
parichay
ANIMATION
STUDIO
We Make Things Alive.
PARICHAY
Animation Studio
View our Showreel
www.parichayanimation.in

ABOUT US

At Parichay Animation Studio, we believe that the heart of every animation isn’t the motion — it’s the emotion.

We’re a collective of filmmakers, storytellers, and visual artists based in Assam, India — driven by the vision that imagination deserves craftsmanship. Founded by Ankit Dey, Parichay was built on a simple yet powerful idea:

“Animation should not just be seen; it should be felt.”

From our early beginnings to the production of Paanilok — India’s first underwater animated feature film — we’ve proven that creativity can emerge from anywhere and resonate everywhere.
We specialize in animation, VFX, pre-production, and post-production for global clients who seek not just a vendor, but a creative ally — a team that can transform their vision into visual art that speaks, sells, and stays in memory.

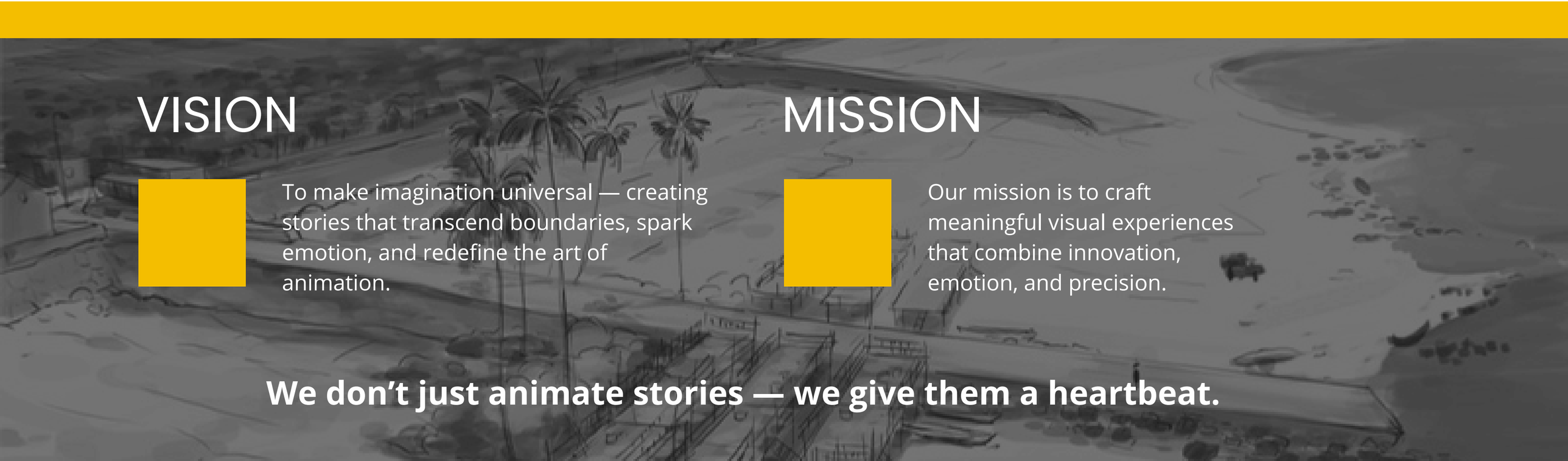


OUR PHILOSOPHY

In a world overflowing with visuals, what truly stands out is not louder content — but meaningful stories told beautifully.
That’s what we do at Parichay.

We bring clarity to ideas, emotion to motion, and soul to screens.

Our approach is rooted in collaboration and curiosity. Every project we take on becomes a shared journey — where your brand’s voice and our creative expertise merge into something unmistakably original.



VISION

To make imagination universal — creating stories that transcend boundaries, spark emotion, and redefine the art of animation.

MISSION

Our mission is to craft meaningful visual experiences that combine innovation, emotion, and precision.

We don’t just animate stories — we give them a heartbeat.

OUR SERVICE

2D & 3D Animation Production

From character creation to final compositing, our team delivers world-class animation that's visually stunning and emotionally engaging

Visual Effects (VFX)

We blend realism with imagination to create visuals that captivate audiences and enhance storytelling.

Pre-Production Design

Every great animation begins with a great blueprint. Our pre-production services ensure that every story has clarity, direction, and visual identity.

