

THE

MASTERMIND BEHIND
UNFORGETTABLE STORIES

Babar Javed.

One of the most
acclaimed director and
producers from Pakistan.



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**BABER JAVED**

Babar Javed: A Visionary Director and Producer

In the realm of Pakistani Drama Industry, few names shine as brightly as that of Babar Javed. With an illustrious career spanning over two decades, Babar Javed has firmly established himself as a pioneering director, producer, and broadcaster, boasting a portfolio that traverses various genres.



His groundbreaking work has not only captivated local audiences but has also left an indelible mark on the international stage.

Babar Javed's journey in the world of entertainment commenced with a bold move, as he became the first Pakistani director to extensively shoot outside the country's borders. This foray into uncharted territory laid the foundation for a career characterized by innovation and groundbreaking storytelling.

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Directorial Wizardry:



What sets Babar Javed apart is his remarkable versatility. Fearlessly, he has ventured into multiple genres, deftly tackling social issues with compelling narratives, dissecting the intricacies of family dynamics, delivering heart-pounding action sequences, evoking laughter and romance through captivating comedies, and even sending shivers down the spines of viewers with his masterful work in the horror genre. This diverse range of storytelling serves as a testament to his exceptional talent and creative vision.





Babar Javed's impact transcends national borders, as his work garners recognition and acclaim on the international stage. His dedication to the craft has not only captured the hearts of local audiences but has also earned him accolades and appreciation from around the globe. Notably, his films have garnered international acclaim, solidifying his status as a producer of world-class cinema.

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As we delve deeper into the life and career of Babar Javed, we will unravel the fascinating journey of a visionary director and producer who has redefined the landscape of Pakistani cinema and continues to inspire audiences with his unique and compelling storytelling.





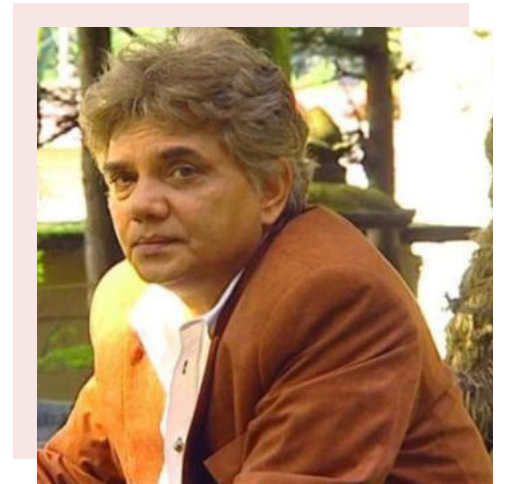
Educational Pursuits:

- Diploma in Production/Direction & TV Journalism from Asian Academy of Film & Television, AAFT (India).
- Diploma in Film School from London Academy of Radio, Film & TV (UK).
- Director's Course in Cinematography from Brighton School (Filmmaking) (UK).
- Government National Collage (Pakistan).

Babar JAVED'S

Pioneering Journey in Pakistani Entertainment

Babar Javed embarked on his illustrious career in **2001** as a freelance director, making an indelible mark on the landscape of Pakistani entertainment. His initial venture into the world of television took shape with the production of a groundbreaking game drama alongside **Tanveer Jamal**, marking the dawn of a new era.



This collaborative effort not only achieved unprecedented success but also became Pakistan's first action series to grace the airwaves of **PTV**.



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Following this triumph, Babar Javed directed "**Ishq**" for ZebaBukhtyar Productions, a drama that found its home on **HUM TV**. This project marked the beginning of a prolific journey with HUM TV, laying the foundation for numerous successful collaborations.

Babar Javed's directorial vision transcended conventional boundaries, as he became the trailblazer in introducing on-location shooting to Pakistani television. He shattered norms by taking the camera to diverse destinations like the **UK**, **Australia**, **Mauritius**, **Malaysia**, **Turkey**, and **Cape Town**, introducing Pakistani culture to an international audience. This groundbreaking move not only opened doors for many off-shoots but also paved the way for the international broadcast of Pakistani dramas through channels like **HUM TV** Australia and **GEO** Australia.

