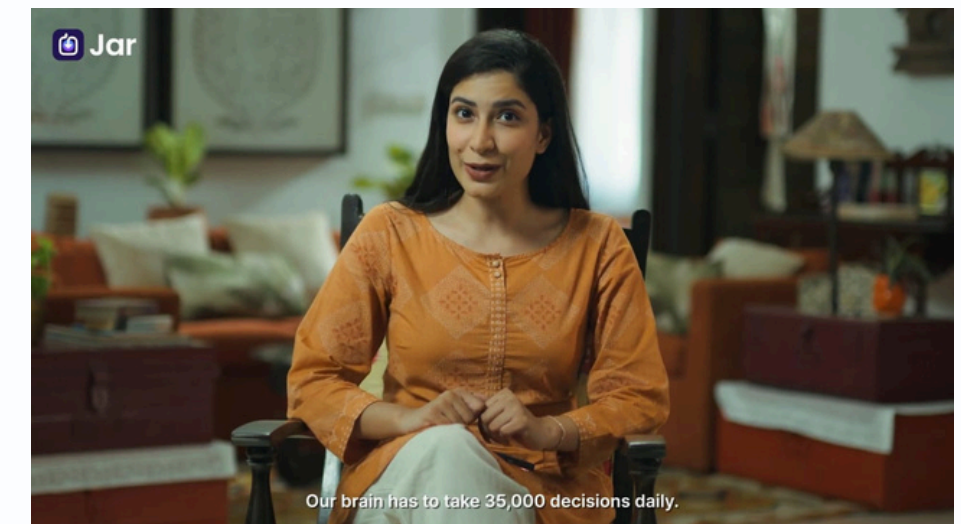
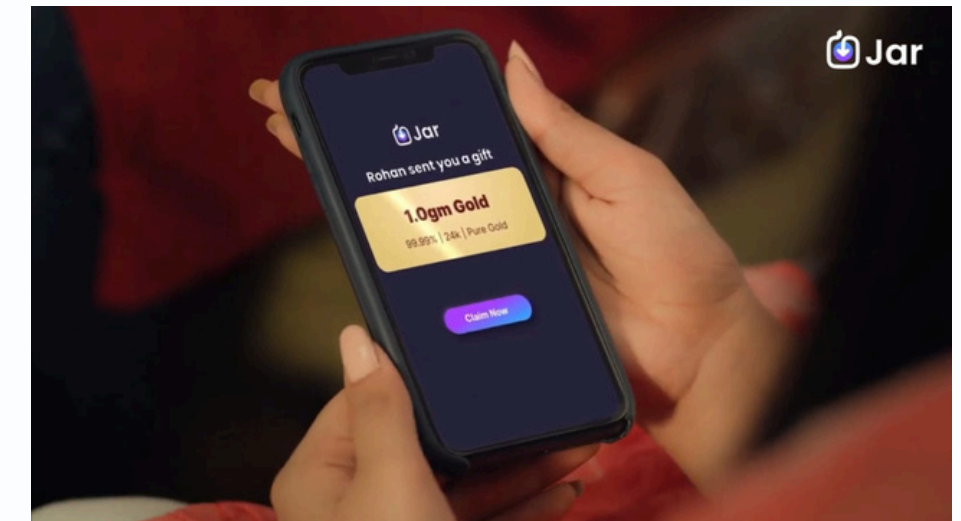


(Click on the images to play)



Objective: The Jar app aimed to target young adults who lacked awareness about savings, and help them understand the nuances of savings

Solution: We launched a campaign to promote the Jar app that educates young adults about saving, with a special focus on Raksha Bandhan gifting by offering gold options.



(Click on the images to play)



Objective: Get-A-Way Ice Cream is targeted not only towards consumers who lead an active lifestyle but also towards those who simply love ice cream. We want to launch a campaign that promotes guilt-free indulgence in ice creams.

Solution: Our campaign showcases situations where people can enjoy Get-A-Way Ice Cream without feeling guilty, and encourages them to be their true selves without any guilt.



