

THE ACCIDENTAL CTO

All relevant contacts, channels, and ready-to-send drafts in one place. · thecto.dukaan.fun

YOU – THE SENDER

Subhash Choudhary

Founder of Dukaan · author & subject of "The Accidental CTO"

EMAIL subhash@mydukaan.io

PHONE [add before sending]

RIGHTS Held by the author — you own the book & your life rights

ASSETS TO SHARE Teaser + tone: thecto.dukaan.fun · one-pager PDF · pitch deck PDF

The one rule: Netflix India does **not** accept unsolicited pitches — only via an agent, producer, or industry exec with an existing relationship. So the play is to **attach one credible creator/house first** — they become the key that opens Netflix. Warm intro beats cold 100:1. And get **Suomit Shah's verbal yes** on portraying the AI-firing before anything goes out.

TRACK 0 – YOUR OWN NETWORK → THE FASTEST LINE IN

Your investors / mutual friends

A warm intro from one of these outranks any cold approach below

WHO Kunal Shah (CRED) · Lightspeed India · Matrix Partners · Razorpay / Freecharge founders · Ryan Hoover

THE ASK "Can you intro me to Monika Shergill (Netflix) / a Dharmatic exec? I've packaged my Dukaan story as a series — 15-sec teaser: thecto.dukaan.fun"

STATUS highest leverage

TARGET 1 – BEST CREATIVE FIT

Nagraj Manjule

warm intro needed

Director-producer — Sairat, Fandry, Jhund. The master of the raw Indian underdog.

PRODUCTION CO. **Aatpat Production** (est. 2014, Pune/Mumbai)

INSTAGRAM @aatpatproduction

FACEBOOK facebook.com/aatpatproduction

X / TWITTER @aatpaat

YOUTUBE youtube.com/@Aatpat

AGENT / MGMT Listed on IMDbPro (pro.imdb.com/name/nm5616219) — best route is a warm intro via the Marathi/indie-film world or a festival contact

STATUS No public email — reach via intro or DM. Draft below ↓

TARGET 2 — BEST ACCESS FIT (THE NETFLIX RELATIONSHIP)

Dharmatic Entertainment

has Netflix deal

Karan Johar's OTT studio — long-term Netflix India output deal

EMAIL **finance.dharmatic@gmail.com** (general contact) — ask for submission norms first

WEBSITE dharmaticent.com (contact form)

ADDRESS Unit 701, Supreme Chamber, 7th flr, Off Veera Desai Road, 17/18 Shah Industrial Estate, Andheri W, Mumbai 400053

IMPORTANT Do **not** send scripts/book unsolicited — "will be considered invalid." Ask norms first. Draft below ↓

TARGET 3 — THE LOCK, NOT THE KEY (ONLY ONCE A PRODUCER IS ATTACHED)

Netflix India

via a producer only

Indian originals commissioning

DECISION-MAKER **Monika Shergill** — VP, Content, Netflix India

CHANNEL Through an attached production house (Target 1/2) or a mutual investor intro — never cold

STATUS Approach last. Draft below ↓ (send only once a creator/house is attached)

ORDER OF FIRE (ON YOUR WORD)

0. Get Suumit's yes + add your phone number. 1. Track 0 — ask investors for a warm intro. 2. Target 1 (Manjule) + Target 2 (Dharmatic) in parallel. 3. Whoever bites carries it to Netflix (Target 3).

READY-TO-SEND DRAFTS

> TO AN INVESTOR / FRIEND — warm intro

Subject: A favour — an intro to Netflix / Dharma?

Hey [name],

I've taken the Dukaan story — the 3 AM crashes, the AI-firing that went global — and packaged it as a limited series. Title + 15-second teaser: thecto.dukaan.fun

You know [Monika Shergill / someone there] — would you be open to a quick intro? Happy to send a one-pager you can forward.

Thanks man,
Subhash

> NAGRAJ MANJULE / AATPAT

Subject: An underdog from Bihar — the one story I think only you can tell

Respected Nagraj sir,

I'm Subhash Choudhary — I co-founded Dukaan. Before that, a fatherless boy from a village in Bihar, raised by a tailor mother, no degree, no English, riding the 4 a.m. Virar local for seven years. I accidentally became the man keeping 2.7 million small shops alive during the pandemic — until the machine I built to never be powerless again fired 23 people in a single tweet.

It's my own story (the book "The Accidental CTO"), and every time I shape it for screen I see your cinema — Fandry, Sairat, Jhund. The caste of it. The class of it. The hunger.

I'm not sending a script — just asking for eight minutes: an 8-page cold-open and a 15-second cut at thecto.dukaan.fun. If even one frame stays with you, I'd be honoured to talk.

With deep respect,
Subhash Choudhary · subhash@mydukaan.io · (I hold all rights — it's my story)

> DHARMATIC — permission to submit (no attachments)

Subject: Requesting your submission norms — true-story limited series

Hello Dharmatic team,

I'm Subhash Choudhary, co-founder of Dukaan — this is my own story and I hold all the rights. I have a limited-series adaptation, "The Accidental CTO," with a viral real-world hook (the AI that replaced a support team, and the man who pressed the button). Title and tone: thecto.dukaan.fun

I know you don't accept unsolicited material, so I'm not attaching anything — could you share your submission norms so I can send things the right way?

Thank you,
Subhash Choudhary · subhash@mydukaan.io

> NETFLIX / MONIKA SHERGILL – only once a producer is attached

Subject: [Producer/House] – "The Accidental CTO", limited series

Dear Ms. Shergill,

[Production house / Nagraj Manjule's Aatpat] is developing "The Accidental CTO" – the true story behind Dukaan and the AI-firing that went global – as a 6-part limited series. Rights secured; [creator] attached.

Sizzle + tone: thecto.dukaan.fun

Could we find 20 minutes to walk you through it?

Warmly,
[Producer name, title, house]