Studios

Studio Consultation

Designing studios built for real-world content production.

WHAT WE DO

Who are we?

Cellar Door Studios is the **largest and most loved chain** of **production studios** in North India.
With **4 studios and over 25 setups** of a variety of scale, we have built studios from ground up and also built success with constraints of spaces.
Originally and still one of Delhi NCR's leading **production houses**, we are filmmakers building and running studios that just work.

And we are now extending the experience and expertise to build studios for brands' captive use.

WHAT WE DO

Over 2500 shoots in just the last 3 years. Studios for Every Format of Content

We specialize in purpose-built studio environments designed for captive, repeatable usage — across every major content format.

Podcast Studios

Ready-to-roll, beatifully designed, warm spaces in the most premium and largest podcast studios in the region.

Large-scale Commercials

Huge, flexible shooting spaces optimized for commercial branded content production at scale.

Creator Studios

Compact, high-output setups designed for individual creators, music producers and digital-first content operations.

Product Shoots

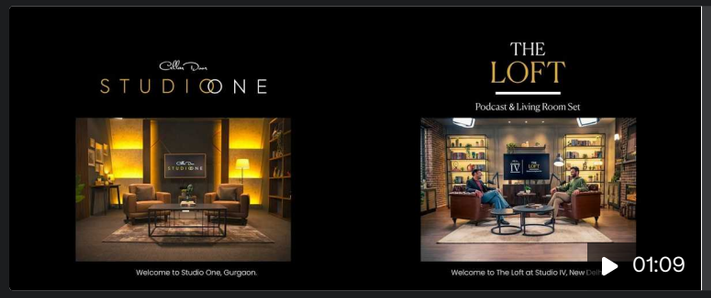
Mammoth spaces for products and shoots of all sizes.

Check out our studios on our **website**.

See our production experience **here**.

PODCAST STUDIOS

Over 1000 podcasts shot at our studios. By our team.



YouTube

Cellar Door Studios – Podcast Reel

Some glimpses from only some of the 1000+ podcasts shot at Cellar Door Studios.

Check out our podcast studios on our **website**.

THE PROBLEM

Most studios are designed to look good — not to shoot efficiently.

Poor Lighting

Setups that photograph well but fail under real production conditions.

Wasted Space

Layouts that prioritize aesthetics over camera movement and crew flow.

Complex Workflows

Equipment placed for display, not for fast, repeatable production.

Low Utilization

Expensive spaces that sit idle because they weren't built to be used daily.

COMMON PITFALLS

Where Most Setups Go Wrong

Over-Designed, Under-Used

Spaces built for Instagram, not for daily shoots.
Beautiful — but operationally broken.

No Camera Movement Logic

Furniture and fixtures placed with no consideration for lens range, angles, or crew access.

Lighting That Doesn't Scale

One-time setups that can't be replicated shoot to shoot — destroying output consistency.

Budget Misallocated

Money spent on surface-level aesthetics instead of the infrastructure that drives long-term value.

OUR APPROACH

We design for usage, not just aesthetics.

Function-First Layouts

Every square foot is planned for real shooting workflows — crew movement, talent positioning, and gear access.

Shoot-Efficient Lighting

Lighting systems designed for repeatable setups, not one-time aesthetics. Consistent results, every session.

