

GSK Productions Inc. presents a director's profile

Gursharan *Singh Kohli*

known to the industry as *GSK*

A director who paints with light, scores with shadow, and cuts to the rhythm of the heart.

Director of television commercials and music videos. Trained at the Los Angeles Film School. Screenwriter, composer, lyricist, producer and painter, working across Hollywood, Canada, India and Eastern Europe since 2009.

► Watch the showreel

Hollywood and AI work

Filmography



I The director

Every frame, a painting that moves.

Gursharan Singh Kohli is an internationally acclaimed director of television commercials and music videos, known for fusing fine art, music, fashion and surrealism into cinematic storytelling. Trained at the Los Angeles Film School, he has worked in Hollywood and across the United States, India, Europe and Canada, on sets from Los Angeles and Toronto to Kyiv, St. Petersburg and Delhi. The result is a genuinely global eye, shaped by a life lived inside many cultures, languages and aesthetic traditions.

For GSK, storytelling is an immersive experience rather than a sequence of shots. His work is built on emotion, symbolism and visual poetry: light and shadow carry meaning, music sets the pulse, and movement becomes a language of its own. It is work that is felt before it is understood, and remembered long after the final frame.

Training

Los Angeles Film School, Hollywood

Active since

2009, with more than 150 projects delivered and 120-plus films and releases on record

Disciplines	Direction, screenwriting, music composition, lyrics, production, painting
His crew	Team GSK Productions across Ukraine, India, the UK and Canada, including DOPs Sergio Klepitsa and Roman Baidovski, editor Gunjan Amoli and colourist Goutam Panday
Studios	GSK Productions Inc. (Ukraine, India, Canada); a studio in Poland; the music label GoodGlennie's Music; associate studio Chupacabra Production, Kyiv
Labels and platforms	Yash Raj Films (YRF), Universal Music, Speed Records, Zee Music Company, T-Series, Saga Music, Sony Music, Steelbird Entertainment
Filmed in	United States (Los Angeles), Canada, India, Ukraine, Russia and Poland
Languages of the work	Punjabi, Hindi, Urdu, Ukrainian, Russian, Arabic, Spanish and English

Label and studio partners

Yash Raj Films

Aao Na, Habit

Universal Music

Ganga

Speed Records

End

Zee Music Company

Pyaar

T-Series

Ghagra, Damdaar Boy

Saga Music

Kaju, Nain Tere, Naa Vee Sohna

Artists and brands he has filmed

Rabbi Shergill / Saurav Mishra / Chahat Kakkar / Kuwar Virk / Raman Romana / Jagmeet Brar / Badshah / Neha Bhasin / Ankit Tiwari / Taz Stereo Nation / Inder Nagra / Lokesh Garg / Millind Gaba / Linda McCrary Fisher / Vera Kekelia / Verka Serduchka / Druga Rika / Tokio / Den Ice / Shael / Victor Skuratovsky / Kadim Tarasov / *Reebok* / *Absolut* / *Miss Dior* / *Steelbird* / *Pullman*

Emotion

The feeling comes first. Every choice of lens, light and cut serves it.

Symbolism

Colour, object and gesture chosen to mean something, and to be read twice.

Visual poetry

Light, shadow, music and movement, orchestrated as one composition.

II Hollywood and AI

Trained in Los Angeles. Built for the big screen.

GSK trained at the Los Angeles Film School and has worked in Hollywood and across the United States, including producing Riviere’s *Silent Night* with Hollywood vocalist Linda McCrary Fisher. That training, set against years of work in India and Eastern Europe, is what gives his films their scale: Hollywood craft carrying a truly international sensibility.

He is also one of the directors pushing AI into real production, using it for previsualisation, storyboarding, sound and motion design.

Hollywood collaboration

GSK Music and GSK Productions, 2009 · Hollywood gospel and soul

Riviere, *Silent Night*

Produced by GSK with Hollywood vocalist Linda McCrary Fisher, Charles “Chuck Heat” Henderson-McCrary and Ukrainian singer Vera Kekelia: an international recording bridging Los Angeles gospel and Eastern European pop.

[Listen on Spotify](#)

Featured artist

Linda McCrary Fisher

A Hollywood session vocalist whose voice sits behind some of the biggest records of the last fifty years. Born in Youngstown, Ohio, she began singing as a child with her family’s gospel group, The McCrarys, who moved to North Hollywood and signed to Light Records before recording for Capitol Records.

