Kabir Sethi

Proposal for Nilaya Looms

The hands behind the range

A launch film and four cuts that show Nilaya's handloom range through the skill of the weavers who make it.

INVESTMENT	**₹4,50,000 director's fee, excluding 18% GST. Production budget estimated separately.**
NEXT STEP	**Reply to approve, and I'll send Reel Thread's production agreement to sign.**
PREPARED FOR	Ananya Desai, Head of Brand, Nilaya Looms
PREPARED BY	Kabir Sethi, Director
DATE	21 November 2026
STAYS OPEN	30 days from the date above

Why this matters now

Nilaya's handloom range launches in March. Before anyone touches the cloth, a film can show them where it comes from: the loom, the thread, and the people whose skill is in every metre.

That is the opportunity. A launch film made with the weavers gives the range its story from the first day it is on sale, on Nilaya's own channels and in paid media.

The plan runs eight weeks from signing to delivery. With your decision due by 15 December, that leaves room to deliver before the launch, as long as each approval lands in its week.

What I understand

Nilaya Looms is a sustainable textile brand. In March you launch a handloom range, and you want a launch film that shows the weavers' craft. We shoot in a weaving village near Varanasi, with the weaving cooperative.

You decide with Meera Kulkarni, Nilaya's founder, by 15 December.

You were clear about one thing. The film:

> "shouldn't feel like a poverty-porn documentary."

I agree, and the whole approach starts there.

I direct, and creatively direct the shoot. Neha Iyer of Reel Thread Productions produces, and my regular director of photography shoots.

Strategic direction

The idea: the weavers are masters of their craft, and the film looks at them that way.

The camera looks at skill, not circumstance. Three things will show on screen.

1. **Mastery in close-up.** Hands, thread, the rhythm of the loom. The film stays on the work and the judgement inside it, so the craft carries the story.
2. **Filmed with consent, framed with respect.** Every weaver who appears signs a release, and the crew follows your wishes and the cooperative's on what is filmed. The cooperative has a say in what the film shows.
3. **One story, five films.** A 60-second film, a 30-second cut and three 15-second social cut-downs, all from the same shoot, all subtitled in English and Hindi.

Why this answers your worry. A poverty-porn film asks the viewer for pity. This film asks for respect: it shows people who are very good at something difficult, and a range that exists because of them.

The package at a glance

Scope: the treatment, five preparation days, two shoot days near Varanasi and supervision of the edit, colour and sound. I direct, and creatively direct the shoot.

You receive: a 60-second brand film and a 30-second cut (16:9), and three 15-second social cut-downs (9:16), subtitled in English and Hindi.

Timeline: eight weeks from signing to delivery.

Director's fee: ₹4,50,000, excluding 18% GST.

Production budget: separate. Neha Iyer estimates it within 5 working days of the treatment being approved, and you approve it before anything is booked.

Usage: worldwide, on Nilaya's own channels and in paid media, for 3 years.

Scope of work

1. Treatment

- I write the treatment for the film from your brief in week 1.
- You review it, and we agree it in week 2.

You receive: the treatment, for your approval.

What I need from you: your brand guidelines, and the one person who will give approvals for Nilaya Looms, both in week 1.

2. Budget, recce and preparation

- Neha Iyer estimates the production budget within 5 working days of your approval of the treatment, and you approve it before anything is booked.
- Week 3: the recce in the weaving village.
- Weeks 4 and 5: five preparation days, including agreeing with you and the cooperative what will be filmed.

You receive: the production budget for your approval, and a shoot planned with the cooperative.

What I need from you: introductions to the weaving cooperative before the recce in week 3, and product samples by week 5.

3. Shoot direction

- Two shoot days in week 6, in a weaving village near Varanasi.
- I direct the film and creatively direct the shoot, with my regular director of photography and the Reel Thread unit.
- Every weaver who appears signs a release first.

You receive: two directed shoot days, and the footage the five films are cut from.

What I need from you: the product samples with the unit for the shoot.

4. Post-production supervision

- I supervise the edit, colour and sound.
- The music is a licensed track or an original score, chosen with you.
- Two rounds of edit changes are included.

You receive: the edit for review in weeks 7 and 8, with two rounds of changes.

What I need from you: feedback from your decision-maker on each round.

5. Delivery

- The five finished films, subtitled in English and Hindi, in week 8.

You receive: the films listed under "The films and how they can be used".

What I need from you: final sign-off.

Treatment, team and schedule

The treatment

I deliver the treatment in week 1, and you approve it in week 2. It is part of the director's fee. Preparation starts once it is approved.

