

About Us

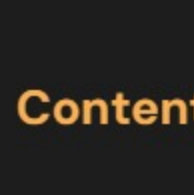
No great mind has ever existed, without a touch of madness.

Aristotle

Over a decade ago, Madboys started as a mad dream of two boys from Chennai. Two creative minds who were mad about storytelling. Who dreamt about making an impact, through visual stories. Today, 100 films on, we take pride in being mad – mad about the great creative space we have founded, mad about the filmmaking process, and madly passionate about collaborating with people who share our desire to create impact.

At Madboys, we believe that the same story can be told in a 100 different ways, but it takes a touch of madness, for the magic to unveil.

We are proudly mad. We are Madboys.



Content Production

At our production company, content production is at the heart of what we do. Our team of skilled professionals work tirelessly to create high-quality content that captivates audiences across multiple platforms. Innovation, flexibility, and a commitment to excellence are essential to our success in this competitive landscape.



Film Production

As a production company specializing in films, we bring stories to life through the power of visual storytelling. Our team of talented filmmakers work collaboratively to produce high-quality films that captivate and inspire audiences. From pre-production to post-production, we are committed to delivering excellence at every stage of the process.



Video Solutions

Our production company offers innovative video solutions for businesses and organizations of all sizes. From corporate videos to ad films, digital content to documentaries, we create dynamic and engaging videos that help our clients tell their stories in the most captivating manner. With a focus on creativity keeping in mind affordability, while not compromising on quality, we deliver video solutions that make an impact.



Creative Direction

In our industry, creative direction is key. We work closely with clients to develop a unique and cohesive vision for each project, ensuring that every detail is carefully considered. Our talented Creative Directors bring a wealth of experience and expertise to the table, ensuring that every project is creative, engaging and entertaining.

In Film We Trust



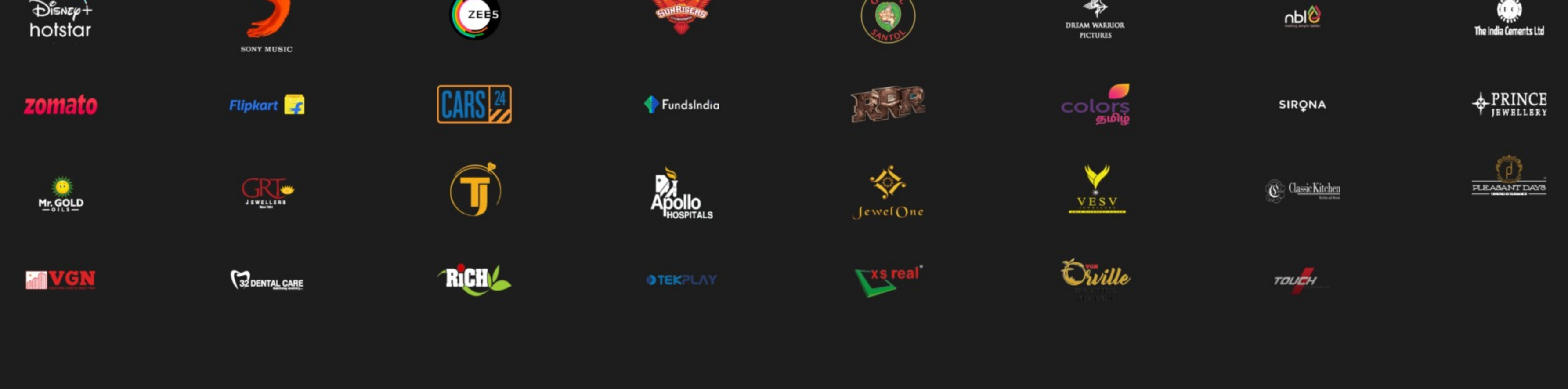
- Our Story

Madboys was founded by Shree Karthick and Dev, in 2013, to create an impact in the world of storytelling.

At Madboys, we strive to create films that engage and influence the audience. We started with the motto to cater to all genres of audiences, without any barriers. Be it a layman or an enterprise customer, we do not compromise on quality. Ingenuity and potent ideas are synonymous with Madboys, and we strive to stay true to our name every day, and in every project, we associate with.