Her official biography lists background vocals for Stevie Wonder, Michael Jackson, Madonna, Bette Midler, Bon Jovi and Chaka Khan. She worked closely with Andraé Crouch, helping arrange background vocals on projects including *The Lion King* soundtrack, and has toured with Michael Jackson, Stevie Wonder and Sly Stone. She has led worship at Billy Graham crusades with the Tommy Coomes Band for more than twenty years, and sings on television sitcoms including *The Jamie Foxx Show*, *Mike & Molly* and *Mom*.

[Official biography](#)

[Linda on Spotify](#)

[AllMusic credits](#)

A film by GSK · 2026

Ashes and Stars

LUDDO and Nefir TiTi. A surreal cinematic love story across deserts, floating cities and cosmic skies. Directed, written and scored by GSK for GSK Productions Inc.

► [Watch](#)

Video and music by GSK · 2026

Be Aabroo

Lokesh Garg. A ghazal of love and loss, composed, produced and directed by GSK with GSK Productions Inc., Toronto.

► [Watch](#)

Yash Raj Films (YRF) · Saga Music · 2021

Aao Na

Saurav Mishra and Chahat Kakkar. Directed and conceptualised by GSK, shot with Team GSK Productions in Ukraine.

► [Watch](#)

Yash Raj Films (YRF) · Saga Music · 2020

Habit

Raman Romana, The Boss and Shivjot. Directed by GSK.

► [Watch](#)

Universal Music India · 2012

Ganga

Rabbi Shergill, from the album III. Official Universal Music release.

► [Watch](#)

Speed Records · 2014

End

Inder Nagra ft. Badshah, from the album Band Botal. Video by GSK Productions.

► [Watch](#)

Zee Music Company · 2017

Pyaar

Rana Shaad, with Rajeev and Sweety Kapur. Composed by G. S. Kohli, directed by GSK Productions.

► [Watch](#)

T-Series · 2016

Ghagra

Lokesh Garg and Ritu Pathak. Video directed by GSK.

► [Watch](#)

T-Series · 2018

Damdaar Boy

Lokesh Garg and Khushboo Jain ft. Jashn Agnihotri. Directed by GSK.

► [Watch](#)

Saga Music (SagaHits) · 2021

Kaju

Saurav Mishra and Chahat Kakkar, with Ksená Kaur. Directed by GSK, shot with Team GSK Productions.

► [Watch](#)

Saga Music (SagaHits) · 2020

Nain Tere

Jagmeet Brar, music by Western Penduz, with Ksená Kaur. Directed by GSK.

► [Watch](#)

Saga Music (SagaHits) · 2019

Naa Vee Sohna

GoldKartz ft. Ginni Kapoor, music and lyrics by Kuwar Virk. Directed by GSK.

► [Watch](#)

III

Major label releases

Official releases on Yash Raj Films, Universal Music, Speed Records, Zee Music Company, T-Series and Saga Music, with GSK’s credit as published by each label.

Music videos

Films from the GSK Productions archive, shot across India and Eastern Europe. Each row links to the video and, where one exists, the making-of.

Written, directed or produced by GSK			
Year	Work	GSKcredit	
2026	Be Aabroo Lokesh Garg	Composer, music producer, director	► Watch
2026	Ashes and Stars LUDDO and Nefir TiTi. GoodGlennie's Music Americas	Director, lyrics and music	► Watch
2025	Punjabi Aa Gaye Oyeh Luddo, from the film Album	A film by GSK	► Watch
2025	Main Ohnu Rabb Bana Baitha Ferro, soundtrack from Album	Credited	► Watch
2021	Aao Na Saurav Mishra and Chahat Kakkar. YRF, Saga Music	Director, concept	► Watch
2021	Kaju Saurav Mishra and Chahat Kakkar, with Ksená Kaur. Saga Music	Director	► Watch
2020	Habit Raman Romana, The Boss, Shivjot. YRF, Saga Music	Director	► Watch
2020	Nain Tere Jagmeet Brar, Western Penduz, with Ksená Kaur. Saga Music	Director	► Watch
2019	Naa Vee Sohna GoldKartz ft. Ginni Kapoor, Kuwar Virk. Saga Music	Director	► Watch