(Click on the images to play)

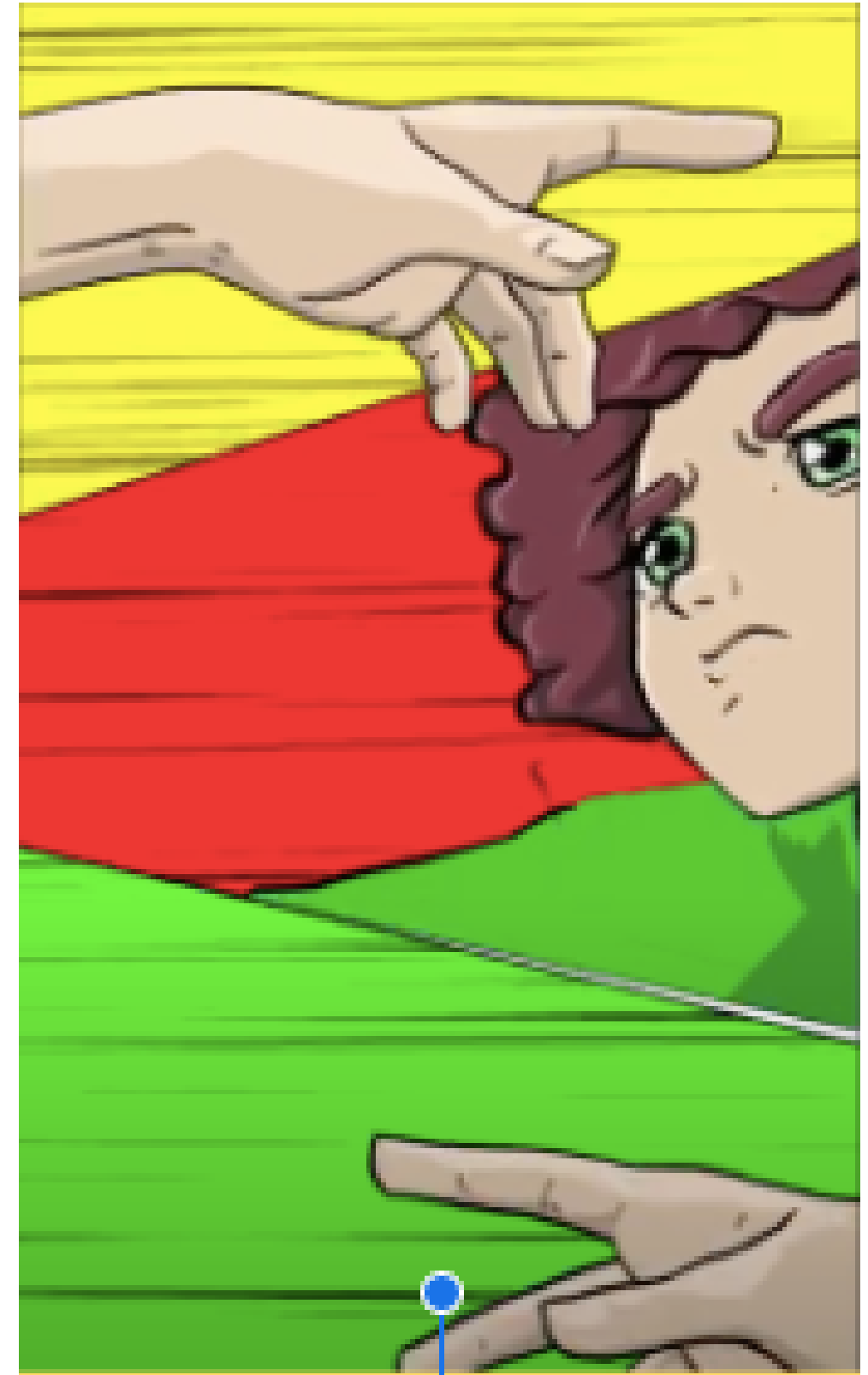
Animation

Hand drawn, mixed media, motion graphic animation and many other kinds, we deliver the right medium for your brand and our 50+ brands are a testament to that.



Objective: Blinkit wanted to highlight their quick delivery in fun, quirky way.

Solution: We appropriated the anime style to create work that could grab the attention right off the bat.



[Click on the image to see our work](#)



Objective – Tinkerly wanted to talk about the importance of stem in young age, and communicate to parents the bright future that their children can access after learning to code at such a young age.

