

## PROFILE - ASHISH S.K.

Ashish Kulkarni is known to be the most colorful personality in the animation industry, this side of Hollywood. He has set up world class animation studio's in India and has successfully completed and marketed several animation films for studios in Hollywood over the last eight years.

A man who quintessentially understands the medium, Ashish can identify the need of any Hollywood producer, infuse creativity into his creative team and deliver world-class animation.

His mantra, is *Let's Go, Get It!!!* In a career spanning 23 years, Ashish has worked in the media, the food industry, the white goods segment, industrial fibers and the animation industry. People who know him closely have never heard him say no to a challenge. He has wide experience in marketing, managing high performance teams and in achieving business results.

He passionately believes that the Indian animation industry has the potential to challenge and succeed in the highly competitive Global Animation Segment. He often champions the need to marry creativity with technological excellence at all forums. He opines that India cannot become an animation super power if it restricts itself to just producing creative geniuses and offering them at competitive or lower costs to Hollywood. He envisions that supremacy will come to the Indian Animation industry if it is able to continuously infuse cutting-edge technology & original content creation. That explains the animation industry and entrusted the onerous task of building the Indian Animation Industry to a global animation powerhouse.

Over the last 9 years, his role has encompassed blending technology and talent, keeping morale high and competing in the highly intensive global market place for production assignments.

Ashish, 41, is a science graduate with a Diploma in Marketing and Sales Management, and one in Public Relations. He lives in Pune with his wife Suvarna and their thirteen-year-old daughter, Awani. Despite his hectic and creatively challenging schedule, Ashish finds time for movies, music and a rare hobby to fly remote-controlled model airplanes.

CEO of BIG Animation (I) Pvt. Ltd., Ashish has worked in jadooWorks, Colour Chips India Limited, Primesite - Mudra Communications, Nava Bharat Media Services, Dinshaw's Frozen Foods, Hitkari Fibres Limited, Eureka Forbes Limited and The Hitavada.

Ashish has successfully completed several national and international projects in Animation. He was an Executive Producer on "Multicolour Jackal "a film produced as a part of Animated World Tales for S4C channel of UK. He is a line producer on the "MUCHA LUCHA" a Warner Brothers production for two seasons now. Ashish was honored with a Mover & Shaker's Award at the 24FPS - 2007.

Ashish is also an Animation Production Executive on "HIGGLYTOWN HEROS" a Disney pre school Series produced by Happy Nest Production USA. He has been a Executive Producer on several Advertising films for All Out, Flying Machine, Max Candy & Max Ice-cream for HLL, Nestle Munch, Veneta Cucine, Kellogg's etc. Won the FICCI Best Animated Frames award for Veneta Cucine ad film & Digicon 6+2, Japan's Outstanding Performance award & World Gold Media at New York Festival 2007 for the Animated short film "The Bad Egg". "Little Krishna" won four awards recently at FICCI- BAF awards 2007, followed by "Best animated professional film" at 24 FPS & viewers choice award at AniFest 2007.

Ashish, actively works with FICCI, NASSCOM, ABAI, AKSHAYA PATRA, WHISTLING WOODS INTERNATIONAL, CGSOCIETY and many other industry and social associations. He was elected on as an associate member on International Academy of Television Arts and Sciences, New York, well know for giving iEMMY Awards.

### **Contact Details**

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