



## The rise of Chorki

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Before beginning its initial journey, Chorki promised 12 new films in its first year. The fact that they were able to deliver on its promise, was an achievement that fuelled the platform's rapid rise. Not only did it release productions by established makers like Mizanur Rahman Aryan ("Networker Baire") and Raihan Rafi ("Khachar Bhiton Ochin Pakhi"), but they also invested in prominent aspiring directors like Nuhash Humayun ("Pett Kata Shaw"). Simultaneously, they were also scouting promising makers from the local scene, paving the way for productions like "Shaaticup", directed by Mohammad Touqir Islam and Reehan Rahman's "Nikhoj".

"When I first got a call from Chorki for "Nikhoj", I remember telling Rony and Reehan that I am not that same Mimi in my twenties, who left the big screen to work behind the scenes," said Afsana Mimi who was rather sceptical about her comeback.

"However, I was forced to take on the production after the script was read to me. Being a director's actor, I didn't have any complaints from Reehan, as he was very clear about how he wanted to project each character," she added. Mimi is now looking forward to her film "Patal Ghar".

Termining his journey with Chorki as his 'second innings', Intekhab Dinar not only appreciated how the platform was empowering new makers and artistes, but he also lauded their treatment towards actors who previously could not become 'heroes' for mainstream entertainment productions.

"The rise of platforms like Chorki ensured that each creative



professional in this industry was valued and paid, as per their work and also facilitated a budget that leads towards better production quality. This fuelled the positive reformation of the industry that we all are appreciating in recent times," shared Dinar who is now looking forward to the release of Mostofa Sarwar Farooki's much-awaited film "Saturday Afternoon", alongside two other silver screen releases.

Agreeing with Dinar's perception, Sharif Siraj—who garnered appreciation for his role of Jackson Bhai in Adnan Al Rajeev's "YouTumor"—said that Chorki was his doorway from theatre to mainstream entertainment.

"It has always been difficult for character artistes such as myself to find a spot in a production where the audience would feel my presence. Jackson Bhai was such a character and I am glad that Chorki offered me this project," asserted Siraj who is looking forward to a few more OTT projects this year.

Speaking of the way Chorki deals with rising artistes, Sirin Akter Shela, who received praise for her portrayal of 'Mechobhoot' in "Pett Kata Shaw"—a production that was selected for international premiere at Rotterdam Film Festival—told us how OTT gave her a big break and never made her feel like an outcast.

"Coming from a modelling background, we are generally thought to pull off only glamorous roles, but that is not at all true. Like all artistes, I also like challenges and am ready to take on roles that are not mainstream," she said.

Asked about what Chorki has in store for its audience this year, Rony

promised 12 new web-series, alongside original films for their subscribers.

"Following the hype of "Shaaticup", we have selected five other scripts presented to us by aspiring filmmakers from all around the country. We are now working on discussing what they need for their respective project, while making sure that they get a jumpstart to their career in this industry, just as Reehan and Touqir had," asserted Rony.

While Rony is not disrespectful towards television or movie theatres, he asserted the fact that OTT platforms enable subscribers to watch their preferred content at a time that is convenient to them. Subscribers do not have to worry about keeping up with fixed schedules, as is the case for TV and theatres.

After dropping hits like "Jaago Bahey", "Syndicate", "Taan", and "Redrum" last year, Chorki is now looking to raise its own bar, so that they can compete in the global arena.

Chorki's productions have already received numerous accolades in the Digital Media Awards 2021, Meril Prothom Alo Awards 2021, Global Media Awards 2022, Asian Academy Creative Awards 2021, Blenders Choice-The Daily Star OTT and Digital Content Awards, and Asian Academy Creative Awards 2021. In the future, Chorki wants to work with more new faces, alongside established ones.

Offering over 50 original productions, the platform is already off to a great start, with recent productions like "Guti" and "Jahan", paving the way for even better content in the coming days.

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