

A 2025 Graduation Project Document
Part 1



Building Value: *A Cinematic Narrative of Efficiency*

An Investor Film on Cost Optimisation in
Adani's Cement Business

By *Khushi Goyal*

Building Value: A Cinematic Narrative of Efficiency

An Investor Film on Cost Optimisation in Adani's
Cement Business

VOL. 1 of 2

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Sponsor : Dreamcatchers Film Pvt Ltd

Mentor : A Balasubramaniam

Consultant : Puneet Gautam

Programme :

Bachelor of Design (B.Des)

Integrated Communication Design

The Evaluation Jury has recommended **Khushi Goyal**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Integrated Communication Design**

Herewith, for the project titled **“Building Value: A Cinematic Narrative of Efficiency”**
on fulfillment of requirements by

Jury Chairman _____

Jury Member _____

Jury Member _____

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
JK Lakshmipat University

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“You never truly know what it takes to make a film until you do it.”
— *A reminder from experience*

Acknowledgement

This journey would not have been possible without the invaluable support and encouragement I received throughout the course of my Graduation Project.

I would like to begin by expressing my sincere gratitude to Dreamcatchers Films Pvt. Ltd., where I had the opportunity to work on a real-world corporate film for the Adani Group. I am especially thankful to Puneet Sir, whose trust in my abilities gave me the platform to be a part of such a significant project. The entire team at Dreamcatchers welcomed me with generosity and warmth. Everyone at the studio played a vital role in shaping this experience—through their mentorship, and collaborative spirit, they not only guided me technically but also inspired me personally.

I extend my heartfelt appreciation to my Institute, especially Prof. Bala, my faculty mentor and the Director of the Institute of Design at JK Lakshmipat University, for his guidance, feedback, and faith in my potential. His mentorship throughout this journey has been invaluable in helping me navigate the challenges of this project with clarity and confidence.



To my family, thank you for your unwavering support, emotional strength, and for always believing in me. Your presence, even when distant, has been the strongest anchor throughout this phase. Your constant reassurance, patience, and unconditional faith kept me grounded.

I would also like to thank the people I met in the city during this journey, who became an extended family away from home. Their care, encouragement, and heartfelt support made this unfamiliar city feel like a place of belonging.

To each and every one of you—thank you for playing such an integral role in this chapter of my life. Your contribution, in ways both big and small, made this experience not only possible but meaningful.

Preface

The Graduation Project is an essential component of my final semester as a Communication Design student, allowing me to synthesize all the knowledge, skills, and experiences I have gathered during the course of this academic journey. As someone exploring the filmmaking domain, this project provided a much-needed bridge between classroom learning and the professional world.

Working as an Assistant Director on a high-stakes corporate film for the Adani Group, under the mentorship of Dreamcatchers Films Pvt. Ltd., was both challenging and immensely enriching. This document captures every stage of the process — from pre-production research and scripting to on-set coordination, post-production involvement, and final delivery. It reflects not just the outcome but also the process: the late-night brainstorming sessions, the learnings from mistakes, and the little victories that come with problem-solving in real-time.

More than just a report, this project has been a journey of self-discovery — of learning to work collaboratively, think critically, and adapt creatively. I hope this document offers an honest and detailed account of my contribution and learnings during this professional collaboration.



About

As a final-year Communication Design student at JK Lakshmipat University, specializing in filmmaking and storytelling, I've always been driven by a deep curiosity about the creative process behind visual narratives. My journey into filmmaking was not linear; it stemmed from a broader interest in visual communication and gradually evolved into a passion for capturing stories through a lens. I find immense joy in observing the small, human details that often go unnoticed — a passing glance, a textured wall, or a shift in light — and turning those into moments on screen.

Though still early in my journey, I've come to realize that storytelling is as much about emotion and intuition as it is about structure and craft. This Graduation Project allowed me to explore the professional world of corporate filmmaking while challenging my adaptability, creative thinking, and collaborative skills. As someone who values authenticity, empathy, and intention in their work, I hope to continue growing as a filmmaker who brings both heart and clarity to every project I undertake.



