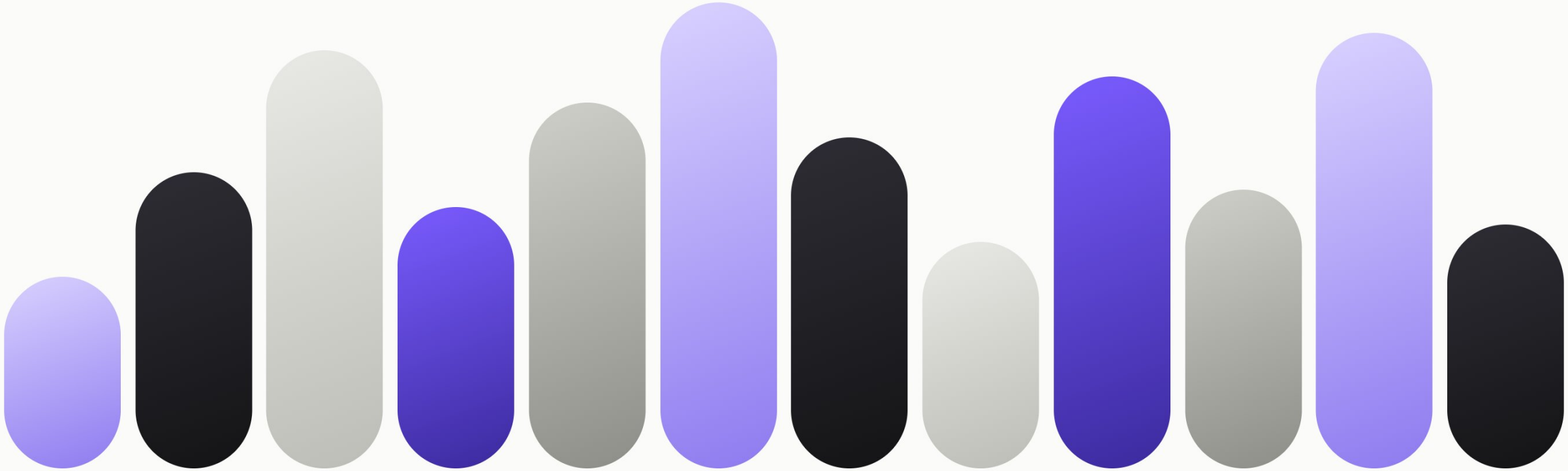


Lens Labs

We help brands build attention & distribution through AI video craft

We're an AI media lab making videos that helps brands grow, and the tools to make it at scale.

We pair real filmmaking craft with the best AI models, so the work carries the polish of a real production at AI speed.

80+
Projects delivered

200+
Videos produced

Trusted by 30+ brands
across education, finance, D2C, crypto and more

ALLEN

SCALER

DEZERV

Better

The Network SCHOOL

SOLANA

ARBITRUM

CoinDCX

The models are open to everyone.
Taste & experience isn't.

01

A generational shift

AI will change how films, ads and stories are made across entertainment, education and brands.

02

Access is solved

Every studio and brand now has the same models. Access is no longer an edge.

03

Taste is the moat

A great writer gets more out of an LLM. A great filmmaker gets more out of a video model. Output follows craft.

04

Craft meets technology

Years on sets and in animation gave us the craft. A product and tech background lets us scale it.

Founders

One side shapes the work, the other shapes how it gets made and delivered.



Sujeet Birajdar

Co-founder

AI production, product & business ops

PREVIOUSLY PRODUCT MANAGER AT

JioHotstar LOCO JUNO



Aditya Ranjan

Co-founder

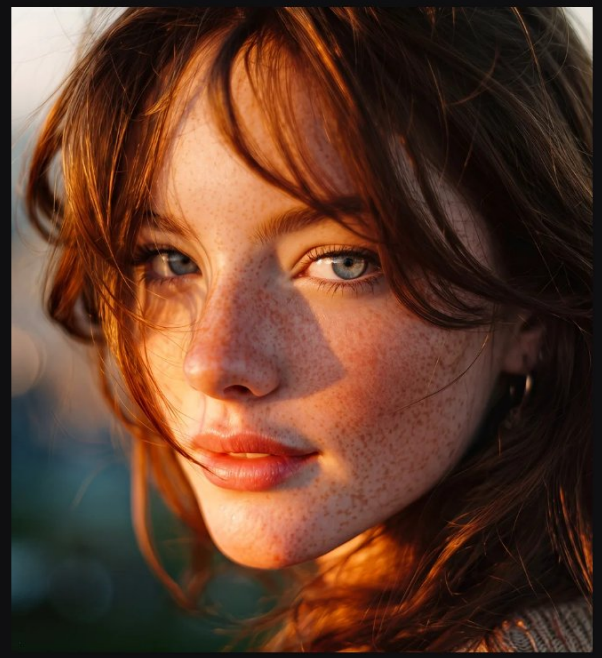
Creative execution & client relationships

PREVIOUSLY CREATIVE PRODUCER AND EDITOR AT

stoa

AI Video Work

Ads, performance creative, brand films, social content, etc, for brands across domains



