



Bollywood Power Brands

RAKEYSH OMPRAKASH MEHRA



BOLLYWOOD POWER BRANDS

“for creating cinema that holds the flaming torch of life and all that is right and wrong with it, of all that lurks in the shadows of our souls and our cities and of all that is beautiful and noble in our hearts and our history and for the unflagging passion for the human experience and the cinematic medium.”

MASTER STORY-TELLER AND A HARBINGER OF NEW-AGE CINEMA IN BOLLYWOOD



Born on 7th July 1963 in Delhi, India, Rakeysh Omprakash Mehra kick-started his career by working as an ad filmmaker and established his advertising company Flicks Motion Picture Limited in 1986, under which he made television commercials for brands like Toyota, Pepsi, Coke, BPL, and American Express. He made his directorial debut in 2001 with the supernatural thriller *Aks*. Starring Amitabh Bachchan, Raveena Tandon, Nandita Das and Manoj Bajpayee, the film won a lot of critical acclaim.

In 2004, he established his own motion picture production company ROMP (Rakeysh Omprakash Mehra Pictures) and the first movie under this banner was the coming-of-age Indian drama - *Rang De Bas-*

anti. Featuring - an ensemble cast comprising Amir Khan and British actress Alice Patten amongst others, the movie received huge critical acclaim, winning the 53rd National Award for the most popular film. The story about a British documentary filmmaker determined to make a film on Indian freedom fighters, and the parallel story line set in contemporary India, underscoring how so much has changed and yet so little, had an enormous social impact in India and was chosen as India's official entry for the Academy Awards in the Best Foreign Language Film category.

In 2009, Rakeysh went onto make *Delhi 6* which is set against the backdrop of the caste and religious divide of the Indian society.

The film won the Nargis Dutt Award for Best Feature Film on National Integration at 57th National Film Awards. Rakeysh's documentary film, *Bollywood: The Greatest Love Story Ever Told* was an official selection at the Cannes in 2011. He then helmed the biopic '*Bhaag Milkha Bhaag*' starring Farhan Akhtar as Milkha Singh- the legendary Indian sprinter also known as '*The Flying Sikh*' - which made a clean sweep of all the popular film awards in India, including two National Film Awards.

Some of his upcoming projects are '*Mere Pyaarey Prime Minister*' which is nearing completion and due for release in the summer of 2018. It is the story of an eight-year old boy's desire to build a toilet for his mother. Rakeysh is also producing '*Fanny Khan*', starring Anil Kapoor, Aishwarya Rai Bachchan and Rajkumar Rao. It is also expected to release by Summer of 2018.