Smart Equipment Placement

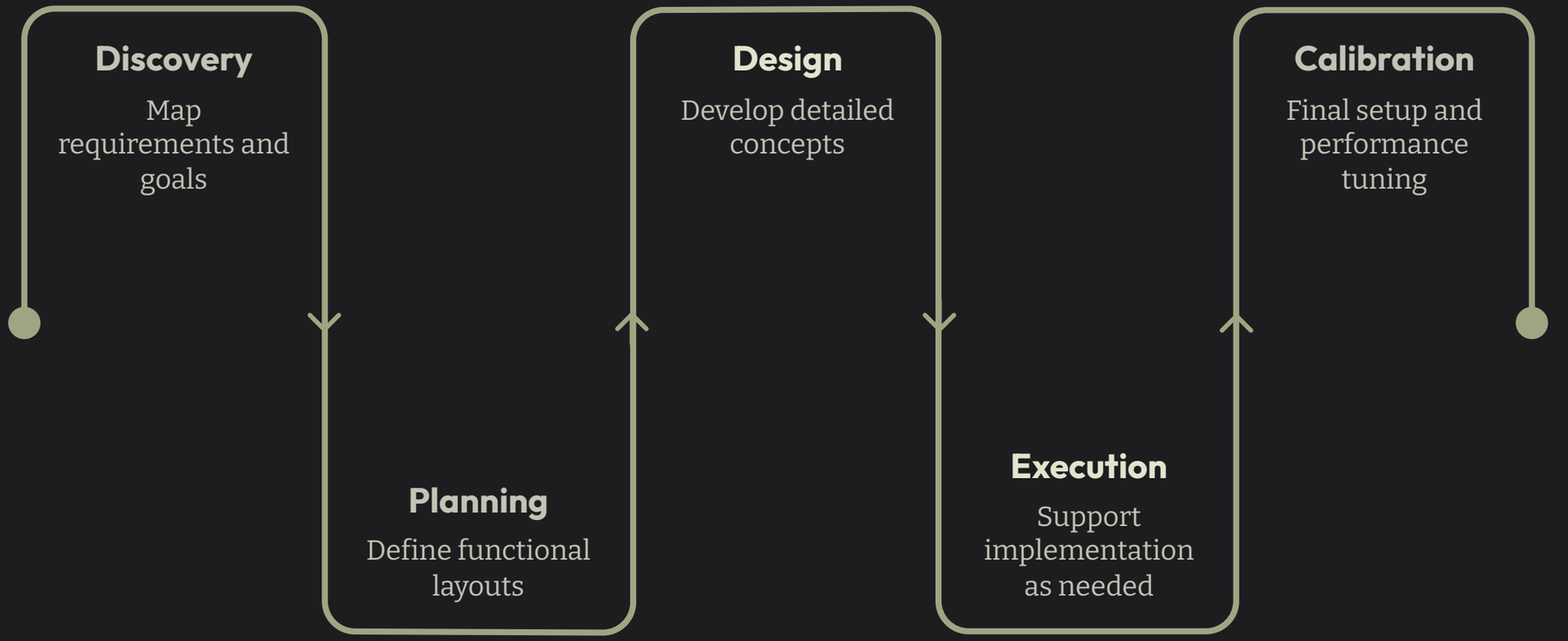
Gear positioned for fast access, cable discipline, and minimal setup time between shoots.

Cost-Optimized Decisions

Every recommendation is weighed against real production ROI — no vanity spending, no wasted budget.

OUR PROCESS

How We Work



Each phase builds on the last — ensuring that every decision made on paper translates directly to a studio that performs in the real world.

OFFERINGS

Three Levels of Engagement

Choose the depth of involvement that matches your project scope, timeline, and internal capabilities.

1

Functional Design

Technical planning and documentation for independent execution.

2

Overall Design

Full aesthetic, technical, and operational design package.

3

Design + Execution

End-to-end delivery — from concept through a shoot-ready studio.

TIER 01

Functional Design

Best for clients executing independently.

What's Included

- Furniture layout plan
- Lighting plan and placement
- Cable routing diagram
- Equipment list and placement guide
- Vendor estimates at two budget levels
- Production designer referrals

Deliverables

- Layout and technical plans
- Itemized budget sheet
- Vendor estimates

Timeline & Visits

Timeline: 1-2 weeks
Site Visits: 1 full-day visit included
Virtual Calls: Unlimited

TIER 02

Overall Design

Functional + Aesthetic + Technical — the complete design package.

Includes everything in Functional Design, plus the full layer of aesthetic direction, technical calibration, and production-ready documentation.

Aesthetic Direction

Visual identity for your studio — color, material, and finish guidance.

3D Renders

Photorealistic renders of the space before a single item is purchased.

Furniture References

Curated sourcing direction aligned to budget and aesthetic.

DOP Setup & Calibration

On-site camera and lighting calibration by a professional Director of Photography.

Camera & Lighting Guidebook

A repeatable shoot bible for your team — so every session looks consistent.

Vendor Support

Coordinated vendor recommendations and procurement guidance.

