



M7 Media is a creative powerhouse specializing in high-impact film trailers, OTT trailer campaigns, and premium content creation for films and streaming platforms.

With a deep understanding of cinematic storytelling and audience psychology, we craft campaigns that don't just promote content—they create cultural moments. From crafting adrenaline-pumping theatrical trailers to designing immersive OTT promotions, our work is driven by one goal: to make stories unforgettable and impossible to ignore.

Profile

Mukul Misra



A graduate of the prestigious **KBC Film School, Sydney**, Mukul returned to India in 2000 to begin an exciting journey in media and entertainment. Starting with directing content for **Channel [V]**, he quickly rose to lead promo teams for India's top GEC networks, including **Star** and **Sony**, and in 2005, helmed the launch of **Sahara FILMY** as Creative Director.

In 2007, Mukul co-founded **Trigger Happy**, a pioneering film trailers and marketing outfit that soon became Bollywood's go-to hub for high-impact promos and on-air campaigns. Under his leadership, the company delivered **over 400 feature film projects**, setting industry benchmarks in theatrical and television marketing.

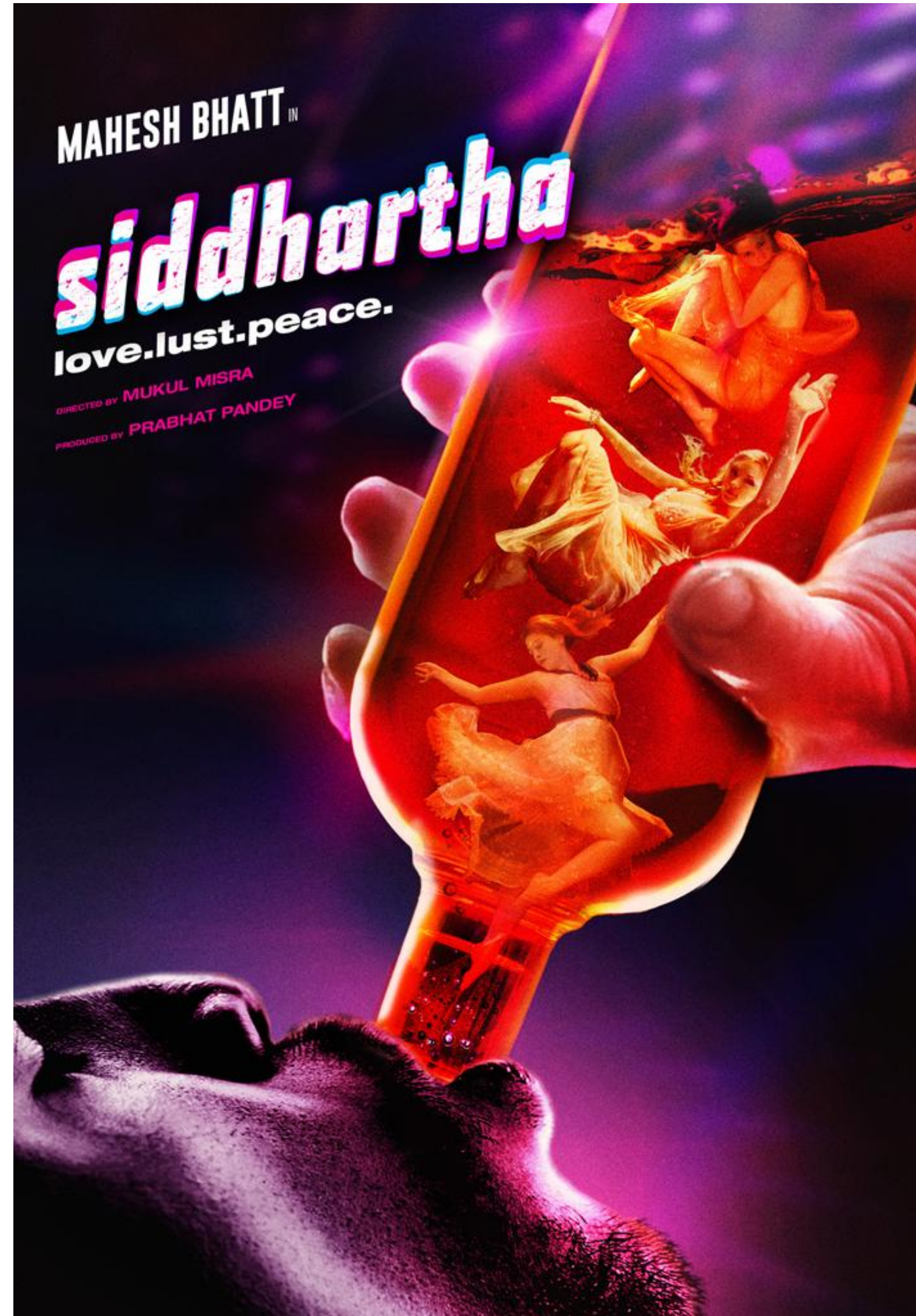
Expanding his creative horizons, Mukul directed and co-produced the feature film **Siddhartha** in 2014. Two years later, he established **M7 Media**, focusing on content development and trailer/promo consultancy, collaborating with leading players such as **Maddock Films, One Life Studios, Netflix**, and **B4U**.