Dreamcatchers Films Pvt. Ltd. is a creative production house based in India, known for crafting compelling visual narratives for brands, organizations, and cultural institutions. Founded by industry professionals with a strong belief in authentic storytelling and aesthetic excellence, the company specializes in ad films, documentaries, branded content, and corporate communication films. With a multidisciplinary team of directors, cinematographers, writers, and editors, Dreamcatchers approaches each project with a blend of research, creativity, and strategic insight.

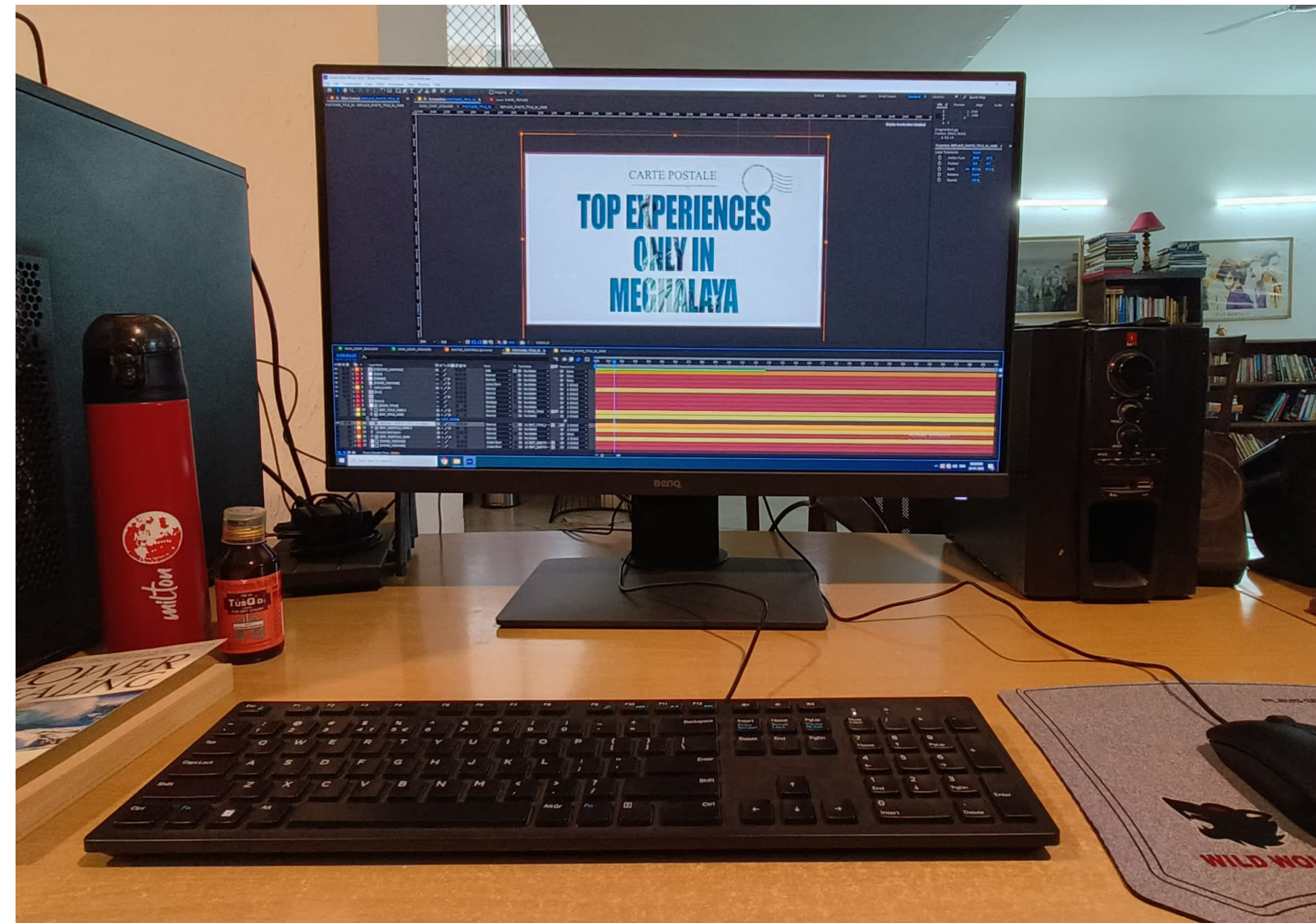
Their client portfolio includes major national and international brands, and their work often bridges the gap between commercial communication and emotionally resonant storytelling. What sets Dreamcatchers apart is their emphasis on collaborative creation — every member of the team is encouraged to bring their voice and vision to the table.

