


# *‘This is Ipca’*

Bring  
to life

Creative Treatment  
by Bring To Life  
Films

1x 5 minute  
Corporate Film  
+  
5x 1 minute  
Cutdowns





Our aim here is to create an unforgettable film that tells the '**Story Of Ipca**': that explores the company's family origins and vast pharmaceutical achievements, while also providing some insight into its ethos, culture, productivity, expansion and - perhaps most importantly - its **people**.

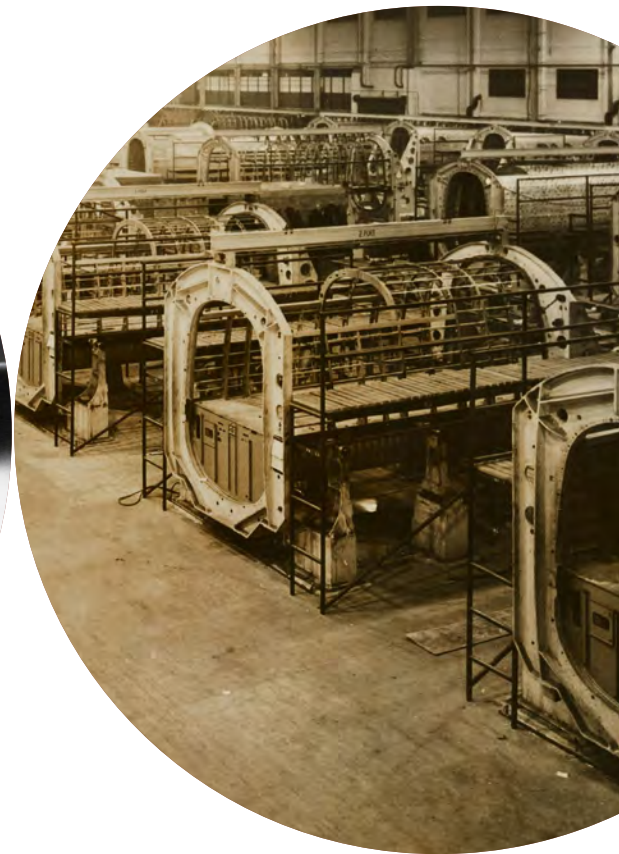
While our film will be informative and visually arresting, viewers connect with people most of all. It is by engaging with the people who make Ipca what it is, and experiencing its story told through them, that our audience will be able to truly connect with what they are watching.



# Standing out: Creative Approach & Key Elements

From our conversations, it's clear that you want this piece to stand apart from the 'typical' corporate film. Often these can look flat and generic, with little thought given to narrative drive, dynamics, or emotional connection with their audience.

Our film will be the opposite of that: visually rich, dynamic, informative, engaging, modern and authentic. Let's make something that really shows the very best of all that Ipca is.



While a film such as this must communicate the necessary facts and figures to the viewer as part of its core remit, we believe that the film can achieve all of this while still retaining a sense of engagement and connection with its audience... while still being a beautiful piece of film in its own right.

We will utilise a cohesive combination of various elements; interviews with key Ipca board members/employees; striking imagery and compositions that create an authentic but high-end visual feel, clear and direct on-screen captions that summarise and communicate key statistics and information, and an informative but engaging voiceover that carries us through the film, driving the narrative forward and ensuring that the viewer is hooked from beginning to end.



# Audience

The key audience for this film will primarily comprise of businesses working in the pharmaceutical sector. Both those who enjoy existing partnerships and collaborations with Ipca already, and those who might as yet be unfamiliar with Ipca, but who have the potential for future collaboration or partnership.

Additionally, the film will have value for both existing and potential employees of Ipca and existing and potential investors and shareholders in the company.

For all of these audience demographics, the aim is to create a piece that is engaging, insightful and informative, regardless of the level of familiarity the viewer already has with Ipca and its work.

For those watching who are new to Ipca, we aim to give them a strong insight into the company, its values, ethos, achievements and where it is headed. And for those who might already be familiar with Ipca, we want to take them deeper into where the company is now and what its plans are for the future, giving them a fresh perspective of the company and leaving them thinking: **'I didn't know that about Ipca'.**



“  
*I didn't  
know that  
about Ipca.*”



# Structure

We see the film breaking down into five distinct elements:



These elements will flow together seamlessly to form the narrative structure of the piece, resulting in a film that feels cohesive, clear and direct in its message and information, while always ensuring that the viewer is engaged and enticed to continue watching until the end.