From 2023–24, Mukul served as a consultant with **Trigger Happy Entertainment (MATH)**, spearheading impactful campaigns across both film and OTT platforms.

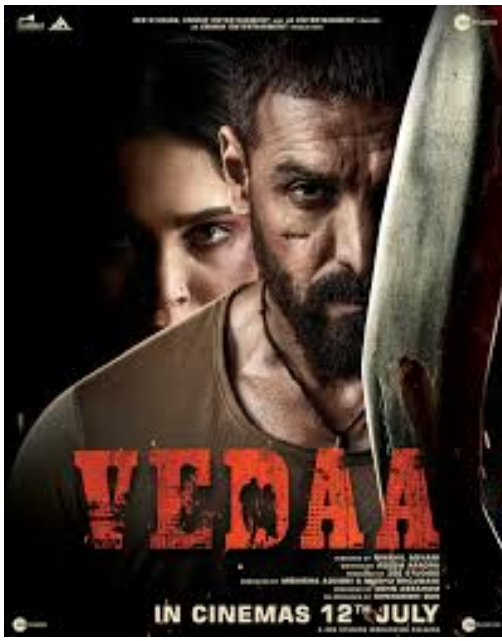
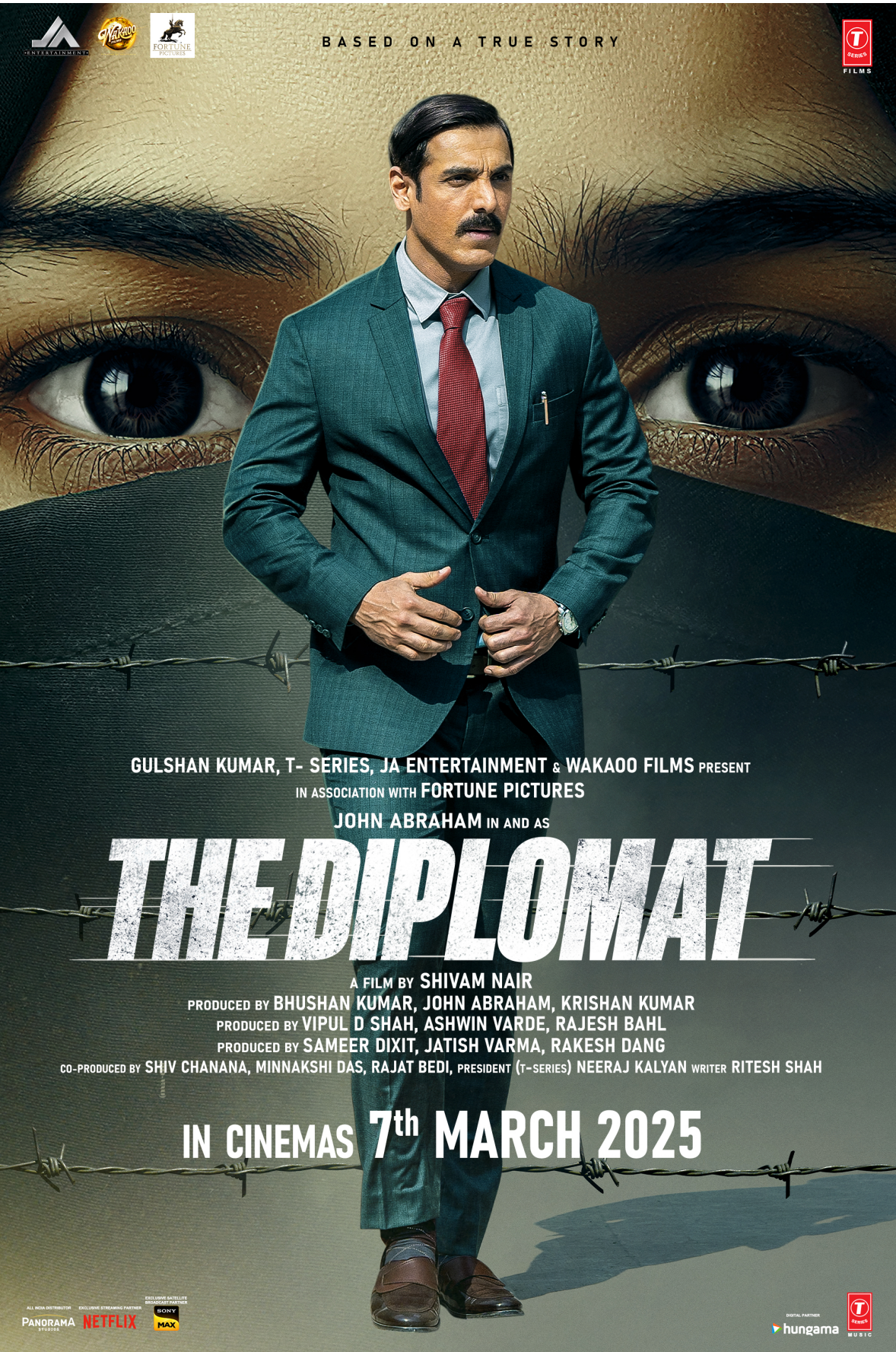
Hindi Feature Film

