

Lucror

presents

LucrorStudio

LucrorStudio

Ai that makes the film, the reel and the ad — at brand quality, at scale.



Ai Video Agent

- Ranked No. 1 AI filmmaking agent
- Forward-deployed experts who train your team
- POD director + artist available
- Test, create, localise and scale video



Ai Videos (Agency work)

- AI brand films
- UGC-content
- Social Media Reels
- Performance Ads
- Product explainers



Ai Branded Micro Drama

- Brand-integrated short series
- Insurance concepts explain through daily life stories



Hyper-Localization

- Multilingual videos with true lip-sync
- One shoot, every regional market
- Regional adaptation of brand films

Ai Video Agent

#1 AI video agent Platform – for AI content at scale

Specialized in Long format content : Rated #1 of 8 agents on an independent benchmark of 800 films across 16 metrics, leading by 20 points — so your team spends less time in production and more on the idea.
Highest rated across production quality, cinematic language, narrative coherence

AI video that doesn't look AI	20% Lower generation costs	Dedicated AI Artist	INR 2,000/min video	One-click venularization & Adapts
Best Long format content globally	Biggest buyers of Base models	To product AI content for you, train your team & build custom workflows	At scale of 100-200 videos per month	7 Indian languages

WHY COSTS ARE LOWER

- **Right model for each use case:** our team matches each use case to the right model — most shots don't need the top of the ladder
- **Fewer iterations:** AI video agent writes the efficient prompt, so the first pass is usually the one you ship
- **Skills built once for repeat work**: build a format once, then run every SKU and every market through the same workflow
- **Economies of scale:** Largest buyers of base models due to micro-drama business

Cost per 1 min video as low as **2000 per video, at scale**

THE DIFFERENTIATOR:

Brand memory context never lost, shot to shot

Character & product consistency same face, same SKU, every scene

Custom workflows your brand guidelines in every use case

Feedback loop creative optimised on live campaign results

Experienced team producing 500+ hours of AI video content & Micro dramas

Enterprise Operating model

AI Video Agent: Enterprise Operating Model

In every model you hold the platform, the credits and the output — and you keep the skills your team builds.

01

Platform

For teams with in-house creative.

- Your team runs the AI video platform
- Unlimited seats.
- Onboarding included.

02

Platform + Forward Deployed Artist

For brands building an in-house AI content teams.

- Your team runs the AI video platform
- An AI artist builds your workflows alongside them and trains the team
- Sets workflows and hands over

03

Platform + Dedicated POD

For enterprises with no in-house AI content team.

- You hold the platform & the credits.
- A dedicated AI artist works full-time for you
- Generates AI content basis your script and direction.

“Forward deployed Artist”

An AI artist with extensive experience in AI content, delivering 200+ videos daily is deployed to understand your brand & use cases, and to make AI content a success

“Your job is to run the brand. Not to learn how to make AI video.”

Your team gets finished, brand-ready video — without turning marketers into video operators.

Ai Video Agent: Ai Content that doesn't look Ai















Ai Video Agent: One Click Vernacularization
(7 Indian languages)

The Film
A relatable, everyday moment where a customer discovers GoodScore through their phone, bringing the product naturally into their financial journey. The film keeps the interaction simple and human, with the device becoming the bridge between the story and the solution.

Our Task
Use AI to turn this single film into multiple market-ready versions — adapting voice, lip-sync, and on-screen text for each market, without a single reshoot.



Malyalam



Telugu



Hindi

Supports Languages –

Hindi | Tamil | Telugu | Marathi | Bengali | Kannada

Ad Performance & Creative Agent

Agent for Performance creatives at scale

40–60 on-brand ad variants per campaign, live across Meta, Google and TikTok in under 30 minutes.

- **40–60** on-brand variants / campaign
- **<30 min** brief-to-live campaign
- **3** platforms, one workflow
- **24×7** always-on optimisation

ONE WORKFLOW. FOUR MOVES.



CONNECT
Growth assessment

Look at available accounts, then build brand DNA — tone, palettes, claims and guardrails.



BRIEF
System design

Pick an objective; the engine designs the creative system — hooks, frames and audience maps.



CREATE
Deployment

Generate 40–60 brand-compliant image and video variants, plus channel-agent protocols.