Solution – We made a mixed media animated video that combines live action and animation to demonstrate the impact that coding can have.

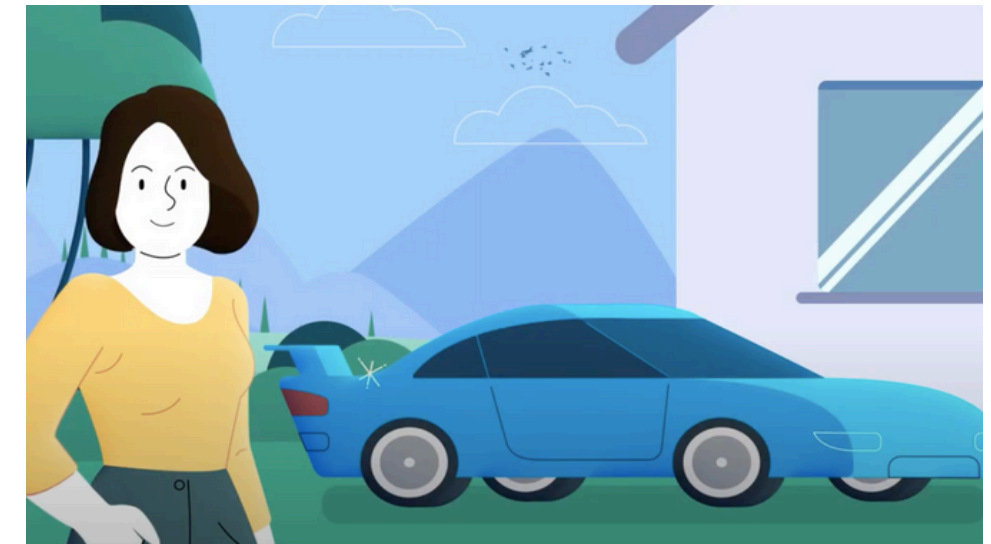


(Click on the images to play)



Objective: Vault needed a few videos that could explain their comprehensive features in details, and could be used as a tool by the support team.

Solution: We created a series of 20 videos detailing out their marquee features with fluid character and motion graphic animation.



(Click on the images to play)

Social media marketing

We help you combat the overwhelming world of social media with strategies that lead to growth in sales and engagement. Over the years, we've worked with 10+ brands, enabling their growth with creative solutions.



Objective: A first-of-its-kind savings experience created in India, is Hubble. They arrived in Indore to pitch their initiative and needed someone who could advertise them on the radio, and in the print without seeming too preachy.

Solution: Indore has its own dialect, we used this creatively for radio and print and used references from those locations to display Hubble's potential to cultivate brand love

hubble के 10% cash rewards के साथ, क्या क्या करेंगे भिया?

hubble India ka sabse rewarding savings app

Payein 10% cash rewards har deposit par

Use Code: INDORE1000

Valid only till 15th August 2022

Start a savings plan now

1. Download the Hubble app from Google Play or the App Store
2. Select 10% saving as the default savings plan
3. Transfer any amount and duration
4. Deposit through any convenient banking channel