These five elements will also form the basis of our five cutdown films (more information on those below).



The background of the slide is a photograph of an industrial facility, possibly a refinery or chemical plant, silhouetted against a vibrant sunset sky. The sun is a bright yellow-orange circle positioned slightly left of the center, casting a warm glow across the sky which transitions from orange near the horizon to a deep purple at the top. Several tall, dark silhouettes of industrial structures, including storage tanks and distillation columns, are visible against the bright sky. The foreground is dark and indistinct, suggesting a body of water or a flat industrial area.

# Visual Approach

Our focus here is on providing a film of rich visual quality;  
**"a corporate film that doesn't feel corporate."**



To achieve this we bring an **elevated documentary style** to our footage. This means beautiful and striking compositions, **shallow depth of field** to create a high-quality **filmic look**; well-balanced contrast in the image with strong blacks and **vivid colours**, and lighting that is **naturalistic**, yet subtly sculpted, to make every moment look its very best.





At its core, this visual approach means making a film that always feels grounded and authentic, but that creates a **heightened sense of reality**; imagery that is beautiful but never brash or over-the-top.


Its immersive nature draws us deeper into the world of Ipca.





As an additional stylistic element, we would also aim to shoot static **portraits** of our contributors, and of each of the company's key personnel; these would be simply shot moments of each person looking into the camera, **without speaking**, simply being who they are; **expressing** their pride in the work they do and in the role they play within Ipca, whether it be as board member or employee.





Placed carefully throughout the film at relevant moments, these portraits add a simple but powerful layer of unity, humanity and dignity to our film, allowing us **moments of connection** with the personalities at the core of Ipca's work, success and ethos.




# More than just a voiceover

A voiceover can be a very useful tool in our film for relaying essential information and for moving the narrative forward. But more than simply delivering information, we also want the voiceover to **embody the spirit** and character - not only of the film, but also of Ipca itself.







The voice delivering the voiceover should be **authoritative, informative** and **insightful**, so that the viewer feels that they are in safe hands and can **trust** what they are being told, as well as being personable, inclusive, warm and engaging.

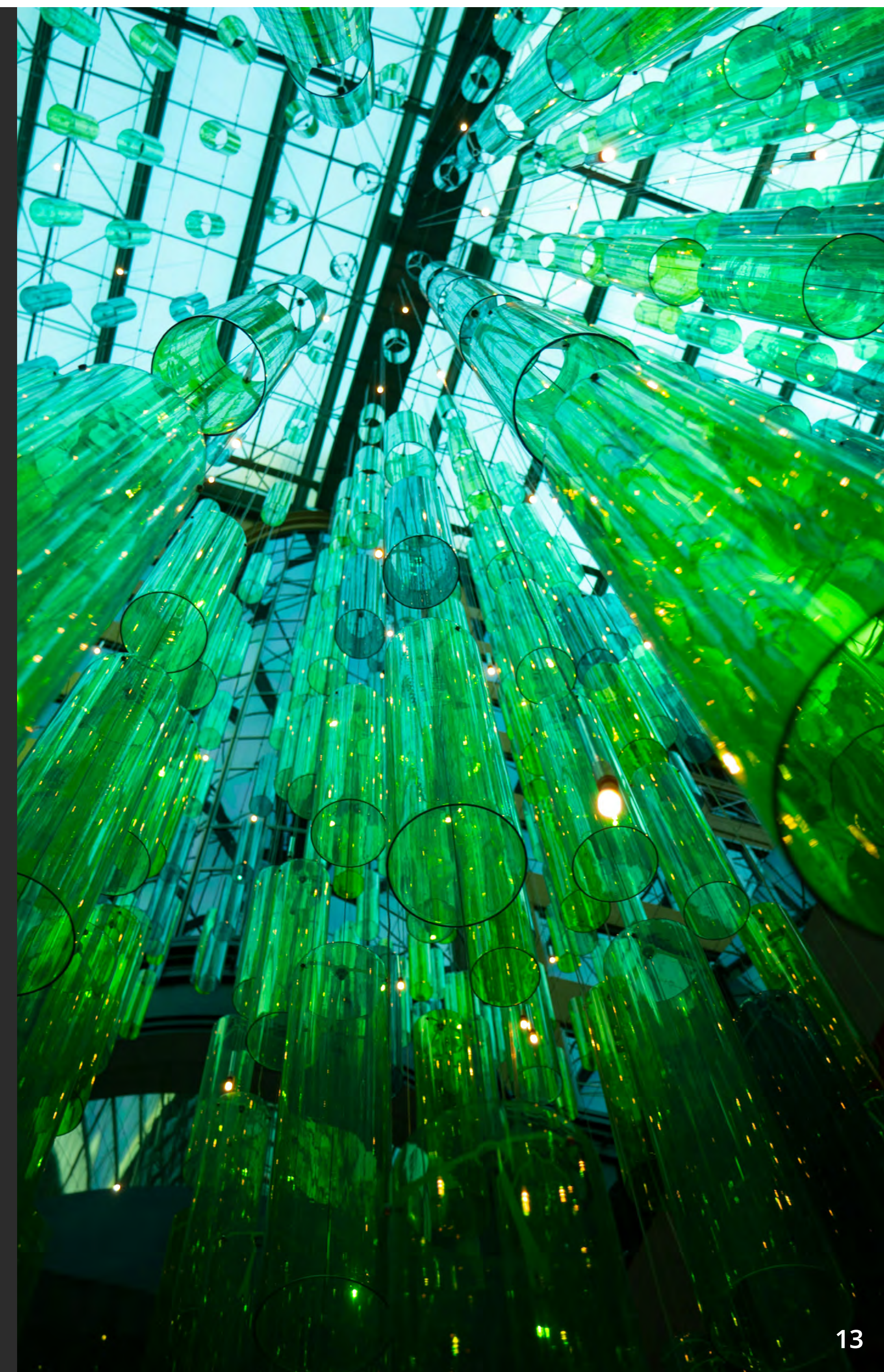
This is never just a voice carrying dry facts and figures, instead it brings extra depth and meaning to the film overall, instilling it with a **personality** that hooks us in and makes us want to listen to what's being said.



