FROM BRIEF
TO BRILLIANCE

THE VS MANI
FILM

Fables

THE
BRIEF

THE
FLIP

THE
AUTHENTICITY

THE MAGIC
SAUCE

THE BRIEF THAT WANTED A PRODUCT SHOOT BUT GOT A WHOLE FILM INSTEAD

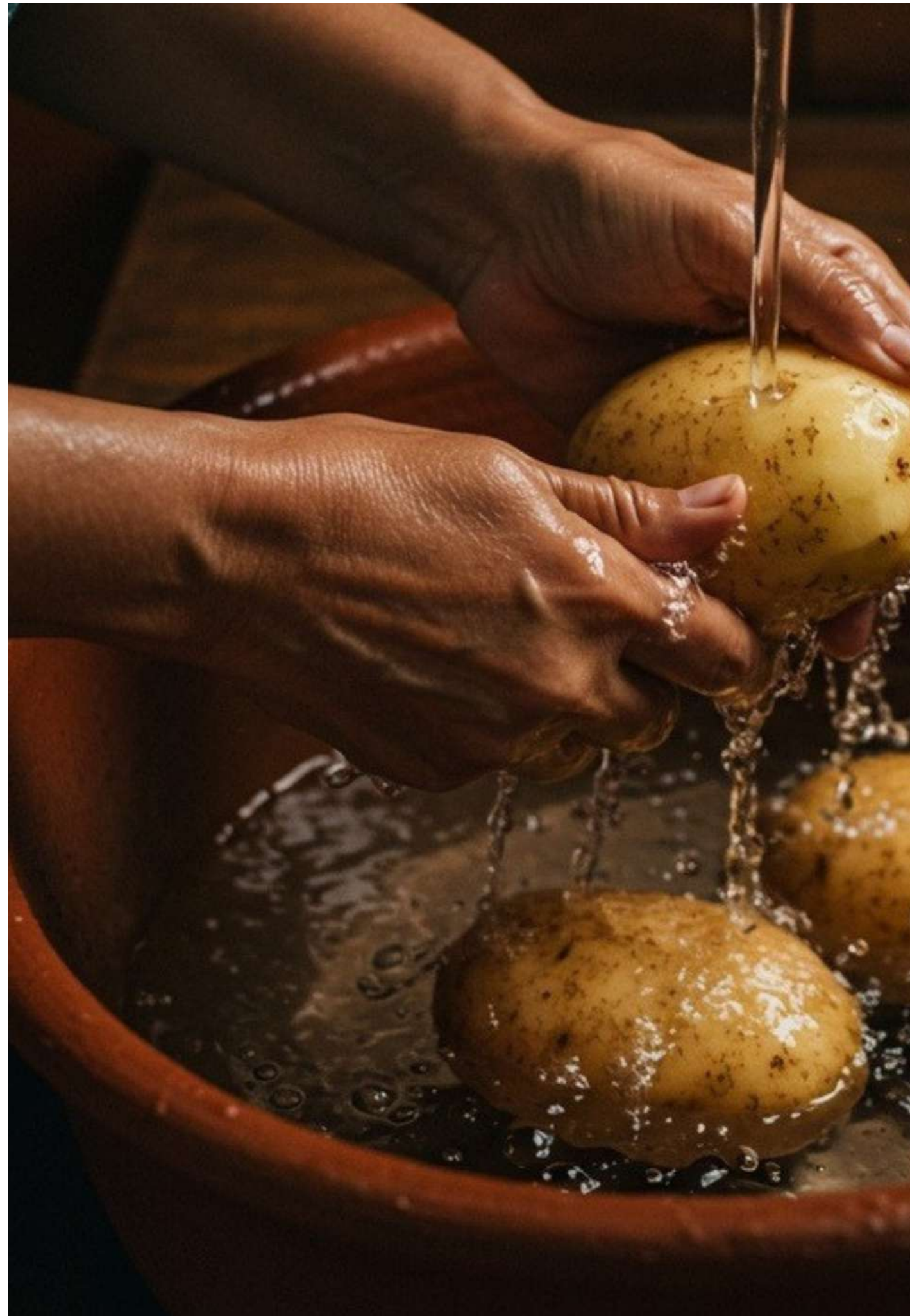Client loved it.
We thought we had it.

Initially, the brief was simple -
let's make a good-looking product window.

We created a beautiful product window sequence with bolt-action shots, swoop-ins, macros, and more.

BUT THEN...

Something was irking us all. Where was the heart? While the original brief was about making a breakdown of creating the chips, it was missing the authenticity which the client takes deep pride in, in all of their products.