SIDDHARTHA

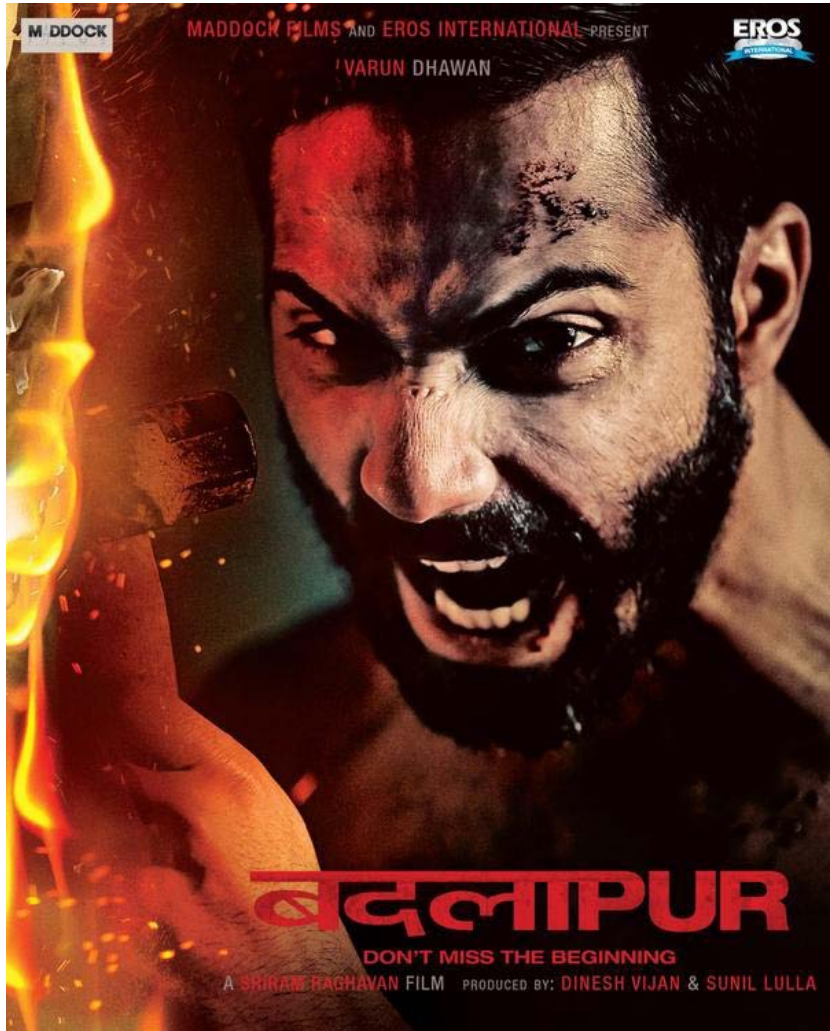
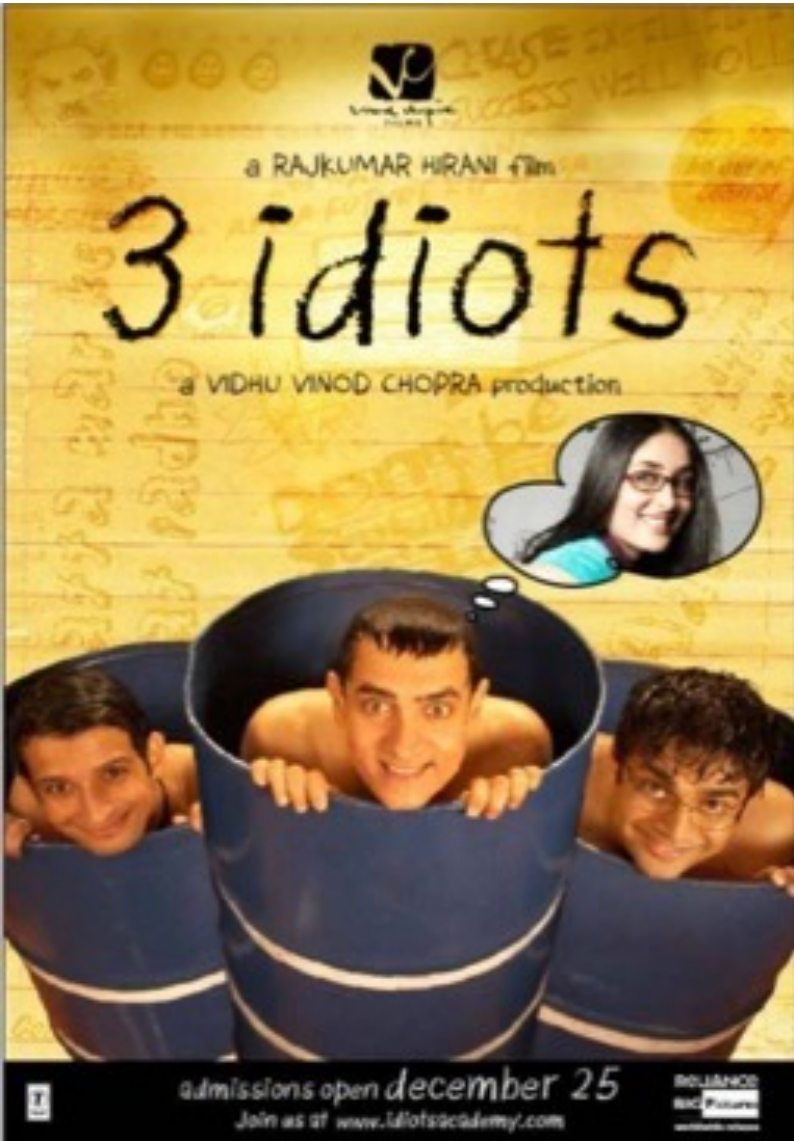
DIRECTOR / CO PRODUCER (Unreleased)



