

# ***Bharat Dabholkar***

*A few facts about The Man of Many Facets*

## **Advertising and Communication Business**

*After graduating in Economics honors and law and after training in Business Management, Bharat Dabholkar was , the Managing Director of Publicis India (part of the fourth largest advertising conglomerate in the world)*

*He is the man behind the legendary Amul Butter advertising and has won awards for excellence in advertising for 14 years in a row. his agency , which he founded and led ,was known as the Agency that launched and sustained no.1 brands across categories in India . Some of the known ones for which he created campaigns for are amul milk , milk shakes , lassi etc , , frooti , appy ,bailey, goodknight , hit , 30plus ,all tata tea brands , tata salt , tata detergent , Videocon , ceat tyres , exim bank , bank of india , state bank of india, aspro , LIC, UTI, UTI Bank , Godrej, Godrej Properties among others . Internationally he worked on L'oreal, Nestle, HP-Compaq, to name a few .*

*Has been awarded the Excellence in advertising awards by the Advertising Agencies Association of India and the Advertising club of Bombay for his work across many brands.*

*Has won International awards for creative excellence given by the International Federation of Advertising Agencies.*

*Has read papers in International Advertising Conventions in Chicago and Okalahoma, USA.*

*Was the Co-chairman of the **Infotainment Committee** of the Indian Merchants Chambers.*

## **Theatre**

*Writer – director of **BOTTOMS UP** , the longest running musical comedy in the history of English theatre in India. (The only Indian play to be reviewed*

by the Time Magazine).OH NO NOT AGAIN ,the second longest running and MONKEY BUSINESS ,the third longest running hinglish play and 27 other superhit musical comedies.

Writer – director of two children’s plays, including India’s biggest musical muppet show).

Adopted in English India’s theatrical magnum opus “**Shivaji-The Enigma**” with a three storey set, a cast of 275 actors and action scenes with live elephants and horses.

Known in India as "the father of Hinglish language".

Wrote and directed India’s first musical folk play in Hinglish “**Tamasha Mumbai Ishtyle**”.

For the last 20 years has staged his plays to packed houses in every major town in India and also in the US, the UK, Hong Kong, Singapore, Bangkok, Jakarta, Nairobi, Muscat, Dubai.

The British press describes him as “ the polymath who invented “Hinglish” a combination of highly literate English with colloquial Indian language phrases...”

### **Films and Television**

Writer director of a Hindi television serial starring Sunjay Dutt, Govinda, Anil Kapoor among others.

Conceptualized and anchored India’s first advertising show on Zee Network called “The Dream Merchants.”

Conceptualized and anchored “Shock TV” for Star Network

Super-Judged “ on the job “ an alternative career show on MTV

Interviews and talk shows on Channel 4, BBC, CNBC, Star network, Doordarshan and others.

*Acted in ten Bollywood films including company, corporate, karam and recently tara rum pum.*

*Acted in a Tamil film "**Baba**" with superstar Rajnikant.*

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*Wrote and directed a musical Hinglish comedy film "**God Only Knows**",*

*Conceptualised and created a music video based on a patriotic song '**Unki yaad Karen**' composed by Naushad and written by the ex- Prime Minister **Shri Atal Behari Vajpayee**.*