

THE PROPOSAL



Full length Urdu feature film



An astronaut in an orange spacesuit is floating in space, holding a device that emits a spray of particles. The background features a vibrant blue and white spiral galaxy and the curved horizon of Earth.

WHO

WE

ARE





INTRO



Sky Pictures is an Australian based production house established in 2008 by Hassan Bajwa and Adam Lynch. Ever since, Sky Pictures has produced several short films and music videos along with providing their services to feature films in Australia, Vietnam and Africa. Over the years Sky Pictures has won several awards at the short film festivals around the globe for screen play, production, editing and cinematography. Our team has always aimed and focused towards producing feature films that could be screened in commercial and festival environment.

All of our creative works are meant for public screenings with the goal to make a name for ourselves as innovative and creative productions with great ideas and passion for film. We believe in producing films efficiently & economically. In the past decade Sky Pictures have grown leaps and bounds and we are looking for partnerships with people who appreciate and want to support independent filmmaking. At Sky Pictures we are fundamentally focus on establishing enduring relationships with our production partners, investor and the audience. We believe that we can provide great opportunity for those who wants to get involved and plays significant role in the rise of Pakistan film industry.

TEAM



Hassan Bajwa

Director | writer

In 2006 Hassan moved to Australia to study Media Production as he always wanted to make films and aspired to equip himself with the relevant knowledge and skills. He always aimed at making meaningful and high concept films. In 2008 Hassan Bajwa established 'Sky Pictures' along with Adam Lynch after winning Best Director and Best Producer Awards at National Museum of Australia for their short film. Since then Sky Pictures has been producing music videos for Australian artist and short film for film festivals around the globe. Over the years Hassan has collaborated with different filmmakers around Australia and have worked on some remarkable productions which resulted winning awards at the film festivals including Best Director, Best Screenplay, Best Cinematography and Best Editing.

After directing several music videos, short films working for Australian feature film Hassan is now confident in his skills and passion to direct a feature film. Hassan has written two feature film scripts for Pakistan market keeping in mind the audience and its sensitivities. Both of the scripts reflect Hassan's passion and patriotism towards Pakistan by highlighting social and cultural issues in an entertaining manner. Hassan has a keen eye for social issues and how to convey the message to masses in a subtle way. Being a writer and director, Hassan will have a good command on the script and characters while telling the story, which is essential for a successful film. Hassan's passion and dedication for film making has always been recognised and plays an important role to make his projects stand out.

Hassan's recent short film 'Centerpiece' which got into top 20 films of Trop Fest (Worlds Largest Shift Film Festival) can be watched at the following private link:

<https://vimeo.com/155253341>

Password: CSF2016

Further portfolio can be provided if required.





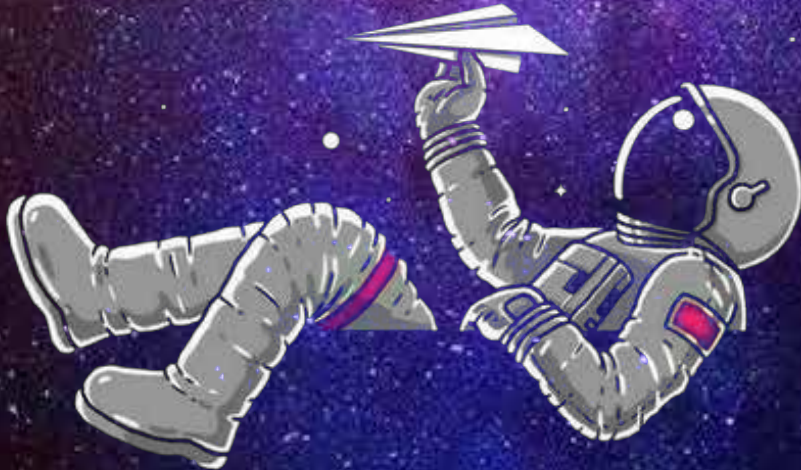
Adam Lynch cinematographer

Adam is an accomplished Director of Photography (DOP) with an exceptional work experience in films. Growing up in Canberra, Adam spent his days photographing the charismatic city and surrounding backdrops, eventually turning his eye towards the moving image and embracing the art of cinematography.

A graduate of distinguished Australian, Film, Television and Radio school (AFTRS), Adam has had a privilege to have worked on feature films, documentaries, commercials and music videos throughout Australia and abroad. In 2015 Adam was selected for canon sponsorship to attend cinematography Safari in the Mashatu Reserve, Botswana. His work has won him a gold ACS Award at the 2016 Australian Cinematography Society Awards.

Adam has worked as DOP in several music videos, short films and feature films in the past five years in both local and international productions.

His work can be seen at his website <https://www.adamlynchcine.com>



Janine kaiser

Producer

Janine Kaiser, is a Melbourne based Producer and the founder of Kaiserin Films. Janine, was born in Berlin where she found her passion for filmmaking and became an Australian citizen in 2015.