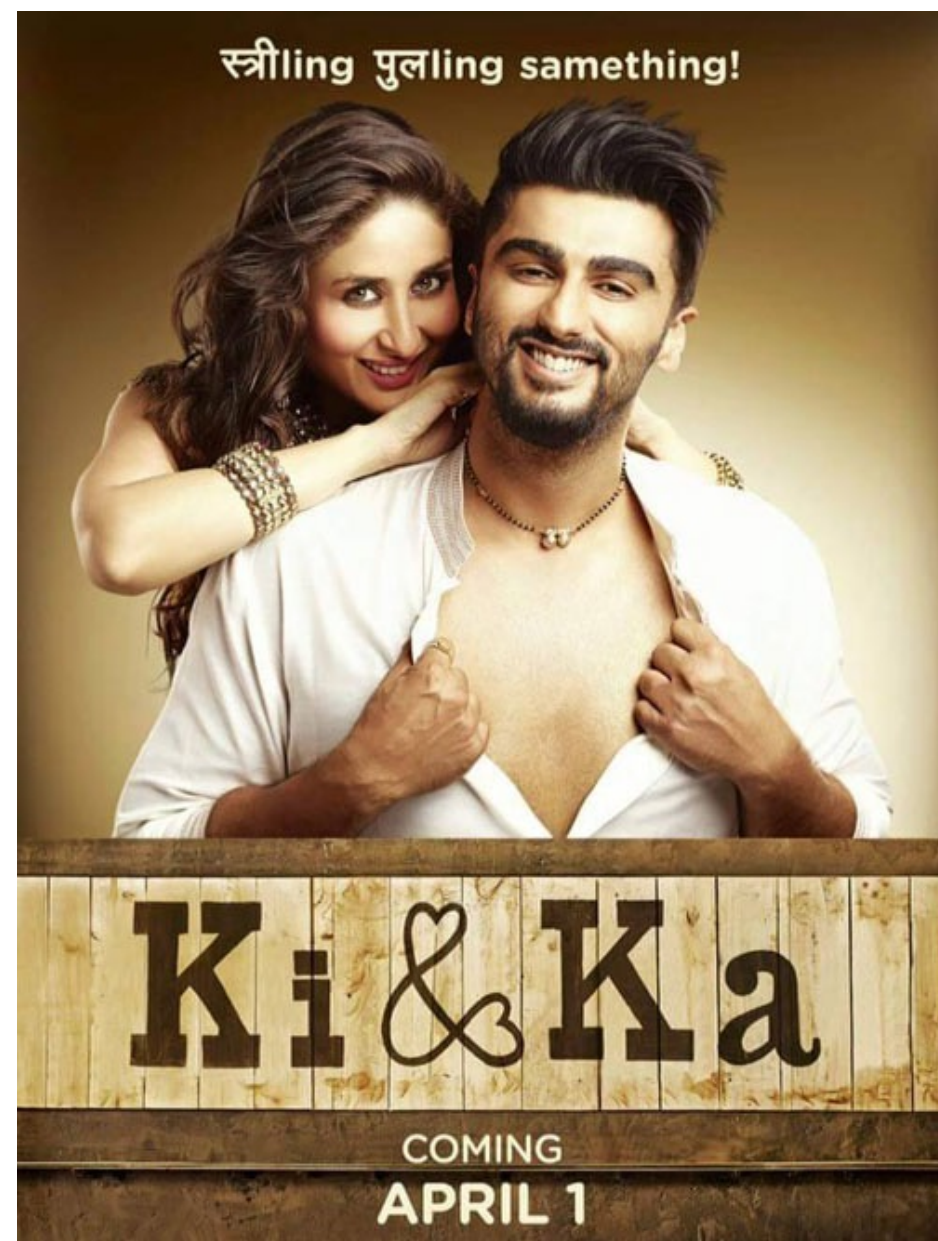
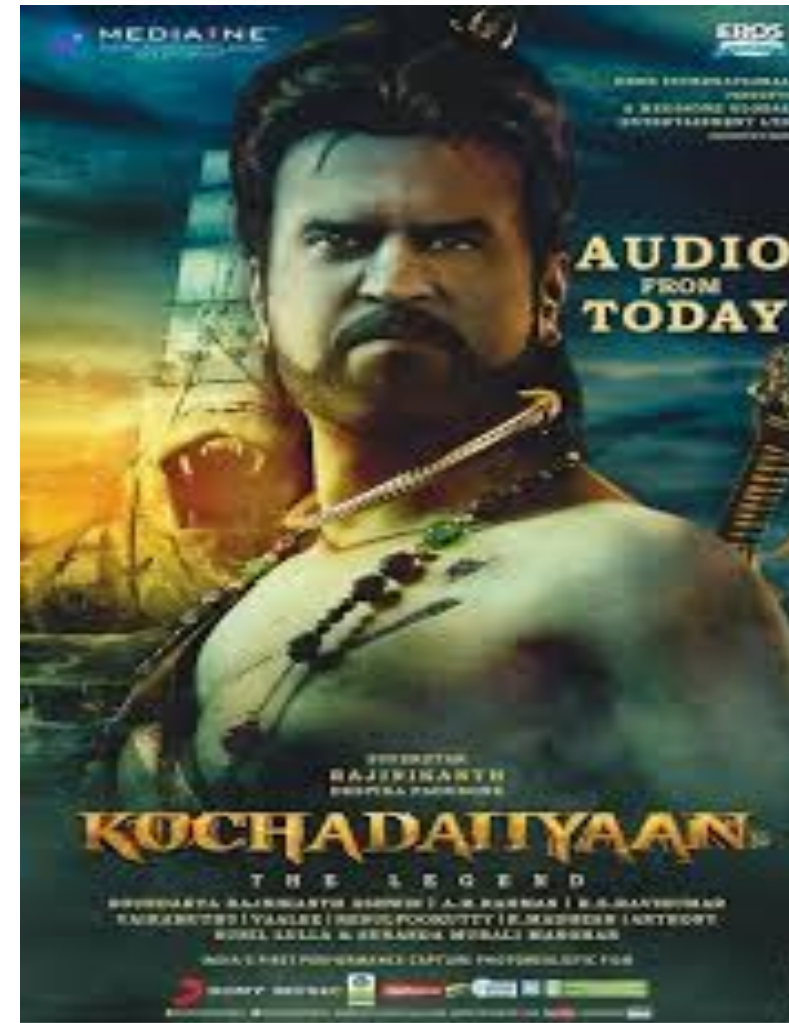
TRAILERS