ⓘ Visits Included: Production Designer (2) · DOP (1) · Consultation Team (2). Additional visits are charged separately.

TIER 03

Design + Execution

The end-to-end solution. We handle everything.

Full Execution

We manage the complete build — from approved plans to physical completion.

Vendor Coordination

We source, brief, and manage all vendors on your behalf.

On-Site Supervision

Our team is present throughout installation to ensure zero compromise on quality.

Final Setup & Testing

We calibrate every light, camera position, and workflow before handing over the keys.

Outcome: A fully built, calibrated, and shoot-ready studio — delivered.

SITE VISITS

Travel & Visit Structure

NCR Clients

Fixed site visits are included per engagement tier. Any visits required beyond the included allocation are scoped and charged separately — always agreed upon upfront.

Outside NCR

Travel and accommodation are billed at actuals. A professional fee per visit applies and is defined at project commencement.

Transparency First

All visit structures — included visits, additional visit rates, and travel terms — are documented and agreed upon before the engagement begins. No surprises.

BUDGET

Designed for Your Budget — Not Against It.

We deliver complete studio plans at two distinct investment levels, ensuring you get the best possible output within your actual constraints.

Value-Optimized Setup

A fully functional, professional studio at the most efficient cost — no compromises on performance, only on premium finishes. Ideal for studios that need to launch fast and scale later.

Premium Setup

Best-in-class equipment, materials, and finishes — specified for clients who want a studio that leads in both performance and presence. Built to last, built to impress.

WHAT YOU GET

The Real Returns of a Well-Designed Studio

Faster Turnaround

Shoot more in less time — every session runs smoother when the space is built for production.

Lower Long-Term Cost

Less time wasted on setup, fewer reshoots, and reduced dependency on external production resources.

Consistent Output

A calibrated studio means every piece of content looks like it came from the same professional house.

REAL ADVANTAGE

Built by Operators. Not Just Designers.

Most studio consultants have never run a production. We have. That difference changes everything about how we design.

Camera Workflow Expertise

We understand how a camera moves through a space — and we design around it, not after it.

Lighting That Performs

We specify lighting systems that hold up across hundreds of shoots, not just for the launch-day photo.

Real Shoot Challenges

We've lived the cable tangles, the bad bounces, the equipment failures. Our designs anticipate and prevent them.

ADD-ONS

Extend Your Engagement

Beyond the core consultation, Cellar Door Studios offers a suite of services to keep your studio performing at its best — long after handover.

Talent Sourcing

Access to our vetted network of on-camera talent, hosts, and presenters for brand and editorial content.

Production Retainers

Ongoing production support — crew, equipment, and scheduling — available on an ad-hoc and monthly retainer basis.

Content Strategy

Format planning, shoot calendars, and content architecture to maximize the output of your studio investment.

Equipment Upgrades & Maintenance

Periodic reviews and hands-on maintenance to keep your studio current, calibrated, and performing. AMC Plans.

CLOSING

Let's build a studio that works for you.

A studio should be your most productive asset — not a beautiful room that sits unused. We help you design it right, the first time, with the precision of people who've actually made it work.

GET STARTED

Book a Consultation

One conversation is all it takes to understand your space, your goals, and your timeline. From there, we'll recommend the right engagement level and get to work.

Step 1 — Reach Out

Share your project brief, space details, and production goals with our team.

Step 2 — Discovery Call

A focused 30-minute conversation to map your requirements and define the right scope.

Step 3 — Proposal

We deliver a clear, tiered proposal within 48 hours — no ambiguity, no fluff.

> Cellar Door Studios · Studio Consultation · **cellardoorstudios.in** | **contact@cellardoor.email**

The calling kind? Here you go:

+91 844-844-8959

Cellar Door Studios

Studio Consultation

Designing studios built for real-world content production.

Production-First Design

Every layout, every light, every cable run — designed for the way real shoots actually happen.

Operator Expertise

Backed by the experience of building and running commercial studios at scale.

Three Engagement Tiers

Functional Design · Overall Design · Design + Execution. Right-sized for your project.

www.cellardoorstudios.in
www.cellardoorproductons.in

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