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An exceptional feat in itself, Babar Javed set a precedent by simultaneously directing three dramas—an accomplishment yet to be rivaled by any other Pakistani director. His innovative approach also extended to the casting, as he boldly brought international actors into the realm of Pakistani dramas.

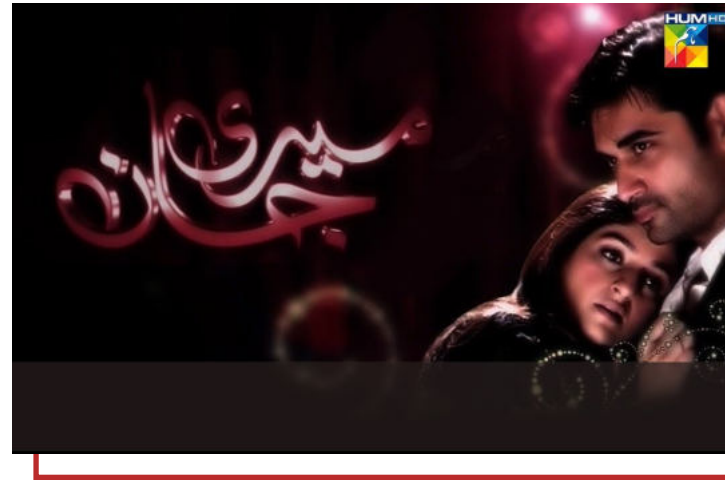
Noteworthy among these collaborations was the inclusion of **Kamaljeet Singh** from India in the drama "**Kuch Dil Ne Kaha**," alongside the legendary Pakistani actor **Javed Sheikh**.

Babar Javed's creative exploration didn't confine itself to urban settings; he ventured into the rural heartlands of Pakistan with the famous drama "**Jhumka Jahan**," shedding light on the life of a **Kathak dancer**. Notably, he introduced Original Soundtracks (OSTs) to the Pakistani drama industry through "Jhumka Jahan," with the soulful voice of **Rahat Fateh Ali Khan** resonating through its tunes. This initiative not only elevated the viewing experience but also earned Babar Javed the prestigious Best Director Award for "Jhumka Jahan."



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In **2008**, Babar Javed achieved a remarkable feat by simultaneously directing three dramas— "**Ishq**," "**Junoon**," and "**Diwangi**"—all shot in Cape Town. This endeavor proved to be a significant success and marked a turning point in the industry. Further diversifying his portfolio, Babar Javed delved into uncharted territory with "**Meri Jaan**," Pakistan's first crime thriller drama.



His audacious spirit led him to direct "**Meri Zaat Zarra-e-Benishan**," a drama in the religious genre, which became a colossal hit, further solidifying his stature as a director who fearlessly explores new boundaries in the Pakistani drama industry. Babar Javed's contributions have not only shaped the course of Pakistani entertainment but have also set a standard of excellence that continues to inspire the industry's future generations..

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Babar Javed's Transformative Role: Founder of A&B Productions:

In the ever-evolving landscape of Pakistani entertainment, Babar Javed has not only left an indelible mark as a director and producer but has also spearheaded a groundbreaking venture that has redefined the industry itself. His visionary prowess manifested in the founding of A&B Productions, a game-changer that revolutionized the dynamics of private production houses in Pakistan.