Janine co-produced her first feature film in 2014 which received national distribution through Titan View. She completed the AFTRS OPEN short course "Drama Production Management" in 2015 and relocated to Melbourne in 2016 where she graduated from Swinburne University with a Bachelor in Film and Television minoring in Finance in 2017. Janine was also awarded with the Film Victoria Best Producer Award for her graduate film St Bernie.

Janine developed her producing skills by fulfilling a range of roles at Screen Canberra, WildBear Entertainment, CAAMA, Madman Entertainment and currently strengthens her skills as TV Producer at Clemenger BBDO Melbourne in the fast paced advertising industry. Janine, continues to produce her own creative projects including narrative short films that have been accepted into internationally acclaimed competitions such as the Montreal World Film Festival.



Rabiyya Ijaz

writer | production manager

Rabiyya Ijaz is a graduate in Digital Film Production from National College of Arts, Lahore. She is a very talented and creative Filmmaker & screenplay writer. Rabiyya has been writing & directing short films and producing music videos for several years now. She won an 2nd award in Nikon International Film Festival. She is hardworking and dedicated to develop creative content.

For the past 5 years she has been working on projects with different production houses across Pakistan while assisting at tv, Feature Films, writing and developing concepts for web series and music videos. Rabiyya is a team player who knows how to develop and manage a team to achieve desirable results with excellence, always keen to help and quick at providing solutions.

Her pleasant personality combine with multi tasking skills makes her to be production manager more suitable.



TEAM



Fawad Awan Production Designer

Fawad Awan an experienced and established name of Pakistan media industry as an Art Director. He is a graduate of National College of Arts, Lahore in Visual Communication Design. He has experience of a decade, working with top advertising agencies and production houses of Pakistan. He has been managing his own team since 2015 and working on a freelance basis on projects like commercials, music videos and feature films.

Here are some links of his online work

Films:

<https://vimeo.com/fawadawan>

Advertising:

<https://www.behance.net/fawad>

Photography:

<http://www.pixoto.com/fawad.awan>

Contact Info

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ABOUT THE FILM

**COUNTERFEIT
DRUGS**

Yaarian is a thriller that revolves around the struggle of young medical students against counterfeit medicine industry of the country. Film aims to address a social issue of fake and expired medicines available in the open market, with the help of a story of three friends who get exposed to the dark world of counterfeit medicine industry.

Yaarian aims to create awareness and understanding amongst masses of how counterfeit medicine industry operates in Pakistan and how an individual needs to raise voice to protect the basic human right of having legit medications. The subject is wrapped and presented with a love story of three medical college friends that will keep audience engaged and entertained. The lead character are developed in a way that every single person of the society can relate to them and feel the joys and sorrows they are going through.

As it is important for this film to give a social message, it is also been considered that the film addresses all the commercial elements of commercial film. Yaarian starts off with a light and funny mode but as it progresses it evolves itself into a serious and thriller mode. We aim to tell a story, which is relatable to every single member of the society, and address social issues that affects everyone.



SUBJECT

A story that revolves around friendship of three medical students and the struggle they had to face when exposed to the counterfeit medicine mafia of the country. The film beautifully highlights the tragedy and impact a common man bears in his life because of the fake medicine available in the open market. We aim to tell a story, which is relatable to every single member of the society, and address social issue, which affects everyone.