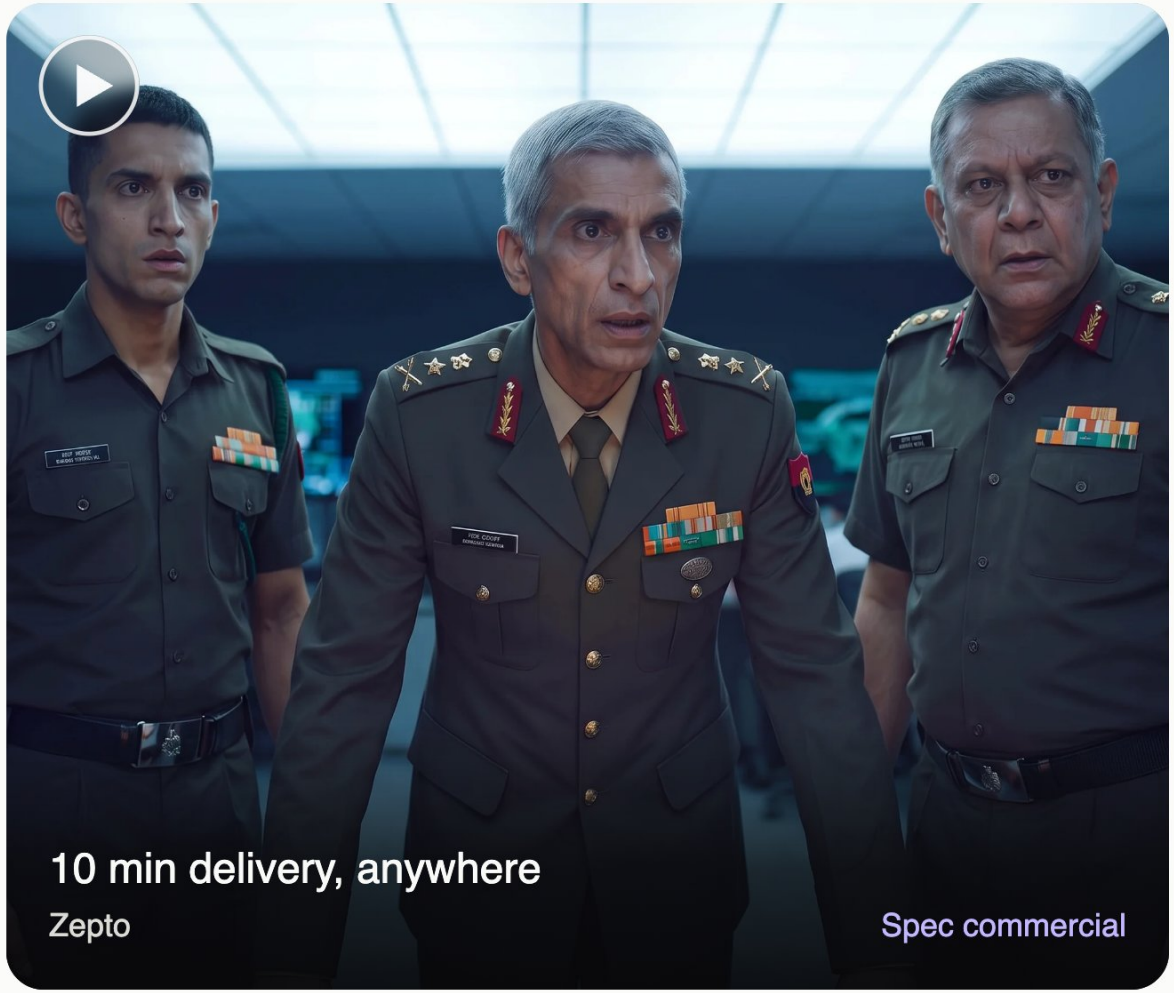


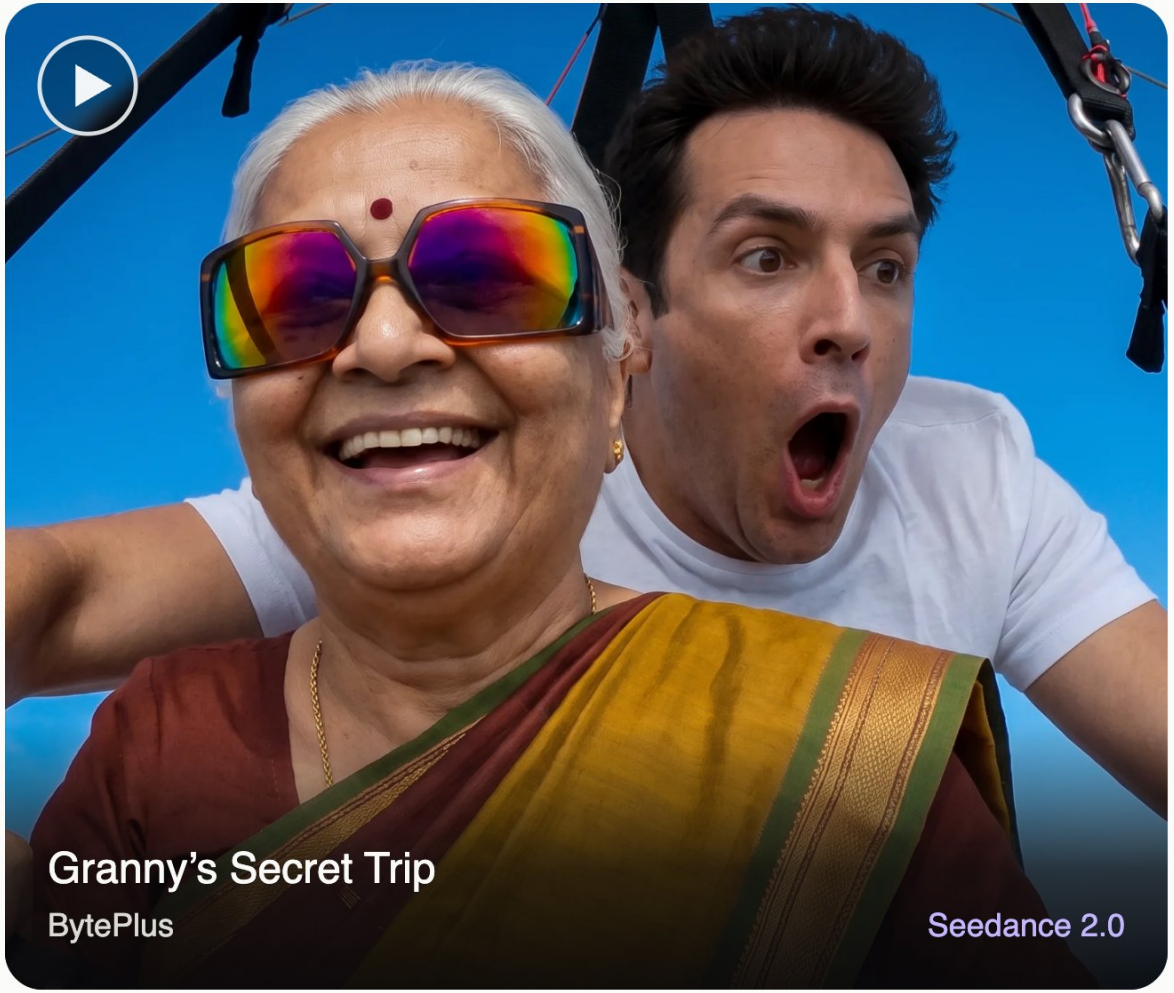






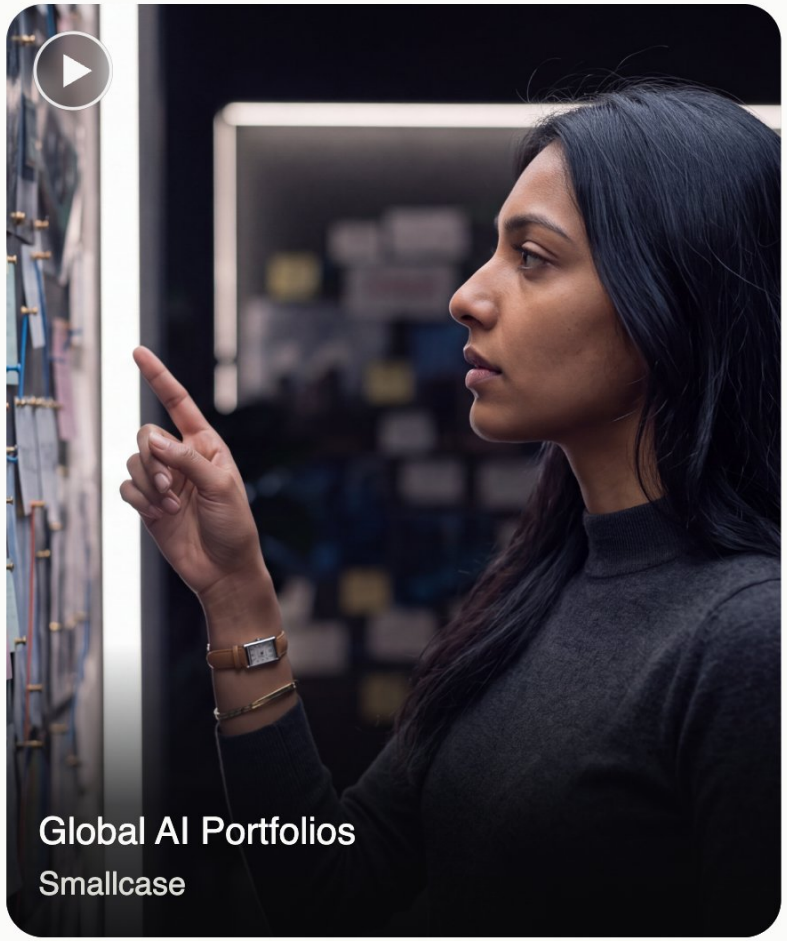
Signature work. The two we lead with.





Click on the video title to watch the video

Client work. A few that stand out.



