

A FILM BY
ANURAG SHARMA & VIJAY K DHEER

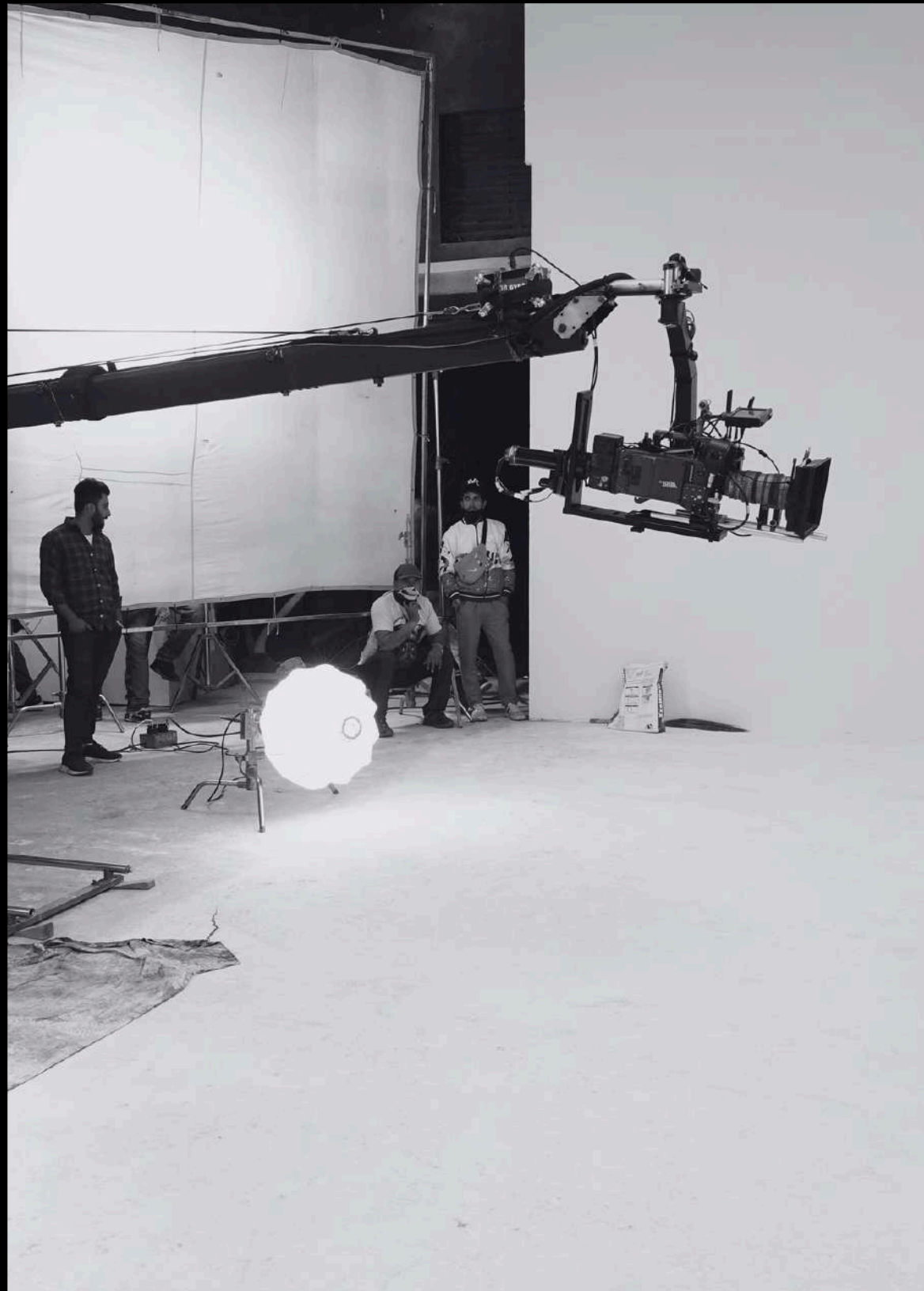
UDDAND

A RURAL ROGUE WITH A HEART OF
GOLD & RUSTIC CHARM



FILM SUMMARY

"UDDAND" (meaning 'Mischievous' or 'Unruly') chronicles the life of our hero, a man who has retained his childlike innocence and rebellious spirit despite his immense wealth. From childhood, he has lived life on his own terms, often indulging in playful and seemingly nonsensical antics. However, beneath this carefree exterior lies a deep understanding of human emotions. The film follows his hilarious and heartwarming interactions as he uses his unique, joyful, and fun-loving methods to help people around him find happiness, resolve their conflicts, and rediscover the simple wonders of life. It's a feel-good entertainer that champions humanity, kindness, and the courage to live authentically.