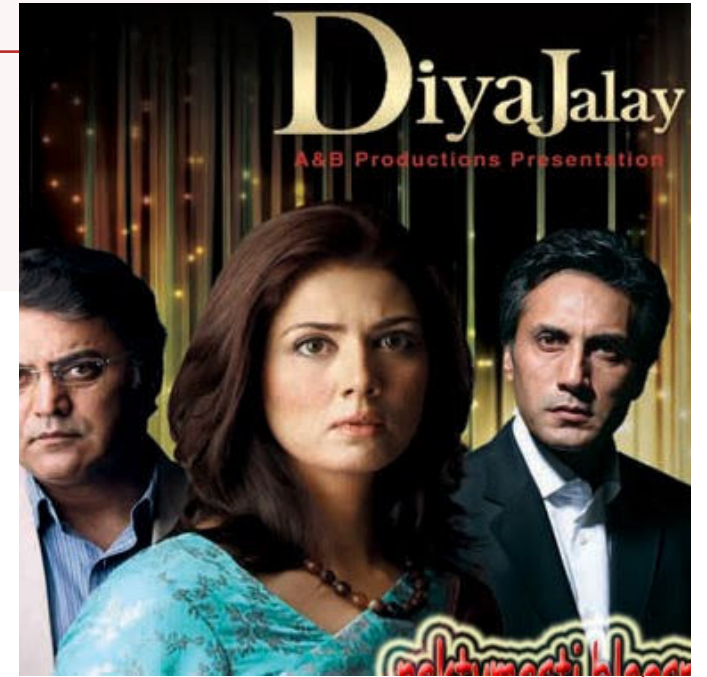
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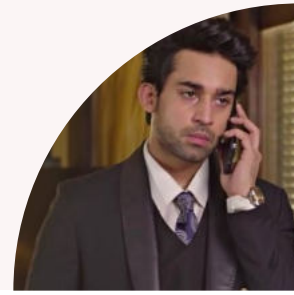


Before A&B Productions, private producers were confined, primarily, to specific channels with their own production houses. The establishment of A&B Productions was a brave and courageous move, breaking free from the norm and paving the way for a new era of creativity and collaboration. A&B Productions emerged as a beacon of change, transcending limitations and offering a platform that gave birth to numerous hits over the years.

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One notable success from A&B Productions is the acclaimed serial "**Diya Jale**," a narrative that fearlessly delved into sensitive topics like gender discrimination. The series introduced one of the most progressive female characters, portrayed by the talented NeelamMunir Khan. This marked the beginning of **NeelamMunir's** prominent and significant role in the industry.





He also launched many actor and actress like Yumna Zaidi , Sana Javed, Maya Ali , Sonia Mashal , Misha Shafi, Urwa Hussain and Mawra Hussain ,like Feroz Khan , Usman Khalid Butt, Billal Abbas Also A&B Productions cemented and revive the careers of Sami Khan , Mohib Mirza , Aiza Khan , Maria Wasti , Sajal Aly, to name a few also he introduced many writers like, Maha Malik, Rukhsana Nigar, Sarwat Nazeer, Amna Mufti, Seema Munaaf and others



Furthermore, A&B Productions played a pivotal role in cementing and reviving the careers of established actors such as **Sami Khan, Fahad Mustafa, Mohib Mirza, Aiza Khan, Maria Wasti, and Sajal Aly**. The production house also became a nurturing ground for emerging writers, introducing the likes of **Maha Malik, RukhsanaNigar, SarwatNazeer, Amna Mufti, and SeemaMunaaf**.

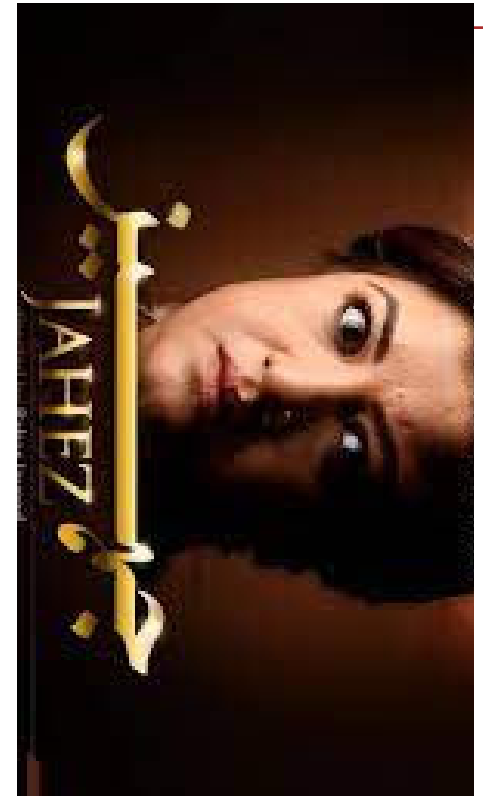


Not content with reshaping the acting landscape, A&B Productions has also given numerous directors their chance to shine. **Nadeem Siddique, Furqan Khan, Zahid Mehmood, Furqan Adam, and Tehseen Khan** are just a few of the directors who honed their craft under the banner of A&B Productions.

