



EVERY BRAND HAS A STORY

We Make It Unmissable
End-to-End Audio & Video Production



Content is everywhere. Attention is not.

In a world flooded with videos, only
stories with intent survive.
We help brands move from just content to
meaningful impact.



30+

Successful Projects



Our Belief

Stories don't go viral.
They are designed to travel.

Behind every successful piece of content is



STRATEGY



STRUCTURE



STORYTELLING

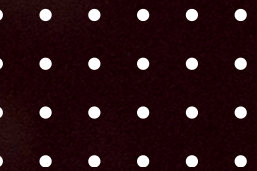
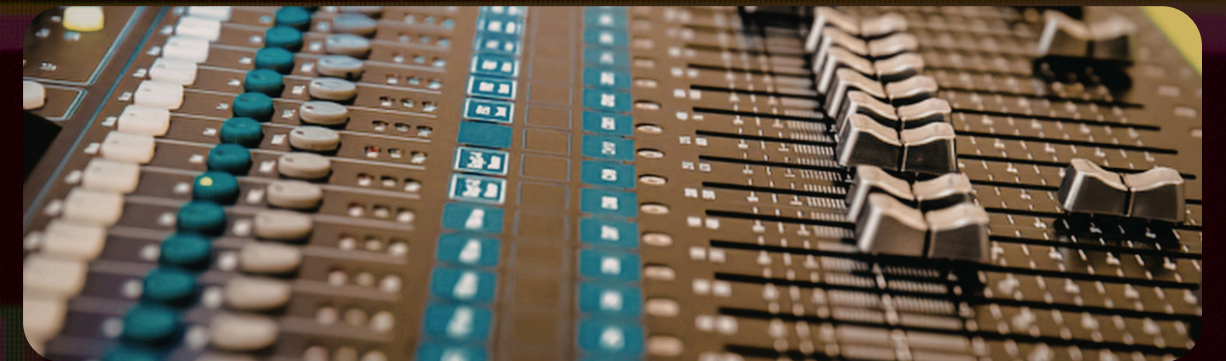




Who We Are

FLYING COCKROACH FILMS IS AN

- END-TO-END AUDIO-VISUAL PRODUCTION COMPANY,
- BLENDING CREATIVE STRATEGY,
- STRONG NARRATIVES,
- HIGH-QUALITY EXECUTION
- ALL UNDER ONE ROOF



What We Do

Podcast Strategy & End-to-End Production



PODCASTS



BRAND STRATEGY



BRAND STORIES

What We Do

Podcast Strategy & End-to-End Production



CORPORATE & TRAINING
VIDEOS



SOCIAL MEDIA
VIDEOS



PRODUCT
PHOTOSHOOTS

What We Do

Podcast Strategy & End-to-End Production



AUDIO PRODUCTION

(Jingles, Music Direction)



DRONE SHOOTS



AI / ANIMATED VIDEOS

OUR FLAGSHIP STORY

(AARAMBH STUDIOS)

Aarambh Studios is a joint venture, and a product owned by The Flying Cockroach Films in partnership with Mr. Niranjan Kumar



 Scan to watch

OUR POSITIONING

Instead of chasing popular names, we focused on industry leaders who had never been podcasted-voices that carried legacy, impact, and meaning.





THE EXECUTION

- STRATEGY AND SCRIPTING
TO RECORDING,
- DIRECTION,
- EDITING,
- DELIVERY

we managed the entire podcast
lifecycle with intent.



