



Bio Profile : Mr. SushilKumar Agrawal,A Visionary Par Excellence....

Mr. Sushilkumar Agrawal, a first generation entrepreneur is the CEO of **Ultra Media & Entertainment Private Ltd**, earlier popularly known as Ultra Video or Ultra Distributors. A professionally managed Entertainment Conglomerate, Ultra currently provides end to end solutions for the Films & Television Industry globally. An MSC post-graduate, he started his career way back in 1979 by setting up a chemical factory manufacturing Agro chemicals.

Being technology driven with constant quest for excellence and a pioneering attitude, made him aware of the tremendous opportunity the entertainment electronics industry offered at that time.

In 1983 he started a VHS - video cassette manufacturing facility with an initial investment of Rs 1 million. The industry at that time was at nascent stages of its growth, with the major share of the market being controlled by the unorganized sector where software piracy was rampant. Mr. Agrawal with his marketing and brand building acumen, soon made Ultra an household name in India and abroad where it sold Video Cassettes of films.

Sushilkumar's big breakthrough came when in 1989 he bagged the video cassette rights of 'Maine Pyar Kiya' which he strategically marketed globally. It ended becoming a huge cult success and a case study in the Hindi films video and music cassettes industry. During this time he also continued acquiring the rights of classic old and new films and started building an enviable catalogue for the Company

Later, in 1993 he ventured into yet another prosperous field of entertainment electronics of acquiring music rights and marketing of audio cassettes and successfully launched its music division "Ultra Series", It soon became a familiar name in India and abroad where it marketed the Audio and Video cassettes of new and old films. After he obtained a firm grip on the Video & Music trade, he diversified into acquiring Cable TV rights from all over India & Nepal.

With a strong belief that "Every successful business should have a well-defined vision", Mr. Agrawal from the very beginning always incorporated new technologies in his business. Post the launch of video and music cassettes, he diversified into providing various contents in VCD's & DVD's. In fact he was the first to introduce the Film VCD technology in India. He also was the pioneer to launch the encoding and authoring of VCD & MPEG technology in India.

There was no looking back from then. Step by step and year after year, He made the brand "Ultra" a prominent name with active interest in various fields of entertainment globally. This success is a story of dedication, business acumen & an in-depth understanding of the market and its dynamics.

Today with more than 30 years of experience, Ultra Media & Entertainment Group enjoys an enviable position and has secured a prominent place in the industry.

Currently Ultra pioneers in the business of Copyrights Acquisition & Distribution of various media rights of Indian & International films, Television Programs, Animation & other content in various genres &

languages. They distribute this in various existing Physical, Non Physical and emerging formats in overseas countries. It currently has a prestigious and a valuable library consists of over 1500 titles comprising of blockbuster Indian Films, Television serials and other contents.

True to its positioning as an end to end service provider. Ultra also has Ultra Digital Studio Pvt Ltd : An In house, state of the art, post production studio with the latest indigenous equipment and technology providing end to end solutions for various content from across the globe under one roof

Ultra also has in the past has produced and & distributed 17 feature films in various languages. and currently have various projects in different stages of developments for Production, Co Production & Strategic Partnership

In fact, Mr Sushilkumar Agrawal has been a Prominent Speaker in various Industry Forums and Conventions, wherein he has addressed various aspects of the film industry like:

- Indian Content in the Overseas Markets – The Current & Future Trends
- Potential of small budget films : The various marketing & distribution strategy for its optimal reach
- Content Restoration – The art and commerce of retaining the old heritage etc

Mr Agrawal also had been personally representing the company in various prestigious national and international film festivals & markets globally, wherein the company had been an active participant as speakers, delegates and exhibitors. Under the supervision of Mr Agrawal there have been various International projects that Ultra has bagged as the Indian turnkey service and Content partner.

Few of the prominent Festivals & Markets attended and represented by Mr. Agrawal & Ultra are :

- Cannes Film Festival
- American Film Market – Los Angeles
- International Film Festival Of India
- American Film Market : USA
- Beijing Film Festival - Beijing
- World Content Market : Moscow
- European Film Market – Berlin
- MIPTV - Cannes
- MIPCOM- Cannes
- HongKong Film Market – Hongkong and many more

In 2016, Sushilkumar Agrawal with an objective of reintroducing the joy and fun of coins, currency notes & stamps collection to the modern world and its youth, launched : www.mintageworld.com. It is the world's first online Numismatics (coins), Notaphily (currency notes) & Philately (stamps) museum. It was launched by Hon. Shri Devendra Fadnavis. Chief Minister of Maharashtra, India.

It's an effective platform to educate the contemporary India and the world about their rich historical heritage, tradition & culture. This online museum imparts rare information such as detailed catalogue of stamps, coins and currency notes all under one roof. The sole vision behind this initiative was to provide a single point of access to seek and share information and knowledge of these three fields along with its global updates to everyone. Currently visitors can get a detailed & catalogued information and a virtual access to more than 1,25,500 Coins, 7300 stamps & 3000 Currency Notes from India and world wide

Mr.Sushilkumar Agrawal, is also the President of "Indian Council of IMPEX For Films and TV Programmers.' Director of 'The Indian Performing Right Society Ltd' & Council Member of The Film & Television Producers Guild of India Ltd.

Mr Agrawal is an avid Sports enthusiast and had been a keen Badminton, Table tennis & Chess player since his school days. He has won many accolades in Sports at the District, Intercollegiate & University

levels. In his spare time he watches films, reads & enjoys travelling. He also is an ardent stamp collector from all over the world.

Currently he is 62 years old and lives with his wife and have three Children's.....