

Profile**YUSUF M. SHAIKH**
Head – Distribution & IPR
Percept Pictures

Yusuf Shaikh, a graduate in commerce from Sydenham College of Commerce and Economics, Mumbai, followed by an MBA in Marketing from K C College, Mumbai, comes with a rich experience of over 25 years in the film and entertainment business. He has distributed more than 85 films, produced 5 films, and has also directed his own film.

During his years at college Yusuf had already started learning the ropes of the film business at the famous film market called Naaz building in Mumbai. Yusuf kick-started his career in the year 1994 with his first breakthrough with Mohra from the prestigious banner of Trimurti films, directed by Rajiv Rai. Mohra set the tone and Yusuf distributed more than 50 films in a short span of 5 years after that. He also ventured into cinema exhibition and created a chain of 40 cinemas in Gujarat. He has also had the opportunity to work with renowned organizations including Contest2win.com, Maverick Productions (a division of Elder Pharmaceuticals) and Shringar Films (Fame Group).

Yusuf joined Percept Pictures as Head, Film Distribution & Acquisition. At Percept he worked on some of the acclaimed movies such as Phir Milenge, Hanuman, Page 3, Malamaal Weekly, Corporate, Kamaal, Dhamaal, Malamaal, Rush and many more celebrated hit films which led to the establishment of Percept Pictures as a leading Studio with innovative marketing and distribution of concept based cinema.

Yusuf likes reading, writing, listening to music and watching films and cricket in his leisure hours.

Yusuf M. Shaikh is Head – Distribution and IPR, Percept Pictures.