

K I F A R A H

Every Story is Yours

KIFARAH

WHERE STORIES ARE NOT TOLD, THEY ARE FELT.

It is a canvas where ideas breathe, stories awaken, and brands discover their soul.

We believe every brand carries a heartbeat, a silent narrative waiting to be heard. At KIFARAH, we listen before we create. We observe before we design. Because true advertising is not noise; it is meaning shaped into motion. Born from the language of cinema and driven by the philosophy of storytelling, we craft visual experiences that transcend ordinary marketing. Our foundation is built by passionate filmmakers, visionary strategists, skilled technicians, and creative thinkers from the film industry — united by one purpose to turn imagination into impact.

We offer a wide spectrum of creative services — from compelling commercial advertisements and immersive brand films to music production, branding, and digital marketing. But beyond services, we offer perspective. We offer depth. We offer stories that linger. In a world crowded with content, we choose to create moments. In a market full of messages, we build meaning. Every frame we compose, every sound we design, every strategy we craft carries intention. Because we do not simply promote brands, we reveal their essence. KIFARAH is a collective of storytellers. We shape emotions into visuals. We transform ideas into experiences. We create narratives that move people — and when people move, brands rise. This is not just advertising. This is cinema with purpose. This is strategy with soul.

This is KIFARAH.



AJMAL
HASSAN

FOUNDER
PROJECT DESIGNER

Ajmal Hassan is a fitness enthusiast and performance coach working at the heart of the film industry, training, managing, and supporting talent both on and off set. Having worked on 40+ films, he has trained leading mainstream actors during demanding film schedules while also contributing to production management. With deep industry experience and discipline-driven expertise, he now plays an active role as part of Sharafudheen Productions, blending fitness, performance, and production insight into every project he touches.

Key Roles

- Fitness & Performance Coach – Trains mainstream actors across 40+ films, ensuring peak physical readiness during shoots.
- On-Set Support – Guides actors with structured fitness routines throughout film schedules.
- Production Management – Assists in coordinating shoot operations and execution.
- Pre & Post-Production – Contributes to planning, preparation, and project completion stages.
- Casting Support – Helps identify and evaluate talent for film projects.
- Sharafudheen Productions Team – Actively involved across multiple stages of filmmaking.



NISCHAL
VIJAI

CO-FOUNDER
DIRECTOR

Nischal Vijai is an Indian filmmaker, writer, and architect whose creative vision is rooted in the vibrant storytelling culture of South India. Predominantly working in the Malayalam film industry, he has carved a distinct space as a passionate visual craftsman.

Key Roles

- Associate Director – Brand commercials for Swayamvara, Josco Jewellers, featuring icons like Mohanlal, Shobhana
- Associate Director - Brand commercials for Urban Dominance
- Documentary Director - Heritage Temple in Rajasthan
- Cinematographer – Sponsored shoots in Jaipur for Urban Monkey Red Bull
- Assistant Director – “Janaki Jaane” (Movie - 2023), “The Pet Detective” (Movie - 2025)
- Associate Director – “Doore” (Music Album, Joy Productions)
- Assistant Director - Promotional Song - “Madhuvidhu” (Movie- 2026)
- Assistant Director – Music album “Kaathale” (Dir. Aniesh Upaasana)
- Associate Director – Sahya Tea Advertisement Film



J I J O
J O Y

CO-FOUNDER
CREATIVE DIRECTOR

Versatile, results-driven leader with 9+ years of senior management experience in the travel and tourism industry, along with executive-level experience as Line Producer of *The Pet Detective* (2025). Combines strong commercial strategy, operational excellence, financial discipline, and creative execution across both business and film production. Proven track record in driving sales growth, managing operations, leading teams, and delivering profitable results in the travel sector—while successfully overseeing budgeting, logistics, and production execution in the film industry.