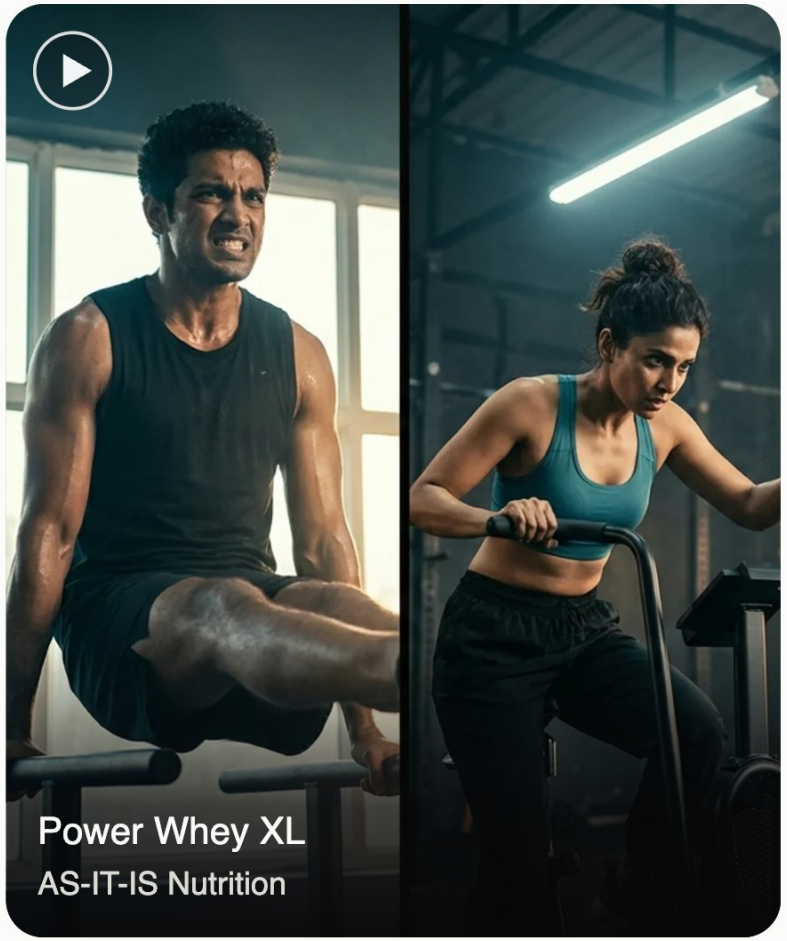
Global AI Portfolios

Smallcase



Trusted Wealth Managers

Dezerv



Power Whey XL

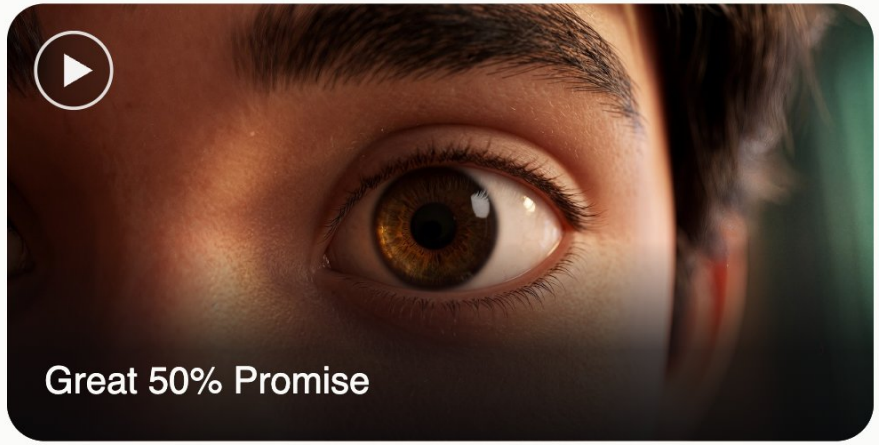
AS-IT-IS Nutrition

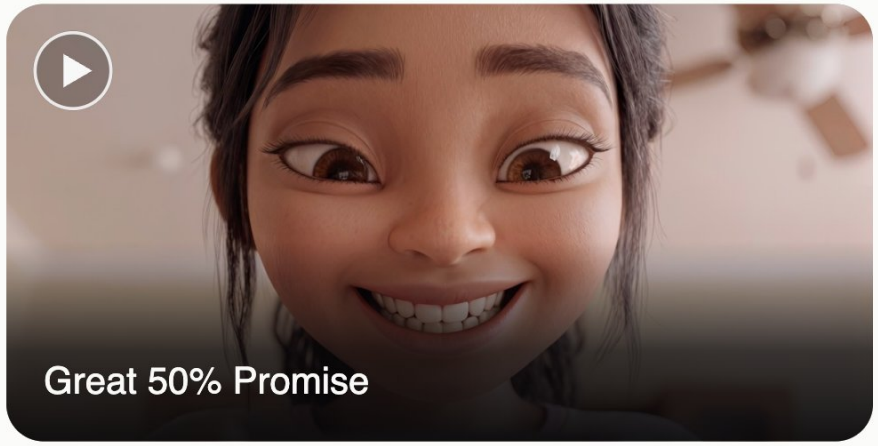
Click on the video title to watch the video

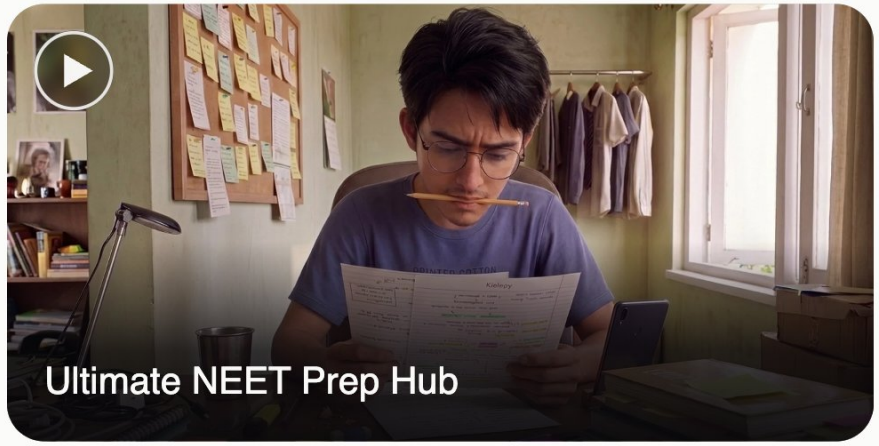
Allen Education. Creative partner for JEE and NEET 2026.

Allen is one of India's largest education companies, and exam season is the most important time for the business. We were the creative partners producing the marketing campaign films and performance creatives for it.









Click on the video title to watch the video

55M

people reached in 2 campaigns

160M

views on Great 50% Promise campaign

4-6x

lower CPM than benchmark (₹0.24 vs ₹1 to ₹1.4)

6-10x

lower cost per view than benchmark (₹0.05 vs ₹0.3 to ₹0.5)

Our craft, workflows & lessons, turned into software.

01

Custom skills

Model-specific prompt guides and craft skills, from facial expressions to camera and light.

02

Proprietary workflows

