

The CEO Magazine®

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A Magazine for Business Leaders & Decision Makers.

**DARIA
DEMCHENKO**

STARTUP
OF THE YEAR
2025

**S M
CAMA
MUSIC AND
PRODUCTION
PRIVATE
LIMITED**

*A Purpose-Led Creative
Vision by Soli Merwan
Cama*

**SOLI
MERWAN
CAMA**

FOUNDER & DIRECTOR
S M CAMA MUSIC
AND PRODUCTION
PVT. LTD.

Explore Latest Editions



S M

CAMA MUSIC
PRODUCTION
PRIVATE LIMITED



(FROM LEFT
TO RIGHT MODELS)
GOLENAZ IZADI, MURATOVA
ALINA, DARIA DEMCHENKO,
MR. SOLI MERWAN CAMA
IN THE MIDDLE

S M CAMA MUSIC AND PRODUCTION PRIVATE LIMITED

*A Purpose-Led Creative Vision
by Soli Merwan Cama*

Shweta Singh | The CEO Magazine

As the entertainment industry becomes increasingly driven by speed and surface appeal, S M Cama Music and Production Private Limited is taking a more considered creative route focused on depth, emotion, and long-term artistic value. The studio is founded on the belief that content with emotional meaning holds value far beyond short-lived popularity. With this approach, the company is gradually establishing its place within India's independent music and film production landscape.

At its foundation, S M Cama Music and Production Private Limited is driven by storytelling that connects on a deeply human level. Through music videos as well as cinematic visuals, the studio places strong emphasis on narrative strength, emotional authenticity, and consistent production excellence. Every project is approached as a complete creative experience, where sound, visuals, and emotion come together to create a lasting impression. This disciplined, quality-led approach has enabled the company to gain recognition as a studio that prioritises substance and intent over shortcuts.

December 2025 marks a meaningful milestone for the production house with the release of three

romantic songs along with one high-energy item number. Shot across visually engaging locations such as London, Dubai, Goa, and Lonavala, these projects reflect the company's growing ambition to blend Indian emotional storytelling with a global visual sensibility. The range of genres, moving from soulful romance to vibrant celebration, highlights the studio's expanding creative confidence.

At the centre of this studio's creative philosophy is Soli Merwan Cama, whose personal approach to storytelling and leadership shapes every aspect of the work. His belief that entertainment should connect with audiences emotionally, rather than exist solely for commercial gain, is deeply embedded within the studio's culture and creative direction.

With two feature films currently under development—one Hindi and one English—S M Cama Music and Production Private Limited is entering its next phase of growth. Guided by Soli Merwan Cama's vision and the belief that content should connect with the heart and remain memorable, the studio is not only producing work for today but also building a purposeful creative identity that signals a confident, more globally relevant step forward in Indian entertainment.



SCAN
TO READ
THIS
ARTICLE
ONLINE



SCAN
TO READ
THIS
ARTICLE
IN HINDI

**SOLI
MERWAN CAMA**

Founder & Director - S M Cama
Music and Production Private Limited



SOLI MERWAN CAMA

Shaping Emotion, Cinema, and a Thoughtful Creative Legacy

At a time when entertainment increasingly prioritises speed over substance, Soli Merwan Cama emerges as a creator who believes in storytelling with purpose and lasting relevance. A rare combination of businessman, agricultural entrepreneur, film producer, writer, and director, Soli Merwan Cama brings a grounded and reflective approach to contemporary Indian entertainment. His strength lies not only in creative expression but also in his ability to align artistic vision with strategic intent.

Those who work closely with Soli Merwan Cama often describe him as a leader who brings a sense of calm confidence to every project. Comfortable navigating both boardroom conversations and creative sets, he places high value on discipline, emotional honesty, and respect for talent. This balance between human warmth and professional rigour has come to define his leadership style and the body of work he continues to build. This philosophy finds its clearest expression through S M Cama Music and Production Private Limited, a studio that is steadily gaining recognition for emotion-led storytelling and international-quality production standards. Guided by Soli Merwan Cama, the company focuses on creating music and visual content that feels authentic, cinematic, and emotionally engaging, rather than driven by formulas or trends.

Beyond music and cinema, this creative vision also extends into the global fashion and talent ecosystem.



SOLI MERWAN CAMA & DJ OLENA VOLOS



SOLI MERWAN CAMA & SADAF KMM



SOLI MERWAN CAMA & PARVIN DEHKORDI



SOLI MERWAN CAMA & ANASTASIA STETSYURA



SOLI MERWAN CAMA & DARIA DEMCHENKO



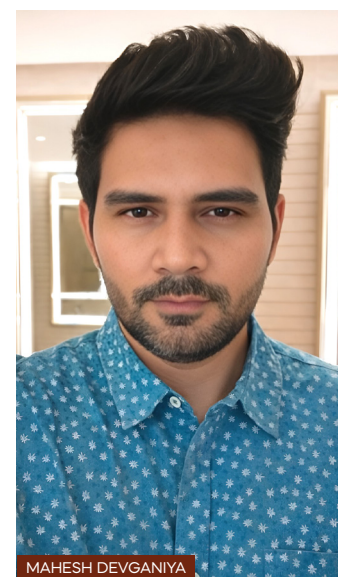
AMIN GHESMATI

AGMODEL MANAGEMENT is the first Persian-based modeling agency dedicated to discovering and representing Iranian talent on a global stage. Founded by international model Amin Ghesmati, the agency bridges the gap between hidden talent in Iran and the international fashion industry. With a strong mother-agency approach, AGMODEL MANAGEMENT focuses on long-term career development through professional grooming, image building, and global representation. Rooted in Persian identity yet globally driven, the agency is redefining how Iranian talent is seen, respected, and valued worldwide.

SRISHTI BHAGIA is an internationally experienced Costume Director, Stylist, and Image Consultant, and the founder of HAUS OF DIVA, a luxury styling brand guided by the philosophy “Elevating your world into fantasy.” Her professional journey spans some of India’s most recognisable productions, including The Kapil Sharma Show, Comedy Circus, and landmark campaigns such as 75 Years of India – RuPay Ka Rochak Safar. Having styled celebrated artists and global icons, Srishti brings together Indian craftsmanship and global sensibility to create compelling visual narratives for screen and private clients across markets.



SRISHTI BHAGIA & SOLI MERWAN CAMA



MAHESH DEVGANIYA

MAHESH DEVGANIYA is widely regarded as a casting director with a keen instinct for identifying the right talent for every role, bringing over 15 years of experience across films, television, web series, modelling, and advertising. His work has contributed to the creation of memorable characters and strong narrative outcomes across formats. From high-profile commercial projects to critically recognised independent productions, Mahesh’s understanding of performance and potential has established him as a trusted creative collaborator behind numerous successful visual stories.

Together, these ventures form a creative ecosystem grounded in depth, intention, and long-term value. Across music, cinema, global talent representation, and creative collaboration, the underlying philosophy remains consistent: to create platforms where stories are given time to unfold, talent is nurtured rather than commodified, and craft is treated with respect. In an industry increasingly shaped by speed and surface-level visibility, this quieter, more deliberate approach points toward a creative future where vision is allowed the space to endure.

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