Aarambh Studio

YouTube Channel Performance · Apr 23, 2025 – Apr 23, 2026

300 Days · 35 Videos



TOTAL VIEWS

1.46M

Average of videos



WATCH TIME

9,777 hrs

4407 days watched



SUBSCRIBERS

8,164

Current count



IMPRESSIONS

284.6K

4.62% avg CTR



VIDEOS

35

Shorts + Long-form



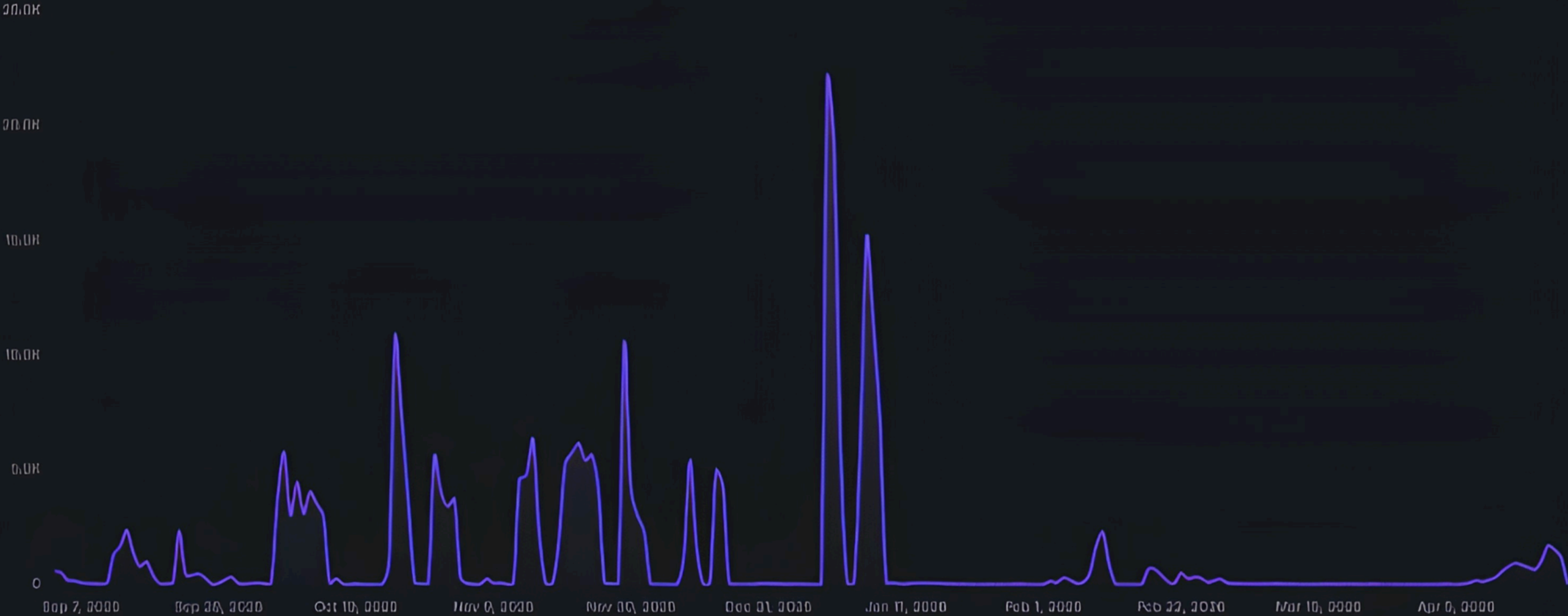
Avg DURATION

1:31

Channel-wide avg

Daily Unique Viewers Over Time

Channel-wide daily unique viewers · Spikes indicate promotions or viral moments

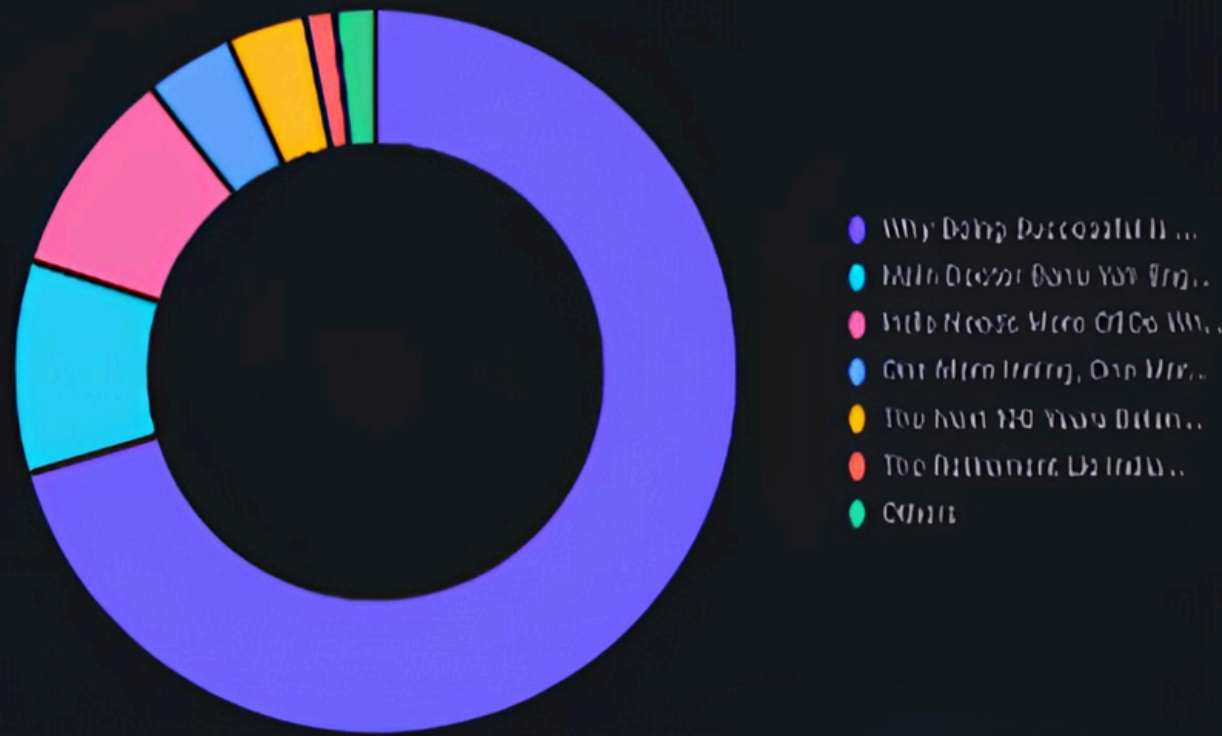


Content Performance

Which videos drive views, watch time, and engagement

