

BRIGHTRAY
PRODUCTIONS

www.brightray.co



Bright Ray Productions is owned and led by K.Devabalan, a B.Sc. Visual Communication graduate from Loyola College and a former assistant to renowned film directors Cheran and Pa. Ranjith.

With a strong focus on quality and creativity, the company offers smart video solutions and engaging digital content tailored to the needs of modern businesses.

Driven by a team of passionate and skilled professionals, Bright Ray Productions combines technical expertise with visual storytelling to create impactful content that helps brands stand out in today's competitive market.

About Us



Our 4D Approach



DISCOVER

With the deep understanding of the audience and the project, we formulate strategies.



DESIGN

Aligning with the objective of the project, we design purposeful and appealing creatives.



DEVELOP

Incorporating and implementing the designs and ideas, using technical components.



DELIVER

After being reviewed, we deliver it to the client's satisfaction.

Our Services



AD Films & Jingles

With a deep understanding of the target audience, we deliver creative AD films with effective slogans, catchphrase and content.



Corporate videos

Engaging and creative corporate videos that will strengthen your brand and help the business grow.



Testimonial videos

Inspiring videos to influence the target audience and establish an emotion with the brand.



Our Services

Promo videos

Short creative videos that can be used for all promotional purposes.



Comprehensive photo shoots

To give your portfolio a facelift, we provide photo shoot at top-notch quality.



AI Content Creation & Conceptual AI videos

Creating innovative, engaging content powered by AI.