SCRIPT SYNOPSIS

Title introduces us to a truly unique protagonist: a man of immense wealth who has charmingly defied the conventions of adulthood, holding onto his childlike innocence and rebellious spirit. His life is a vibrant tapestry of playful and seemingly nonsensical antics, a deliberate choice to live on his own terms since childhood. Yet, this unconventional exterior belies a profound empathy and an uncanny understanding of the human heart.

The film takes us on a hilarious and heartwarming journey as Uddand leverages his distinct, joyful approach to life. He engages in unforgettable interactions, using his fun-loving methods to spread happiness, ingeniously resolve conflicts, and gently guide people back to appreciating life's simple wonders. "UDDAND" is more than just an entertainer; it's a feel-good cinematic experience that passionately champions the enduring values of humanity, kindness, and the courageous freedom of living authentically.

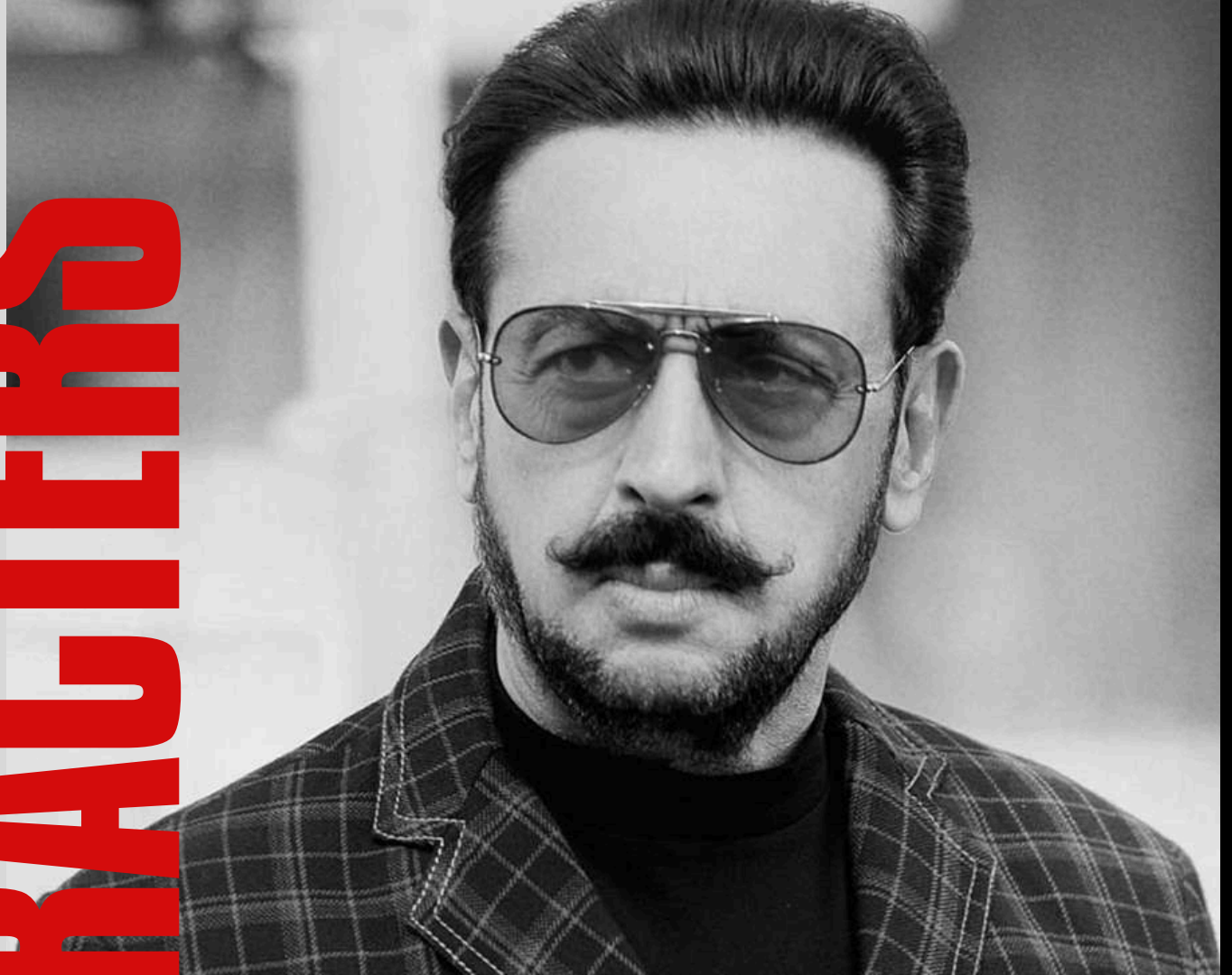
Gulshan Grover

"Working on 'UDDAND' was a truly unique experience. My character gets to witness Uddand's unconventional ways firsthand – a man who proves that sometimes, the most profound lessons come wrapped in pure joy and a touch of madness. This film is a refreshing take on humanity, and I believe audiences will be genuinely moved by its heart."

Urvashi Rautela

"Being a part of 'UDDAND' was an absolute delight. My character experiences firsthand how Uddand's unique, joyful approach truly transforms lives and brings a smile to everyone's face. This film is a beautiful celebration of finding happiness in simplicity and the power of genuine human connection. It's a story that will leave you feeling uplifted and inspired."

KEY CHARACTERS





Rakesh Bedi

"It was a pleasure to be part of 'UDDAND.' The film beautifully captures the essence of how simple joys and a unique outlook can truly make a difference in people's lives. My character interacts with Uddand's world, witnessing the refreshing chaos and profound kindness he brings. This is a film that promises to entertain and remind us all of the power of genuine human connection and laughter."



Pankaj Tripathi

"Being a part of 'UDDAND' was a truly enriching experience. The film beautifully portrays how a simple, joyful approach to life, even amidst chaos, can profoundly impact those around us. My character's journey in the film offers a unique perspective on Uddand's world, filled with his refreshing antics and deep-seated kindness. This is a story that will resonate with audiences, reminding us of the power of genuine human connection and the happiness found in living authentically."