During my internship here, I experienced firsthand the company's dynamic and passionate work environment, which thrives on curiosity, experimentation, and a commitment to producing high-quality content. Being mentored by them during my Graduation Project was not only educational but also deeply inspiring.

Project

This document encapsulates my professional journey as an Assistant Director at Dreamcatchers Films Pvt. Ltd., where I had the opportunity to contribute to a corporate film on "Cost Optimisation" created for the Adani Group. This experience was a vital part of my Graduation Project and served as a stepping stone into the dynamic world of filmmaking.

Working on a high-stakes project for one of India's most influential company exposed me to the intricacies of corporate communication and storytelling. The role demanded quick thinking, strong coordination, attention to detail, and creative problem-solving under real-world constraints. From moodboard ideation to post-production, I was able to understand and engage with each phase of filmmaking. This document aims to reflect not just my responsibilities, but also the growth, insights, and learnings I accumulated throughout the journey.



Confidentiality

Given the internal nature of the project, confidentiality was paramount. The content dealt with sensitive business data, upcoming strategies, and proprietary frameworks, and therefore, all team members were required to sign a Non-Disclosure Agreement (NDA). As a part of this confidentiality clause, the final film included visible watermarks over confidential data and strategic visuals. This not only limited the public display of the film but also placed an added responsibility on us during the editing phase to ensure all sensitive areas were protected. As a student contributor, this was my first experience with such legal formalities, and it gave me a better understanding of the professional protocols and ethical standards necessary when working with large corporations.



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Client

Adani Group, headquartered in India, is one of the country's largest and most influential conglomerates with operations spanning across infrastructure, energy, logistics, natural resources, and cement, among others. Their strategic expansion into sectors such as ports, power, and green energy positions them as a future-ready group committed to nation-building. The group's integrated business model leverages synergies across their verticals, allowing for more efficient and sustainable operations. Adani's vision aligns with India's long-term development goals and their consistent innovation in industrial processes has made them a force in economic growth. Our film project was based on one such initiative within the cement sector, aimed at highlighting internal strategies for cost optimisation. The project needed to reflect Adani's core values—efficiency, innovation, and responsibility—within a professional and internationally digestible format.



Client Brief

The aim of the project was to create an internal investor film that effectively communicated Adani Cement's strategy to optimise operational costs while maintaining high standards of quality. The audience included internal teams and stakeholders, which meant that the tone of the film needed to remain clean, formal, and culturally appropriate. The brief emphasized showcasing real strategies that brought measurable value to the business, such as digital transformation, energy optimization, logistics planning, and cross-sector group synergies. As a creative team, we had to ensure the message was conveyed with clarity, visual consistency, and technical precision. Our goal was not to advertise the brand, but to document and highlight strategic excellence in a compelling and credible manner.





Pre Production

During the pre-production phase, I was actively involved in a range of tasks that helped shape the initial direction of the film. My role included researching other leading cement brands and corporate films to understand the visual and narrative standards being used in the industry. I also served as a communication bridge between internal departments to ensure that logistics, technical needs, and creative elements were all aligned. One of my significant contributions was presenting my own version of the film's script. I also supported in assembling the moodboard, which served as a visual guide for our team to maintain creative alignment during the shoot. This phase strengthened my conceptual thinking and gave me hands-on experience in building a film from the ground up.