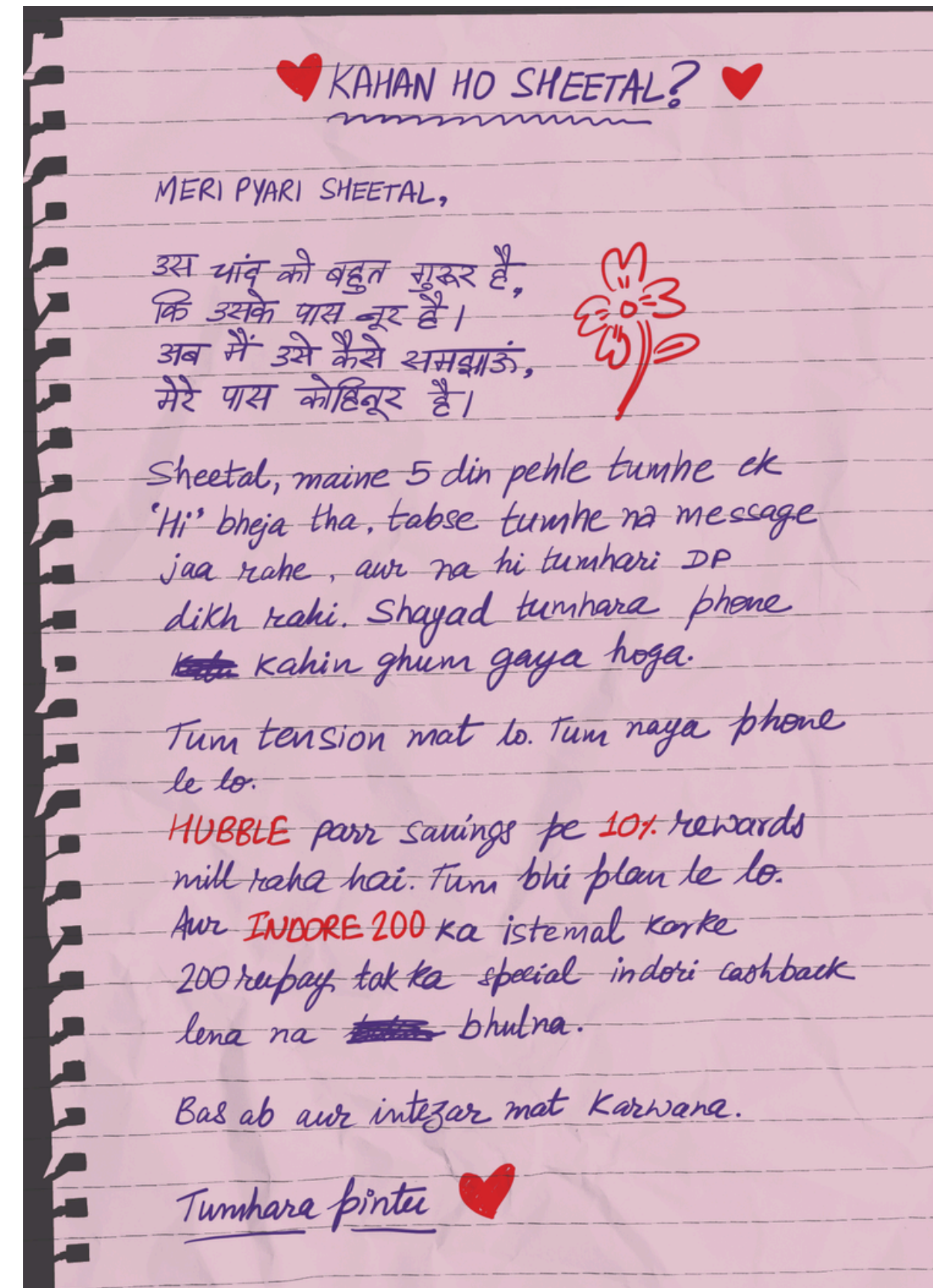
Download Hubble

Available on the Google Play Store and the App Store



Objective : Hubble required someone to promote them on pamphlets that are humorous and convey the message that they have landed in Indore.

Solution: We created a letter shaped pamphlet where an estranged lover misses Sheetal dearly. He can't see her whatsapp dp, and her messages aren't getting delivered to her. In a state of utter helplessness, he can't help but write her a letter to ask her to buy a new phone by getting a 10 percent discount from Hubble.



More creatives for Hubble



hubble
save smarter

THEY ARE ALWAYS IMPATIENT!

BECAUSE THEY WANT TO HAVE FINANCIAL INDEPENDENCE AS SOON AS POSSIBLE.



LIVING IN MY hubble

hubble x cromā

Get Started Now!



Go for the pro.

With 10% additional rewards tap into the power of a pro device.

hubble x cromā



Bhenkar Rewards

/bhe-e-n-ka-r/ Adj

Aise rewards jo apko kara dein dhina-dhin-dha!

Bhiyaaaa, kya bhenkar rewards mile hubble pe. Dil kdum khush!

hubble x cromā



Objective : CARS24 wanted to highlight the breadth of the brands available to them.