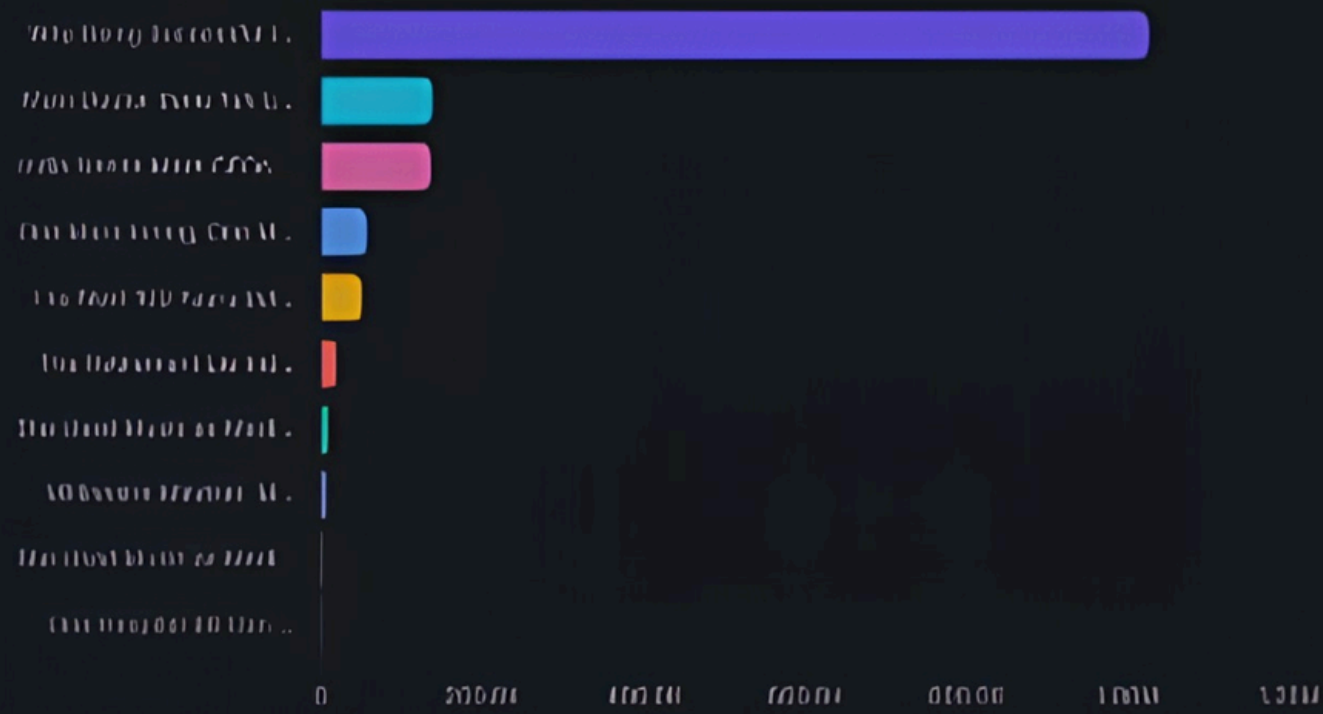
Views by Video

Share of total 1,400 views per video



Top 10 Videos by Views

Ranking of videos by total views



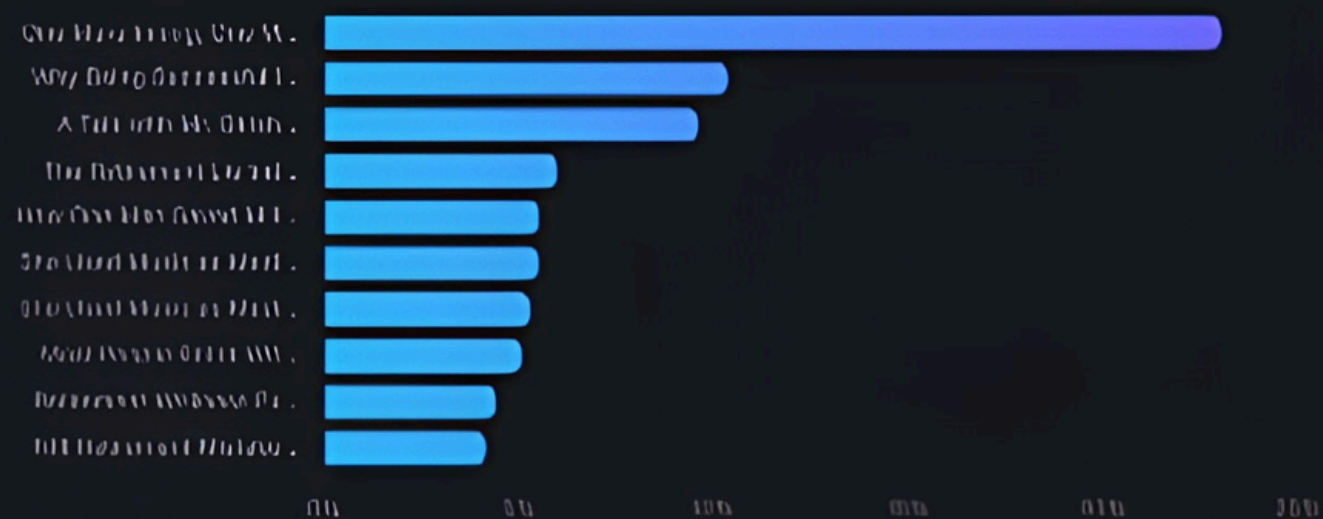
Watch Time Distribution (Hours)

Share of total watch time by video



Impressions Click-Through Rate (%)