A tested path from brief to shot list to keyframe to final video.

03

Model knowledge

Which model wins for which shot, across Seedance, Kling, Veo and more.

04

Project learnings

Every approved and rejected take, distilled into rules we reuse.

NOW A PRODUCT

Kinora

Every skill, workflow and learning behind our work, built into one product.

INTRODUCING

Kinora

IN PRIVATE BUILD

An end-to-end AI video production platform for professional filmmakers



AI video is stitched across a dozen tools today. Kinora puts it in one place: a creative agent turns a brief into shots, prompts the right models, tracks cost and learns from every take.

EVERY TOP MODEL, ONE WORKSPACE

Seedance | Google Veo | Kling | Nano Banana | GPT Image 2 | Flux | More

How Kinora works

01

Creative agent

Turns your idea into an AI production brief, then generates every asset and shot using our production skills & knowledge

02

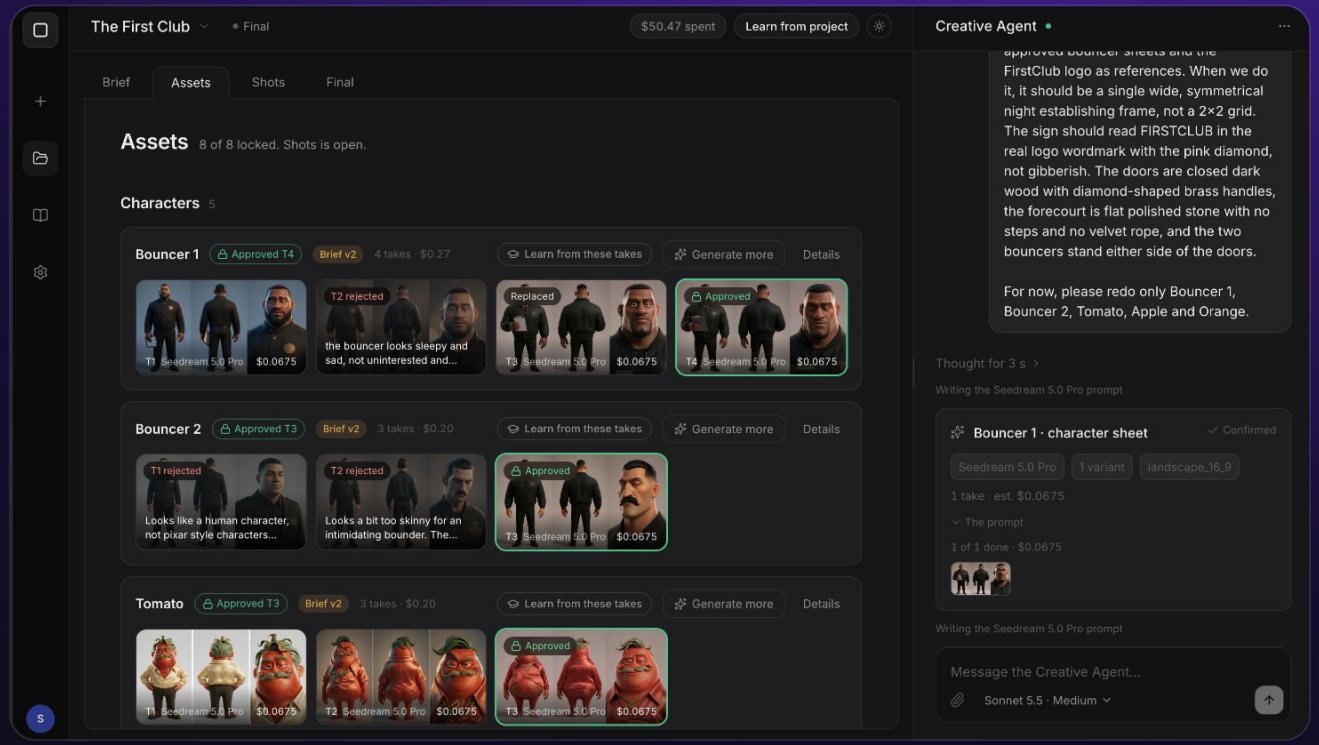
Learning agent

Studies every rejected & approved take, works out what went wrong / right, and saves the distilled learning to Atlas.