2018	Manzar Rajeev Kapur and Sweety Kapur, Rana Shaad	A film by GSK	► Film	► Song
2018	Damdaar Boy Lokesh Garg, Khushboo Jain ft. Jashn Agnihotri. T-Series	Director	► Watch	► Lyric video ► Making-of
2017	Pyaar Rana Shaad, with Rajeev and Sweety Kapur. Zee Music Company	Composer, director	► Zee Music	► GSKupload ► Making-of
2016	Chagra Lokesh Garg, Ritu Pathak. T-Series	Video director	► Official	► GSKupload ► Making-of
Selected music videos				
Year	Work			
2010	I Love You Taz Stereo Nation		► Watch	► Twist & Shout ► Making-of
2010	Spring in Paris Den Ice			► Watch
2011	Tabaah Neha Bhasin		► Watch	► Making-of
2011	Apple Bottoms Neha Bhasin, Beat Factory Music		► Watch	► Making-of
2011	Janasheen Nickk		► Watch	► Making-of
2012	Ganga Rabbi Shergill, Universal Music India		► Official	► GSKupload ► Making-of
2013	Ecstasy Nickk, Iqteeza		► Watch	► Making-of
2013	Baby Ya Fly Shael		► Watch	► Teaser ► Russian version
2014	End Inder Nagra ft. Badshah, Speed Records		► Official	► GSKupload ► Making-of

VCommercials and brand films

Campaigns for international and Indian brands, and for Ukrainian broadcast.

2014	Helicopter Raye S Wallaya, JSL Singh, Lokdhun	▶ Making-of
2016	Meinu Peene De Chirag Verma	▶ Watch ▶ Making-of
2018	Dholna Taz Stereo Nation and JSL Singh, Ji-Madz	▶ Watch
2019	Jazbaat Bhanu X	▶ Watch

Ukraine, 2009–2011, with Victor Skuratovsky

Druga Rika, Furija	Druga Rika, Den Nich	Druga Rika and Tokio	Armia	Verka Serduchka
Dazzel Dreams	4 Kings	Kishe and Polina Grifitc	Kosmozoo	Bondarchuk (2011)

Year	Work	
2011	Reebok EasyTone Europe, featuring Neha Bhasin	▶ Watch
2011	Wipe Out Hair removal cream, 30-second TVC	▶ Watch
2011	Eraser's Neem Patti Face wash, 30-second TVC	▶ Watch
2012	Euro 2012 Fan Zone film	▶ Watch
2014	Miss Dior La vie en rose, making-of film	▶ Watch
2015	Pullman Gurgaon Central Park Hotel brand film, Delhi NCR	▶ Watch
2020	Absolut ISMs, Born Colourless	▶ Watch
2020	Steelbird Helmets Saving Lives Since 1964	▶ Watch ▶ Alternate cut
2020	Steelbird Helmets Galati Aap Ke Bhe, 30-second TVC	▶ Watch
2020	Karpatska Dzherelna Mineral water, Ukraine	▶ Watch

2020	Unlimited Internet Day Telecom campaign, Ukraine	▶ Watch
2020	Nations League Football campaign, Ukraine	▶ Watch
2021	Steelbird Beauty Onion oil, apple cider vinegar and vitamin C range	▶ Watch

Showreels

Director's showreel

GSK Showreel 2017–2018

GSK Showreel 2015

GSK Productions Showreel 2015

Commercials made in Ukraine, 2010

VFX made in Ukraine, 2010

Movies made in Ukraine, 2010

Filming in St. Petersburg, 2014

GSK Productions Studio, 2009

Year	Work	GSK credit	
2026	Jhootha Nefir TiTi	Lyrics and music	▶ Watch
2026	Jaale Luddo, jazz ghazal	Music	▶ Watch
2026	Peelaan Nefir TiTi	Music and lyrics	▶ Watch
2026	Kaisay Luddo	Music and lyrics	▶ Watch
2026	Patli Patang Punjabino, desi meets Latino	Music and lyrics	▶ Watch
2026	I'm Done Luddo	Music and lyrics	▶ Watch
2026	Sawti Luddo	Lyrics and music	▶ Watch
2026	Boliyaan 1 Panjabino, Punjabi wedding boliyan	Music and lyrics	▶ Watch
2026	Aahista Luddo	Music and lyrics	▶ Watch
2026	Qalbi Luddo ft. Nefir TiTi	Lyrics and music	▶ Watch

VI

Words and music by GSK

As founder of GoodGlennie's Music, GSK writes, composes and produces a borderless catalogue in Punjabi, Hindi, Urdu, Arabic and Latin styles, for artists including Luddo, Nefir TiTi, Punjabino, Ferro, Bhanu X and Orro.