Post-Production

We fine-tune every visual and sound to perfection — ensuring your story lands exactly as intended.

Game & Interactive Media Assets

We design interactive worlds that push boundaries of creativity and engagement.

Corporate & Educational

We help organizations communicate through motion — simplifying complex ideas into powerful visual experiences.

Whether it's a commercial, feature film, game, or digital campaign — every project we touch is built with care, curiosity, and cinematic depth.

We don't just deliver animation. We deliver emotion.

OUR TEAM



RAJIB PHUKON
Non Executive Director
& Strategic Advisor



ANKIT DEY
Founder,
Director & CEO



PARITOSH DIXIT
Co-Founder,
Director & CSO



GURJYOT SINGH SANDHU
Co-Founder,
Director & CBO



ANKIT ROHILA
Head of Production
& Finance



DIPSIKHA DEKA
Creative Director



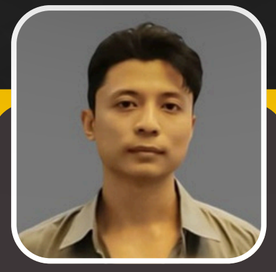
RAHUL BORAH
Art Director



BIJAYATA DUTTA
Head of 2D



ANIL RAJBHAR
Production Manager



BIRJU BASUMATARY
Asset Head



SUMAN BISWAS
Animation Supervisor



MANISH YADAV
CG Lead



Team with Smt. Riniki Bhuyan Sarma,
CMD of Pride East Entertainment Pvt. Ltd.
& Wife of Chief Minister of Assam Dr. Himanta Biswa Sarma



Team with Shri. Pabitra Margherita, Hon'ble Minister of State for External Affairs of India
& Shri Simanta Shekhar, Chairman of Assam Film Finance & Development Corporation



Parichay Animation Studio's Founder & CEO cum President of Assam AVGC-XR
Development Association with Shri. Ravi Kota, IAS, Chief Secretary of Assam



Team with Smt. Manju Borah, Film Director



Team with Shri. Ashwani Kumar, IAS, Director, DITEC,
Govt. of Assam



Team with Shri. Ashish Kulkarni, Founding Director of IICT &
Founder of Punnaryug Artvision Pvt. Ltd.
Former Chairman of AVGC-XR Forum, FICCI



A moment with Shri. Partha Sarathi Mahanta, IPS
Commissioner of Guwahati

Special Moments









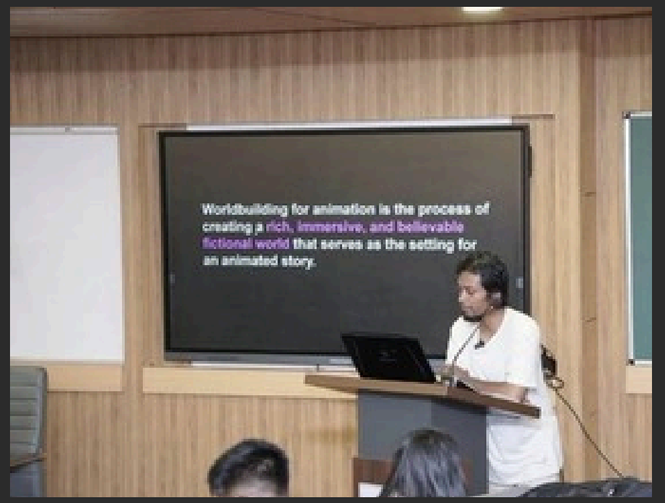







Parichay Animation Studio Pvt. Ltd., participated under Assam AVGC-XR Development Association in Advantage Assam 2.0













MOU Signing & Engagement Activity between Parichay Animation Studio Private Limited &
The Assam Royal Global University, Assam























Paanilok Teaser Poster Launch at Jyoti Chitraban Film Studio, Guwahati on 16th October 2022










Behind the scenes of Paanilok Recording















Parichay Animation Studio in WAVES 2025, Mumbai













Parichay Animation Studio in BRICS WAVES BAZAAR 2026, Mumbai

PARICHAY'S OWN IP











PAANILOK

India's first underwater animated film, blending mythology, imagination, and emotion beneath the ocean's surface.
(FEATURE FILM)

