

PRAKASH GOWDA - PROFILE

A copywriter by profession, a screenwriter, lyricist, and poet by passion, an author by chance, a filmmaker by choice, and a storyteller by nature.

COPYWRITER AND AD FILMMAKER

Across my two-decade career in advertising, I have written ad campaigns for leading national brands, including Troth Insurance Broking TVC featuring Anupam Kher, Tirupati Cooking Oil TVC 'Rasoi se rishton tak' as lyricist and screenplay writer, written and directed the 'Rann ki kahaaniya' song for Rann Utsav, Khushboo Ice Cream Ad, Deepak Nitrite Corporate Film, Godwitt Constructions, to name a few.

AD FILMS:

TROTH INSURANCE BROKING

(Script and Screenplay Writer)

<https://www.youtube.com/watch?v=uw3mpVdiNTc>

MP WORLD TRAVEL

(Script and Screenplay Writer)

Ad 1:

<https://www.youtube.com/watch?v=mMFK2nm9UWA>

Ad 2:

<https://www.youtube.com/watch?v=u2bQn-DKf2A>

RANN UTSAV – RANN KI KAHAANIYA

(Scriptwriter, Lyricist, Director)

<https://www.youtube.com/watch?v=6zyWslJAMz0>

TIRUPATI COOKING OIL - RASOI SE RISHTON TAK

(Scriptwriter and Lyricist)

<https://www.youtube.com/watch?v=y8DAOXY-WYo>

KHUSHBOO ICE CREAM AD

(Scriptwriter, Lyricist, Director)

<https://www.youtube.com/watch?v=PTRYjfOaqkM>

AOG - CRYPTOCURRENCY SONG

(Scriptwriter)

<https://www.youtube.com/watch?v=-UUdLQYvguQ>

THE PALM – REAL ESTATE

(Scriptwriter)

https://youtu.be/_0LAMsxJ_JU

MEDKART AD CAMPAIGN FILMS

(Scriptwriter, Director)

Campaign 1:

<https://www.youtube.com/watch?v=BH4ablYuV7c>

Campaign 2:

<https://www.youtube.com/watch?v=JIGOS8QiQL0>

Campaign 3:

https://www.youtube.com/watch?v=B_wJH_MIFig

PARNAMI AGARBATTI CAMPAIGN

(Scriptwriter, Director)

<https://www.youtube.com/watch?v=WLP7FzHRh0M>

CORPORATE FILMS

GODWITT CONSTRUCTIONS –AHMEDABAD - CORPORATE FILM

(Script and Screenplay Writer)

https://www.youtube.com/watch?v=3sXl_1Fg-vY&t=10s

DEEPAK NITRITE – VADODARA - CORPORATE FILM

(Scriptwriter, Director)

<https://www.youtube.com/watch?v=WvrA6nxfoaY>

HIRA GROUP OF INDUSTRIES – RAIPUR – CORPORATE FILM

(Scriptwriter, Director)

<https://www.youtube.com/watch?v=RjGRI0MhWcM&t=9s>

GOYAL RIVIERA – AHMEDABAD - CORPORATE FILM

<https://www.youtube.com/watch?v=zVK-4Ki9b0>

NANDAN GSE - MUMBAI – CORPORATE FILM

https://www.youtube.com/watch?v=fmToA1OxB_w&t=8s

VIHAV GROUP - REAL ESTATE – VADODARA – CORPORATE FILM

<https://www.youtube.com/watch?v=V6VWwcJ6Y2U>

SANDESH NEWSPAPER – AHMEDABAD - CORPORATE FILM

(Scriptwriter)

<https://www.youtube.com/watch?v=aJc3Kk1v00Y>

VADODARA BIG LIL CITY FILM –VADODARA - L&T

(Assistant Director)

<https://www.youtube.com/watch?v=gnTny8yTH1I&t=3>

20-YEAR CAREER GRAPH

- Freelance Copywriter at in 2002 in Vadodara
- Indian Express in 2003 as Feature Writer
- TV Ads, Vadodara in 2004 as Jr. Copywriter
- Cognito India - Vadodara in 2006 as Copywriter
- Tiger Advertising- Vadodara in 2012 as Sr. Copywriter
- Freelancer in 2013 as Copywriter and Ad Filmmaker
- Cognito India, as Sr. Copywriter in 2015 (Rejoined)
- Marshmallow Ads, Ahmedabad in 2017 as Copy Consultant
- Trizone Advertising Vadodara in 2019 as Copy Head
- Freelancer in 2020 as Copywriter and Ad Filmmaker
- Made debut as Feature Film Screenplay Writer in 2022
- Trizone Advertising Vadodara in 2022 as Visiting Copy Consultant

CURRENT STINT:

Copy Consultant for Ad agencies and film production houses in Vadodara and Ahmedabad.

POET AND AUTHOR

I wrote my first book, a short story collection, 'Baker's Dozen – A brew of 13 short stories' launched by veteran theatre artist and academician, Rani Dharker, followed by another book, 'Ghalib Unplugged – A prose-poetic chronicle', which won me Author's Recognition by noted scriptwriter and lyricist Javed Akhtar and politician Praful Patel at a Literature Festival.

BAKER'S DOZEN:

<https://www.amazon.in/Bakers-Dozen-Prakash-Gowda-ebook/dp/B0096BP9DM>

GHALIB UNPLUGGED:

<https://www.amazon.in/Ghalib-Unplugged-prose-poetic-Prakash-gowda/dp/9352017099>

STORY, SCREENPLAY AND DIALOGUE WRITER:

I began my journey as Story, Screenplay and Dialogue writer with 'Veer-Isha Nu Seemant', a Gujarati movie directed by Neeraj Joshi.

IMDB Link:

https://m.imdb.com/title/tt20319376/?ref_=m_ttpl

The film was released in theatres on 9th September 2022 across Gujarat and was extremely well-received and was screened for four weeks. The film is now available on Amazon Prime Video.

TRAILER:

<https://www.youtube.com/watch?v=JRErVz2ummQ&t=54s>

OTT PLATFORM:

<https://jojoapp.in/movie/5194>

FILMMAKER

As a short filmmaker, I write, shoot, and edit my films. Among the 40 short films, MY short film, 'Paani' won the first prize at a national-level short film competition judged by Director Shekhar Kapur.

PAANI:

<https://twitter.com/shekharkapur/status/429640432511750145>

My short docu-films, 'Ariso' and 'Main pal do pal ka shaayar hoon' were nominated at the Filmfare Short Film Award 2017 and 2019. 'Ariso' also won the Best Docu-film Award at Gujarat Literature Festival 2017 and 'Anaam' got nominated for the Jaipur International Film Festival 2020.

MAIN PAL DO PAL KA SHAAAYAR HOON:

<https://www.youtube.com/watch?v=mADNvTcd9dY>

ARISO:

<https://www.youtube.com/watch?v=GaXPfdTjOI>

ANAAM:

<https://www.youtube.com/watch?v=7rrF85eMi6w>

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Facebook: <https://www.facebook.com/prakash.gowda.524/>

YouTube: <https://www.youtube.com/@sparkplugfilms8075>

Twitter: <https://twitter.com/prakashgowda>

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