FILM TRAILER CAMPAIGNS



FILM TRAILER CAMPAIGNS



CLIENTS



co founder & creative head

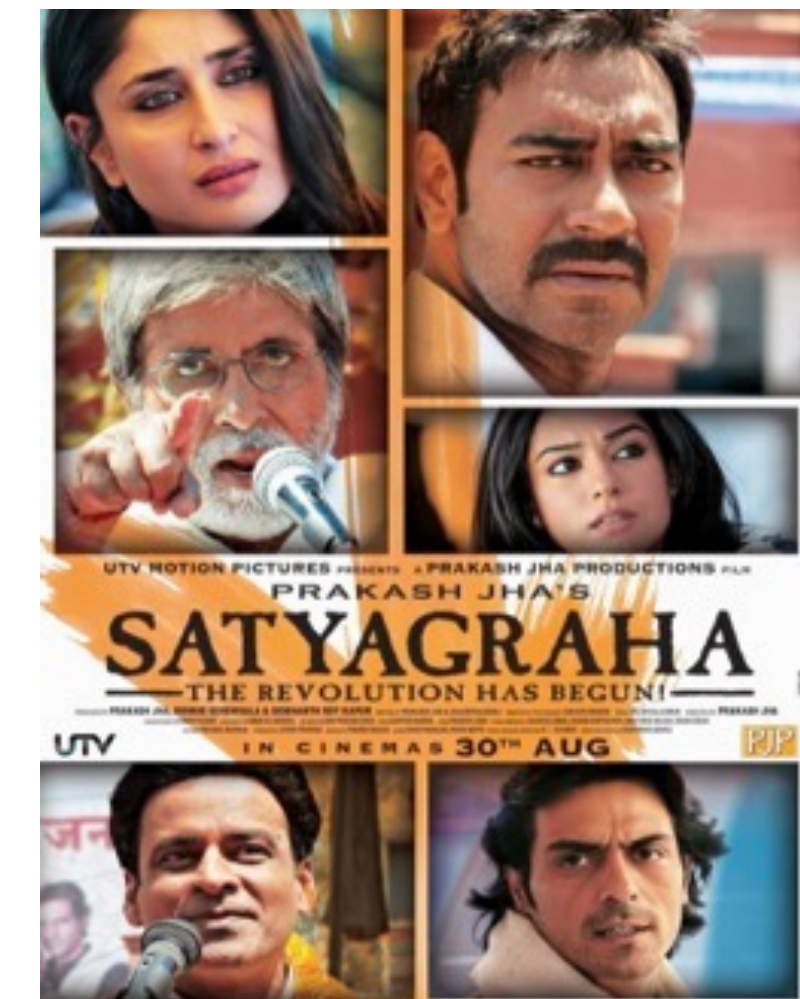