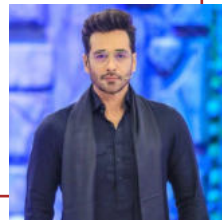
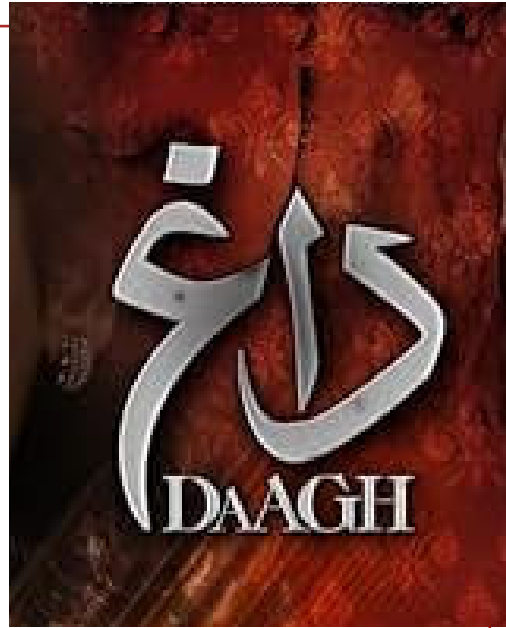


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Babar Javed, while wearing his directorial hat, pursued his passion for storytelling with significant plays like "**Rog**," addressing the sensitive issue of child rape, and "**Main Abdul Qadir Hon**," exploring themes of identity crises and religious influence. He ventured into uncharted territory with "**MeraSaain**," one of the first political dramas, and "**Jehaz**," a poignant depiction of societal customs surrounding dowry.



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A&B Productions' accomplishments include producing dramas like "**Daagh**," challenging gender discrimination and societal norms against family planning, and "**Kis Din Mera Viyah Howay Ga**," a Ramadan serial that left an enduring impact with Faisal Qureshi's memorable character.

The production house's monumental achievement was gaining the highest ratings for the soap opera "**KushbooKaGhar**," and the serial "**Meri Ladli**" set a record for the highest ratings by any Pakistani serial before it. A&B Productions not only captured 70% of the market but also became a breeding ground for talent, influencing the next generation of directors, writers, producers, and technicians.



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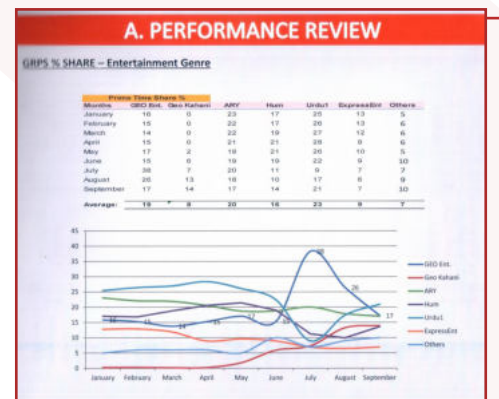
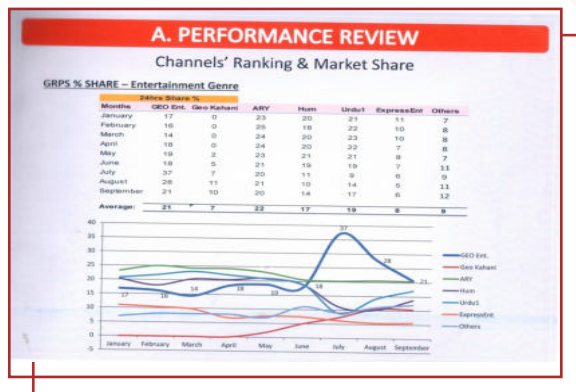
The ripple effect of A&B Productions' success is evident in the opening of new production houses like Big Bang, Idream, TNI, and 6Sigma. A&B Productions stands not just as a role model but as a pioneer in the industry, forever changing the landscape of Pakistani entertainment. Babar Javed's vision and A&B Productions' legacy continue to shape the industry, leaving an enduring impact on the future of Pakistani television.