Our **Multi-Sector** Expertise

BIOTECHNOLOGY

INFORMATION TECHNOLOGY

AEROSPACE & DEFENCE

TOURISM & HOSPITALITY

ART & CULTURE

HEALTHCARE

SOCIAL WELFARE

SPACE TECHNOLOGY

NEWS & ENTERTAINMENT

INDUSTRIAL ECOSYSTEM

MEDICAL DEVICES

INDIGENOUS PEOPLE

HANDICRAFTS & HANDLOOM

RESEARCH PARKS

LOGISTICS & PORTS

SHIPYARD

ELECTRIC VEHICLES

TEXTILES

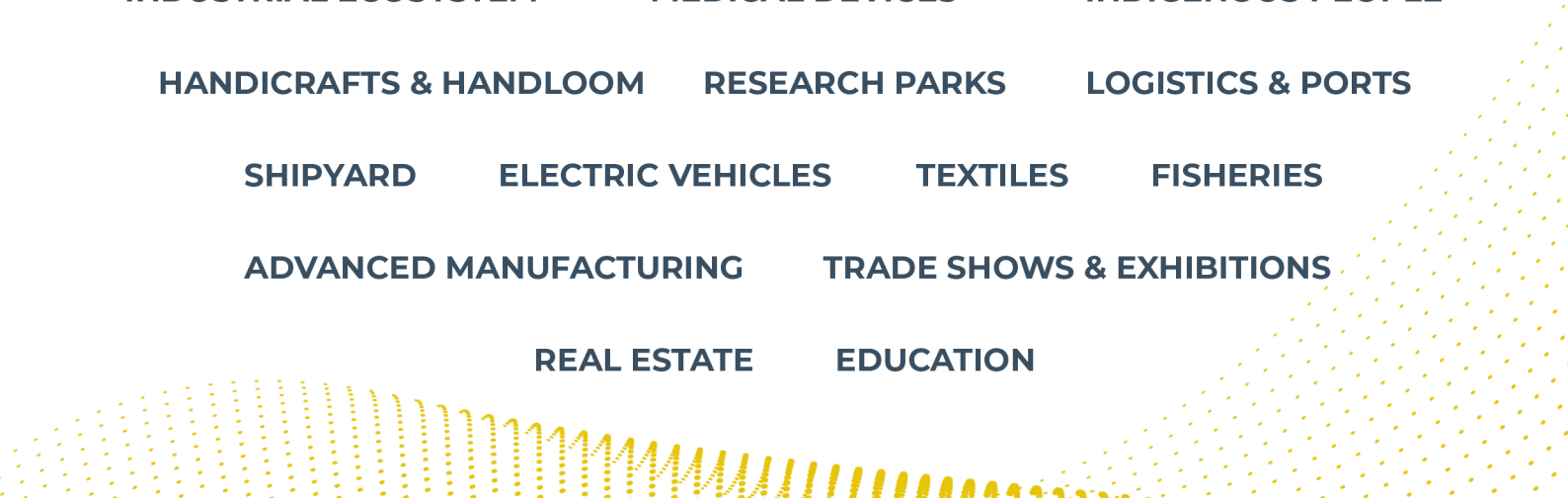
FISHERIES

ADVANCED MANUFACTURING

TRADE SHOWS & EXHIBITIONS

REAL ESTATE

EDUCATION



Our Team



K. Devabalan
Founder & Director



Navin Kumar
Cinematographer



Ponnuel Damodaran
Film Editor & Sound Designer



Sreeram Balakrishnan
Colorist



Manikandan
Designer



C H Rajkumar
Script writing & Lyricist



Srikrish
Choreographer



Amarnath
CGI / VFX



Shravan
AI Content Creation



Bavishe Balan
Still Photographer



Chandran
Storyboard Artist



Our prestigious Clients





Aarthi Scans & Labs



Kalyani Car Jewels
Since 1995



K.K.R. ENT Hospital



TICEL BIOPARK LTD
TIDCO Centre for Life Sciences





உலக மகளிர் உச்சி மாநாடு - 2026
GLOBAL WOMEN SUMMIT - 2026

AeroDefCon'25



INDIA GLOBAL
EDUCATION
SUMMIT



TAMILNADU TOURISM
DEVELOPMENT CORPORATION
— (A Govt. of Tamilnadu Undertaking) —



UmagineTN
Inform . Inspire . Innovate
2026



KEELADI MUSEUM





Bright Ray Productions have done an excellent job in creating a documentary film for Fisheries Management for Sustainable Livelihood Project under the World Bank Scheme

Director of Fisheries, Govt of Tamil Nadu.



I would like to appreciate Thiru.K.Devabalan proprietor "Bright Ray Productions" & his team for creating an outstanding promo film on Tenkasi Tourism

District Collector, Tenkasi District



Bright Ray Productions have done an excellent job in creating our corporate AV for Mahindra Bolero Pick up

Mahindra & Mahindra Limited, Mumbai



I wish to appreciate the valuable services provided by Mr.K.Devabalan and his team "Bright Ray Productions" to National Health Mission, Tamil Nadu for creating Information, Education and Communication (IEC) films on key health initiatives by Government of Tamil Nadu

Mission Director, National Health Mission – Tamil Nadu



We are satisfied with his team work and the quality of the output, We also appreciate his on time delivery of the product

Managing Director, Tamil Nadu Fisheries Dev. Corp. Ltd.

Appreciation
from
Clients ::::

He is capable of producing corporate films and has recently been given an opportunity to produce a corporate film on our SIPCOT Vallam-Vadagal Industrial Park, Phase II catering to Automotive & Engineering Industries towards which investors are attracted.

SIPCOT, Managing Director



I wish to place on record my sincere appreciation for the short film scripted and shot by Thiru K.Devabalan for increasing the admission enrollment for ITIs across the State of Tamil Nadu

**Directorate of Employment & Training,
Govt of Tamil Nadu**



"Your creativity and imagination are praiseworthy and beyond comparison. Very happy with your approach and the way you dealt in creating our school video. Thank you!"

**Principal & Correspondent,
Montfort School, Yercaud**



K.Devabalan & team have done an excellent job in conceptualizing & creating our corporate video profile, ad film & photo shoot for Villa Green Vista, OMR, Kelambakkam site.

**Executive Director, Green Home Farms
& Resorts Pvt Ltd**



I wish to place on record my sincere appreciation for the extraordinary work created by you regarding Nellai Crafts & Eat Right Tirunelveli

District Collector, Tirunelveli



I thank Thiru.K.Devabalan and his team at Bright Ray Productions for exceptionally creative, realistic, and informative film made in a time bound manner during this challenging pandemic period of COVID-19

**State Commissioner for persons
with disabilities**



World AIDS Day 2020 thematic ad film as an initiative of TANSACS has gained lot of appreciation especially from National AIDS Control Organization (NACO), New Delhi and was widely circulated in social media

**Project Director, Tamil Nadu State
AIDS Control Society**



I congratulate your outstanding work in producing the short film highlighting the initiatives and achievements of the Tamil Development and Information Department, Government of Tamil Nadu. Your professionalism and creative vision are appreciated and I wish you and your team continued success in all your future endeavours.

**Director of Information & Public Relations and
Ex-Officio Deputy Secretary to Government**



I would like to appreciate Thiru.K.Devabalan, Proprietor of M/s Bright Ray Productions for creating & conceptualizing the promotional films on Karaikudi Tourism. The films captured the speciality of the Chettinad culture, widely famed palaces and the local cuisines. I am impressed by your creative spirit & team work towards making this promotional film a grand success.

**Director of Tourism,
Tamil Nadu
Tamil Nadu Tourism Department**



Awards



Awards



THE KAANI'S - INDIGENOUS PEOPLE OF THE WESTERN GHATS
BRIGHT RAY PRODUCTIONS PVT. LTD.



Jury Selected



CATEGORY - DOCUMENTARY

DIRECTOR
K DEVABALAN



Certificates



Contact Us



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brightrayproductions/     

Officially
empanelled
with



NFDC
cinemas of india



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