LAUNCH
Optimization

Publish across Meta, Google and TikTok, test against control, then shift budget to winners.

Brand-safe by design
Every asset checked against brand guardrails before it ships.

Creative supply at scale
Hooks, formats and angles in 50–60 variants per cycle.

Media-to-brand testing
Never generic — always engineered to the conversion moment.

Spend follows proof
Budget scales only behind creatives with measured lift.

Creative supply, turned into a performance engine - CaseStudy

Brand-safe variants generated at sprint cadence, matched to bottom-of-funnel audiences, and tested head-to-head before budget scaled behind a winner.

A · STRATEGY

Data before playbook

Every creative judged on profitable BOFU purchases — not awareness proxies.

B · SOLUTION

Five moves, one system

Generate, target, test, scale, refresh — sequenced so winners compound.

C · TECH

AI removed the ceiling

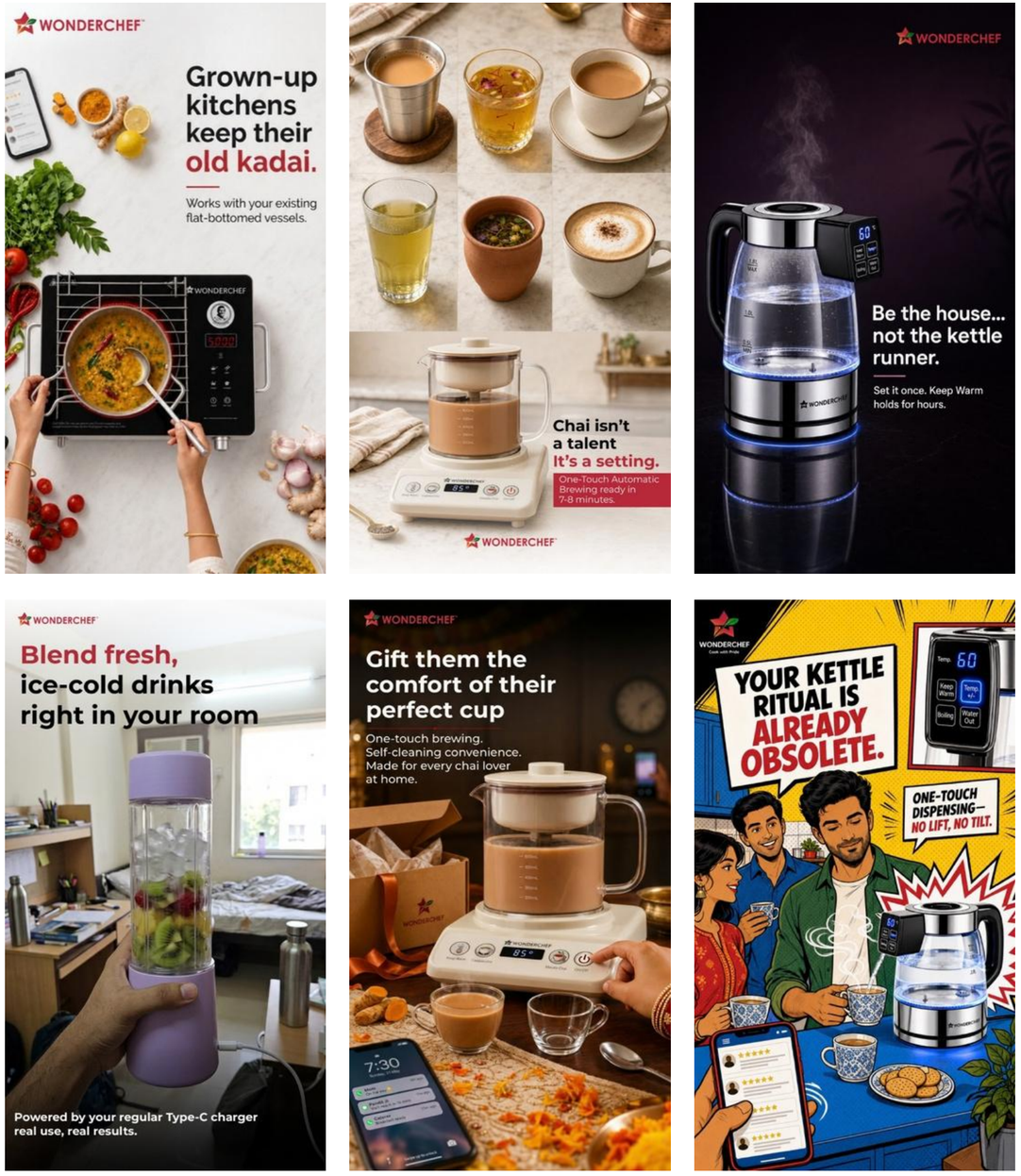
Multiple hooks, formats and angles per SKU in a single cycle.