+ Our Offerings

Brand Associations



Agency Associations



Client Testimonials

Madboys collaborated with Zomato not just as production partners but also as creative writers. We were lucky to have found them. Special mention for Dev and Abhinav and their team.

Chandini Mendiratta
Head of Brand Marketing
Zomato

Madboys as an agency is amazing to work with because of its team. They churn out ideas super fast, meet deadlines, they're very comfortable to work with and understand all brand requirements. It has been a pleasure, and for a brand that is headquartered in North India, it was great to have an agency that understood the South inside and out.

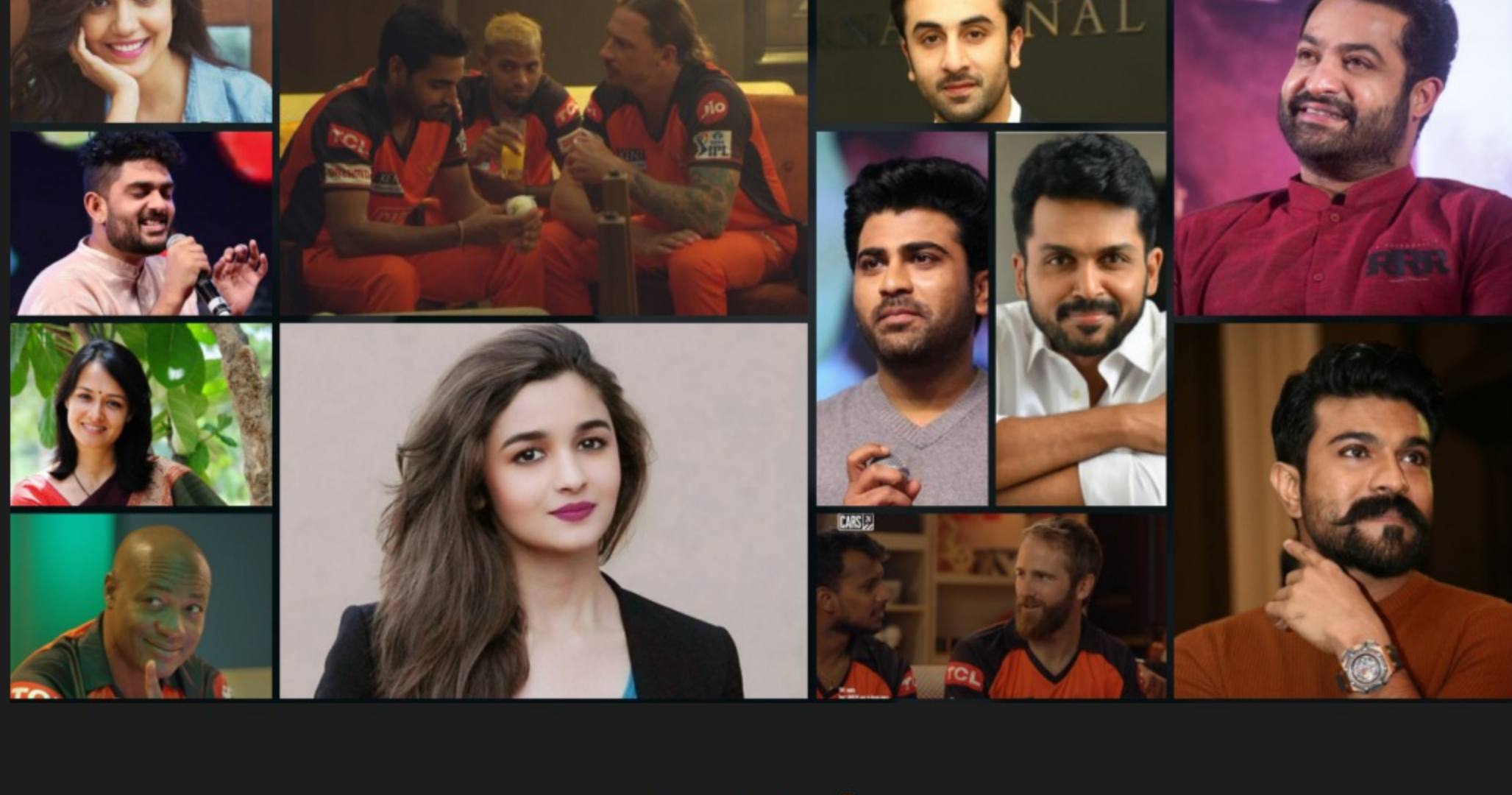
Sahiba Ball
Brand Manager
Zomato

Working with the Madboys team was a very smooth process. They understood the brief clearly and shared ideas that clicked instantly. The entire production was managed smoothly. And we were very happy with the final videos.

Anika Wadhwa
Head - Marketing & Brand Communications
Sirona

100+ Million Views | 500 Minutes of Content | ~100 TV Commercials | 75+ Brands | 5+ Originals

Celebrity Associations



Our Works



Cars24 Exchange Bonus
COMMERCIALS



Kana Kaanum Kaalangal – Kana Vibe Music Video | Leon James | Bjorn Surrao | Ko Sessa
MUSIC VIDEOS



Humans of Zomato | Episode 48 | Nissar, Palluruthy
DOCUMENTARIES



Humans of Zomato | Episode 47 | Ashwathy, Thripunithura
DOCUMENTARIES



Maaripocho Song (Tamil) Feat: Karthi | Jakes Bejoy
MUSIC VIDEOS



Kana Kaanum Kaalangal – Ellame Jolly Dhaan Music Video | G.V. Prakash Kumar
MUSIC VIDEOS



