



Ideas, Engineered Live.

Event Conceptualisation

Technical Production

Show Running

India / Dubai / UAE / Selected International Markets



Complex events need one accountable production structure.

Upshot Concept is a Delhi-based event and technical production company coordinating corporate, MICE, exhibition, brand and private-event delivery across India and selected international markets.

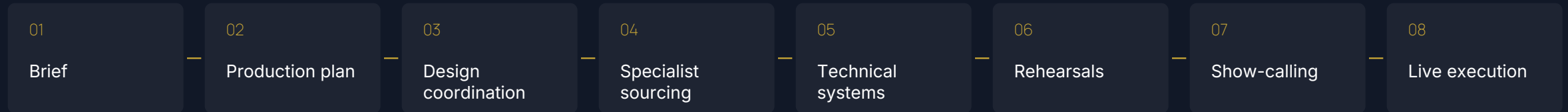
From a confirmed brief to the final cue, one production lead aligns the schedule, specialist partners, technical systems, venue interfaces and live execution.

Founder-led, with 20+ years of individual event and production experience spanning India and the UAE.



Everything between a confirmed brief and a finished show.

We do not simply supply equipment. We coordinate the complete production outcome.



We don't just supply equipment. We deliver outcomes.



Corporate Events & Conferences

Leadership summits, annual meetings, awards, townhalls, dealer meets, product launches and conferences-planned around the audience, venue, content and final run of show.

- Production planning
- Stage and screen environments
- Audio, lighting and video
- Speaker and content coordination
- Rehearsals and cueing
- Live show running

The show is built twice: first in the plan, then live.

Technical planning connects LED and video systems, lighting, audio, rigging coordination, production schedules, show flow, front-of-house operation, show-calling and live troubleshooting.

- Technical planning
- LED and video systems
- Lighting and audio
- Rigging coordination
- Production schedules
- Front-of-house operation
- Show-calling
- Live troubleshooting





Branded environments designed to operate, not only impress.

Exhibition environments, brand activations, product launches, experiential installations and runway formats coordinated from fabrication sourcing and installation through live technical support.

- Exhibition environments
- Brand activations
- Product launches
- Experiential installations
- Runway and fashion environments
- Fabrication sourcing
- Installation coordination
- Live technical support



One production lead across venues, suppliers and markets.

Delegate and event-format coordination, local specialist sourcing, venue interfaces, destination production schedules, technical production, gala and conference execution-held within one accountable production structure.

Dubai / UAE - delivered market

Thailand - production capability

Singapore - production capability

Malaysia - production capability

Private celebrations with production discipline behind every moment.

Destination celebrations supported through scenic and stage coordination, lighting and show environments, entertainment technical requirements, production schedules, rehearsals and live execution.

- Destination celebrations
- Scenic and stage coordination
- Lighting and show environments
- Entertainment technical requirements
- Production schedules
- Rehearsals
- Live execution



The scope changes. Accountability does not.



Full-service delivery

Upshot coordinates the approved event direction, production plan, specialist sourcing, technical systems, schedule and live execution.



Production-only delivery

For agencies, venues and client teams that already hold the concept or creative direction and need disciplined fabrication sourcing, technical planning, rehearsals, show-calling and live execution.

Six stages. One accountable production path.

01

Understand the brief

Clarify the audience, format, venue, content, responsibilities and definition of success.

02

Build the production plan

Translate the confirmed direction into systems, dependencies, timing and accountable workstreams.

03

Align venue and specialists

Coordinate venue interfaces and source the right specialist partners for the approved scope.

04

Engineer systems and schedules

Resolve technical designs, production access, content movement, rehearsals and show flow.