PARICHAY'S OWN IP









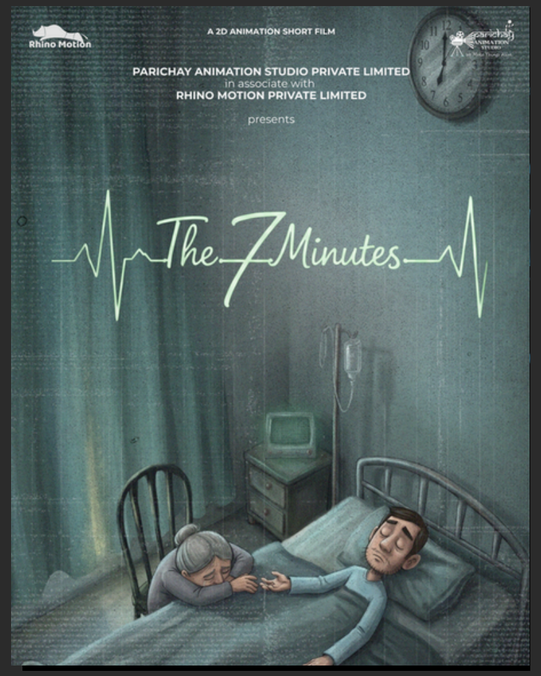


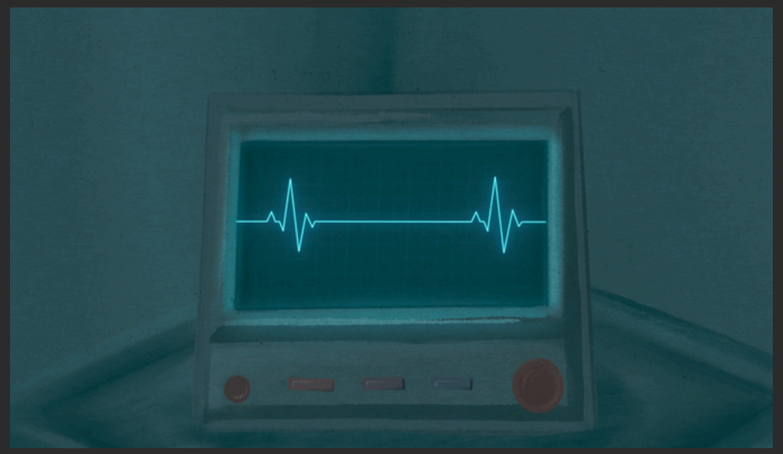
ZOLUTI

True historical drama of Mary Winchester, a young Scottish girl captured by the Lushai people in Mizoram

(SHORT FILM)

PARICHAY'S OWN IP





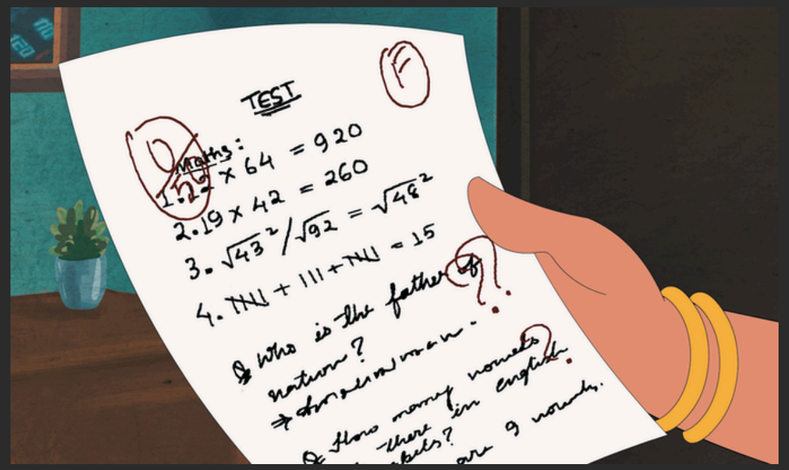


THE 7 MINUTES

This is based on the last 7 minutes during the last time. We don't remember our achievements. We remember who loved us when we were too busy.

(SHORT FILM)





CLIENT PROJECTS











NUVI WORLD

NuVi brings to Vietnamese children a wonderful world where they will grow comprehensively in terms of intelligence, height and thinking.

CLIENT PROJECTS



LUMBUJI TINGUJI

A hilarious buddy comedy about two opposites who turn every day into a laugh-riot of chaos and friendship.