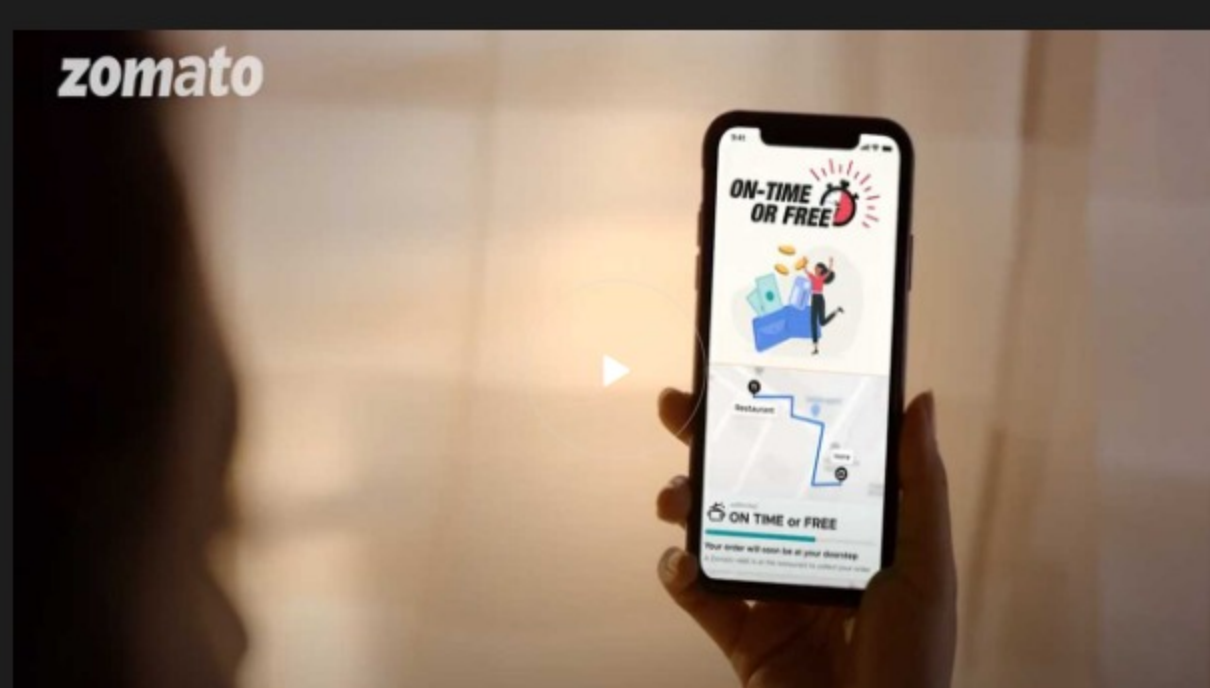
32 Dental Care | TVC
COMMERCIALS



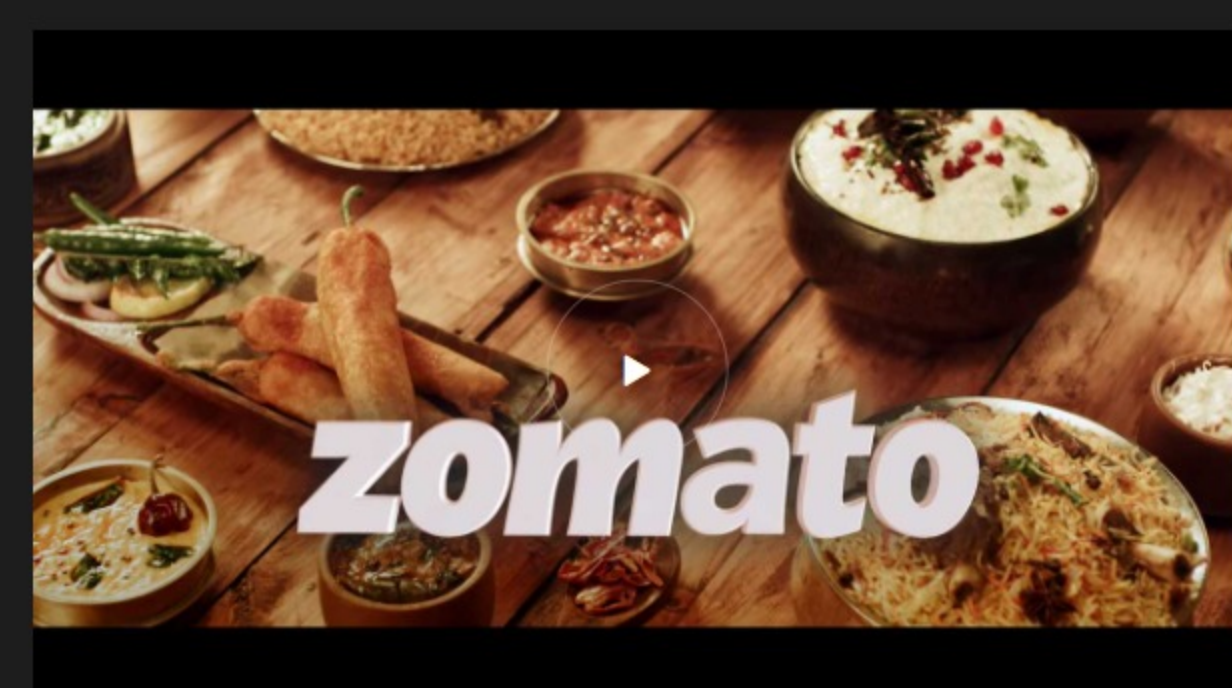
Humans of Zomato | Episode 16 | Rathinakumar Rajendran, Hosur
DOCUMENTARIES



Mr Gold Groundnut Oil Get-Together
COMMERCIALS



On Time or Free | Zomato
COMMERCIALS



Zomato vin Rajaboham | Theatrical
COMMERCIALS



ILY IHU – Ep – 03 Unfollow
WEB SERIES

View All Our Works

A Team

The team that makes it possible



Dev
PRODUCER (CO-FOUNDER)



Shree Karthick
DIRECTOR (CO-FOUNDER)



Geetha Raj
HEAD OF OPERATIONS



Vignesh Raja
DIRECTOR



Abhinav Athrey
DIRECTOR



Karthik Sudhakar
DIRECTOR