So we decided to do some visual storytelling and flip the script. We changed the film - from a product window, to a story of how these chips are actually made in the warmth and glow of your grandmother's kitchen. We focused on the simple joy of homemade goodness.
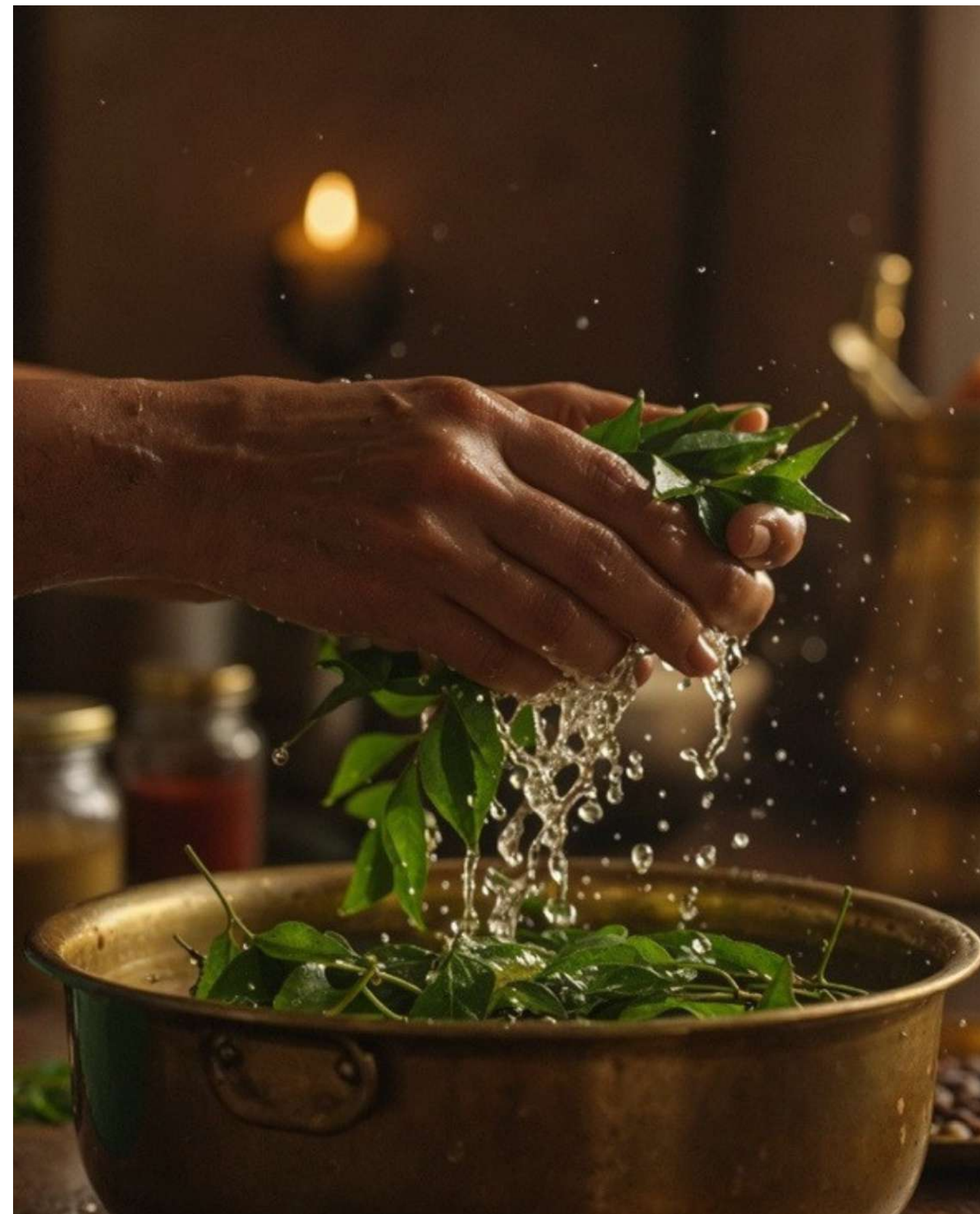
FROM PRODUCT
TO PAATI'S KITCHEN

FROM MACRO SHOTS
TO MEMORY SHOTS

THE FLIP

From a product showcase to a story about chips made in your grandmother's kitchen

THE FEEL

A warm, nostalgic story of chips made the way they should be — with love, brass kadhais, and a little curry leaf magic.

THE CORE

Authenticity - not a buzzword, but a base ingredient. The kind that leaves a little spice on your fingers

HOW WE MADE AI FEEL LIKE IT WAS RAISED IN A TAMIL HOUSEHOLD?

We took all this, and **fed it into a LoRA** to create a world that is authentic to the client, and not randomly generated by AI

We went obsessively real :

ACTUAL CHIP SHAPE

ACTUAL SIZE AND TEXTURE

SPECIFIC OIL CONSISTENCY

THAT EXACT VARIETY OF CURRY LEAVES

MASALA DUST GRAIN SIZE

AUTHENTIC BRASS KADHAIS & TILES

THE MAGIC SAUCE

(OUR GEN AI TOOL STACK)

We pride ourselves on working with great talent that use the best tools. We cooked up the final film using a fine mix of AI tools and creative instinct

Magnific (Mystic 2.5) – Image Gen

Topaz – Image & Topaz Video engine for upscaling video using Reah XL

Kling for Keyframe

Runway for video

SO WHAT IS FABLES?

Fables is a next-generation creative studio that uses generative AI to craft high-impact videos, imagery, and digital storytelling for brands - faster and smarter.

Rooted in deep film and branded content expertise, Fables replaces expensive cameras, sets, and crews with cutting-edge AI tools to deliver **cinematic storytelling at scale**

End-to-End Capabilities

- Gen AI brand films
- Product and campaign videos
- AI-generated imagery and key visuals
- Faceless UGC and spokesperson videos
- Personalized mass video content
- AI automation for content at scale

WHAT SETS US APART?

Narrative-First AI Content

Not just pretty visuals - every piece of content is driven by a strong narrative, developed by experienced filmmakers and brand storytellers

AI-Powered, Production-Free

No shoots. No locations. No long timelines. Fables creates stunning video and image content using advanced Gen AI models tailored to each brand's visual language

Faster Time to Market

From brief to final render in days, not weeks. ideal for fast-moving marketing teams

Connect with us:
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