D · EXECUTION

Experiment-led scaling

Every asset ran against the control; budget only followed proven lift.

+166%	61.8×	10.3×	₹29.7L
Link CTR uplift	**Twister ROAS jump**	**Remarketing CTR jump**	**Revenue from Elevate**
across matched experiments	0.05× → 3.09×	0.86% → 8.90%	creatives in 90 days



Brand-safe variants produced by the AI Performance Agent and tested head-to-head in market

Ai Micro Drama

AI MICRO-DRAMA

The next big way to connect with Gen Z.

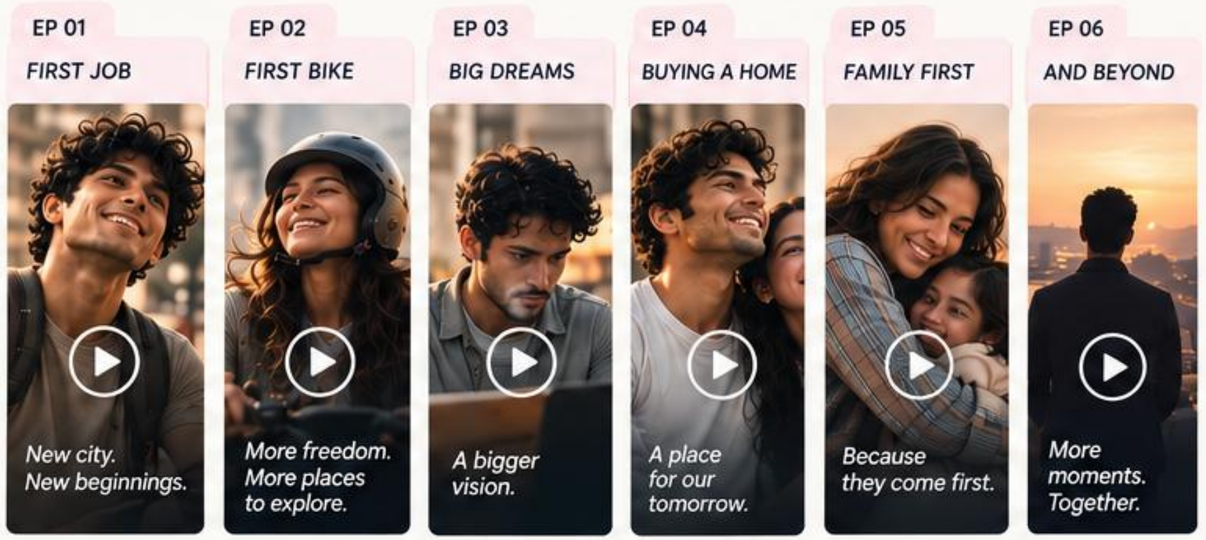
Real stories, not ads.
Short-form, authentic, relevant.

Made for short-form.
Built for how Gen Z actually watches.

Powered by AI.
Infinite stories.
Endless relevance.



REAL STORIES. EVERYDAY MOMENTS.



Create. Engage. Convert.

AI-powered micro-dramas that turn everyday moments into meaningful brand connections.



AI Branded Micro Drama

Create a complete series showing your products placed inside every moment



Ep 1
Kal Ka Kya?

Ep 2
Kya Chunein?

