



EXCEED  
ENTERTAINMENT

## AREAS OF EXPERTISE



# OUR CREDENTIALS

## ENDORSEMENTS & BRAND ASSOCIATIONS





## ENDORSEMENTS & BRAND ASSOCIATIONS

**Aristocrat**  
LUGGAGE

**RBK**

**GITANJALI**  
GROUP

**VI-JOHN**

CLINIC ALL  
**CLEAR**



**P. POPLEY**

**KRRISH**  
LUXURY LIFESTYLES

**RELIANCE**  
Communications  
and Education through Technology

**KINETIC**

**Coca-Cola**  
pantaloons

**VERO MODA**

**Olivia**

**Sugar Free**

**KOHLER**

**WYNNCOM**  
Mobiles

**Reebok**

**Mankind**  
Saving Life

**Real**  
Fruit Flavour

**Dabur**



**McVitie's**

**HIMANI**  
MAKEUP • SKINCARE

**byond**  
Go > Get it >

**Discovery**  
CHANNEL

**DAIRY BEST**

**Fa**

**WELLA**

**emami**



**EXCEED**  
ENTERTAINMENT

## ENDORSEMENTS & BRAND ASSOCIATIONS



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# NOTABLE BRAND ASSOCIATIONS






AMITABH BACHCHAN




SHAH RUKH KHAN



SALMAN KHAN



KAREENA KAPOOR



KAJOL




AJAY DEVGN




ARJUN KAPOOR



SONAM KAPOOR



ANUSHKA SHARMA



KANGANA RANAUT



PARINEETI CHOPRA



JACQUELINE FERNANDEZ



ASIN



YUVRAJ SINGH



SHAHID KAPOOR



KAPIL SHARMA



CHITRANGADA SINGH



ARJUN RAMPAL



KARAN JOHAR



HARBHAJAN SINGH



TIGER SHROFF



ALLU ARJUN



SAQIB SALIM



ANIL KAPOOR



HUMA QUERESHI



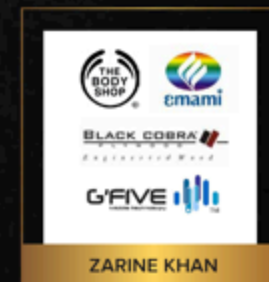
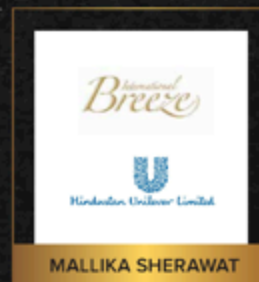
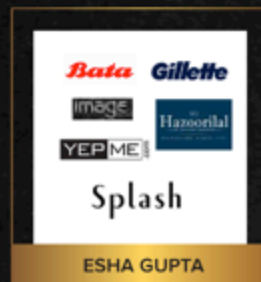
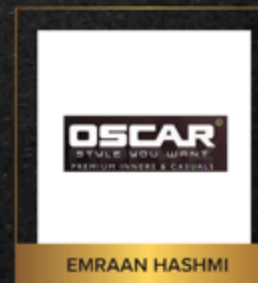
TAAPSEE PANNU

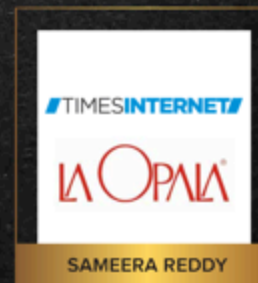
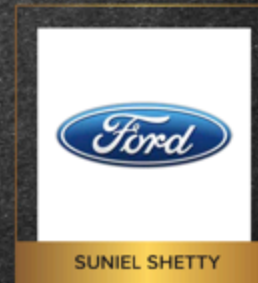