A&B production house it was a game changer of Pakistani Entertainment drama industry before only 100 to 150 hours produce after A&B it close to 400 to 500 hours early A&B was producing Nearly 70% of content of Pakistani Entertainment industry first production house of Pakistan who ever producing for almost every channel including ARY Entertainment, GEO Entertainment, Hum Tv, Express Tv , Urdu one , Tv One , Aplus , they were the main partner of ARY digital and ARY was number one change since 2009 till 2013.

Babar Javed's Unprecedented Merger and Geo Entertainment Reign:

In a strategic move that sent ripples through the Pakistani entertainment industry, Babar Javed, alongside his business partner **Asif Raza Mir**, assumed control of one of the biggest channels, **GEO ENTERTAINMENT**, in 2013. This transformative collaboration resulted in the merger of two giants—A&B Productions and Geo TV—giving birth to Geo A&B Productions. The merger, a pioneering move, reverberated within the industry, setting the stage for Geo Entertainment to become the premier entertainment channel.



When A&B got merge with Geo Entertainment channel and from 4th position to number one position within few months Babar Javed launch **GEO KAHANI** for international content channel mostly Turkish content and GEO KAHANI become number 5 Channel within the year of launch then made Pakistan biggest musical show Pakistan idol and break all

DRAMAS PERFORMANCE

Best Dramas on Geo Ent.

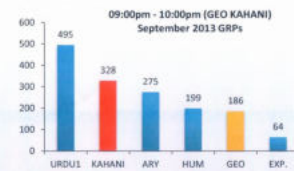
7 out of 10 top Pakistani Drama Serials were of Geo Ent. in September 2013.

(Analyzed on average GRPs per episode basis).

Almost all drama serials of Geo Ent. in 8-9pm slot are performing good and mostly remain on no.1 position except 'Numm' which airs on Saturday.

Dramas on Geo Kahani

Mera Sultan and CID give tough time to our competitor channels. Both dramas are leading in respective time-slots. Kahani is consistently beating Hum Tv.

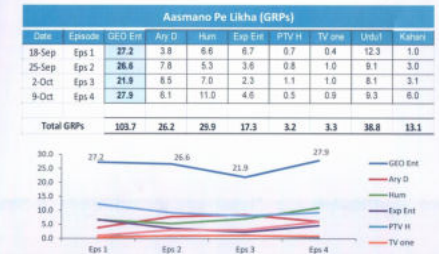


DRAMAS PERFORMANCE

Best Dramas on Geo Ent.

Geo Ent. currently has best dramas in Prime Time slot (8:00-09:00pm) with highest viewership. It leads in 5/7 days a week in the slot with substantial margin of ratings

Aasmano Pe Likha has broken all records of the industry and got highest GRPs in first 4 episodes. Both Geo Ent. and Kahani are giving tough time to competitor channels including Hum TV and ARY. Their Sales revenue and ratings are declining.



REVENUES AND SALES TARGETS

Revenues

Geo Kahani is generating Rs.6~7 Crores per month. We have had **highest sales record in October 2013 i.e. Rs.31 Crores** (Geo Ent, 24Cr. + Geo Kahani, 7 Cr)

Business Targets

Business targets have been established and sales team has been formed. The overall targets for Geo Ent. and Geo Kahani are Rs.220m and Rs.110~112 millions per month respectively. These targets will be implemented wef January 2014.

OVERHEADS

Minimized Overheads:

We have minimized the overheads. Our big achievement is that we have launched a whole new channel successfully without having additional overheads. Currently, we are in the process of consolidating staff on one location at Clifton.

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A. PERFORMANCE REVIEW

Channels' Ranking & Market Share

Geo Ent. "No.1 Channel"

From June 2013 onwards, GRPs have been increased. Geo Ent. is leading in 24 hrs GRPs and moved from 4th to 1st Position in terms of GRPs and consistently getting highest GRPs since last 3 months.