Ep 3
Samajh Ki Baat

Ep 4
Faisla Pakka

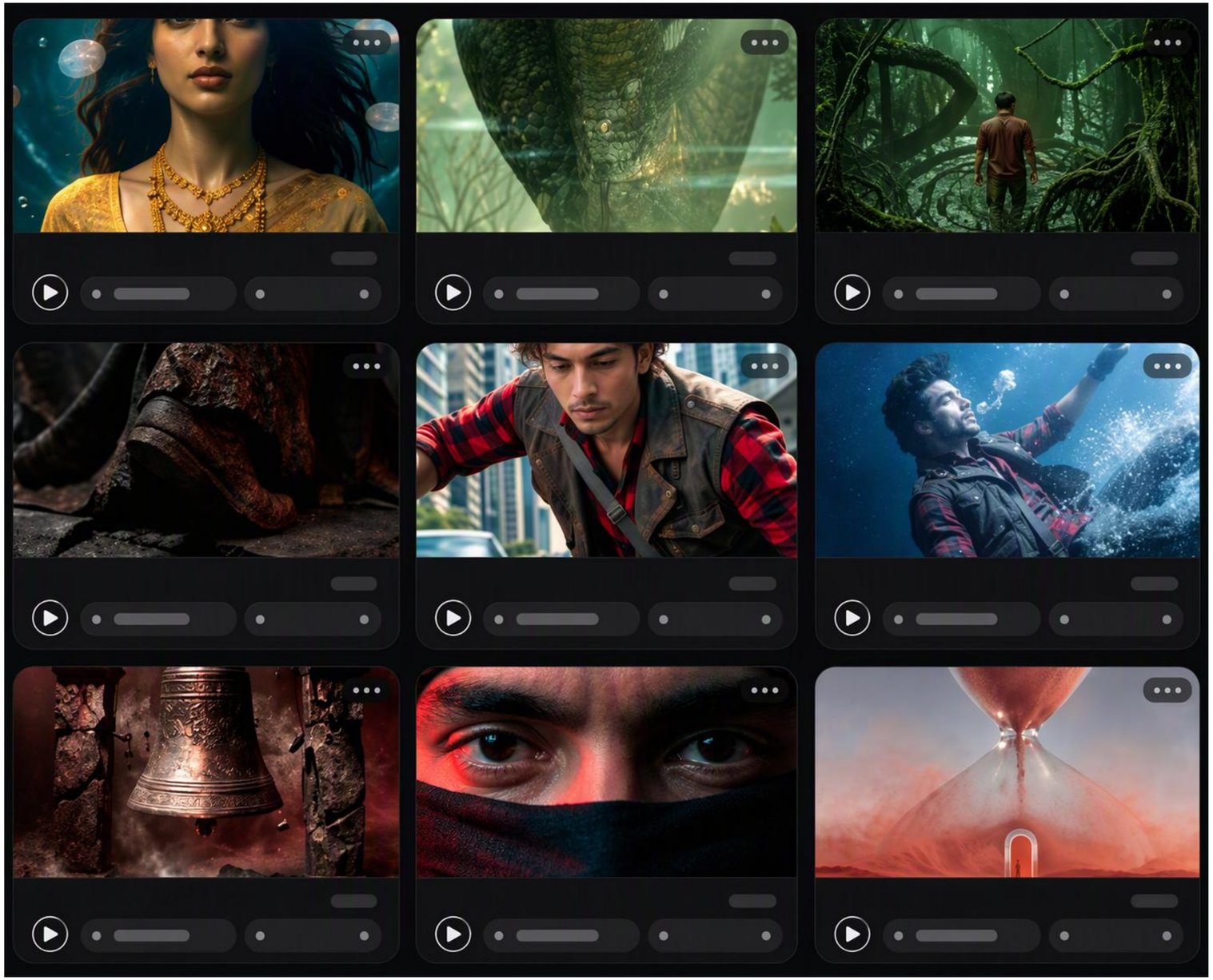
No.1 AI Video Agent built to create high-quality micro-dramas and personalized video content at scale — adapting stories, languages, characters and messaging for different audiences, at just ₹2,000 per video.