**COUNTERFEIT
DRUGS**



YAFRIAN

CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

A film by Hassan Bajwa



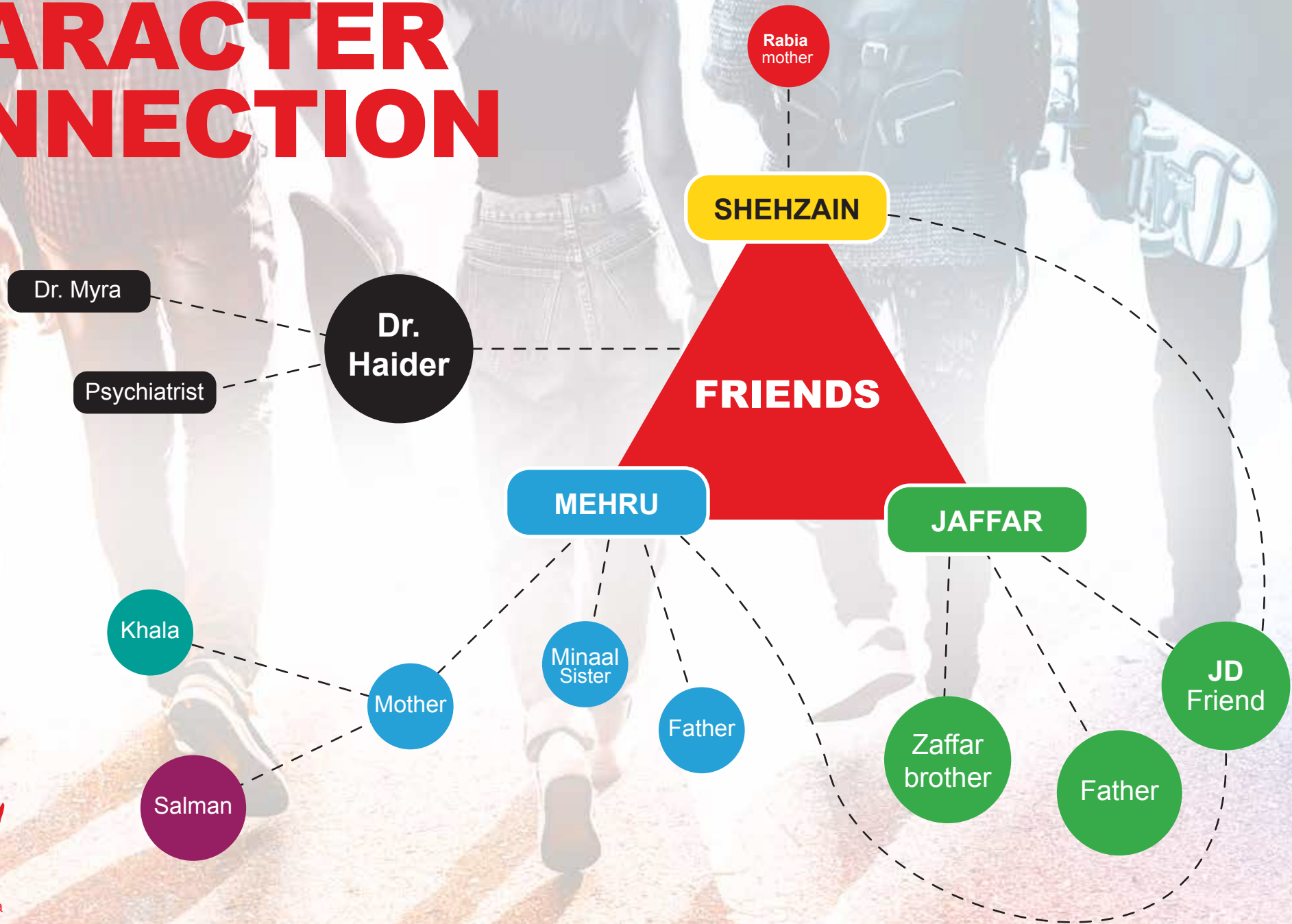
SYNOPSIS

Jaffers battle against counterfeit medicine in the wake of losing his father and brother like friend has lead him to an excursion where he reveals some bothering truth of the society and some individual figures as his assurance is believed to be threatening by the power-house of the country.

