**CA Sanjay Bhandari**

*Founder – SB Consulting*

A Chartered Accountant by profession, He is one of the doyens in the film financing domain in the Indian Film Industry who played a major role in changing the face of film financing in India by introducing institutional financing. Therefore, contributing significantly to the exponential growth of the Indian Film Industry.

One of the pioneers in sourcing funds through institutional financing in the Indian film financing business. He as founder of SB Consulting, started its journey in 2002 as a film financing advisory firm and till date, he sourced finance for more than 150 films for both mainstream Hindi films and regional films. He also sourced fund for Hollywood Film project co-produced by Indian Producer and a British Studio, making gaming software in UK.

His long-standing experience in the film financing domain, for about two decade now, with successful trav record of repayment. He also gain an excellent knowledge of financial, P&L nitty gritty of Indian film industry since worked with various film productions houses. He also built relationship with several renowned production houses and film producers in the Indian film industry.

Over the years he has not only build for himself a successful track record of fruitfully financing films and delivering the returns, but also helped several Banks/FI/ NBFC foray into the film financing domain.

He has worked closely with several stalwarts of the Indian film industry like Yash Raj Films, Dharma Productions, Excel Entertainments, Ajay Devgan Films, BR Films, Sajid Nadiadwala, Reliance Big Entertainment, Shemaroo Entertainment, Venus Music, and Tips Industries, Eros International Media, Pen Studio, among others.

Instrumental in introducing dollar funding in the Indian film industry in 2004 first time , and pioneered the concept of customized and structured finance solutions for media industry, wherein funds are sourced according to the needs of the client from a plethora of financial agencies even for music industry.

He played a pivotal role not only in opening up hitherto unexplored financing avenues for the Indian film and allied entertainment sector but also ensured that such financing propositions were cost effective. This resulted in bringing down finance cost rate to a single digit from the earlier two-digit ones.

An encompassing experience of more than three decades across a wide range of fields like project/corporate financing, accounting & regulatory acumen, business analysis, legal documentations and taxation among others, Mr. Bhandari has also worked with some of the renowned corporate houses in India like Bank of India (BOI) Finance, Shapoorji Pallonji and Reliance Industries for more than a decade before starting his own entrepreneurial venture in the film financing and advisory domain.

Equipped with a strong understanding of the film financing industry alongside a unique analytical approach, today SB Consulting has emerged as a trusted and reliable facilitator for both film producers and different financial institutions like banks venturing into film-financing domain.