Who does what

Who	Responsible for
Kabir Sethi, director	The treatment, the creative direction of the shoot, directing the two shoot days, supervising the edit, colour and sound
Neha Iyer, producer, Reel Thread Productions	The production budget estimate, and the production agreement you sign before work starts
My regular director of photography	The camera, on both shoot days
Nilaya Looms	Introductions to the weaving cooperative, product samples, brand guidelines, and one decision-maker for approvals

Days and approvals

- **Preparation:** five days, in weeks 4 and 5. **Shoot:** two days, in week 6, in a weaving village near Varanasi.
- **Approval points:** the treatment (week 2); the production budget (week 3, before anything is booked); the music, chosen with you; the edit, with two rounds of changes (weeks 7 and 8); final delivery (week 8).

The films and how they can be used

Film	Length	Format
Brand film	60 seconds	16:9
Cut	30 seconds	16:9
Social cut-downs, three	15 seconds each	9:16

- **Subtitles:** English and Hindi.
- **Music:** a licensed track or an original score, chosen with you. Its cost sits in the production budget.
- **Usage:** you may use the films worldwide, on your own channels and in paid media, for 3 years. I may show the film in my reel after the launch.
- **People and places:** every weaver who appears signs a release, and the crew follows your wishes and the cooperative's on what is filmed.

Investment

What	What it covers	Amount
Director's fee	The treatment, 5 preparation days, 2 shoot days and post-production supervision	₹4,50,000
Total director's fee	**Excluding 18% GST**	**₹4,50,000**

Payment plan

When	What it is for	Amount
On signing	40% of the director's fee	₹1,80,000
On the first shoot day	40% of the director's fee	₹1,80,000
On final delivery	20% of the director's fee	₹90,000
Total	**Excluding 18% GST**	**₹4,50,000**

The production budget, paid separately

The production budget covers the crew, camera and lighting, travel and stay for the unit in Varanasi, location fees, the edit, colour, sound and the music licence. It is separate from the director's fee and is not part of the payment plan.

Neha Iyer estimates it within 5 working days of the treatment being approved, so it is built from the film you have agreed rather than guessed now. You approve it before anything is booked.

This proposal sets out the work and the fee. Work begins once you sign Reel Thread Productions' production agreement.

Assumptions, exclusions and changes

- The treatment is approved in week 2, before preparation begins.
- The production budget is approved before anything is booked.
- One decision-maker gives approvals for Nilaya Looms.
- The introductions to the cooperative, the product samples and the brand guidelines arrive in the weeks shown in the project plan. The dates rest on them, and on each approval landing in its week.
- Two rounds of edit changes are included. Further rounds are quoted.
- The director's fee does not include the production budget, set out above.
- GST at 18% is added to the director's fee.

Roadmap

1. **Treatment, weeks 1 to 2.** The brief, the treatment and your approval.
2. **Budget and recce, week 3.** The production budget, approved before anything is booked, and the recce in the village.
3. **Preparation, weeks 4 to 5.** Five preparation days, with you and the cooperative.
4. **Shoot, week 6.** Two days near Varanasi.
5. **Post-production and delivery, weeks 7 to 8.** Edit, colour and sound, two rounds of changes, and the five films delivered.

Project plan

Weeks count from signing. Each date rests on the input and the approval in the weeks before it.

Week	What happens	What I need from you
1	Brief and treatment	Brand guidelines; your decision-maker named; introductions to the cooperative under way
2	Treatment approval	Your approval of the treatment
3	Production budget and recce	Your approval of the budget before anything is booked; introductions to the cooperative in place
4 to 5	Five preparation days	Product samples, by the end of week 5
6	Two shoot days near Varanasi	Second payment, on the first shoot day
7 to 8	Edit, colour and sound; two rounds of changes; delivery	Feedback on each round; final sign-off

The first 30 days

- **Week 1:** we sign, and I write the treatment from your brief. You send the brand guidelines, name your decision-maker and start the introductions to the cooperative.
- **Week 2:** you review the treatment, and we agree it.
- **Week 3:** Neha sends the production budget within 5 working days of approval. You approve it before anything is booked, and the recce takes place in the village.
- **Week 4:** preparation begins, with you and the cooperative, towards the shoot in week 6.

Why me

Pahadi Leaf Tea, 2025. A 75-second brand film about the tea pluckers of Darjeeling, shot in two days with a six-person crew. It has the same shape as this film: people whose work is the product, filmed where they work, in two days.

The team. Neha Iyer of Reel Thread Productions produces. My regular director of photography shoots. I write the treatment, direct the shoot and supervise the edit, colour and sound, so one person carries the idea from the first page of the treatment to the final cut.

Next step

Reply to approve this proposal, and I'll send Reel Thread's production agreement to sign.

Once it is signed, the first payment of 40% is due and I start the treatment in week 1. All I need from you that week is the brand guidelines, the name of your decision-maker and a first introduction to the cooperative.