Ranked No. 1 AI Filmmaking Agent — Physion Labs benchmark





Click the frame to see the video

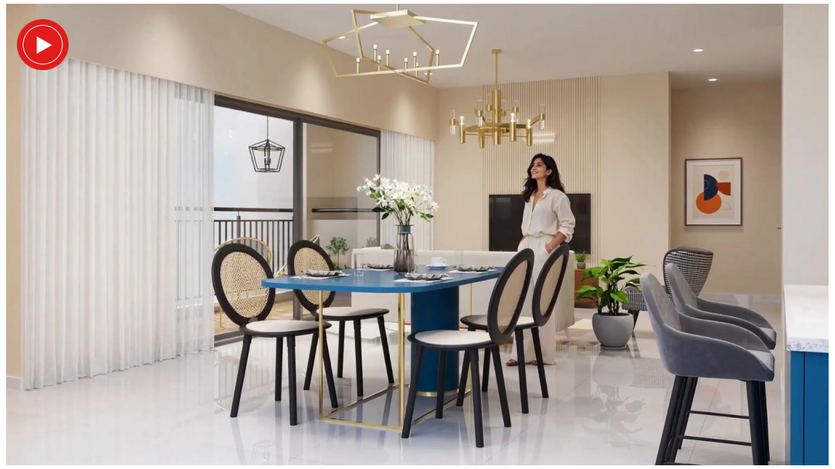


A production view of Raavaan,
one of the 100+ shows produced every month.

Scaling Micro Drama with Ai

Ai Creative Agency

Ai Creative Agency Work
(Retail focused)





Ad Films



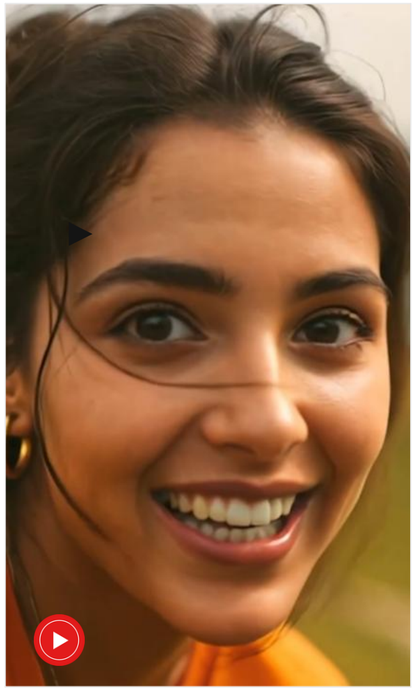


Story Led



Walkthrough

Ai Creative Agency Work

















Brand Ads

Talking Avatars

One Brand Film, Many Versions with Ai

One shoot becomes many films — wardrobe, cast look, location and language changed with Ai, without going back on set.

Use cases

- Localization with local characters & scenarios
- One Brand Film, Multiple Festive Versions
- One Brand Film, Multiple Generations

ORIGINAL FILM



Same scene, original wardrobe

Ai-RECREATED VERSION



Restyled look, generated with Ai



Original location and cast



New version, no reshoot

Adapting One Brand Films in Different Version with Ai

CASE STUDY - ***MAZDA MX-5***

Ai-PRODUCED COMMERCIAL

The heritage film follows different drivers across decades: multiple ethnicities, ages, period looks and locations — all generated and localized by AI instead of shot with multiple cars, casts and VFX.

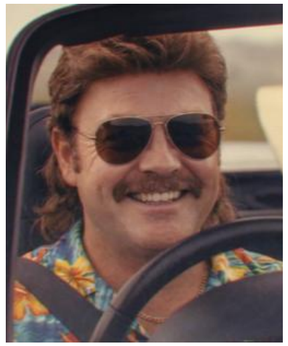
[Video Link]

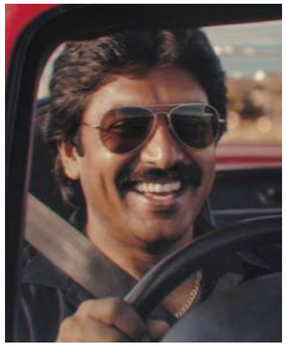
< 2 weeks
brief to final approval

1 workflow
every face & market

Use cases –

- Localization with local characters & scenarios
- One Brand Film, Multiple Festive Versions
- One Brand Film, Multiple Generations