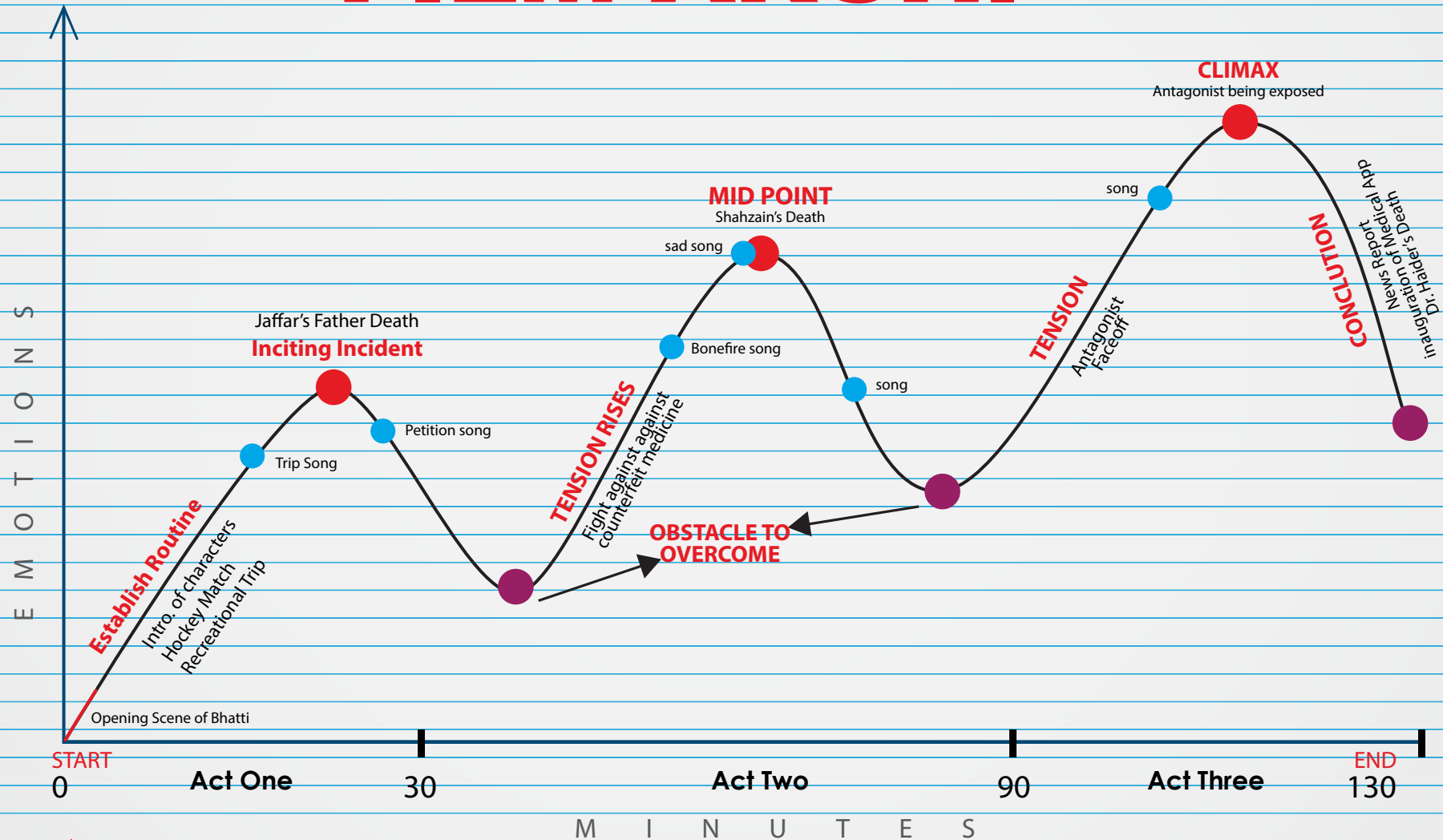
YAAARIAN
A film by Hassan Bajwa



CHARACTER CONNECTION



FILM ARCH.



USP of YAARIAN

Following are the Unique Selling Points that will be highlighted in the marketing, promotions, poster, teaser and trailer of the film in order to make it stand from other films.

- The film highlights the patriotism that is present in the youth of the nation.
- Film highlights the subject of counterfeit medicine industry as the backdrop of the film
- The story addresses the need to serving humanity and standing for the right cause.
- Filming a petition rally to register their protest against counterfeit medicine industry.
- Film uses effectively shows the role of electronic media in exposing the counterfeit medicine industry of the country
- Antagonist, Dr Haider characters is one of the most unique characters with an outstanding character development
- Film begins with a match, aiming to revive attachment towards the national game that our nation had once.
- A Medicine identifying application is introduced in the film that can help masses to identify the legit medications.
- Film has some unique and powerful dialogues that people can relate to and they support the narrative to pass on the message in a powerful way.



CHARACTER SKETCHES

(All actors pictures are for reference Only)



JAFFAR

Name: Jaffar | **Age:** 24

Character: Friend - Lead Protagonist

Profession: Final Year Medical Student

A 24 years old medical student who lives with his ill father, has an elder brother who lives in Australia and mother passed away when he was young. He is very close to Shahzain, Mehru and JD as friends. Shahzain is like his brother and considers Shahzain mother like his own. His attitude towards life is extremely laid back and carefree. But an obvious change comes into his personality when Shahzains dies mysteriously. Now his goal is to find out the truth behind Shahzains death and standing up for all the values that Shahzain stood for but Jaffer never believed in.



SHAHZAIN

Name: **Shahzain** | Age: **24**

Character: **Friend - Lead Protagonist**

Profession: **Final Year Medical Student**

A 24 years old medical student who lives with his mother and father embraced Shahadat in Kargal. He is very passionate about community work and strongly believes in playing his part in the betterment of the society. He is considered to be kind heated, loving and patriotic.

He loves Mehru and aims to marry her. The love between Shahzain and Mehru is been admired by everyone at the college. He gets exposed to the counterfeit medicine industry by chance and when he tries to expose the truth he gets murdered. His death changes the mood and direction of the story.



MEHRU

Name: Mehru | **Age:** 24

Character: Friend - Lead Protagonist

Profession: Final Year Medical Student

24 years old medical student who live with her parents and younger sister. A very social and kind hearted girl who is known for her positive attitude. Deeply in love with Shahzain and aims to marry him. She admires Shahzain for his strong values and kind heartedness.

Her world shatters when Shahzain mysteriously dies. She is not one the same fun loving girl she used to be. Because of Jaffer she is able to get out of the shock and joins the effort to disclose the reason behind Shahzains death. She notices the change in Jaffers attitude as he has adopted all those values that Shahzain stood for. She slowly falls in love with Jaffer as she admires the efforts Jaffer is making to get justice for Shahzain.