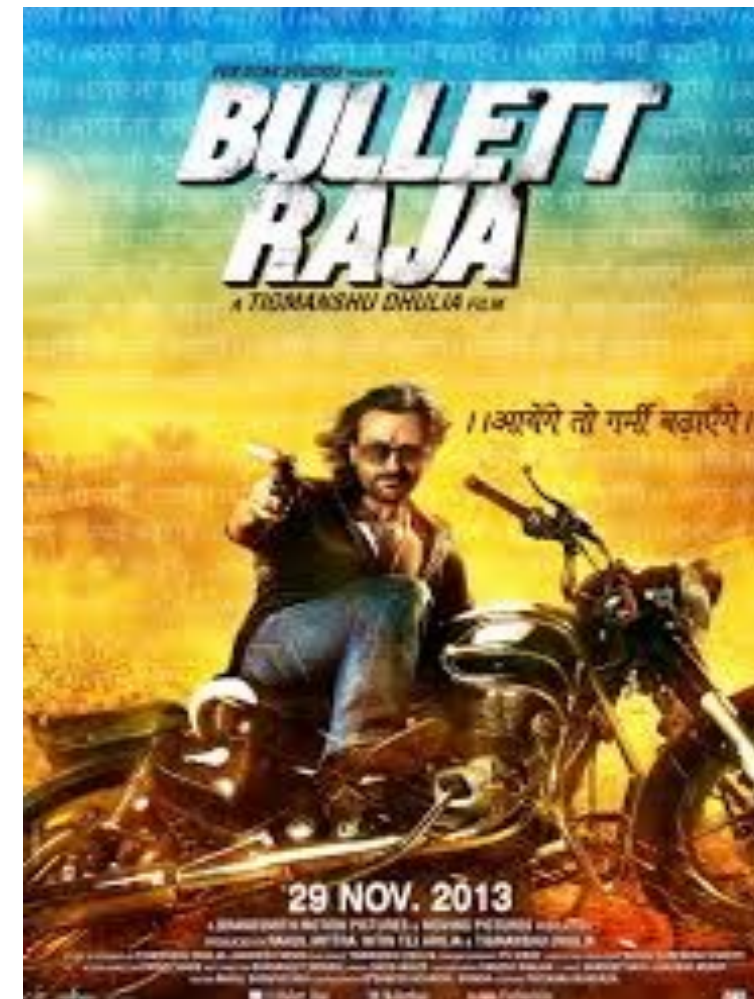
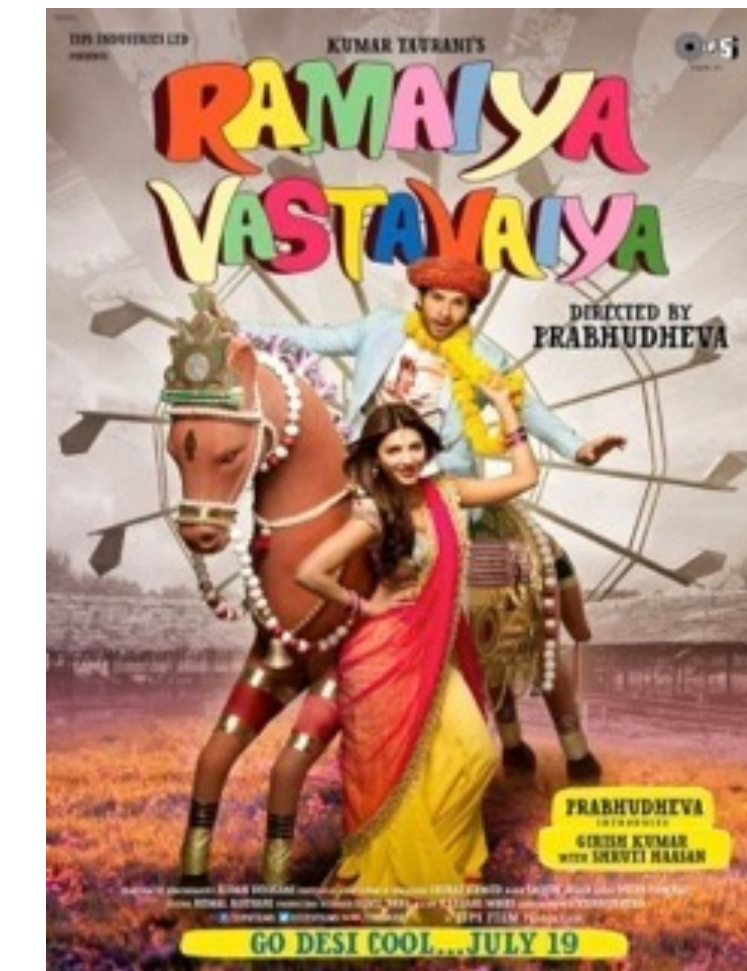
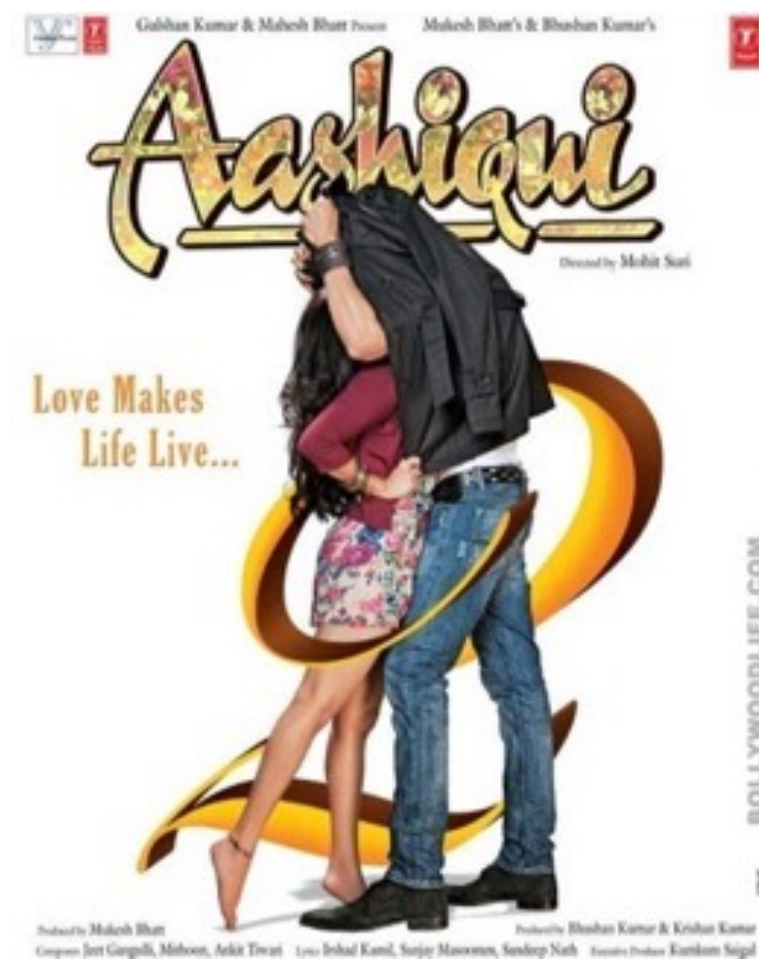
2006 - 2016