Key Roles

- Line Producer - “The Pet Detective” (2025)
- Strategic thinking and long-term planning
- Strong financial oversight and cost control
- Cross-industry leadership adaptability
- High-level coordination between creative and operational teams
- Delivering results in both corporate and cinematic environments



SREEHARI
NARIKKATTIRI

FILMMAKER
CREATIVE HEAD

Sreehari is a versatile filmmaker and performer working across the Malayalam and Kannada film industries. He has contributed to many feature films in various capacities and brings a unique mix of directorial insight and on-screen presence.

Key Roles

- Assistant Director – The Pet Detective, Madhura Manohara Moham, O2, Kunjammini’s Hospital
- Chief Associate Director – A short film directed by one of the assistant directors of Alphonse Puthren (noted for Premam)
- Chief associate director - ‘Appuravum Ippuravum’ a shortfilm produced by Alphonse Puthren released under Bhavana studios.
- Associate Director -Upcoming highly anticipated Malayalam feature Jambi
- Associate Director – Brand commercial for Bobby Chemmanur International.
- Actor – O2 (Kannada film, produced by PRK Productions), Kunjammini’s Hospital,
- Assistant Director - add (a feature film directed by Jagan Shaji Kailas)
- Multiple short films, including one that won Best Short Film at a national-level short film festival.



FRANKLIN
SHAJI

DIRECTOR OF
PHOTOGRAPHY

Franklin is a seasoned cinematographer and photographer with a sharp eye for visual storytelling. With a strong foundation in cinematic craft, he has worked on many feature films. He has also helmed the camera for numerous short films, music videos, and brand commercials, delivering visually rich content across genres. Franklin’s commercial work includes projects for Snapdragon, Maison Asrar, and several premium resort chains – handling both cinematography and still photography. His strength lies in blending aesthetics with clarity, creating imagery that resonates.

Key Roles

- DOP – “Eravu” (Feature Film)
- Chief associate Cinematographer - “Athiradi” (2026)
- Associate Cinematographer – “The Pet Detective” (2025), and “Madhuvidhu” (2026)
- Assistant Cinematographer – “Varshangalkku Shesham” (2024), “Oru Jaathi Jathakam” (2025), “Archana 31 Not Out” (2022)



A F S A L
S H A

VISUAL
CONTENT STRATEGIST

Afsal is the visual storyteller behind the scenes — capturing moments, shaping content, and designing narratives. With a sharp understanding of social media patterns and digital storytelling, he manages behind-the-scenes (BTS) content and delivers high impact edits that connect with audiences. Afsal combines intuition with technical expertise to ensure that every frame — whether behind the scenes or on social media — tells a story with clarity and impact

Key Roles

- Creative Head & BTS Coordinator – The Pet Detective (2025)
- Content Manager - The Pet Detective (2025)
- Photographer – Formerly with Naaz Media, known for brand and fashion content
- Video Editor & Content Curator – Specializing in film montages, social media, campaigns, and brand reels
- Content creator for



NEETHU
PHILIP

FILMMAKER -
CONTENT WRITER

Neethu Philip brings a dynamic blend of storytelling and communication to her work in cinema. She has worked as an Assistant Director on prominent Malayalam films and advertising shoots, contributing to the creative and technical execution of projects on set. Before stepping into filmmaking, Neethu spent seven years as an English teacher in India and the UAE, an experience that shaped her clarity in communication, discipline, and leadership. She also worked as a Radio Jockey for three years, honing her voice, spontaneity, and connection with audiences, and later expanded her creative skills as a content writer. This diverse background across education, media, and storytelling continues to influence her perspective and approach within the film industry.