03

Atlas

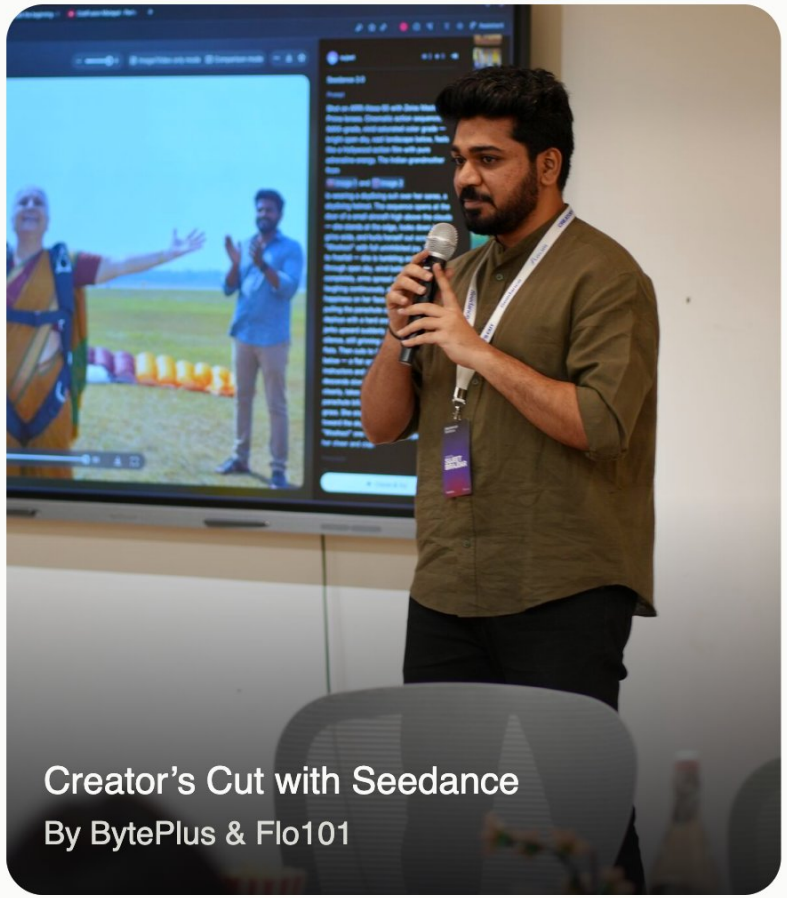
The learning repository: agent lessons plus your own custom rules, used on every new project to improve the approval rate



See how it works

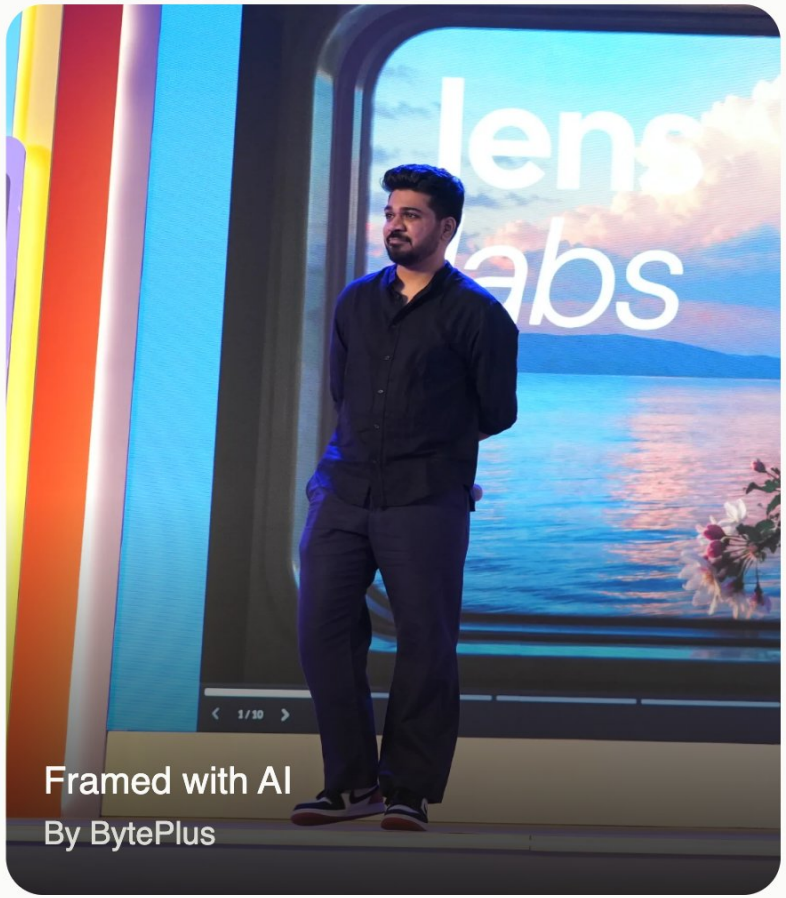
On stage with India's GenAI leaders.

BytePlus (ByteDance's AI enterprise arm) and the team behind the Seedance video model, invited us to speak at multiple India events on the strength of our work, alongside teams from Emergent, InVideo, JioHotstar, PocketFM and other leading AI Media companies.



Creator's Cut with Seedance

By BytePlus & Flo101



Framed with AI

By BytePlus



GenAI Workshop

At Scaler School of Business

EARLIER WORK

Where we started.

Before AI, we made videos the traditional way, with a full team. That is where our taste and production discipline come from.