Research and Reference

My research during this project was intensive and multi-dimensional. I studied multiple corporate films from industry competitors such as JSW and HMM to understand their approach to storytelling, pacing, and visual branding. This gave us valuable insights into how cost optimisation or operational efficiency could be visually represented.

We also reviewed the internal document provided by Adani Group to align our narrative with their real objectives. This dual research—external benchmarking and internal documentation—was essential in shaping the film’s script, tone, and visual treatment. By analyzing successful case studies, we ensured that our own film would meet professional standards and provide impactful, structured communication to the stakeholders it was meant for.



JSW: Architect Of Dreams | Full Episode | National Geographic
https://youtu.be/RAGGwNaleio?si=-ZukS9eB1BdU0j_y

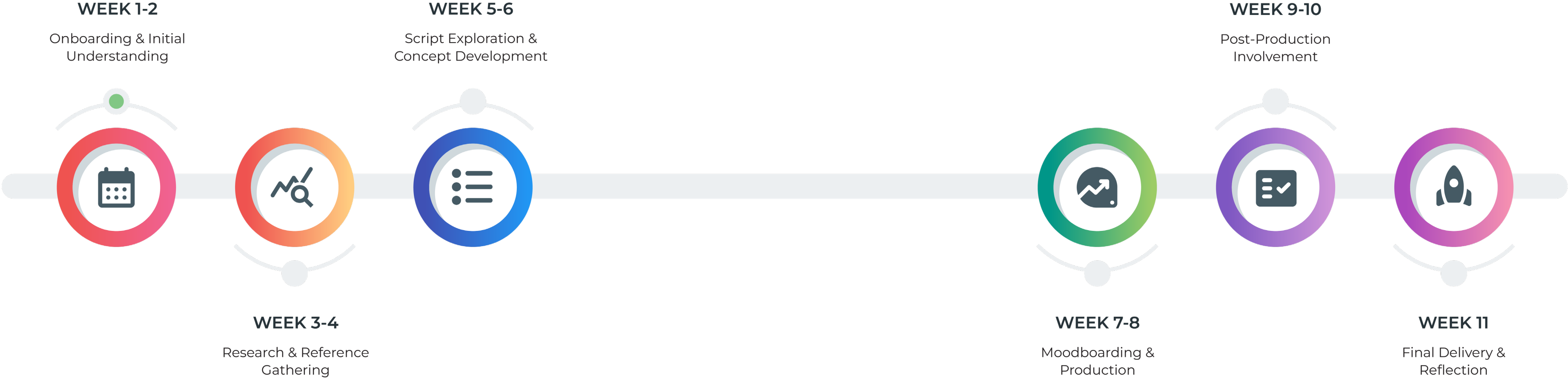


HMM - Corporate Film 2024 (ENG)
https://www.youtube.com/watch?v=qWBeqQR52L4&ab_channel=HMM.official



Adani Cement Corporate Material
Internal Investor’s presentation

Timeline



Script

As someone still new to the industry, working on the script was both a challenging and rewarding process. I began by examining past scripts from other Dreamcatchers projects to understand formatting, language tone, and content organization. Then, I attempted my own version of the script based on my understanding of the brief and research. This exercise taught me the importance of clarity, tone, and business alignment in written communication for professional films.

While I’m not entirely sure if my version had real potential, the process made me realize that scripting might not be my strongest area — and that’s okay. It helped me understand where my strengths lie and gave me clarity about the kind of roles I feel more confident and excited to grow in.



Adani is the market leader, thereby supporting our cost reduction strategy. Adani Group's existing presence in power, access to coal, and ports has allowed us to derive key advantages in the business. These synergies have enabled us to achieve economies of scale, improve logistics efficiency, and ensure a steady supply of raw materials. We have in place an accelerated Capex Program through internal accruals, wherein Group Synergies act as a key enabler of growth."