Key Roles

- Director's Assistant to Amal Neerad in Bougainvillea (2024)
- Associate Director - I am Game from production house of Wayfarer Films (2026)
- Assistant Director - Bethlehem Kudumba Unit from production house of Bhavana Studios (2026)
- Assistant Director - The Pet Detective (2025)
- Assistant Director - Ad film shoot featuring Sunil Shetty
- English Faculty with 7 years of professional teaching experience across India and the UAE
- She also worked as a Radio Jockey for three years
- Scriptwriter for advertisements at Wowmakers



EMAN
SIDDIQ

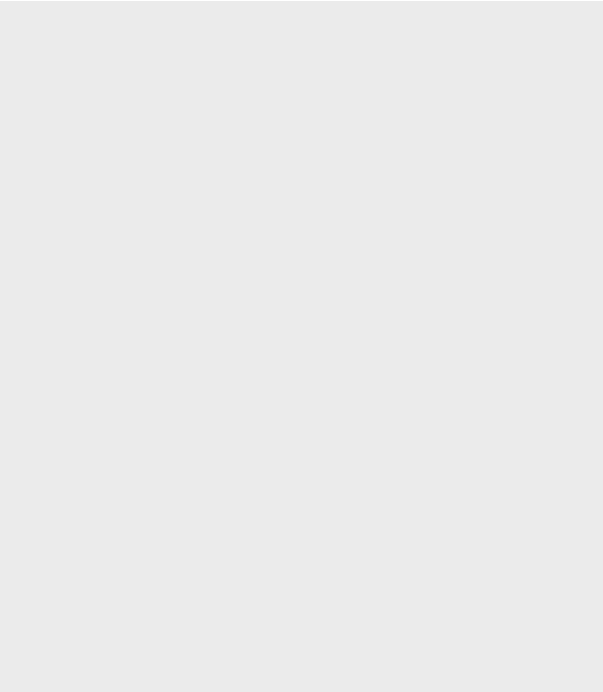
FILMMAKER
SOCIAL MEDIA STRATEGIST

Eman Siddiq is an emerging audio-visual storyteller with an MA in Mass Communication (Audio Visual) from the Symbiosis Institute of Media and Communication and a Sociology background from the Manipal Centre for Humanities. She has worked as an Assistant Director on projects including the Malayalam feature *Pet Detective* and the PSBT-grant documentary *We Are Not What We See*. With experience across direction, scripting, acting, and post-production, she also creates branded digital content and works as a creative consultant.

Key Roles

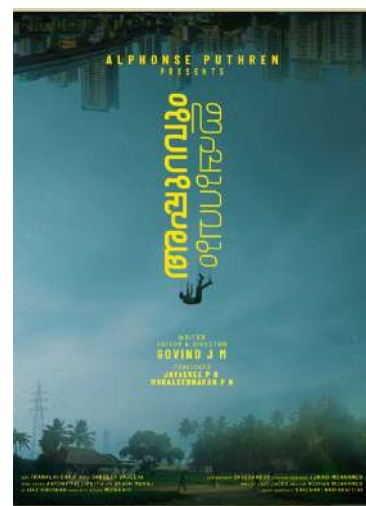
- Assistant Director on a Malayalam feature film (*Pet Detective*) and a PSBT-grant documentary.
- Conceptualised, directed, acted in, and edited the short brand project for Swirlyo, demonstrating end-to-end creative ownership.
- Actor and creator across multiple short fiction projects.