05

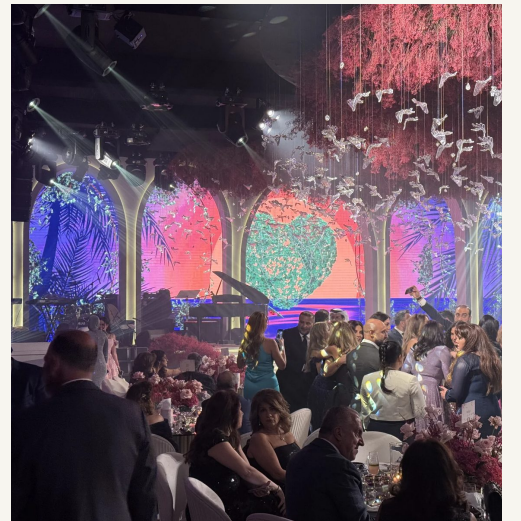
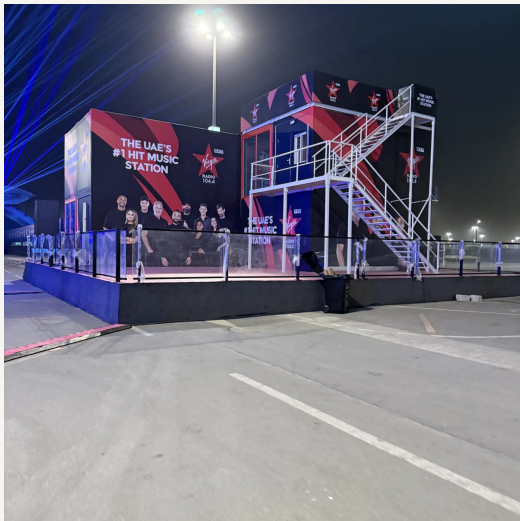
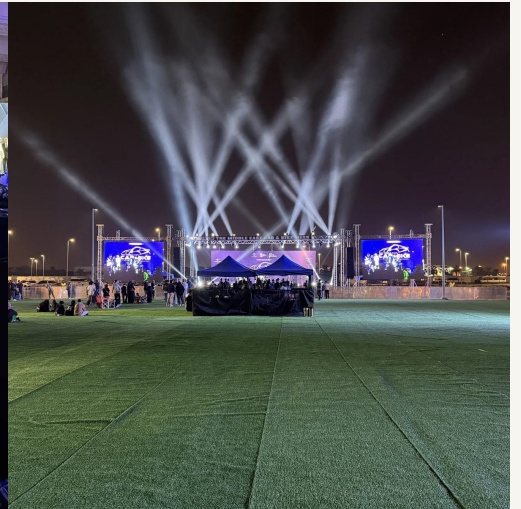
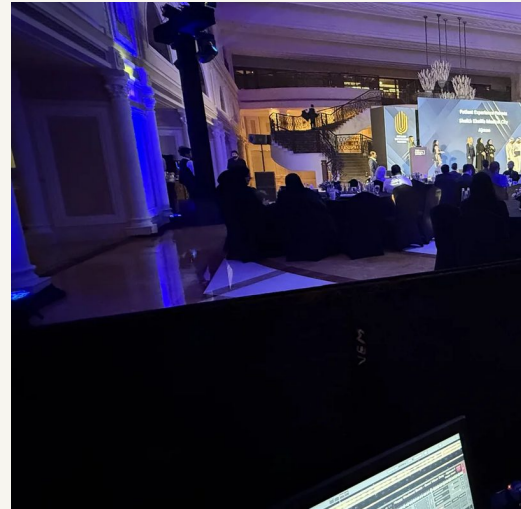
Rehearse and validate

Test content, systems, speaker movement and critical cues before the audience enters.

06

Run the show

Lead front-of-house coordination, cueing, live troubleshooting and final execution.



Selected experience delivered by members of the Upshot Concept team in prior professional roles.

Responsibility stays visible.

- 01 One accountable production lead
- 02 Production-first planning
- 03 Full-service or production-only engagement
- 04 Brief-led specialist sourcing
- 05 Clear responsibility across partners and systems

06

Founder-led, with 20+ years of individual event and production experience spanning India and the UAE.



India-based. Internationally production-ready.

INDIA

Delhi NCR

Mumbai

Bengaluru

Hyderabad

Goa

Chennai

Pune

Jaipur

Udaipur

Kolkata

Ahmedabad

Lucknow

INTERNATIONAL

Dubai / UAE - delivered market

Thailand - production capability

Singapore - production capability

Malaysia - production capability

Bring us into the brief.

enquiry@upshotconcept.com

+91 95991 46456

upshotconcept.com

Instagram: @upshotconcept

Facebook: @upshotconcept

WhatsApp: +91 95991 46456



View Production Gallery



Discuss the Brief