"We have committed an investment of Rs 10,000 crore in Green Power to enhance its share to 60% by FY'28. AFR % to improve to ~ 3% by FY'28 from ~ 12% at present. We are securing our fuel supply through captive coal mines and using the most efficient and sustainable methods of production, to ensure that we remain well-poised through our growth strategy. With the target of improving share of Captive Coal from ~15% to ~22%, we have acquired 4 Coal blocks in the last 15 months, replacing domestic and imported coal. Our plan is to have coal blocks covering 140% of our coal requirement by FY'33. By maintaining harmony with nature, we are ensuring a steady supply of raw materials while minimising our environmental impact."

Green Po
Investme

Moodboard

The moodboard played a key role in aligning our creative vision for the film. It included visual references for camera angles, lighting conditions, color palettes, framing styles, and even model references for the talent used in shots. As a team, we reviewed and finalized the moodboard before the shoot began to ensure that everyone—from the Director of Photography to the art assistants—was working toward a unified aesthetic. It served as a visual blueprint that helped translate abstract ideas into real, shootable frames. Being part of the moodboard process also trained my eye to think visually and conceptually, enhancing my understanding of production design and storytelling through visuals.

While creating the moodboard, my goal was to capture three key visual directions. First, selecting frames of workers in action or interacting with machinery to bring a human element and highlight on-ground efficiency. Second, I focused on wide-angle shots of infrastructure to communicate the scale and strength of Adani's operations. Lastly, I included work areas like control rooms and transport yards to reflect the technical systems behind the business. Together, these visuals — people, scale, and systems — represent the essence of a cost-optimised, well-run enterprise.



A first-person perspective shot of a person sitting on the floor. They are wearing a red dress with a white floral pattern and blue jeans. Their hands are holding a black walkie-talkie. A clear plastic pass holder is clipped to their waist, containing a red 'ENTRY PASS' and a white 'CREW' pass from 'dreamcatcher-tv'. A black bag is next to them. The floor has yellow and white geometric patterns.

Production

During the production phase, my role as an Assistant Director became even more hands-on. I helped manage on-ground logistics, tracked the call sheet, and ensured that scenes were shot as per the planned schedule. I assisted the Director and DOP by coordinating crew movements, ensuring that props and camera setups were ready on time, and resolving unexpected challenges on set. These included weather changes, equipment handling issues, and location management. This role taught me the importance of presence, quick thinking, and calm decision-making in a high-pressure environment. It was incredibly fulfilling to see the planned visuals come to life on set through coordinated teamwork.

Shoot Details and Snapshots

The shoot was divided across two main locations—Adani’s Ahmedabad office and their Ambujanagar plant. The shoot spanned three days in total, with one day in Ahmedabad capturing strategic meetings and two days in Ambujanagar focusing on operational areas like the control room, energy systems, and heavy equipment in action. We used a mix of static and dynamic camera setups, including gimbal movements for dynamic transitions. This shoot was my first time witnessing and participating in a large-scale industrial film shoot. From managing site permissions to assisting in shoot coordination, the experience allowed me to understand the complexities involved in executing a multi-location production.



During the shoot, I helped prioritise the shot sequence whenever we faced challenges like lighting changes, crowd interruptions, or access restrictions. I coordinated with the Director and all other departments to decide which shots could be moved or skipped temporarily, helping us manage time without affecting overall coverage.



Post Production

Once the filming was complete, my role shifted to post-production, where I coordinated between the editor, internal team, and client. I maintained and updated the edit logs, tracked feedback from each review cycle, and ensured timely revisions. This helped the team stay on schedule and ensured the client's evolving expectations were met with precision. I was also encouraged to create basic visual assets, allowing me to experiment with motion graphics. Through this phase, I learned how crucial project management and communication are in ensuring the smooth finalization of a professional film.