TEAM MEMBERS'
INDIVIDUAL
PROJECT CREDITS



ASSOCIATED MOVIES

KIFARAH



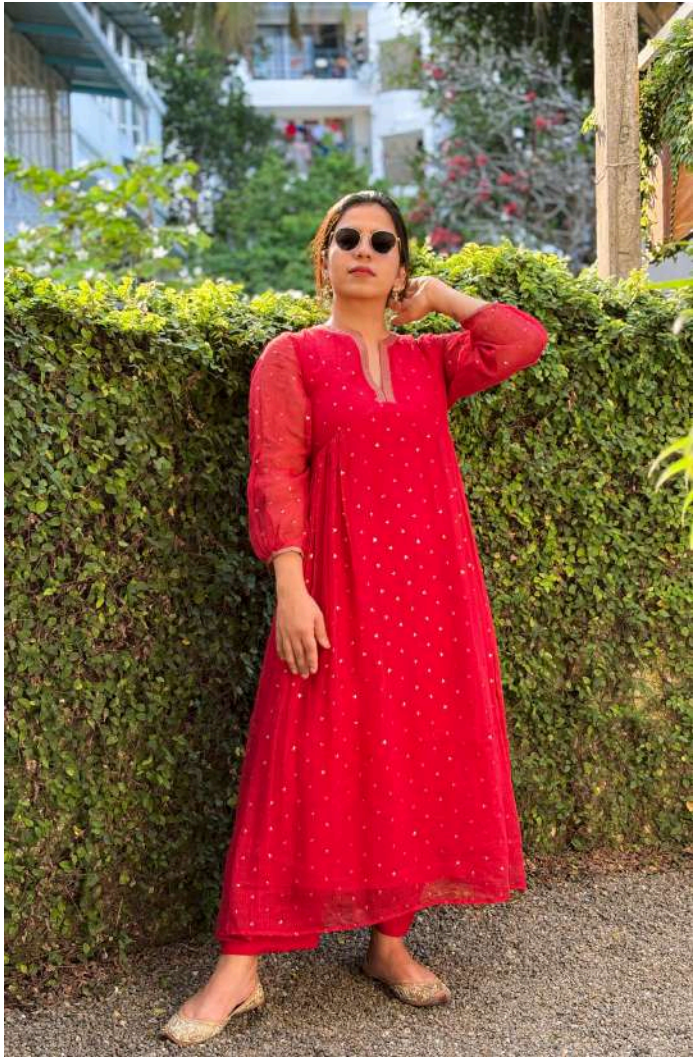
FRAGMENTS OF THE EVERYDAY



KIFARAH

This eclectic collection brings together the unexpected charm of street scenes, expressive human portraits, candid glimpses of animals, the elegance of architectural forms, and the calm of nature. A spontaneous celebration of life's diversity—seen, felt, and frozen in time through the lens.

BRAND COLLABORATION WITH
SAMEERA SANEESH



Sameera Saneesh is an Indian costume-cum-fashion designer from Kerala, known for her extensive work in Malayalam film industry

SONG TRIBUTE TO
MOHANLAL



MOHITHAM LALMAYAM - A SONG TRIBUTE TO MOHANLAL SUNG BY M G SREEKUMAR

BRAND COLLABORATION
JOSCO JEWELLER



A MAJESTIC VISUAL CELEBRATION OF ELEGANCE AND TRADITION, THIS SHOOT CAPTURES THE TIMELESS CHARM OF MALAYALAM CINEMA LEGEND MOHANLAL AS HE GRACES THE LATEST CAMPAIGN FOR JOSCO JEWELLERS.

BRAND COLLABRATION
BOBBY CHEMMANUR
INTERNATIONAL



BRAND COLLABORATION
SWAYAMVARA SILKS



A CELEBRATION OF TIMELESS GRACE AND TRADITION, THE SWAYAMVARA SILKS SHOOT FEATURING THE ICONIC MALAYALAM ACTRESS SHOBANA IS AN ODE TO ELEGANCE AND CULTURAL RICHNESS.