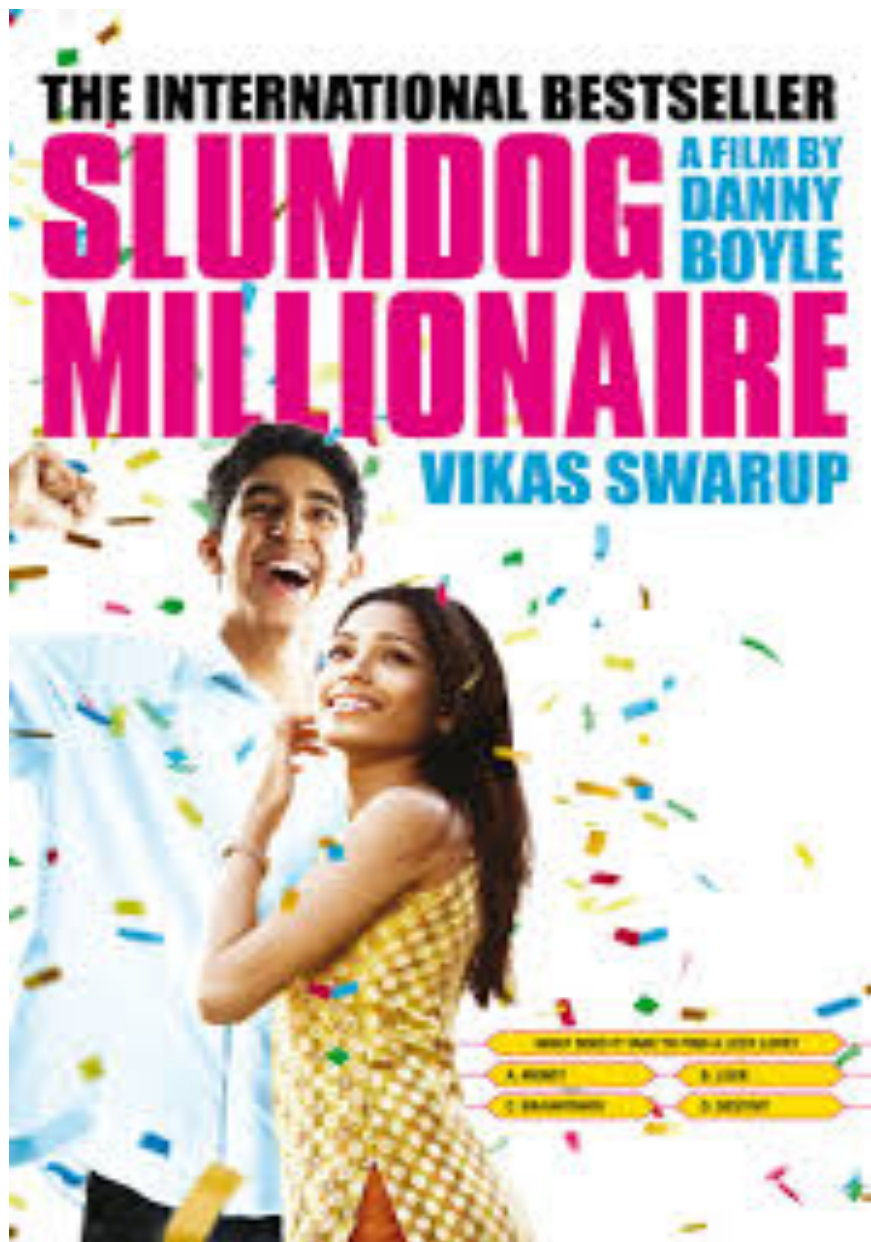
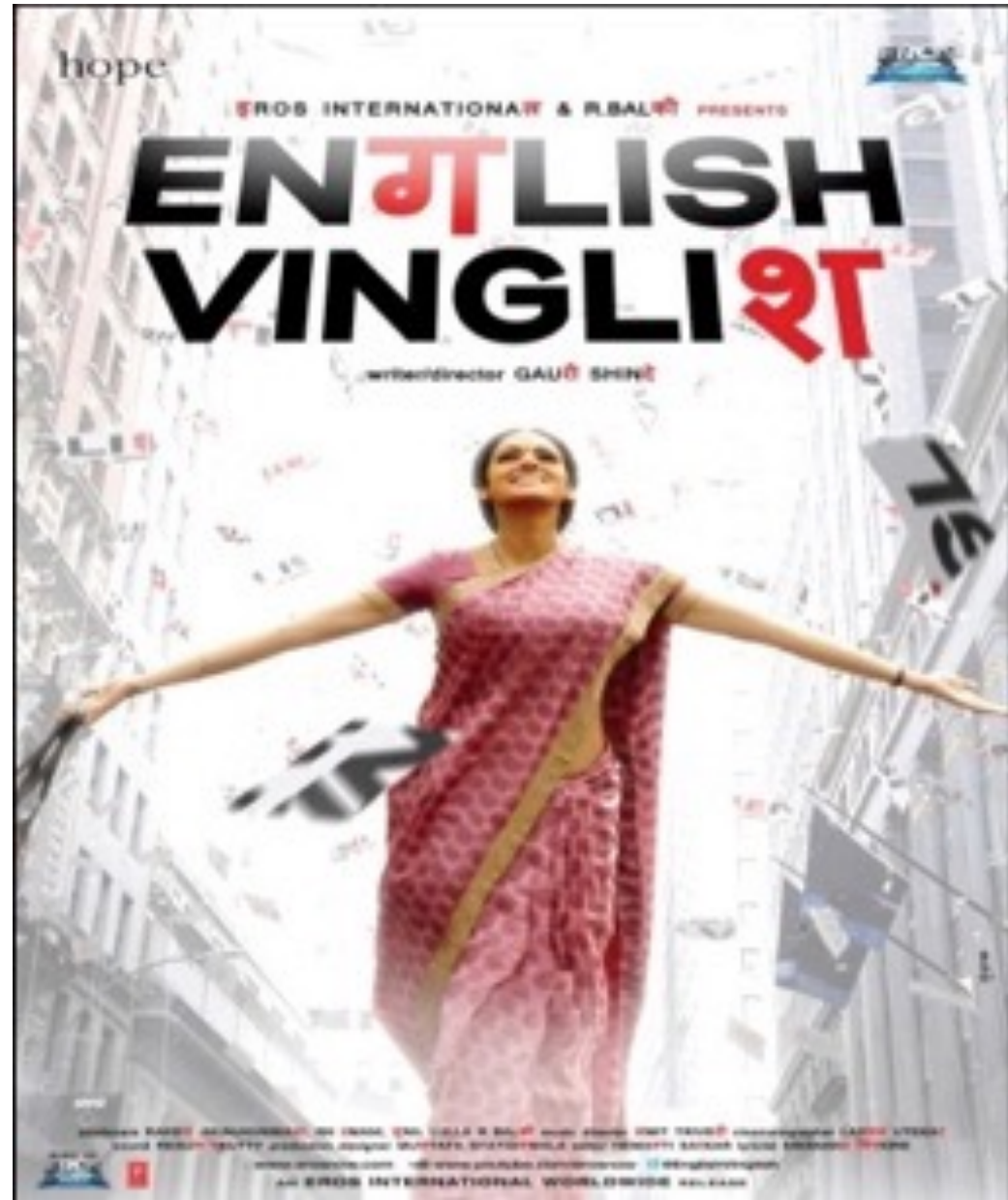
Trigger Happy Entertainment Pvt. Ltd is a leading agency in the business of Film creative campaigns & Marketing strategy. it also creates & executes TV Channel promos and Branding.

Over the past years under Mukul's leadership, Trigger Happy grew from a start up to owning a majority share in the business promotions of Hindi Films and is currently the market leader.



FILM TRAILER CAMPAIGNS





150 MOVIE & SHOW
TRAILERS FOR
HOTSTAR LAUNCH

TRAILER
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CHANNEL IDENTS



[B4U KADAK IDENTS](#)
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[FILMY IDENT CLICK HERE](#)

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