Ranking of videos by impressions and CTR





Growth & Reach

Impressions, subscribers acquired, and audience growth drivers

284.6K

TOTAL IMPRESSIONS

8,164

SUBSCRIBERS

4.57%

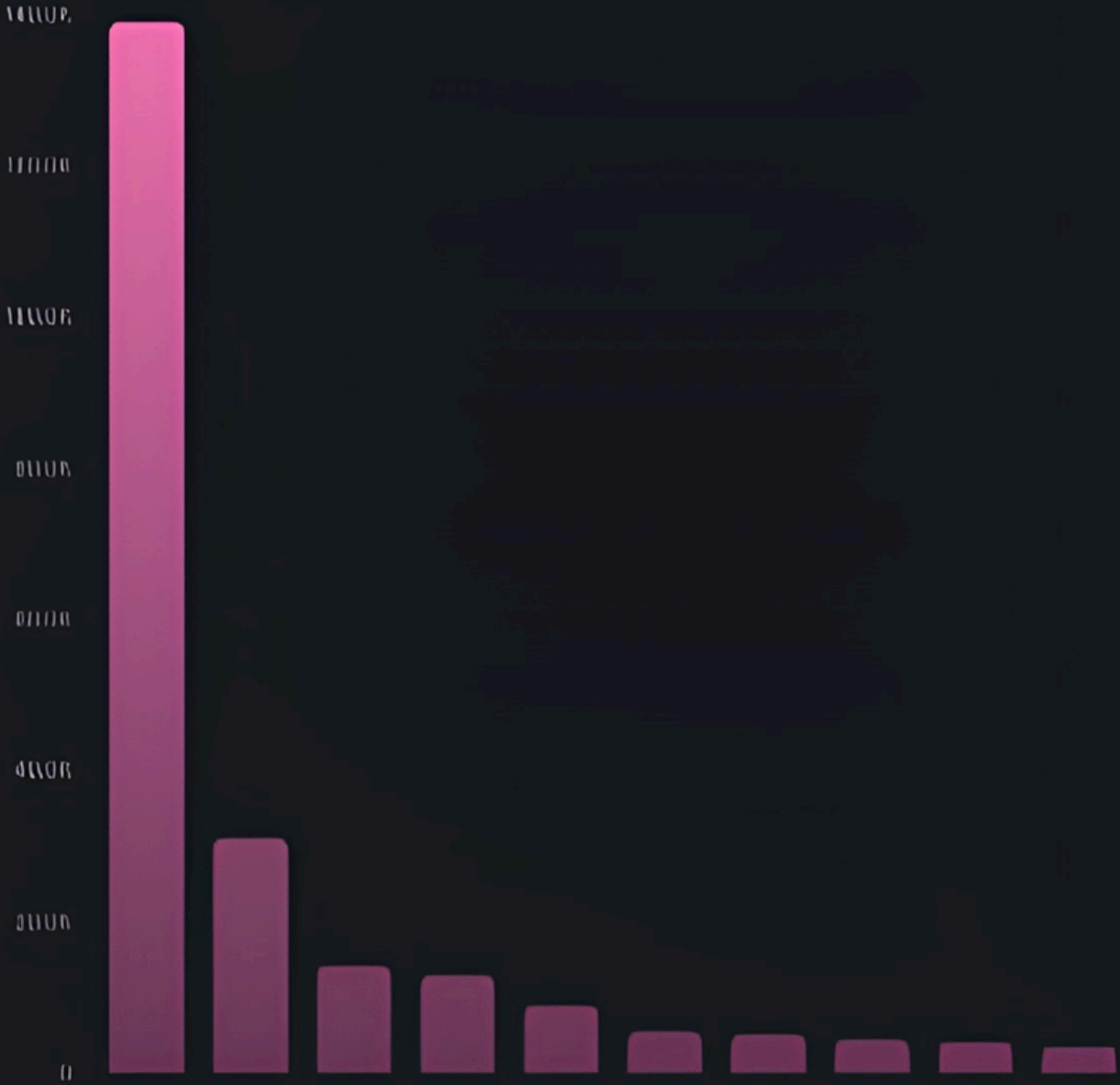
Avg CTR

139K

TOP VIDEO IMPRESSIONS

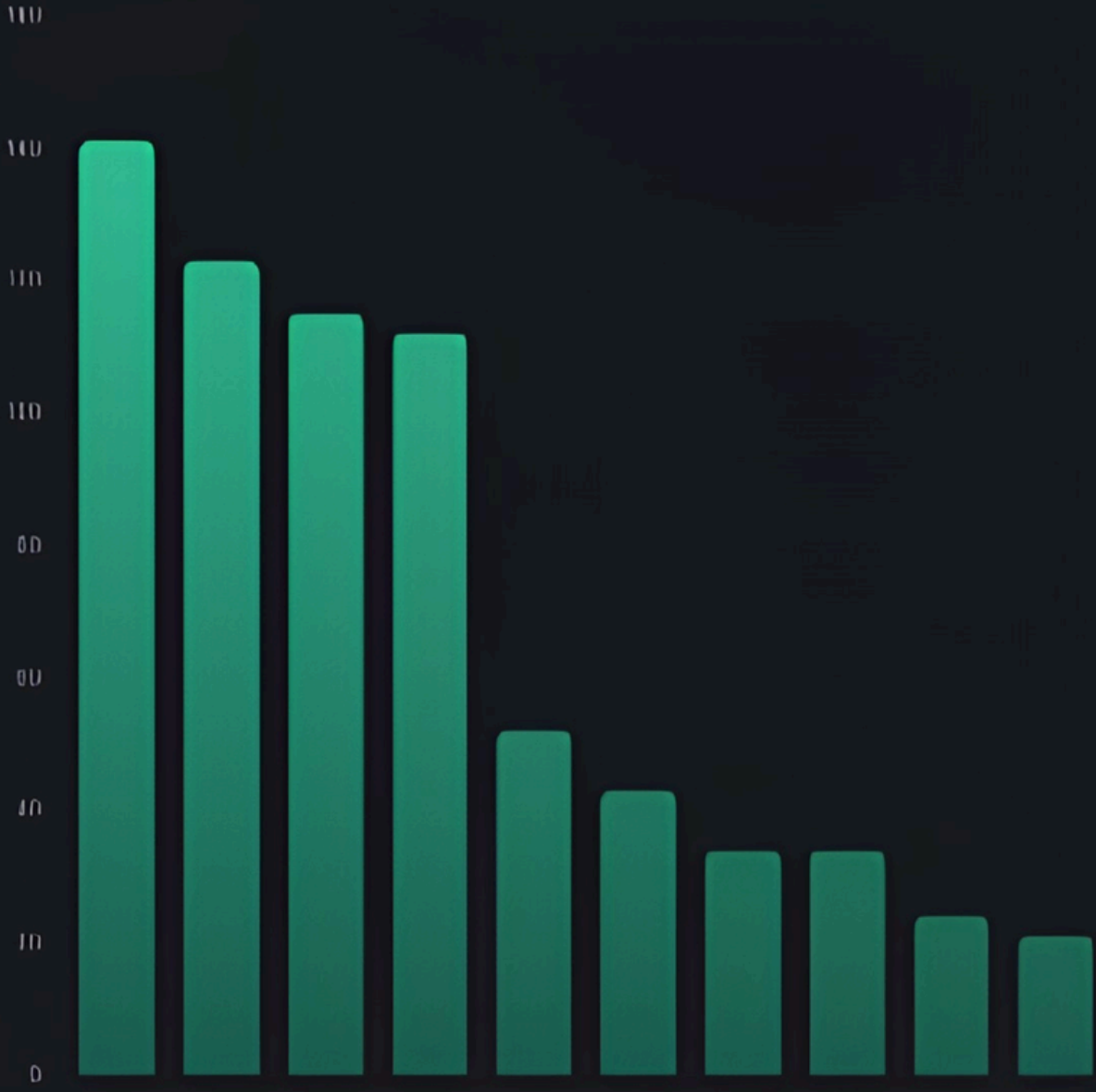
Impressions by Video

Top 10 videos by impressions



Subscribers Gained per Video

Top 10 videos by subscribers gained



THE IMPACT

Break through a crowded podcast space without relying on famous names

What We Did

- Built a format around untold stories of industry leaders
- Focused on depth-driven storytelling over surface virality
- Managed end-to-end production & positioning

Outcome

- Crossed 1M+ views organically
- Created a distinct, credible podcast identity

Edge

We didn't chase popularity.

We made unknown voices matter.



BRANDED PODCAST



(BRANDED PODCAST) RETIREMENT WISDOM OF INDIA

After the success of Aarambh Studio (1M+ views), we identified a deeper opportunity, niche, high-trust content for finance audiences.

What We Did

- Conceptualized a retirement-focused podcast IP
- Brought together 6 stalwarts from insurance & finance
- Delivered end-to-end: strategy → storytelling → production

Execution

Shot a 7-episode series in Gujarat, designed for credibility and depth



UNIQUE AD FILM FOR HOSPITAL

Healthcare communication is clinical. We made it emotional.

What We Did

A dance-driven narrative film for Dr. KVNN Santosh Murthy that translates healing into movement.

Next Step

Launching through a high-impact PR event + celebrity amplification

Why It Matters

This isn't an ad.
It's a category disruption.



Product Photography

