

Arjun Dhanraj

Professional Summary

Multi-disciplinary creative leader and entrepreneur with 25+ years of experience across music, film, theatre, voice-over and content creation. Co-Founder and Chairman of Cranky Granny Productions Pvt. Ltd., driving the development of original intellectual properties in animation, sports and entertainment. Known for blending artistic vision with business acumen to create innovative, market-ready IPs backed by strong branding, marketing and global positioning.

Professional Experience

Co-Founder & Chairman | Cranky Granny Productions Pvt. Ltd.

June 2022 – Present

- Leading overall vision, strategy, and creative direction for the company.
- Driving IP development across animation, entertainment and sports verticals.
- Overseeing end-to-end production, including scripts, visuals, sound, music and voice integration.
- Created and produced original audio content for USP Studio (children's animation channel), along with the concept and creation of new animation properties for the same.
- Composed and produced the official anthem for the Tech Mahindra Global Chess League.
- Executed promotional events and large-scale on-ground activations for the Tech Mahindra Global Chess League, integrating sponsorships, hospitality and marketing.

Vocalist, Composer & Band Leader | NerveRek

2003 – 2012

- Founded and led a progressive hard rock band, winning top national awards.
- Earned multiple awards for Best Vocalist and Best Guitarist.
- Performed with International Acts, sharing the stage with The Scorpions, Iron Maiden and Pain of Salvation.

Vocalist, Composer & Band Leader | Arjun & The Teenage Men (ATM)

2014 – 2022

- Launched and managed a pop-rock band; released debut EP 'Shenanigans' on global platforms.

- Produced and released 12 singles aired across TV and digital platforms (2019).

Voice-Over Artist & Scriptwriter

- Provided voice-over work in Hindi and English for global series such as Big Mouth, Human Resources, Disney's Lion Guard and Vampirina.
- Wrote and voiced content for titles including Disney's Art Attack, Monica O My Darling (Netflix), Eternally Confused and Eager for Love (Netflix) and Four More Shots Please! (Amazon Prime).

Actor

- Theatre: Performed in Jesus Christ Superstar (directed by Alyque Padamsee)
- Toured US, Canada, Dubai, Bangkok with Taj Express (directed by Shruti Merchant).

Key Achievements:

- Co-Founded and currently serving as Chairman of Cranky Granny Productions Pvt. Ltd., a rising creative powerhouse.
- Built and scaled multiple original IPs blending music, animation and storytelling for global markets.
- Created and produced audio + animation concepts for USP Studio (children's channel).
- Composed the official anthem and executed promotional/on-ground activations for the Tech Mahindra Global Chess League.
- Recognized performer who has collaborated with and opened for international icons such as Iron Maiden and The Scorpions.
- Established career in both creative arts and corporate entertainment strategy, bridging artistry and entrepreneurship.

Skills

- IP Development & Creative Direction
- Strategic Leadership & Business Development
- Animation & Children's Content Creation
- Music & Performance (Vocals, Guitar, Songwriting)
- Voice-Over & Scriptwriting
- Entertainment Production & Marketing
- Global Collaborations & Partnerships