Graphics

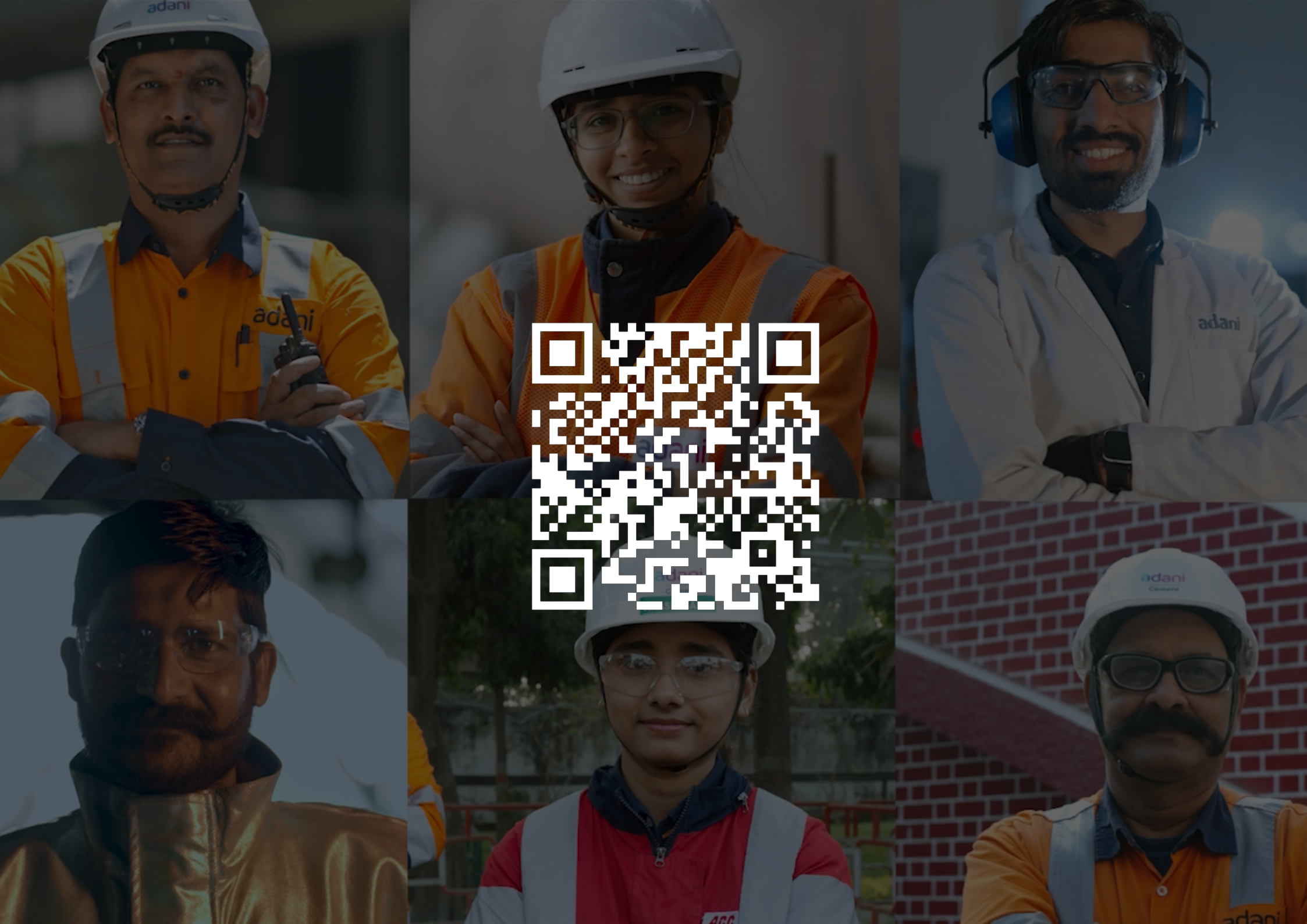
As part of my contribution to post-production, I worked on designing few graphics for the film using Adobe After Effects. These graphics explained complex concepts such as group synergy or logistics efficiency in a simplified, animated format. I made sure that the style matched the overall tone of the film—clean, subtle, and corporate. The integration of my graphics in the final version gave me confidence in my ability to contribute meaningfully even in technical areas. This experience was an important milestone in improving my post-production skills and my understanding of motion storytelling.