KEY CHARACTERS

KEY CHARACTERS



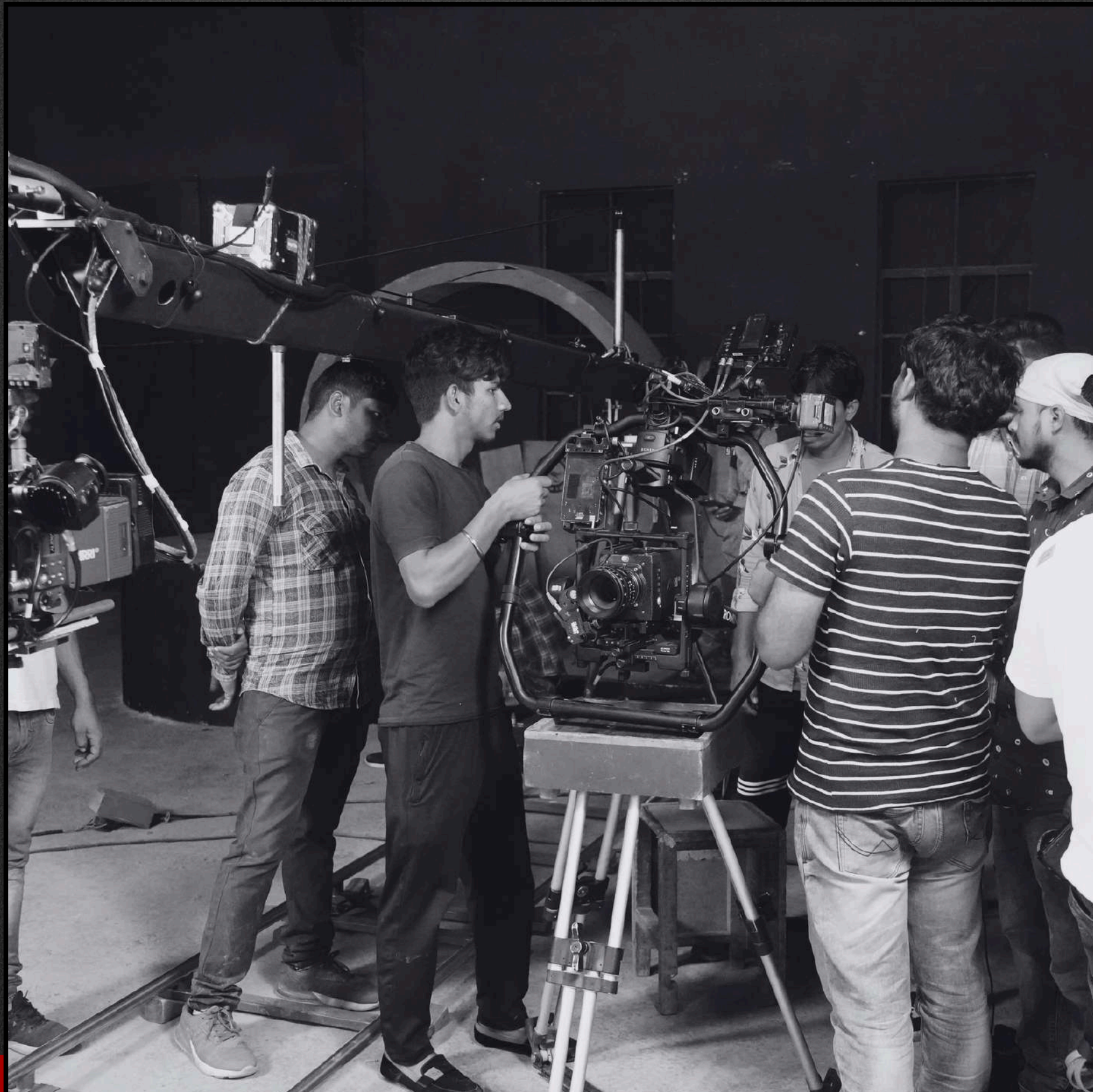
Anurag Sharma

Anurag Sharma is a versatile and acclaimed professional, recognized for his significant contributions as both an Actor and Director in the film industry. He rose to prominence with his impactful work on the 'Juni - The Last Prayer' film, where he not only showcased his compelling acting talent but also demonstrated his directorial prowess.



Vijay K Dheer

An accomplished Director with over 15 years of extensive experience in the dynamic world of commercial filmmaking. He possesses a sharp visual sense and a masterful command over storytelling, consistently transforming initial concepts into captivating and effective commercials.



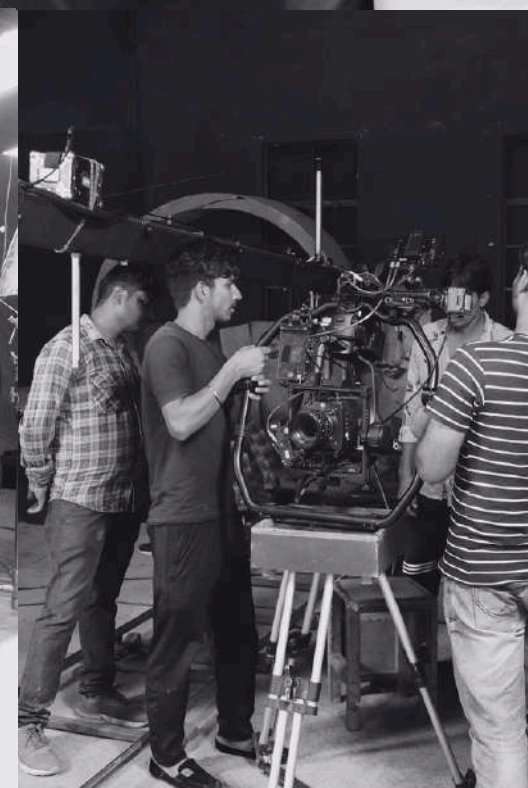
Director's Vision

"With 'UDDAND,' we wanted to capture the infectious laughter and raw charm of rural India, but also the powerful journey beneath. This film is about how life's challenges can transform even the most carefree spirit, revealing a strength we never knew was there. It's a story that will make you laugh, feel, and ultimately, find a piece of Uddand within yourself."

- Vijay K Dheer


FILM TONE

- Joyful & Light-hearted
- Heartwarming & Uplifting
- Whimsical & Eccentric
- Empathetic & Humanistic
- Comedy
- Motivation
- Poignant
- Introspective
- Complex



TOTAL BUDGET - 4 CRORE

PRE-PRODUCTION (Total: ₹ 40 Lakhs)

PRODUCTION PHASE	EXPENSE CATEGORY	ESTIMATED COST (INR)	DETAILS
<div>PRE-PRODUCTION</div> 	Script, Story & Screenplay	₹ 10,00,000	Final draft, dialogues, and legal registration.
	Directors' Fee (Advance)	₹ 5,00,000	Part Payment.
	Casting	₹ 5,00,000	Casting director, auditions, and artist tests.
	Location Scouting & Recce	₹ 15,00,000	Identifying and securing permissions for locations.
	Production Design & Storyboarding	₹ 5,00,000	Concept art, set design, and pre-visualization.