01

Brand media

YouTube, podcasts and social content

02

Launch Videos

Animation and motion for product launches

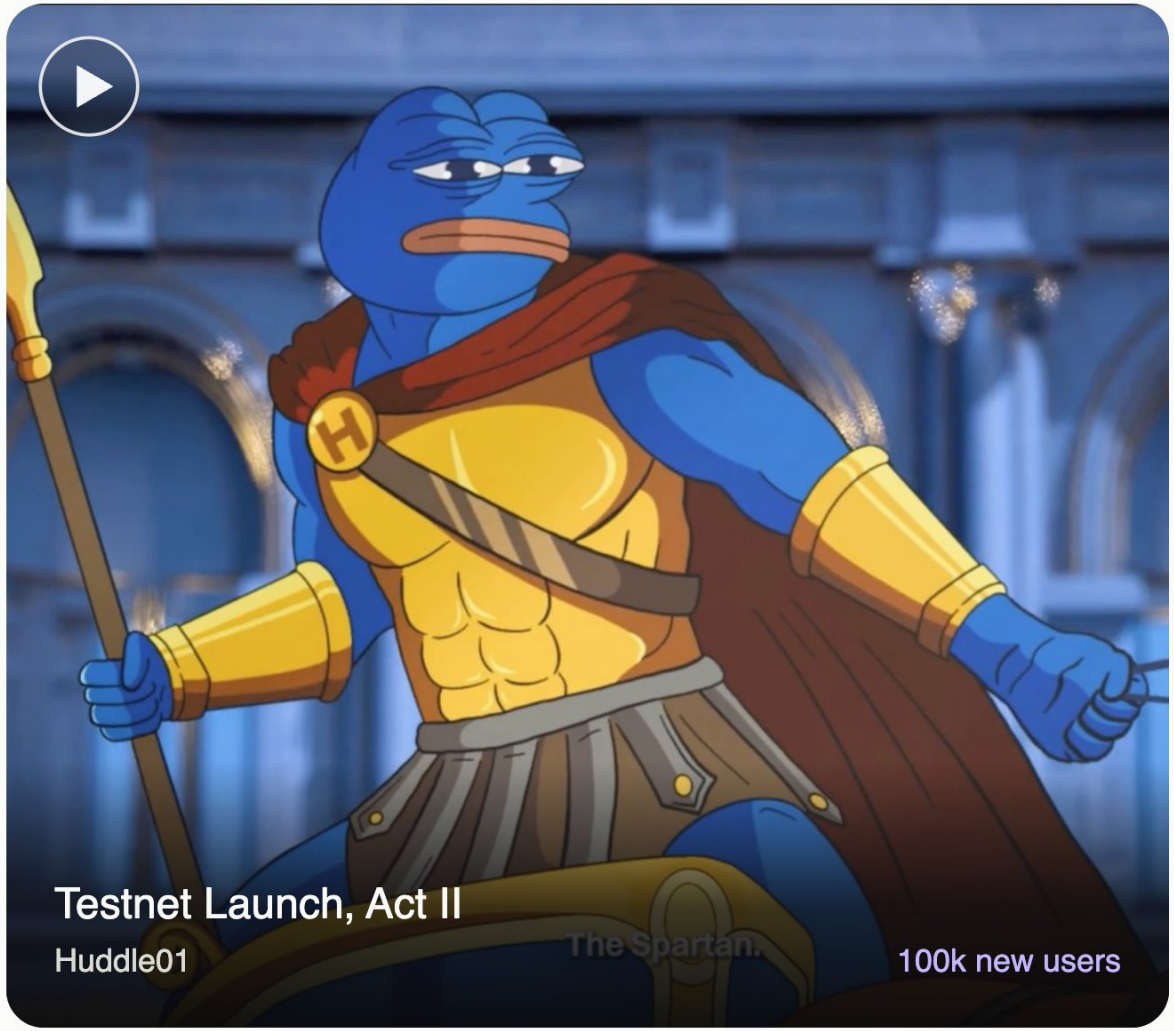
03

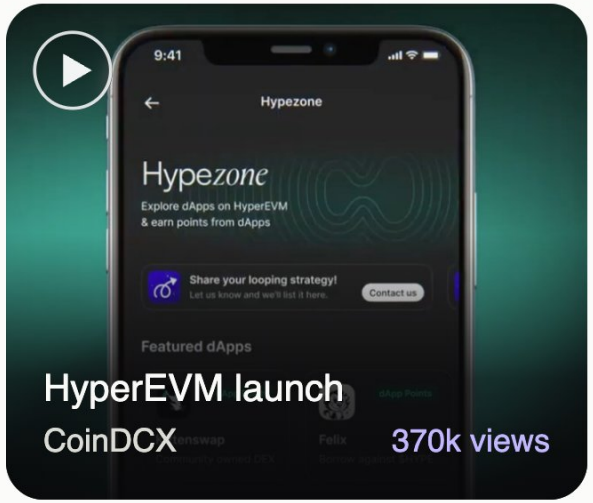
Event after-films

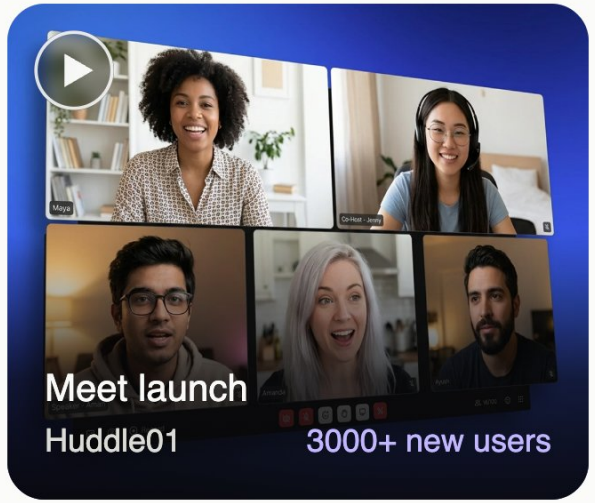
Coverage that outlives the event

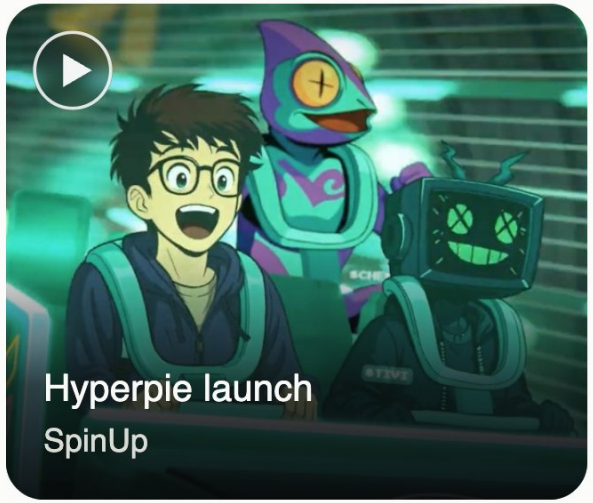
Launch films. Animation and motion.