Also, since multiple Adani films were being edited simultaneously, it often became difficult to coordinate with the editors and get the work done for my film. To avoid delays and make productive use of the waiting time, I decided to create some of the required graphics myself. This not only helped us move faster but also allowed me to put my editing skills into practice.



Final Film

The final corporate film was a polished and professionally executed piece that adhered strictly to the client’s brief. It blended real-life footage, animated visuals, and voice-over narration to present Adani Cement’s cost optimisation strategies in a clear and credible way. Due to the confidentiality agreement, certain segments were watermarked or blurred, which limited public sharing. Nonetheless, the film served its purpose effectively, earning positive feedback from the internal stakeholders. For me, seeing the final output was an immensely satisfying moment and reinforced my interest in pursuing filmmaking as a serious career path.



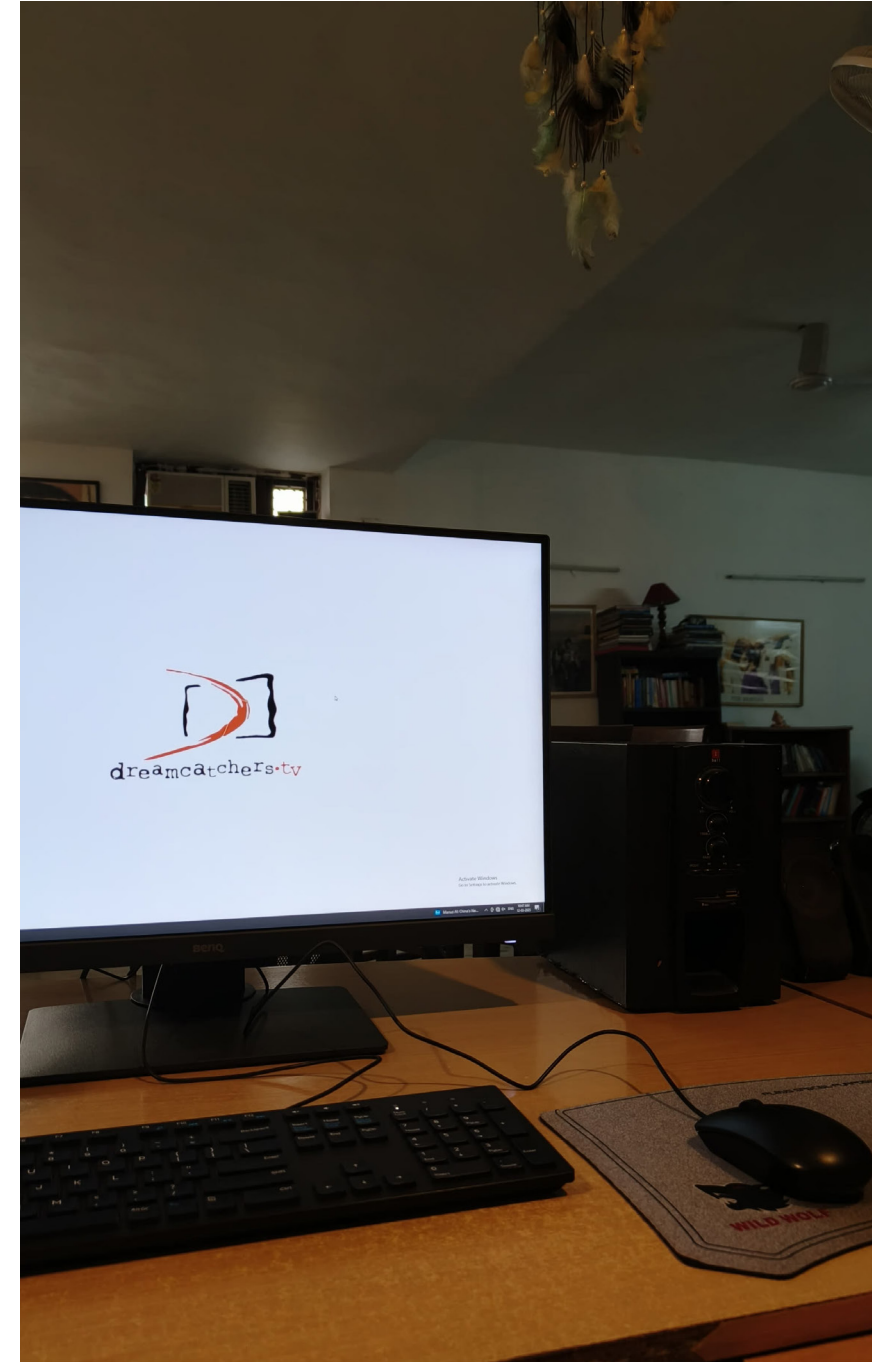
Reflection

The project taught me that the success of any film lies in the small details—be it planning, timing, scripting, or technical coordination. I learned to handle stress, adapt to last-minute changes, and support the team in finding creative solutions. One of the major challenges was dealing with continuous edits and shifting client inputs, especially when they affected the script or edit flow. I reflected on the importance of listening, problem-solving, and balancing creativity with client demands. This journey made me more confident, grounded, and aware of what it takes to deliver under pressure in a real production setup.



Gratitude

I am deeply thankful to Bala Sir and the team at Dreamcatchers Films Pvt. Ltd. for offering me this opportunity and mentoring me throughout the process. Their guidance, patience, and trust made this experience both enriching and inspiring. I would also like to thank my faculty members at JK Lakshmipat University for their academic and moral support. A special thanks to my peers who were always willing to listen, help, and give constructive feedback. This journey wouldn't have been possible without the combined efforts of everyone who believed in me and encouraged my growth.



Conclusion