LITTLE SINGHAM

The fearless young cop protecting his town with courage, wit, and unstoppable energy



GOLMAAL JR.

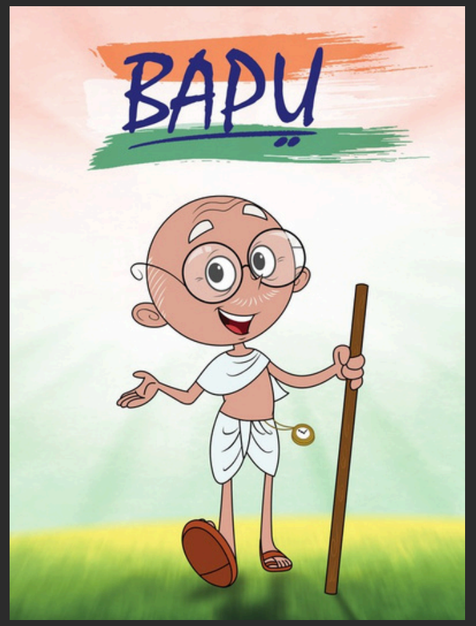
Inspired by the hit Golmaal franchise, this kids' comedy follows a mischievous gang and their fun-filled adventures.

CLIENT PROJECTS



SHIVA

Shiva riding his special bicycle, which can operate on land, water, and in the air.



BAPU

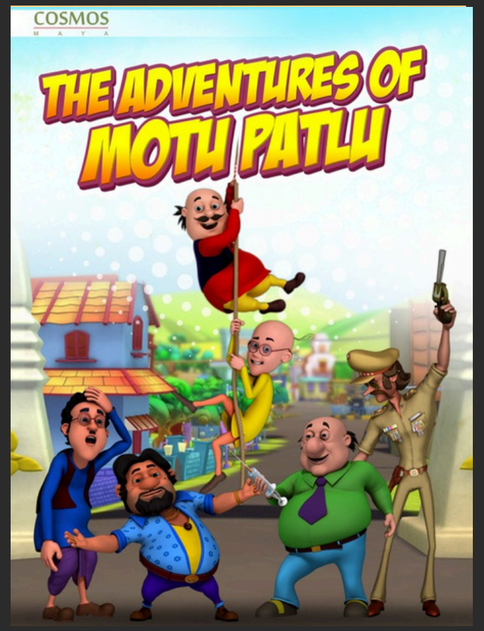
A light-hearted show sharing simple life lessons through the warmth and wisdom of “Bapu.”



DABANGG

The series follows the day-to-day adventures of Chulbul Pandey as he fights crime and evil in his city.

CLIENT PROJECTS



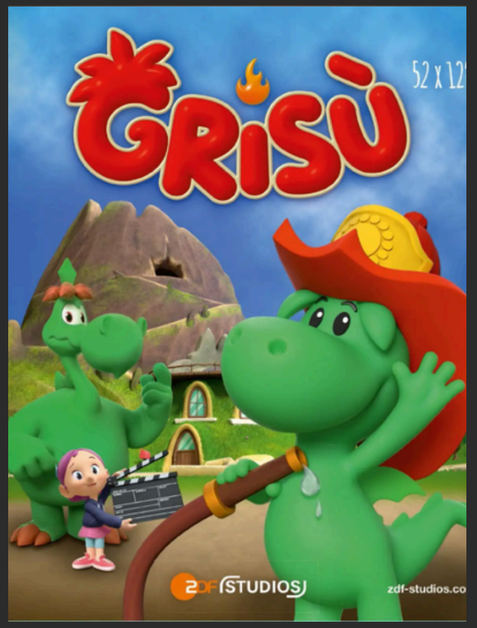
MOTU PATLU

India’s favorite duo from Furfuri Nagar, bringing endless humor, clever twists, and heartfelt friendship.



SELFIE WITH BAJRANGI

A fun and inspiring series blending modern charm with Bajrangi’s strength and kindness.



GRISU

The brave little hero who dreams big, proving courage comes in all sizes.

OUR CLIENTS



UNICEF



WATER.ORG



COSMOS MAYA



MAYA DIGITAL



KAYRA ANIMATION



NUTIFOOD NUVI



JOOSE UP



RELIANCE ANIMATION



BIZZY BABY



TOONZSTATION



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