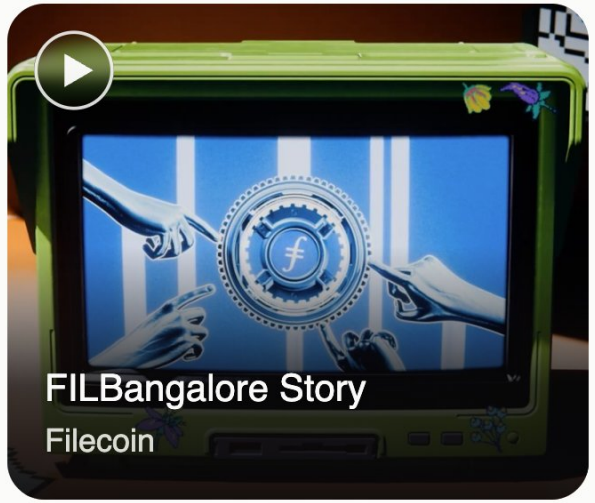
EARLIER WORK







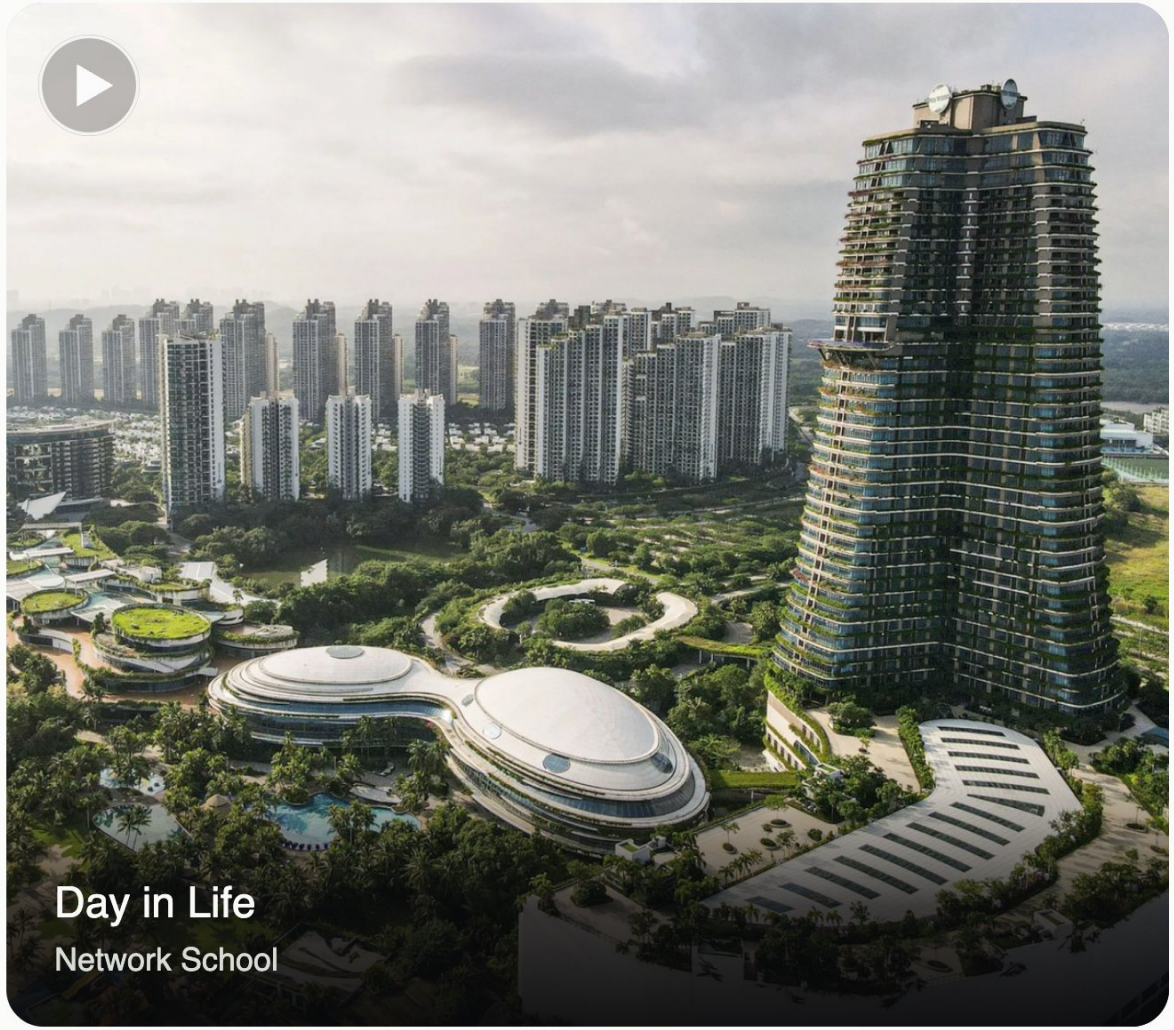




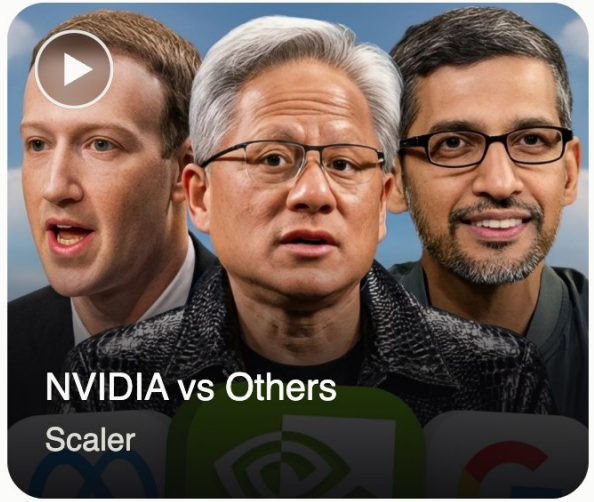
Click on the video title to watch the video