Aukera Diamonds:

Premium visuals reflecting elegance and
craftsmanship.



PRODUCT PHOTOGRAPHY

Twigs and Trails:

Lifestyle imagery aligned with the
brand's organic identity with Aesthetic
Visual story telling





CORPORATE & TRAINING VIDEOS



A high-end corporate film with a 15-day post-production scope had to be delivered in 3 days, with multiple evolving briefs.

Approach

We built a rapid iteration workflow—aligning on narrative, structure, and feedback loops in real time.

Execution

Handled end-to-end editing, revisions, and refinements under tight timelines without compromising storytelling quality.

Outcome

- Delivered in 3 days (5x faster turnaround)
- Navigated multiple brief cycles seamlessly
- Client satisfaction led to referral + 2 new high-value projects



DRONE FILMS

AKSHARA
ADITYA HOMES

A PROJECT SUPPORTED BY BNI AKSHARA

Cinematic aerial visuals
capturing scale, structure, and
vision



AI & Audio Production

AI-driven video solutions for faster,
efficient storytelling.

Audio services including jingles, music
composition, and voice direction.



Meet the Founding Team

Founded on the belief that stories create impact, The Flying Cockroach Films was built by creators who combine vision, strategy, and cinematic storytelling.

Driven by innovation and attention to detail, the founders bring a passion for crafting meaningful visuals that connect brands with people turning ideas into stories that leave a lasting impression



Pratyusha Somayajula
The Creative Curator, Co-Founder



Vinod Achanta
Founder

CONTENT FADES. IMPACT STAYS. LET'S BUILD SOMETHING THAT LASTS.

Let's Talk

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