# VO: A unique perspective

We like the idea of writing this voiceover from the point-of-view of **Pranay**. As the CEO of the company and the son of its founder, Pranay has a **unique perspective** on the company, and this could be expressed through the voiceover. If this is not something that Pranay is interested in or comfortable doing, then we could hire an actor with a similar timbre and tonal range as Pranay to perform the voiceover as if he were Pranay.

It could be very engaging and moving to hear a voiceover that we assume to be that of an Ipca employee throughout the film, only to discover at the film's conclusion that it is, in fact, the voice of the company's CEO.











## Future- proofing

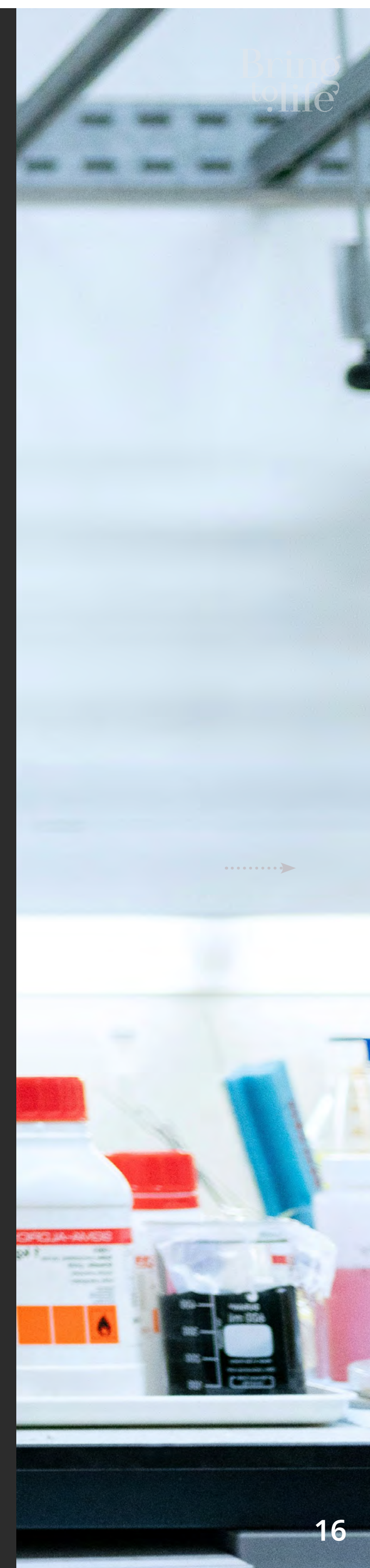
Our intention is for the film to be a useful tool for Ipca for years to come, and with that in mind, we will ensure that any specific details that might be featured - turnover, personnel or manufacturing figures, specific details regarding expansions or collaborations, or the mentions of 'latest' technological elements, are expressed in the film in a way that can be easily updated or replaced, such as in voiceover or via onscreen titles/captions.