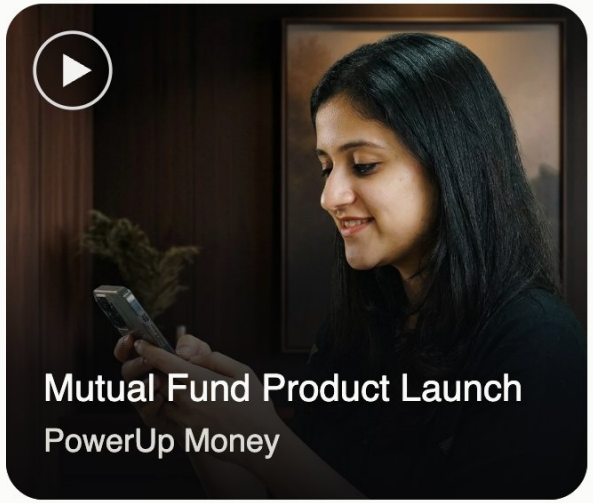
Brand Media. YouTube & Social Content

EARLIER WORK











Click on the video title to watch the video

Brand Media. GTM content for Scaler's tech and business schools.

Organic content for two new schools, supporting batches of 120 students at the tech school and 60 at the business school.











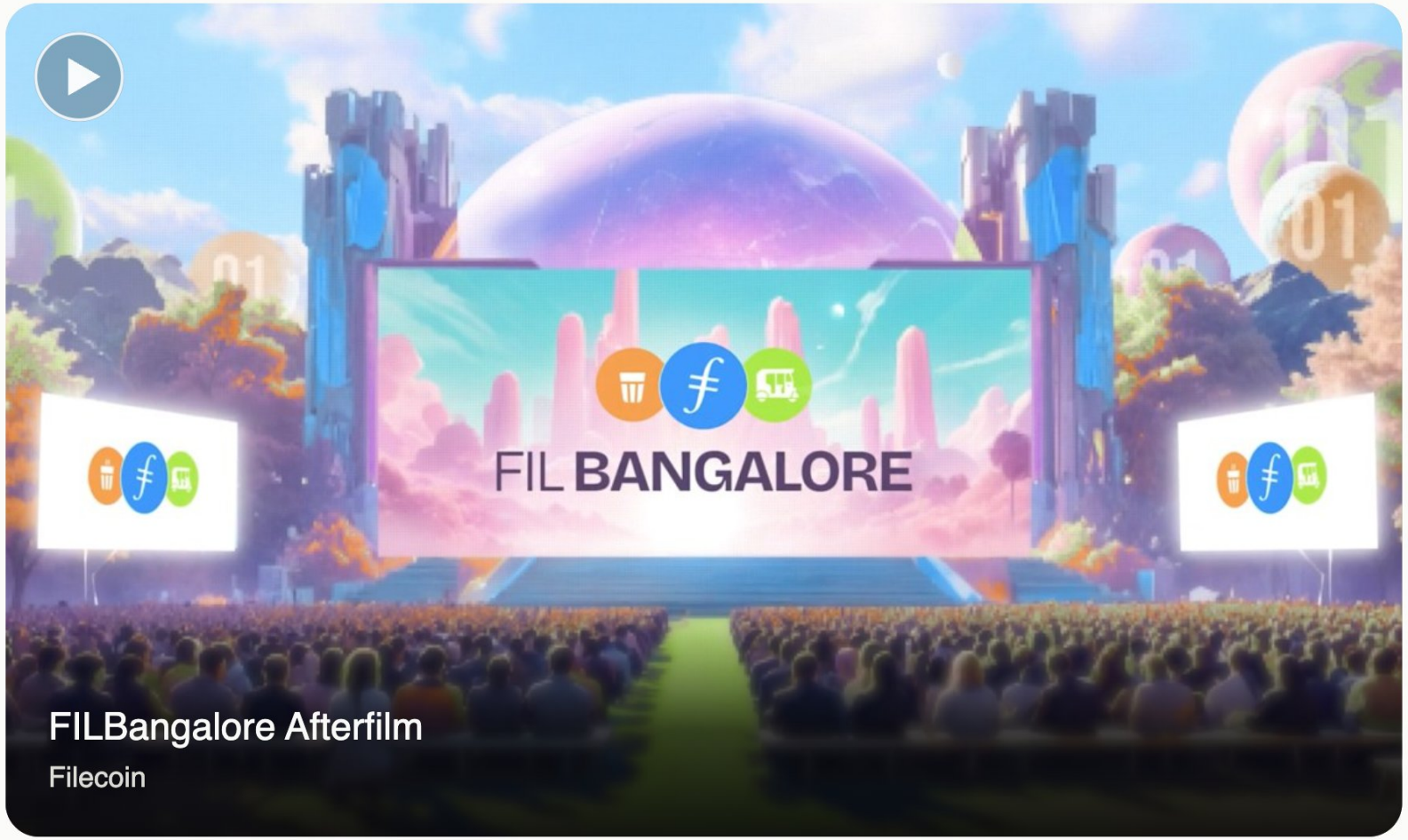


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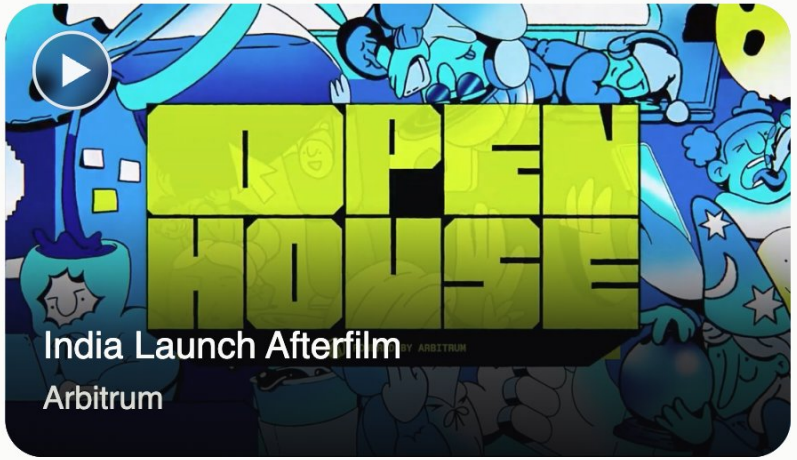
Event films. Coverage that outlives the event.

End to end: after-films, social media content and event photography.

EARLIER WORK



FILBangalore Afterfilm
Filecoin



India Launch Afterfilm
Arbitrum



Commencement Day Afterfilm
Scaler

Click on the video title to watch the video

Get in touch

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