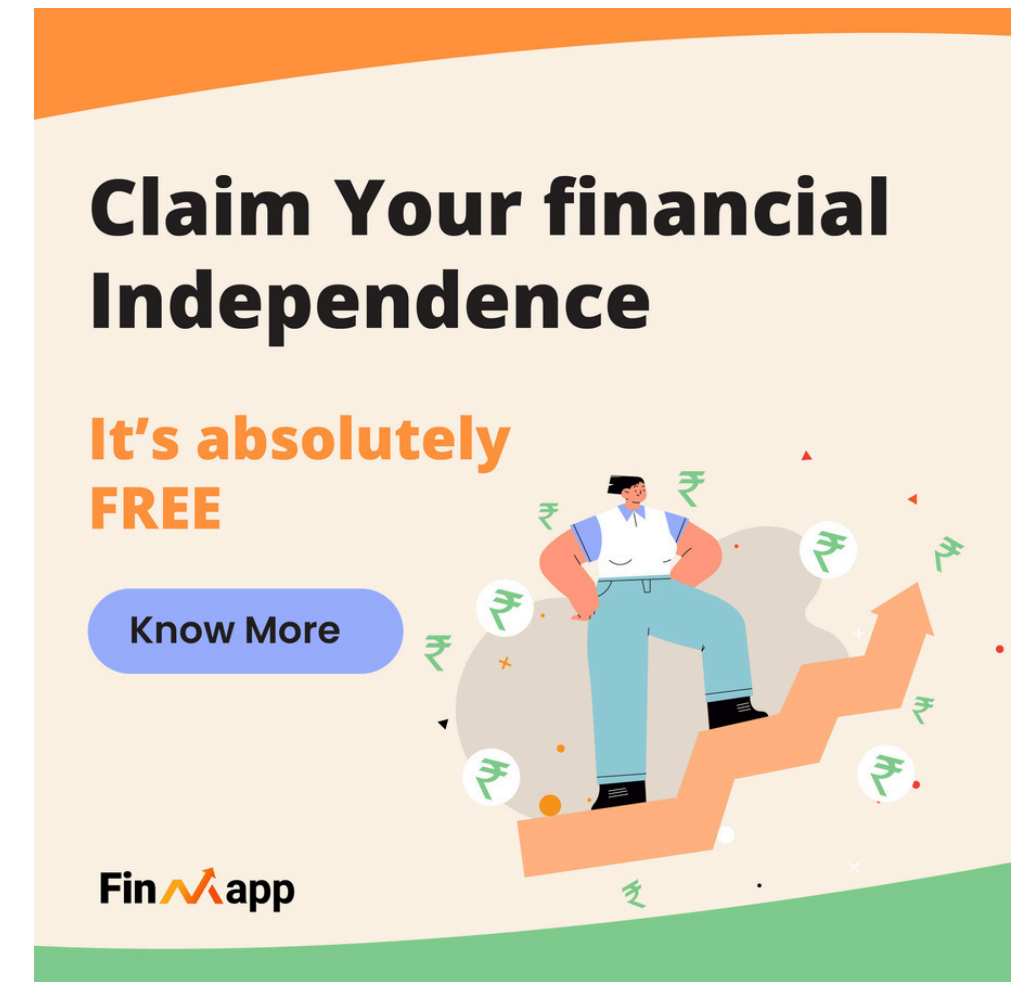
Solution: We created a few posts with fun wordplay around the car brands and tied it up succinctly with CARS24





Objective : Finmapp wanted more people to join and register on their platform.

Solution: We created a 'Financial checkup campaign' giving people a free check-up for their financial health



Other Creatives



Edelweiss MUTUAL FUND

The only Dip
a BAF investor is interested in.

Balanced Advantage Funds

MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.

The illustration shows a rectangular swimming pool with blue water. A person is floating on a green and yellow ring. A pink inflatable ring is on the bottom of the pool. Pool accessories include a blue and white striped umbrella, a green palm frond, a pair of red flip-flops, and a pair of blue flip-flops. The text 'The only Dip a BAF investor is interested in.' is written in blue above the pool. Below the pool, the text 'Balanced Advantage Funds' is written in blue. At the bottom, a small line of text reads 'MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS, READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.'

You had to think twice before saying “Yes” to new opportunities and ventures? **If** you had no clue where your budgeting went wrong?



Thank you