PRODUCTION Total: ₹1.7 Crore

PRODUCTION PHASE	EXPENSE CATEGORY	ESTIMATED COST (INR)	DETAILS
PRODUCTION	Main Star Cast Fees	₹ 80,00,000	Fees for the lead and key supporting actors.
	Supporting Cast & Crew Fees	₹ 30,00,000	Salaries for technicians, artists, and crew members.
	Camera & Equipment Rental	₹ 15,00,000	Cameras, lenses, grips, and lighting packages.
	Production & Set Dressing	₹ 10,00,000	Art direction, props, and set construction.
	Costumes & Wardrobe	₹ 10,00,000	Sourcing and creating outfits for the entire cast.
	Logistics & Travel	₹ 8,00,000	Transportation, accommo, and travel for cast/crew.
	Catering & Miscellaneous	₹ 7,00,000	Daily meals and on-set operational expenses.

POST PRODUCTION Total: ₹ 40 Lakhs

PRODUCTION PHASE	EXPENSE CATEGORY	ESTIMATED COST (INR)	DETAILS
	Editing	₹ 10,00,000	Offline and Online editing of Film
	Dubbing & Sound Design	₹ 8,00,000	ADR, foley, and complete soundscape creation.
	Music & Background Score	₹ 12,00,000	Music director, singers, and original score composition.
	DI [Color Grading] & VFX	₹ 10,00,000	Final color correction and necessary visual effects.

MARKETING & OTHER EXPENSES Total: ₹ 1 Crore

PRODUCTION PHASE	EXPENSE CATEGORY	ESTIMATED COST (INR)	DETAILS
	Publicity & Marketing (Initial)	₹ 80,00,000	First look, posters, and initial digital promotion.
	Contingency Fund	₹ 20,00,000	Reserved for unforeseen expenses [3% of Budget].



Financial Recovery Plan for "UDDAND"

This plan outlines a hypothetical financial recovery model for "UDDAND," detailing potential revenue sources, cost allocations, and projected recovery/profit percentages, based on Investment figures.



Theatrical Release - 35%

This is the initial crucial phase. A strong box office performance sets the stage for other revenues. For a ₹6.5 Crore gross, this would be ₹2.275 Crore.

₹ 2.275 Crore

Digital Streaming Rights (OTT & VOD) - 25%

Post-theatrical, this is a major revenue driver, especially with the rise of streaming platforms. For a ₹6.5 Crore gross, this would be ₹1.625 Crore.

₹ 1.625 Crore

Music Rights: 10%

Post-theatrical, this is a major revenue driver, especially with the rise of streaming platforms. For a ₹6.5 Crore gross, this would be ₹1.625 Crore.

₹ 65 Lakhs

Ancillary Rights (In-flight, Merchandise, Dubbing/Remake, Home Ent.): 15%

₹ 90 Lakhs

A successful film typically aims for a recovery percentage well over 100%, indicating a profit. A target of 110-120% recovery on total investment would be considered a good commercial success for "UDDAND" in this model.

VISUAL REFERENCE



WHY INVEST IN UDDAND ?

- **High-Concept, Relatable Story:** A unique and fresh plot with universal appeal that stands out from formulaic films.
- **Strong Audience Connect:** The feel-good, dramedy genre has a proven track record of success with Indian audiences, both in theaters and on OTT platforms.
- **Controlled & Transparent Budget:** A meticulously planned budget of ₹2 Crore makes profitability highly achievable. The detailed breakdown ensures complete financial transparency.
- **Significant ROI Potential:** The film is positioned for high returns through a combination of theatrical revenue, and high-demand rights for OTT, satellite, and music.
- **Franchise Potential:** The character of "Uddand" is unique and memorable, opening up possibilities for sequels and creating a beloved film franchise.
- **Experienced & Passionate Team:** Backed by a dedicated directorial team and crew committed to delivering a high-quality cinematic product.



A WORD FROM THE WRITER

As the final words settle on the page for 'UDDAND,' my hope is that this story leaves you with more than just laughter. It's a testament to the beautiful chaos of life, the wisdom found in unexpected places, and the profound impact one authentic heart can have. May Uddand's journey inspire us all to embrace our own unique spirit, to find joy in the simple, and to always lead with kindness. The adventure, after all, is truly in the living.

CONTACT US

EMAIL

junifilms2020@gmail.com

MOBILE

+91 75083 19175 / +91-91382-61511

CONTACT PERSON IT'S

Anurag Sharma/Vijay K Dheer

JUNI FILMS & CHIRAG FILMS Productions





THANK YOU!