In the same way, if there should be an interview with a contributor that needs to be updated, this element could **simply be replaced** with updated content or a new interview.

These approaches ensure that the final film can be refreshed as often as required, without fear of its information or contributors becoming outdated.





## A note on the outline:

What follows is an outline of how this film might play out on screen. Everything that follows is up for discussion and development. Using this outline, **we can hone** and fine tune the film to ensure that every element is covered, **every necessary detail included**.

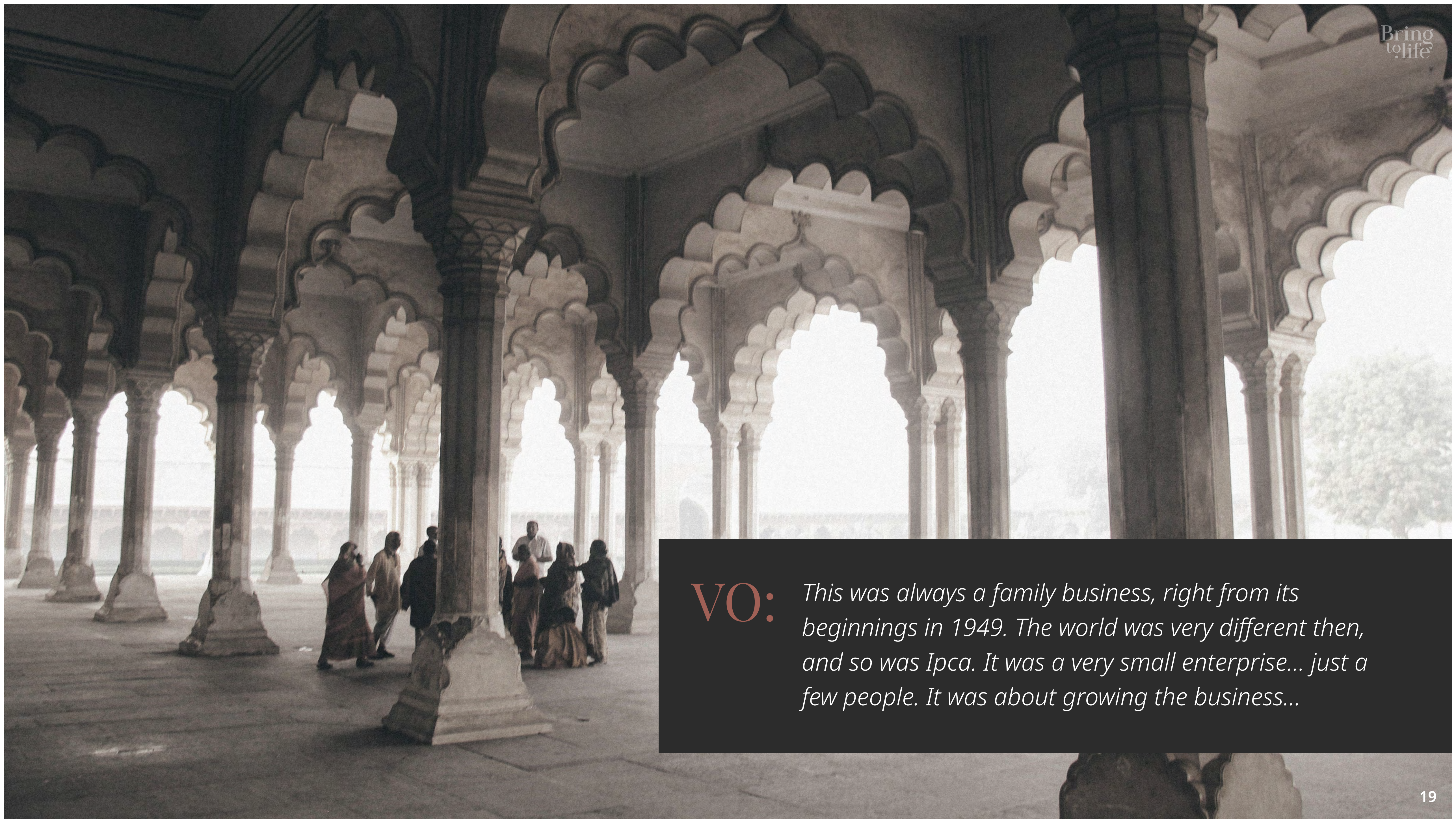


# *Film Outline*

We open on archive footage of **Mumbai** in the 1940s. We see moments of what life was like in the city at that time. People walking in the street, businessmen talking, daily life taking place in **black-and-white...**







**VO:** *This was always a family business, right from its beginnings in 1949. The world was very different then, and so was Ipca. It was a very small enterprise... just a few people. It was about growing the business...*



Our archive  
footage turns from  
**black and white**  
to...