JD

Name: JD | **Age:** 28

Character: Friend

Profession: Final Year Medical Student



28 years old medical student who is has been deliberately failing in final year as he and does not want to leave medical college. His father's wealth and his non-serious attitude is stopping him to step into practical work and face life. He is very intelligent but prefers to be non-serious about life. He likes to grab fun out of any moment or situation given in life. His friendship plays an important role in uniting all friends in seek of truth behind Shahzains death.



DR. HAIDER

Name: Dr. Haider | **Age:** 55

Character: Antagonist

Profession: Medicine manufacturer – Humanitarian

A 55 years old business man who is well respected and reputed for his humanitarian activities across the country. He is one of the leading medicine producers in the country and regularly funds medical colleges for their researches. Dr Haider's medical camps for remote areas are very popular amongst medical students across the country and students feel privileged to be part of Dr Haider's medical camps. His efforts towards medical sciences are internationally recognised and appreciated. He is the most influential figure in the industry.

But no one knows that there is a sick and evil person hiding behind this prestigious image. Dr Haider is the biggest producer of counterfeit medicine in the country. At his medical camps he tests medicines from foreign pharmaceutical companies which are yet to be introduced to the open market. He is responsible for thousands of deaths. His take on poverty is "the only solution to end poverty is to end poor"



DR. MYRA

Name: Dr. Myra | **Age:** 30
Character: Dr. Haider's Assistant
Profession: Doctor

30 years old doctor who has been Dr Haider's assistant for 3 years. She looks after all the business affairs of Dr Haider including conducting medical camps at remote locations. She is the one who selects the students from medical colleges to take part in camps. She has a crush on JD and gets little close to JD during the camp.

Dr Myra knows ins and outs of Dr Haider's counterfeit medicine business and is very much aware of that Dr Haider uses medical camps to test foreign medications. When she witnesses Dr Haider brutally murdering Shahzain, she gets scared for her own safety and disappears. Because of JD she comes out from hiding and plays an important role against Dr Haider by being a key witness.

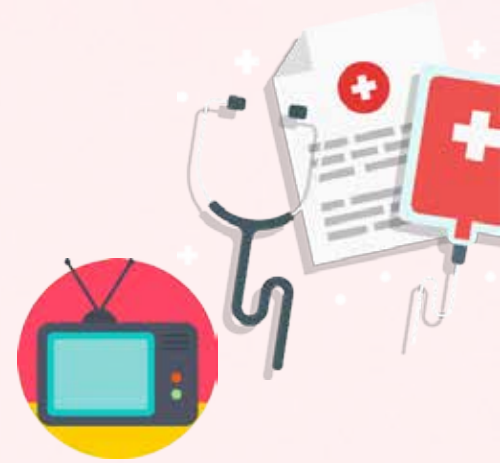


SALMAN

Name: Salman | **Age:** 32

Character: Cousin of Mehru

Profession: Investigative Journalist



A 32 years old investigative journalist who is one of the leading anchor of the county. He is very popular amongst masses for his professionalism and standing for the rights of people. He is someone with high moral values and intelligent enough to see foresee what other tend to neglect. He hosts a popular talk in the leading television channel of the country.

He is also a cousin of Mehru. After Shahzains death Mehru and Jaffers seeks Slamans help to investigate into Shahzain mysterious death. Salman plays an important role in figuring out truth behind Shahzains death. Salamans mother wants him to marry Mehru and for the sake of his mother he explores and pursues the option to marry Mehru.



MINAAL

Name: Minaal | **Age:** 22

Character: Younger Sister of Mehru

Profession: Journalism Student

22 years old journalism student and younger sister of Mehru. She has a lively and passionate personality. She has a typical younger sister relationship with Mehru with arguments and nagging but loves Mehru and looks up to her for her values.

Minaal is always there for Mehru's tough times, specially when Mehru is shattered with after losing Shahzain. She also plays her part in making Mehru to consider Jaffer as a life partner after Shahzain is gone. She joins Salman and his team for her journalism internship and plays a vital role in exposing Dr Haiders reality.





RABIA

Name: Rabia | **Age:** 22

Character: Shahzain's Mother

Profession: Retired School Teacher

Rabia is Shahzain's mother who is a widow and retired school teacher. Her husband was in Pakistan army who embraced shahadat in Kargil war when Shahzain was very young. She always took pride in her husband's sacrifice and worked hard to raise Shahzain with high moral values. She always made sure that Shahzain understands what's right and what's wrong in life and always be courageous to stand up for the truth. She is popular amongst Shahzain's friends as she always treated them like her own children. After Shahzain's death she was shattered but displayed a strong character with patience and courage. She becomes a symbol of strength for Jaffer and Mehru after Shahzain's death.