AISHA SHARMA





















AMITABH BACHCHAN







					
DARSHEEL SAFARY	SHWETA TIWARI	KARISHMA KOTAK	SHAMITA SHETTY	KIRON KHER	GUL PANAG
					
KARAN WAHI	RIYA SEN	ADITI GOVITRIKAR	SWAPNIL JOSHI	DIANA PENTY	TANUSHREE DUTTA
					
SHAZAHN PADAMSEE	SARAH JANE DIAS	PANKAJ KHANNA	POOJA CHOPRA	TWINKLE PATEL	SWARA BHASKAR



# IN-FILM BRAND ASSOCIATION



IN FILM



PROMOTIONAL TIEUPS

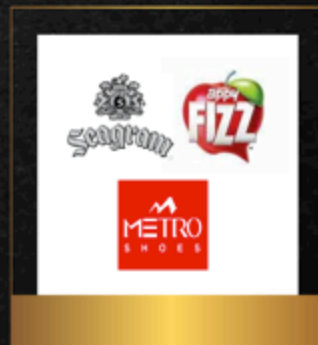
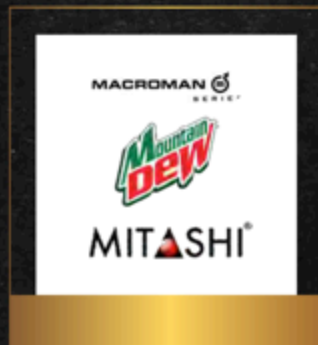
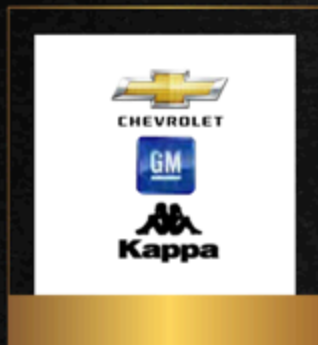


IN FILM



PROMOTIONAL TIEUPS

## IN FILM





IN FILM



## IN FILM



# FILMS CASTING





HRITHIK ROSHAN



SAIF ALI KHAN



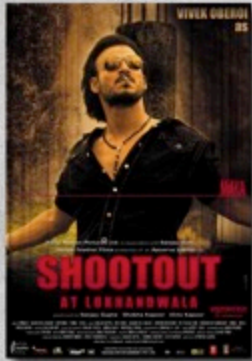
SONAKSHI SINHA



SAIF ALI KHAN



SAIF ALI KHAN



VIVEK OBEROI



ALI ZAFAR



SIKANDER KHER



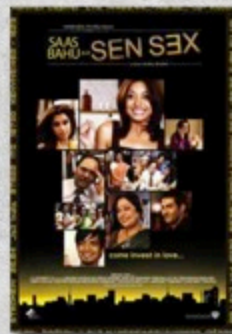
EVELYN SHARMA



TIGER SHROFF



JACQUELINE FERNANDEZ



TANUSHREE



MARYAM ZAKARIA &  
VIVEK OBEROI



MALIKA SHERAWAT



SHINEY AHUJA





MALIKA SHERAWAT



MINISHA LAMBHA



MINISHA LAMBHA



MINISHA LAMBHA &  
HAZEL KEECH



RICHA CHADDA &  
SREESANTH



SURVEEN CHAWLA



JACQUELINE  
FERNANDEZ



ZAREEN KHAN



MINISHA LAMBHA



BIPASHA BASU





BIPASHA BASU



BIPASHA BASU



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BIPASHA BASU



BIPASHA BASU



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## TELEVISION SHOW

### Artist Associations

HRX Heroes with Hrithik Roshan  
Big Boss 3 (Aditi Govatrikar)  
Chak Dhoom Dhoom (Judge - Mallika)  
Jhalak Dikhlaja (Contestants)  
Dus Ka Dum (Mallika Sherawat)  
Big Boss (Minisha Lamba)  
Bachelorette India (Mallika Sherawat)  
Nach Baliye (Shilpa Shetty)  
Zara Nach Ke Dikha (Shilpa Shetty)  
Masterchef India (Akshay Kumar)  
India's Best drameebaaz (Vivek Oberoi)  
Kitchen champions 3 (Urmila)  
Jhalak Dikhlaja (Opening Ceremony - Jacqueline F)  
Dare to Dance (Akshay Kumar)

### Ideation, Execution & Production

Just Dance (Hrithik Roshan)  
Live My Life  
MTV Unplugged



### TELEVISION ASSOCIATIONS



### TELEVISION ASSOCIATIONS





## EVENT CONCEPTUALIZATION & PRODUCTION SERVICES



Film Promotion & Marketing  
Televised Event for Star Gold



Film Promotion & Marketing  
Televised Event for Star Gold



## SHORT FILM



Nayantara's Necklace



Carbon (Royal Stag)

## WEB SERIES

- Breathe
- Made in Heaven (Amazon)  
[Under Production]
- 4 More Shots Please (Amazon)  
[Under Production]
- 'SACRED GAMES'  
(India's first Netflix original)



# BRAND CREATION

Mrithik Roshan in collaboration with Exceed Entertainment launched his own casual wear brand, HRX. Crafted with the vision of inspiring people to be their best versions, HRX product range includes T-shirts, crop tops, tank tops, capris, shirts, jeans, bags and shoes for both men and women.