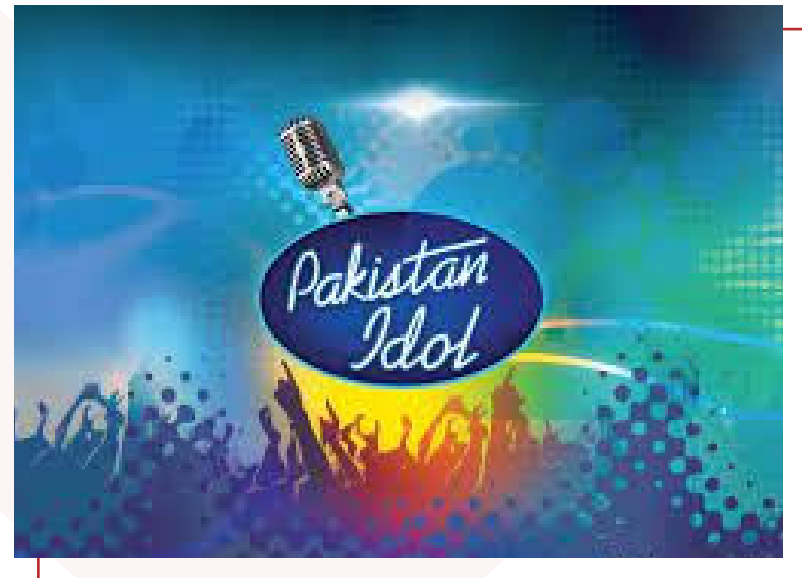
Geo Kahani in Top 3 Ranking:

Geo Kahani was launched in May 2013 and within few months it has become an A-Category channel. The channel maintains its position on No.2~3 in primetime. It has its own look and feel and the brand has been established over the period of time.

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Javed and Mir, articulate in their vision, aimed to propel Geo Entertainment to unprecedented heights. The merger also led to the launch of Geo Kahani, opening doors for numerous productions. Babar Javed, under this new entity, orchestrated the launch of the groundbreaking "**Pakistan Idol**," a show that garnered immense fame and showcased the country's diverse talent.

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Notably, he produced the much-hyped and expensive play "**Bashar Momin**," a project that propelled Ushna Shah to fame for her role as Rudaba. Another feather in Javed's cap was the production of "**AsmanoPerLikha**," a serial that shattered the highest rating records, making Sajal a house hold name and solidifying **Sheriyar Munawar Siddique's** position as a hero under Javed's supervision.

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Under Geo Kahani, Babar Javed ventured into historical dramas, creating one of the biggest historical plays named "**Mor Mehal**." This project introduced **Umair Jaiswal** and **Meesha Shafi** as actors and gained immense hype and critical acclaim. It marked a historic moment as the first play broadcast simultaneously on Geo TV and PTV. Javed's supervision.



The collaboration with **Sarmad Sultan Khoosat** resulted in the creation of the biopic movie "**Manto**," based on the life of the controversial writer **Sadat Hasan Manto**. The movie, critically acclaimed and widely recognized, showcased Babar Javed's commitment to pushing creative boundaries.

Not confining himself to a particular genre, Babar Javed revived the horror genre with "**Saaya**" and ventured into supernatural storytelling with "**Nagin**," a play that achieved substantial fame during its broadcast. Celebrating collaboration with **Zee**, Babar Javed ventured into the joint production "**Teri Meri Jodi**," showcasing his ability to work across borders.

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In 2013, Babar Javed achieved an unprecedented feat by simultaneously broadcasting six dramas. Subsequently, he took a step further and launched his personal production, **BJ Films**. With a cumulative experience of over **10,000** hours as a director and producer, Babar Javed's BJ Films scored a massive hit with "**Manto**," earning recognition worldwide and receiving acclaim from notable magazines and blogs such as The News and Berlin Global.