Concluding this Graduation Project, I can confidently say that this experience was one of the most transformative periods of my academic life. It tested my creativity, commitment, patience, and ability to work under pressure. Being part of a professional team for a project as large-scale and confidential as the Adani Group’s corporate film taught me the practical nuances of filmmaking that no classroom could simulate. From pre-production brainstorming and scripting to managing real-time challenges on shoot locations and navigating client feedback in post-production — each stage was a learning curve that contributed to both my skill set and personal growth. I stepped into this project with curiosity and cautious excitement, and I walk out of it with a clearer understanding of what it takes to work in the real-world film industry. This experience has not only refined my technical and communication skills but has also reaffirmed my passion for visual storytelling. I am truly grateful for this opportunity, and I look forward to carrying these learnings forward into the next chapter of my creative journey.

Bibliography

Corporate Film References

- UltraTech Cement Brand Film
- JSW Cement Corporate Video
- Shree Cement Facility Walkthrough

Design & Editing Tools

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator

Mentor Consultations

- Prof. A. Balasubramaniam – Faculty Mentor, JK Lakshmipat University
- Mr. Deodat Kumar – Senior Motion Graphics Editor, Dreamcatchers Films Pvt. Ltd.
- Mr. Puneet Gautam – Industry Mentor, Dreamcatchers Films Pvt. Ltd.

AI Support

- OpenAI ChatGPT – For research assistance, documentation structuring, and language refinement..

Brand Resources (Internal & Public)

- Adani Group Corporate Material (Internal)

Next Module

While this document captured my core journey as an Assistant Director on the Adani investor’s film, the work didn’t stop there. In the next module, you will find a curated collection of projects I undertook beyond my Graduation Project as Junior Editor at Dreamcatchers Films Pvt Ltd. These works, handled before and after the main project, gave me deeper exposure to the real-world creative industry, strengthening my post-production skills. From collaborating on shoots with global icons to editing for dynamic brands, the next volume offers a closer look into my continued learning, adaptability, and passion for design and filmmaking.





As the final year graduation project completed by Khushi Goyal, a Communication Design student from JK Lakshmipat University, Jaipur, this book binds the record of work and learnings done over the course of four months with Dreamcatcher Film Pvt Ltd, a production house based in Gurgaon.