2026	Roses R Red RapKid_X	Producer		▶ Watch		
2025	Na Poocho Kyun Luddo and Nefir TiTi	Music		▶ Watch		
2025	Kabhi Kisi Ko Mukammal Jahan Nahin Milta Nefir TiTi, smooth jazz tribute	Concept	▶ Watch	▶ Alternate		
2025	Cha Chaidi Luddo, with Hooklinewala	Credited		▶ Watch		
2025	Humein Zinda Rehne Do Luddo, tribute to Nusrat Fateh Ali Khan	Credited		▶ Watch		
2025	Bésame Mucho Kiss Me Luddo and Nefir TiTi	GoodGlennie's Music	▶ Watch	▶ Version 2		
2025	Haye Woh Waqt Luddo, Urdu poetry	GoodGlennie's Music	▶ Video	▶ Audio		
2025	Moneycetamol (La Cura Pa' Todo) Nefir TiTi x Ferro	GoodGlennie's Music	▶ Watch	▶ Version 2	▶ Version 3	▶ Version 4
2025	A True New Year Orro	Music and lyrics		▶ Watch		
2024	Goa Ke Round Pai Nefir TiTi, with Hooklinewala	Credited		▶ Watch		

More releases on GoodGlennie's Music

No Cuts, No Buts, No Coconuts · Nefir TiTi

Shirin-e Didar

Kinara (Al Marsa) · Luddo x Nefir TiTi

Jaiye Sajjna · Luddo ft. Nefir TiTi

Deed Ke Baad · Luddo x Nefir TiTi

Holi Hai

Dum Maaro Dum · Bhanu X

Akhiyan Nu Rehan De · Bhanu X and Nefir TiTi

Akhiyaan · Bhanu X and Nefir TiTi

Chu Chu Chigi Chigi · Abhi Payla

Vaporware · Nefir TiTi

Stand Like the Maple · Delffi, Luddo and Nefir TiTi

Chidiyan Da Chamba · Nefir TiTi

VII

Steelbird
Entertainment

Releases on the Steelbird
Entertainment label credited to
GSK, 2015–2024.

Year	Work	GSK credit			
2015	Paapi, Sharabi Anthem Rajeev Kapur ft. Sweety Kapur	Credited	► Watch	► Teaser	► Explicit
2015	Akhaan Da Khumaar (Remix) Millind Gaba, Rajeev Kapur and Sweety Kapur	Credited	► Watch	► 2020	► 2023
2016	Beer, The Fever of Booze Rajeev Kapur ft. Sweety Kapur	Credited		► Watch	► Teaser
2016	Mitran Da MHI Rana Shaad, Rajeev Kapur, Sweety Kapur	Credited			► Watch
2016	Duanwa Mangi Nidhi Kohli ft. AMC Aman	Credited	► Watch	► First look	► Promo
2017	Humein Fiqr Hai Kashish Kapur and Srishti Kapur, Steelbird SBA-2 helmet	Credited	► Watch	► Promo	► Making-of
2019	Beer Gaurav Kumar	Credited			► Watch
2024	Mehsoos Ho Rahi Hai Kashish and Jiya, Ankit Tiwari, Sandeep Nath	Credited			► Watch

VIII

Archive

Associate studio: Chupacabra Production, Kyiv	
Showreel, Kadim Tarasov	Chupacabra Production showreel

IX

The eye

Surreal, symbolic, grandeur-
infused realism.

X
Screenwriting,
innovation
and
recognition

Eight feature
screenplays, waiting
for their light.

Deeply visual, emotionally layered stories
built to provoke introspection, exploring
artificial intelligence, existentialism,
displacement and the posthuman condition.

An early adopter of AI in the director's toolkit

GSK builds AI into previsualisation,
storyboarding, sound generation and
motion-graphics mock-ups. It compresses
weeks of development into days, lowers
cost, and gives the director more creative
control before a single light is rigged.

Techniques

Mixed-media layering, symbolic colour
palettes and emotionally driven
compositions: images designed to be felt in
the body before they are read by the mind.

Influences

Emir Kusturica, Tarsem Singh,
Alfred Hitchcock, Federico
Fellini, Satyajit Ray, Raj Kapoor,
William Shakespeare, Édith Piaf
and Karl Lagerfeld.

The Hollywood-trained filmmaker

Trained at the Los Angeles Film School and
worked in Los Angeles and across the USA.

The painter

Winner of the Begum Zaidi Award for painting,
the fine-art root of his cinematic eye.

The musician

Plays jazz drums, tabla, guitar, congas and
bongos. He cuts to rhythm because he plays it.

The engineer and linguist

Educated in Slavic languages and mechanical
engineering: precision and poetry in equal
measure.

The traveller

Deep cultural immersion across China, Taiwan,
the USA, the Middle East and Europe.

The founder

Founded production studios in Ukraine and
Poland. GSK Productions spans Ukraine, India
and Canada.

Awards and recognition

MTV India Music Video Awards

Nominee, 2013

Begum Zaidi Award

Winner, painting

Festival selections

Canada, Ukraine and Poland

Available for feature direction, music videos, brand storytelling and international co-productions

The next frame is yours.

Write or call

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