MOOD BOARD

YAAARIAN
A film by Hassan Bajwa

BHATTI
look & feel



COLLEGE

look & feel



HOCKEY

look & feel



TRIP
look & feel



MEDICAL CAMP

look & feel



FUNERAL

look & feel



PROTEST RALLY

look & feel



NEWS CHANEL

look & feel





- Age of rebuilding Pakistani Cinema
 - No more gaudy culture, Shift in audience type
 - Audience is willing to spend money on an overall package
 - Most popular genre: Romantic Comedy
- Diversed subjects are being welcomed in Pakistani cinema
More skilled & educated people are entering film industry
Political Stability in Pakistan

AGE
GROUP

**14+
YEARS**

TYPE

**Youth
Couples
Families**

HOBBIES

**Watching Tv
drammas &
movies**

AUDIENCE PROFILE

INCOME

**Rs.40K/month
Average**

CLASS

**Lower-upper
middle class
and above**

EDUCATION

Matric +

HIGHEST GROSS FILMS OF PAKISTAN



Jawani Phir Nahi Ani 2
2h 45min | ADV-COM
Urdu | Aug. 2018

Budget: Rs. 18 crore

RS. **63+**
CRORE



Jawani Phir Nahi Ani 2
2h 45min | ROM-COM
Urdu - Punjabi | Aug. 2017

Budget: Rs. 14 crore

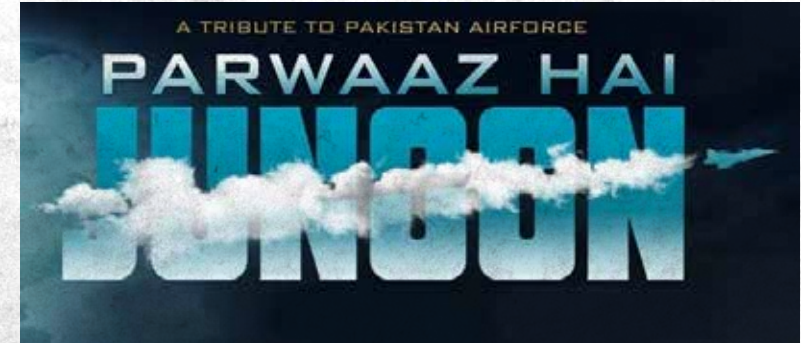
RS. **52+**
CRORE



Jawani Phir Nahi Ani
2h 36min | ADV-COM
Urdu | Sep. 2015

Budget: Rs. 8.5 crore

RS. **50+**
CRORE



Parwaaz hai Janoon
2h 45min | Action - Romance - War
Urdu | Aug. 2018

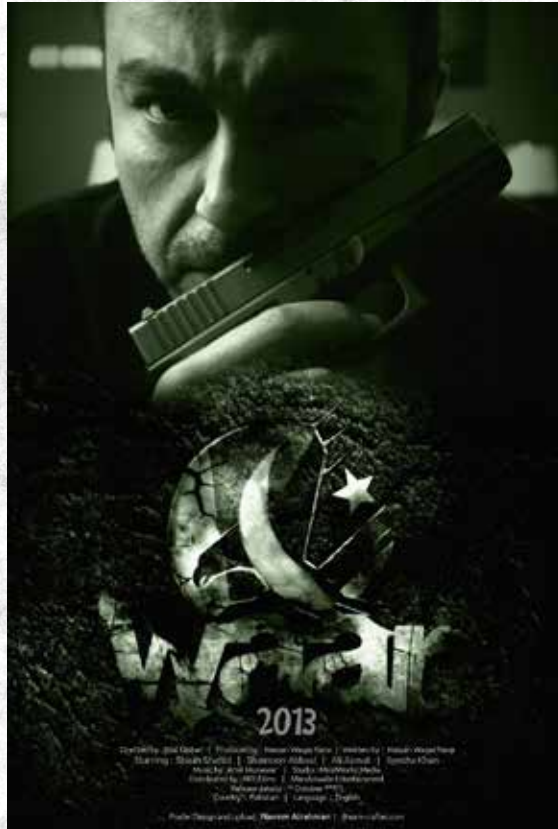
Budget: Rs.