STRONGER THAN YOUR STRONGEST EXCUSE.

hrx

HRX<sup>TM</sup>  
BY HRITHIK ROSHAN<sup>TM</sup>  
APPAREL | FOOTWEAR | ACCESSORIES

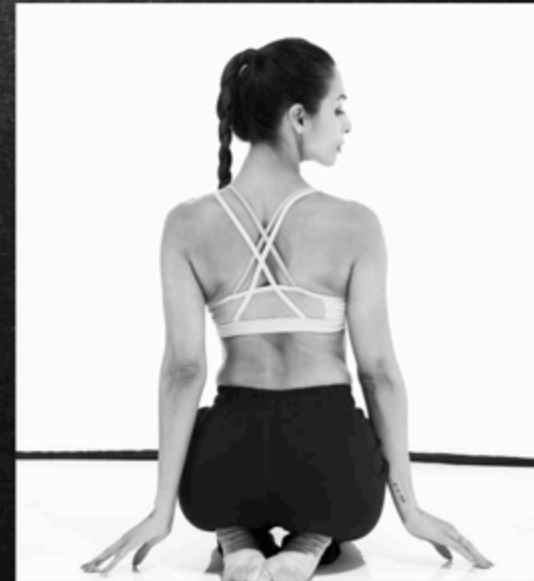
#KEEPGOING

AVAILABLE ON Mynt JABONG



## DIVA YOGA BY MALAIKA ARORA

Malaika has always been a sought after role model in the field of fitness. In her recent venture, Malaika has partnered with Zorba (India's happiest chain of Yoga studios) launching an interesting proposition called Diva Yoga- an elite chain of Yoga studios with it's one-of-a kind experience transforming every fitness enthusiast into an "Invincible Diva". The course curriculum and yoga modules are inspired from the Diva's very own fitness regime.







HOUSE OF PATAUDI

**A brand inspired by the lifestyle and heritage of Nawabs & Begums of Pataudi. A brand that reflects a strong sense of rootedness in an ethos that is best described by the Urdu term 'Tehzeeb'**

**Catering to the discerning Indian, House of Pataudi is about sharing the sartorial style of the royal family and lineage to this consumer.**

**The brand stands for *Easy Charm, Understated Style & Quiet Authority***

# BTL ACTIVATION

## APPEARANCES AND BRAND EVENTS

### BTL ACTIVATIONS

- First of its kind in India- Primarily managing below the line business for the group
- Managing activities of artists for special appearances
- Artist portfolio consists of actors, sportsmen, writers, chefs, singers, social personalities etc
- Associated with 100+ artists

Helps make inroads into new talents, brands

School for amateur Talent managers, Brand Managers.

### SOME EVENTS MANAGED BY BTL VERTICAL FOR CELEBRITY APPEARANCES

Force India – Paris Hilton

LG product launch

Bacardi event

Mercedes product launch

Vero Moda launch

HP product launch

Forever 21

Tod's launch

NBA , Orlando Magic - USA - Shilpa Shetty

Mont Blanc - Shahid Kapoor

JEEP Launch - Saif Ali Khan

Netflix - Bani J and Ranvijay Hosting the Bright Premier Event.





BMW Event - Saif Ali Khan, Malaika Arora, Rahul Khanna, KL Rahul, Dino Morea.

Saif Ali Khan for MCA cricket league launch

Fusion Tour

Dream Team

Dabang Tour

Asian Paints(Dealers meet in Amsterdam) with Malaika Arora

Malaika Arora Khan as the Brand Ambassador for LA Tourism

Appearance for PC Jewellers - Malaika Arora, Dia Mirza, Yami Gautam, Zareen Khan, Mouni Roy,

Various Artists for Global Citizen

Sonakshi Sinha for Bollywood Music Project

Lakme Fashion Week

Amazon Fashion Week

Kolkata Film Festival with Tabu

One Plus phone launch - Chitrangada Singh, Guru Randhawa, Bani J, Mithila Palkar, Niki Galrani

Life style Group - Splash - Malaika Arora, Tapsee Pannu

Volvo - Dia Mirza

Bank Bazaar - Sunil Gavaskar & Biswa

Bostan Consultancy Group- Kenny Sebastian

Nerolac - Disha Patni

Alchem - Saina Nehwal

Oppo Launch - Sonakshi

Johnson & Johnson - Huma Qureshi

Asian Paints - Huma Qureshi

Central Mall - Malaika Arora & Elli Avram

Wok Express - Neha Sharma

Auto Expo ( DC ) - Sonakshi Sinha

Walkathon Delhi - Malaika Arora & Ranvijay

Westside - Nushrat Bharucha





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