Late 1980s


1990s


2000s


2010s


Today


Late 1980s · tree-lined avenue


1990s · mountain pass


2000s · coastal route


2010s · open highway

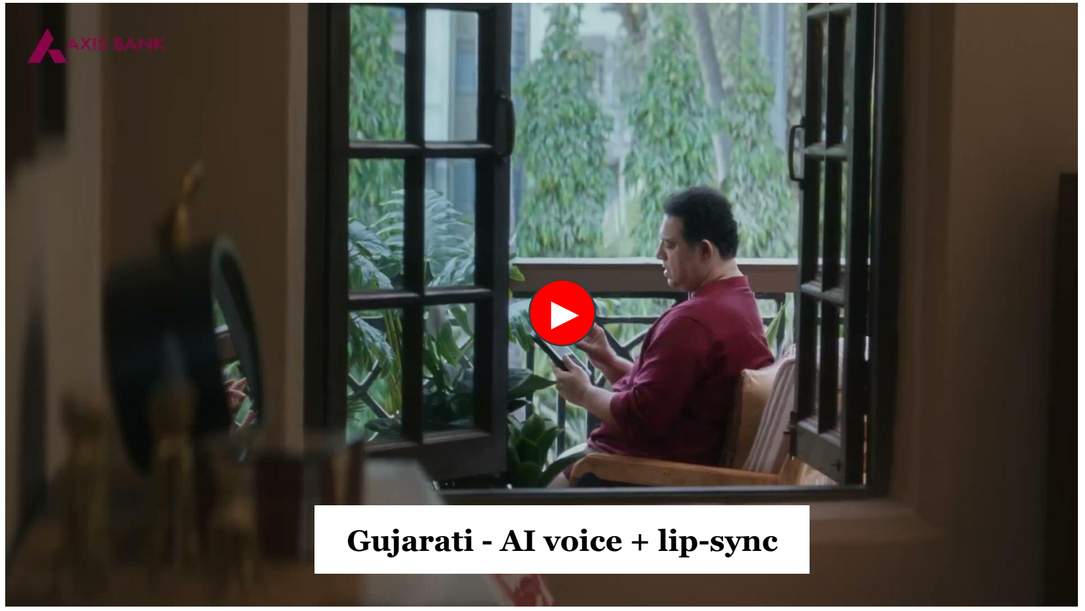

Today · golden-hour drive


One workflow · every market

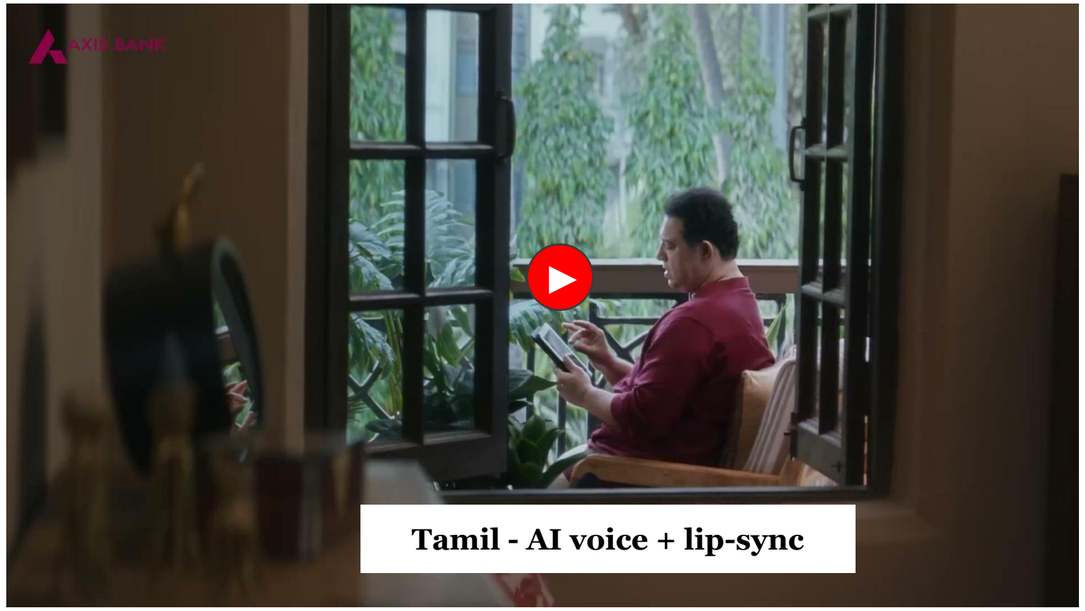
Multi-Lingual Video with Lip Sync



Original Ad Film - Hindi



Gujarati - AI voice + lip-sync



Tamil - AI voice + lip-sync

Thank you

Linkedin: Lucror
Facebook: Lucror
Instagram: LucrorAi
W: www.lucrorAi.com
E: legend@lucrorworld.com



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