MUSIC PRODUCTION
KAATHALE



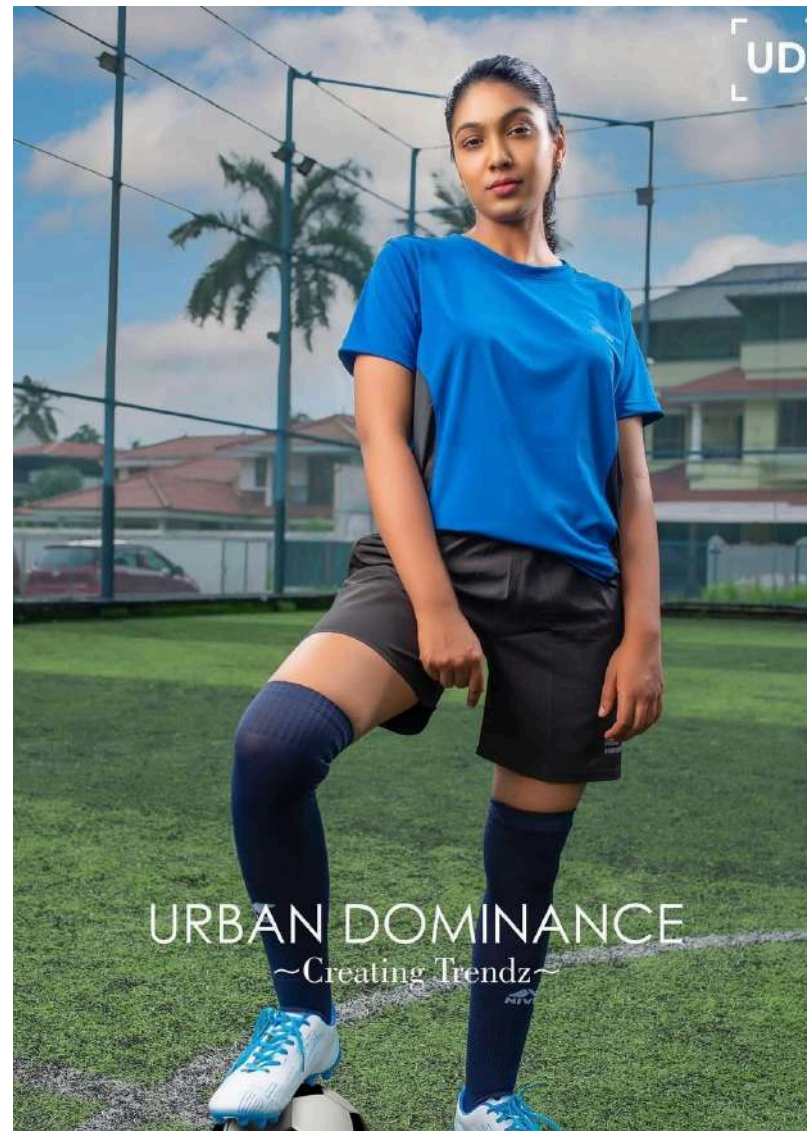
KAATHALE VIDEO SONG DIRECTED BY ANIESH UPAASANA. PRODUCED AND SANG BY NITHYA MAMMEN.

BRAND COLLABORATION
MAISON ASRAR



MAISON ASRAR WAS BORN WITH A VISION TO REDEFINE FRAGRANCES BY BLENDING LUXURY CRAFTSMANSHIP, AND A DARING SPIRIT TO CREATE A MEMORABLE OLFACTIVE EXPERIENCE WHERE EVERY SCENT TELLS A STORY WAITING FOR YOUR DISCOVERY

BRAND COLLABORATION
URBAN DOMINANCE



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THE CONCEPT BLENDS EDGY STREET-STYLE AESTHETICS WITH MODERN MINIMALISM
SHOWCASING THE BRAND'S UNIQUE FUSION OF RAW URBAN ENERGY AND REFINED DESIGN

BRAND PROMOTION FOR
MAISON ASRAR



EACH FRAGRANCE CONCEALS ITS OWN UNIQUE NARRATIVE
METICULOUSLY CRAFTED USING THE FINEST INGREDIENTS AND DESIGN

WHY WE WORK WELL TOGETHER!

Each of us brings a unique strength – be it cinematography, direction, performance, editing, or photography – but our real power lies in collaboration. We work as a tightly-knit unit, where ideas are shared freely, creative responsibilities overlap fluidly, and the shared goal is always storytelling with purpose. From indie films to commercial campaigns, we take pride in creating meaningful, aesthetic, and impactful work.

Let's
Collaborate with
KIFARAH



Thank you!