RS. **41+**
CRORE

USP OF HIGHEST GROSS FILMS



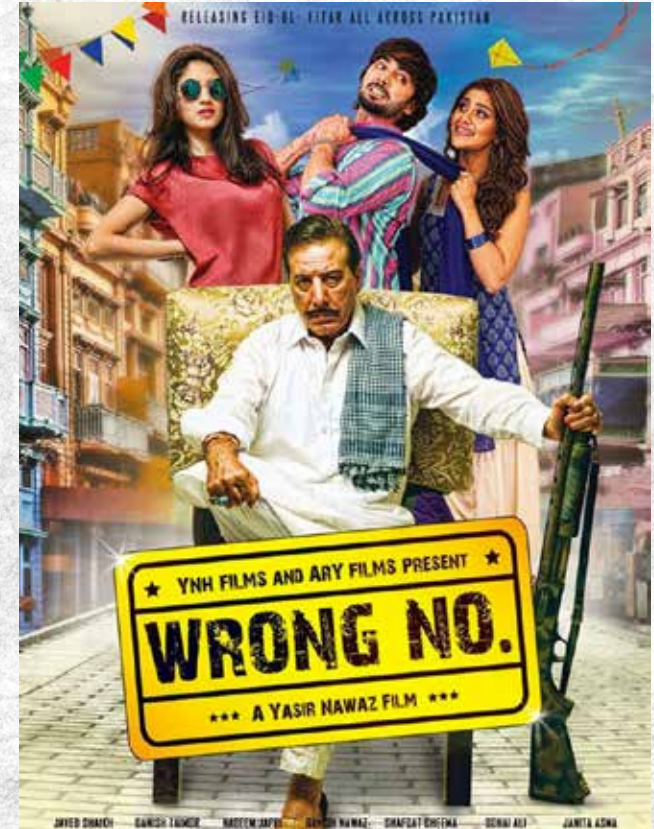
CAST | ACTION
BUDGET | LOCATIONS
CINEMATOGRAPHY



CAST | STORY
PATRIOTIC | VISUALS
PROMOTION | DIST.



CAST | STORY
ENT. PACKAGE
PROMOTION



STORY
CAST
COMEDY

USP OF HIGHEST GROSS FILMS



CAST | COMEDY
SEQUEL
LOCATIONS



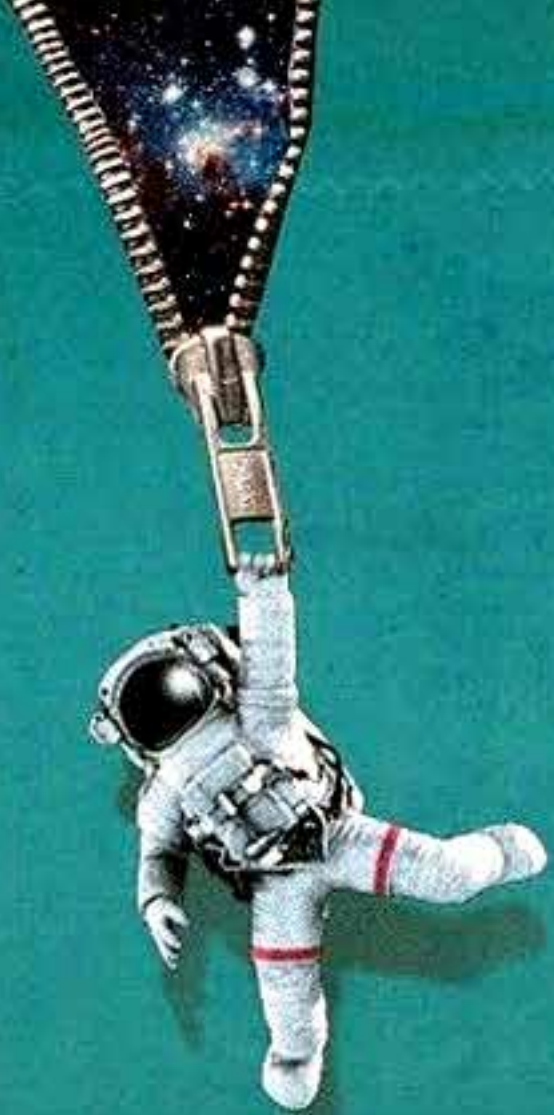
CAST | STORY
CINEMATOGRAPHY
PRODUCTION



CAST | STORY
ENT. PACKAGE
PROMOTION



STORY
PATRIOTIC
DISTRIBUTION



YAAARIAN

A film by Hassan Bajwa

BUSINESS PLAN

ON CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

BUDGET (ESTIMATE)

Acct #	Description	Total
1100	Story and Other Rights	2,500,000
1200	Producer	1,300,000
1300	Director	4,000,000
1400	Cast	19,760,000
1500	Travel and Living	3,000,000
1600	Miscellaneous	500,000
	TOTAL ABOVE-THE-LINE	31,060,000
2000	Production Staff	2,050,000
2100	Extra Talent	2,080,000
2200	Art Direction	3,900,000
2300	Set Construction	-
2400	Set Striking	-
2500	Set Operations	1,202,500
2600	Special Effects	150,000
2900	Men's Wardrobe	1,625,000
3000	Women's Wardrobe	1,202,500
3100	Makeup and Hairdressing	1,105,000
3200	Electrical, Rigging, and Operations	2,990,000
3300	Camera Operations	7,750,000
3400	Sound Operations	227,500
3500	Transportation	950,000
3600	Location	4,700,000