Continuing his streak of innovation, Babar Javed pioneered Ramadan transmissions, establishing himself as the pioneer of Ramadan shows. Starting with **Dr. Amir Liaquat**, a prominent name in the industry, Babar Javed went on to direct shows and brought cricketing legends **Wasim Akram and Shoaib Akhtar** to host the Ramadan show "Geo Khelo Pakistan." Additionally, he directed and produced morning shows featuring **Amir Liaquat, Shaista Lodhi,** and **Nadia Khan.**



Babar Javed's multifaceted contributions have not only shaped the trajectory of Pakistani entertainment but have also demonstrated his prowess in channel management, **international** collaborations, film production, and the realm of hosting diverse television programs. His legacy, marked by a relentless pursuit of excellence, continues to inspire and reshape the contours of the entertainment industry



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NATIONAL & INTERNATIONAL ACCOLADES RECEIVED BY BABAR JAVED

AWARDS

2006	6th LUX STYLE AWARDS	BEST TV DIRECTOR (SATELLITE)	KUCH DIL NE KAHA
2006	6th LUX STYLE AWARDS	BEST TV PLAY (SATELLITE)	KUCH DIL NE KAHA
2008	7th LUX STYLE AWARDS	BEST TV PLAY (SATELLITE)	MAN-O-SALWA
2008	8th LUX STYLE AWARDS	BEST TV DIRECTOR (SATELLITE)	JUMKA JAAN
2009	8th LUX STYLE AWARDS	BEST TV PLAY (SATELLITE)	KHAMOSHIYAN
2010	9th LUX STYLE AWARDS	BEST TV PLAY (SATELLITE)	ISHQ JUNOON DIWANGI
2012	11th LUX STYLE AWARDS	BEST TV DIRECTOR (SATELLITE)	MERA SAAIN
2014	13th LUX STYLE AWARDS	BEST TV PLAY (SATELLITE)	DAAGH
2014	4th PAKISTAN MEDIA AWARDS	BEST SITCOM	KIS DIN MERA VIYAH HOWAY GA
2015	KARAWOOD INTERNATIONAL	BEST FILM	MANTO
2016	4 th HUM TV AWARDS	BEST FILM RECOGNITION	MANTO
2016	ARY FILM AWARDS	BEST INDEPENDENT FILM	MANTO
2016	LONDON ASIAN FILM FESTIVAL	SPECIAL RECOGNITION	MANTO
2016	PAKISTAN FILM FESTIVAL	FILM SCREENING	MANTO
2016	8th JAIPUR INTERNATIONAL	BEST SOUND & EDITING	MANTO

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Conclusion:

Babar Javed's Enduring Legacy in Pakistani Entertainment

Babar Javed's indomitable spirit and relentless pursuit of excellence have carved an enduring legacy in the annals of Pakistani entertainment. Over two decades, he has evolved from a freelance director to a visionary force, leaving an indelible mark on the industry. As a trailblazing His courageous foray into sensitive topics and unexplored territories showcases a commitment to addressing societal issues and pushing creative boundaries. Through ventures like "**Pakistan Idol**," "**Bashar Momin**," "**Moor Mehal**," and the critically acclaimed "**Manto**" biopic, Babar Javed has not only entertained but also educated and inspired audiences.



The establishment of Geo A&B Productions was a watershed moment, transforming the industry landscape and opening doors for unprecedented collaboration. His journey has been characterized by launching new talent, working with legends, and expanding into international ventures. His association with legends like **Asif Raza Mir**, his work on Geo Entertainment, and the joint production with Zee underscore his influence on the global stage.

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Babar Javed's recent projects, including the horror serial "**Dayian**" for Express the Ramadan play "**Ahsas**" and the series "**Suhana**" and "**Chand Nagar**" for BOL TV, demonstrate his continued commitment to diverse storytelling. His YouTube channel, Bprime, further extends his reach and impact, showcasing his adaptability to evolving media landscapes.



As we delve into the words of industry stalwarts like **Aijaz Aslam** and **Faisal Qureshi**, it is evident that Babar Javed's influence extends beyond his creative works. Aijaz Aslam acknowledges his potential to make a profound impact on international platforms, while Faisal Qureshi commends his keen direction and fearless storytelling that has not only shaped the industry but has also inspired a generation of artists.

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In conclusion, Babar Javed stands as a beacon of creativity, innovation, and resilience in the ever-evolving realm of Pakistani entertainment. His journey reflects a commitment to pushing boundaries, addressing societal issues, nurturing talent, and leaving an indomitable mark on the industry. As he continues to embark on new projects and collaborations, the legacy of Babar Javed is destined to endure as a guiding light for future generations in the global entertainment landscape.