...to colour.



We see moments from 1950s and 60s; the bright colours and vibrant personalities of **Indian culture**; technology advancing, busier city streets, factories at work in production.



Cut to striking modern day footage of **rural India**. Stunning landscapes, villages, bright colours... a bustling street in **modern Mumbai**.





ipca

**VO:** *We had an idea of who we wanted to be. We were determined to be the very best we could. Always, it was about a commitment to providing quality products, to 'creating healthy doses of life'. That's at the core of what we do. Every step of the way.*



We intercut various shots, seeing faces of everyday people as they go about their lives; concentrating; laughing. Moments of concern; moments of human connection. An embrace between family members. A doctor talking with a patient. Intercut with technicians developing formulations, performing highly intricate scientific processes for Ipca.





VO:

*Over many years of diligent research and hard work, we have become a major supplier to the pharmaceutical industry, a crucial healthcare partner in over 120 countries across six continents...*



Cut to production processes of APIs and formulations being prepared and manufactured. We see raw materials carefully stored; laboratories, with careful measuring of ingredients by technicians in full lab attire.

Cut to a portrait of an Ipca employee. We intercut moments of an interview with them, with images of them hard at work at the Ipca manufacturing plant.



**Employee:** *In my job I see the power of what Ipca does. Everything is precise, prepared to the highest standard. There is no margin for error, everything must be perfect. Every member of the team plays their part.*