	TOTAL PRODUCTION PERIOD	29,932,500
5000	Editing	1,300,000
5100	Music	2,250,000
5200	Post Production Sound	650,000
5300	Post Production Film and Lab	-
5400	Main and End Titles	130,000
5900	Fringe Benefits	-
	TOTAL EDITING PERIOD	4,330,000
6500	Publicity	650,000
6800	General Overhead	510,000
7500	Fees, Charges, and Misc.	-
7900	Fringe Benefits	-
	TOTAL OTHER CHARGES	1,160,000
	TOTAL ABOVE-THE-LINE	31,060,000
	TOTAL BELOW-THE-LINE	35,422,500
	ABOVE AND BELOW-THE-LINE	66,482,500
	<i>Contingency</i>	3,324,125
	<i>Overhead</i>	-
	<i>Completion Bond</i>	2,094,199
	<u>GRAND TOTAL</u>	<u>71,900,824</u>

MARKETING PLAN (3 MONTHS BEFORE RELEASE)

TV



Teaser Promo

Trailer Promo

**Collaborations
with shows**

Cast Interviews

Song Promo

RADIO



Cast Interviews

Song Promo

ON GROUND



Press Conferences

**Cast Vists
malls etc.**

Road Shows

SOCIAL MEDIA



Facebook

Instagram

Youtube

Blogs

Twitter

PRINT



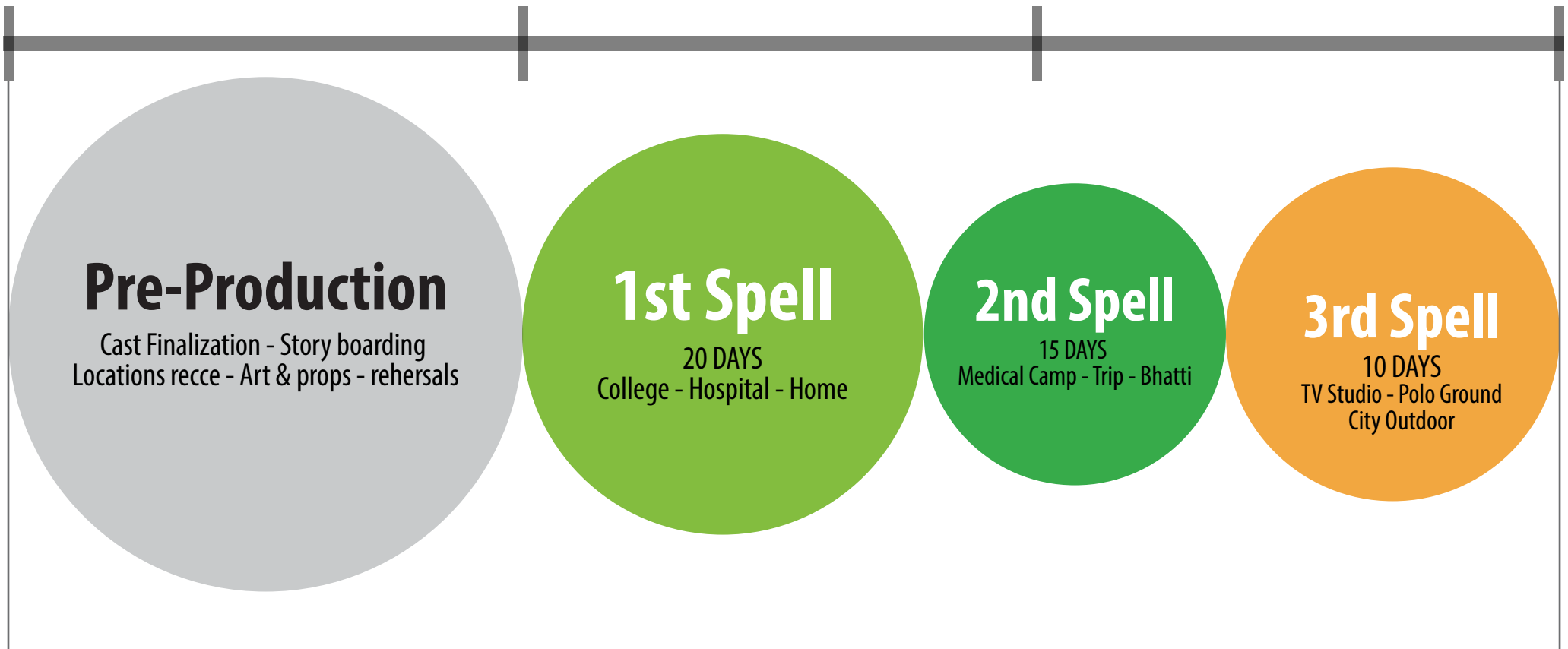
Newspappers

Magazines

Poster

Billboards

PROJECT TIMELINES



Pre-Production

Cast Finalization - Story boarding
Locations recce - Art & props - rehearsals

1st Spell

20 DAYS
College - Hospital - Home

2nd Spell

15 DAYS
Medical Camp - Trip - Bhatti

3rd Spell

10 DAYS
TV Studio - Polo Ground
City Outdoor



THANK YOU