

Munjal Shroff

Director & COO, Graphiti Studio



Munjal Shroff is a Media and Tech entrepreneur with over twenty-five years of rich and diverse experience. He is the co-founder of Graphiti Studio a leading production house and animation and visual effects studio. His vast experience includes brand strategy, brand communications, producing and directing films, series and designing user experience for top global brands, agencies, broadcasters and digital media platforms.

He is a strategic thinker, innovator and a keen observer of ever-evolving tech and media landscape. This has led him to lend his expertise in diverse sectors. He has worked with UNICEF on its Southeast Asia girl child initiative Meena and with CCP, Johns Hopkins University, and NACO on AIDS awareness campaign. His expertise was also sought by Federal Election Commission, USA for the e-governance project to implement reforms in Electoral filing systems for Campaign and Lobbying. He has also worked with Cengage on designing e-learning systems for Health Professional.

He actively contributes to policy reforms and has worked closely with the government. He serves on various Industry bodies, currently he is the Co-Chair of Animation, VFX, Gaming and Comics Sector of FICCI and is also a Governing Council member of the Media and Entertainment Skill Council set up under NSDC.