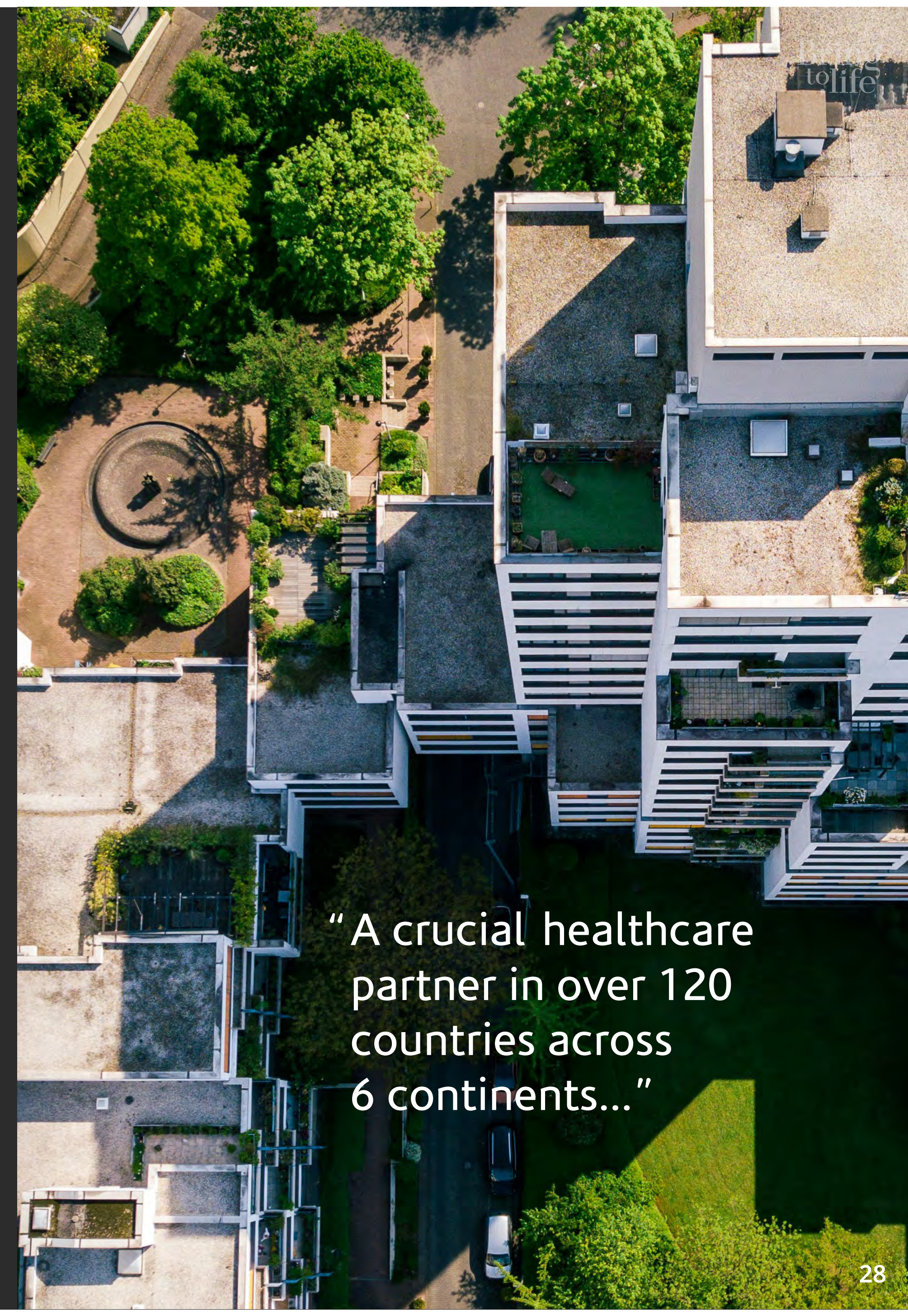




Cut to drone footage of another rural landscape, as we now approach one of Ipca's manufacturing plants.

VO:

*Ipca's consumer-centric growth is both inspiring and humbling. Ipca's wide network of manufacturing units has expanded to 15 locations across the globe.*



"A crucial healthcare partner in over 120 countries across 6 continents..."



# Onscreen titles relay important statistics:

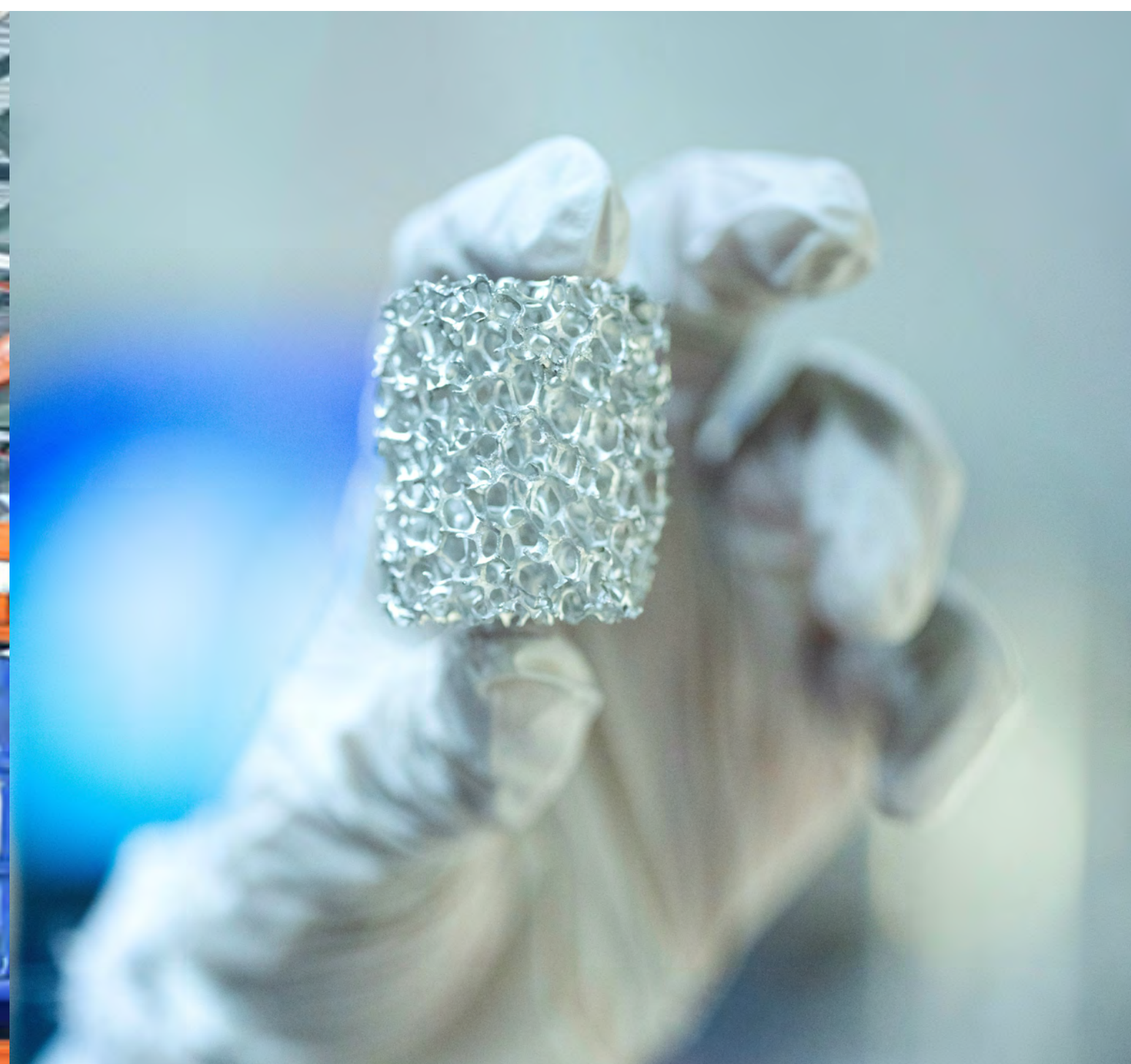
We manufacture over 350 formulations and 80 APIs for various therapeutic segments.

We manufacture and supply over a dozen APIs from scratch, at our fully-automated manufacturing facilities, approved by regulatory authorities...”



**MHRA** UK  
**EDQM** Europe  
**WHO** Geneva





Cut to inside the manufacturing plant, where we see APIs in production. Technicians in the lab; employees in the manufacturing plant.

We see members of staff working hard, monitoring production with care and precision.

**VO:**

*We are proud of our teams of technicians and their adherence to the highest standards. We're also committed to their wellbeing, their growth, as valued members of our team.*



As we see a lab technician at work, we intercut these moments with them being interviewed.

**Technician:** *We think of our work as 'delivering life one dose at a time'. It's really exciting to be part of a company that's known for its quality and reliability, but that is also a responsible manufacturer, that's always looking to what the future holds...*











VO:

As we grow and form new relationships, we also seek to take the industry forward, expanding on our groundbreaking work in Pain, Rheumatology, Antimalarials and Hair Care Therapy in India and creating exciting new partnerships around the globe.





**VO:** *And, as the scale of our business expands, we are aware of the importance of our global responsibilities, and we are committed to sustainability, to uncovering new ways of making our business run efficiently and in ways that are ecologically responsible.*





VO:

*We also maintain a commitment to our core culture. Expansion into more countries doesn't mean forgetting who we are; it means staying true to our heritage.*

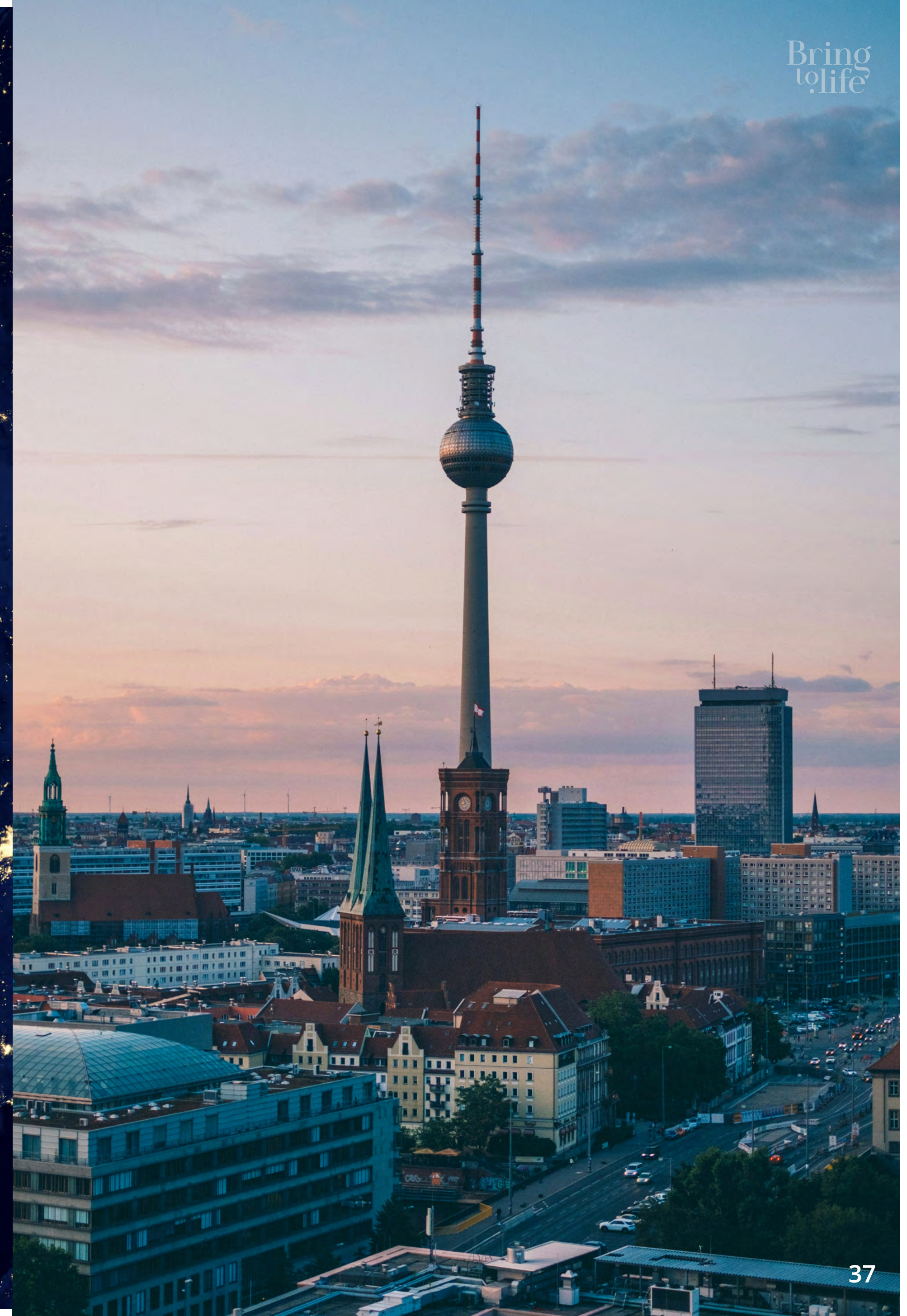


# VO:

*So now, what does the future hold?  
The world changes much more  
rapidly now that it did in the 1940s  
when we were a new company.  
Today, technological advances and  
scientific research keep pushing  
us into new realms,  
new possibilities.*



A map of the world shows connection points leading from India to the US and many other nations, expressing expansion and collaboration.





We see images of technological advancements; medical lasers in action, AI being used to locate disease in patients... machine engineering becoming ever more intricate.



VO:

*As we face the future together, Ipca is recommitting to continue its expansion, - serving more of the world as we collaborate with more and more international partners - as well its commitment to manufacturing and providing APIs and formulas of the highest quality.*



# VO:

*In the years that I've worked for Ipca, I've come to feel part of its ethos, as it proudly upholds its cultures of Quality, Safety, Integrity, Dignity and Responsibility.*



# VO:

*We're excited at what the future holds, at what discoveries lie around the corner, and by the ways in which we can serve and supply our customers, and their patients around the globe.*



We cut to a shot of Pranay standing in one of Ipca's buildings. He looks to camera with a natural warmth.



VO:

*My name is Pranay. I'm proud to be the CEO of Ipca and to see where the next steps take us, our team members and our customers. Whatever the future holds, we are ready.*



SUPER:

*'This is  
Ipca'*

SUPERS  
and END.



# Cutdowns: 5x 1 min. films

Each of our cutdowns draws its elements from the central 'hero' film, but of course we ensure that each cutdown works on its own terms, as a complete piece in itself.

For this we may need to shoot additional material, to enable us to cut each cutdown into a piece that has its own structure, rhythm and flow.





**1: Who are Ipca?** This film delivers a summary of Ipca's history, focus, achievements, key personnel, ethos and values.

**2: Reputation / Achievements:** Here we explore the core of Ipca's work in APIs/ formulations, and their reputation and success in this field.

**3: Manufacturing:** This film delivers an insight into Ipca's manufacturing and distribution methods, its global scale and reputation for quality; its place as a global healthcare partner, as well as the businesses and countries Ipca works with and in.

**4: Culture / Ethos:** A look at where Ipca comes from and how it honours its responsibilities to its own heritage and culture, including its approach to sustainability, humanity and diversity.

**5: The Future:** This film explores the ways in which Ipca looks to the future, to new technologies and security, as well as expansion of the business and potential partners, and recommitting to its core values.



# *Thank you.*

These are our initial thoughts and ideas on how we would go about making a vibrant and truly memorable film for Ipca, that would engage the viewer as much as it informs them. Everything here is up for discussion and development.

We hope you like what you've seen and read and look forward to talking through it all and to making something very special - together.

